



REPORT FOR FY 2010

(July 1, 2009 - June 30, 2010)



AMERICAN  SWEDISH
HISTORICAL MUSEUM

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American Swedish Historical Museum
Report for FY 2010
(July 1, 2009—June 30, 2010)

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Highlights of the Year

The past year has really been one of defining the museum's community. The exhibition *Colony to Community: The Story of New Sweden* was shown both at ASHM and the Delaware History Museum during FY10, and a second copy of the panels from the exhibition traveled to many venues around the country. The exhibition explores both the 17th century colony and the community that is alive and well today in the Swedish-American organizations in the area.



The local community of Swedish-Americans was also an important part of our exhibition, *Go Swedish! Smörgåsbord and Beyond*. ASHM curator, Carrie Hogan interviewed many members of the museum's community to learn about Swedish and Swedish-American food traditions. These interviews informed and helped her shape the interpretation in the exhibition, which opened in June to a full-house of people eager to learn about (and sample!) the cuisine of Sweden.

At the same time as we were looking at our own community, we were reaching out to a broader community as well. In October, we were pleased to partner with the Swedish Council of America and the Swedish Colonial Society to present a 4-day conference of Swedish America and celebration of the Swedish Colonial Society's centennial. Approximately 200 people participated in some part of the conference which included tours of New Sweden sites, the New Sweden History Conference, and a special performance of Scandinavian music by the Chamber Orchestra of Philadelphia. Participants came from as far away as Sweden, Washington State, Texas and Canada to be immersed in a New Sweden Colony experience.

One of the highlights of the year was certainly the presentation of the Spirit of Raoul Wallenberg Humanitarian Award to Ambassador Asher Naim. Ambassador Naim was being honored for his work to rescue the indigenous Jews of Ethiopia in 1991. Ambassador Naim delivered a moving acceptance speech to a sell-out crowd of nearly 190 people. Half of the attendees were part of the broader Philadelphia community and many were experiencing the museum for the first time.



Perhaps our most successful outreach to the community this year came through the generosity of grants from the state of Pennsylvania and several private foundations, which allowed us to offer our on-site education programs without charge in FY10. About 2500 children participated in our programs. One of the new and most successful ways the museum has begun to serve the community is through presentations for children as part of the public library summer reading programs. In 2009, we presented a

program about Scandinavian literature and in 2010 we presented a program about Vikings. These programs have now reached thousands of participants in the tri-state area. In January, we welcomed an education intern from Sweden, Karin Nordbrandt, who has been doing a fantastic job teaching these programs.

The board and staff have also been grappling with the issue of who is the museum's community and how can we expand it and serve it better as part of the strategic planning process. We are excited about the potential for the future and welcome any ideas you might have about how we can better reach out and serve in the coming years.

Respectfully Submitted,

*Tracey Beck
Executive Director*

The Work of the Board's Committees

AUDIT COMMITTEE

The Audit Committee met with the Kreisher Miller representatives to review a draft of the audit and listen to their management recommendations. The suggestions of the committee were incorporated into the final draft of the audit.

Erik Muther, Chair

Members: Agneta Bailey, Bo Bergqvist, Leonard Busby, Anna-Greta O'Neill, Sandra Pfaff, Robert Savage, Kirk Seagers

BUILDING AND GROUNDS COMMITTEE

Several new initiatives were undertaken in the 2009-2010 year by the staff under the auspices of the Buildings and Grounds Committee. These projects are made possible through the incorporation of defined Capital Budget line items in the annual budget for 2009-10 as designated by the Board of Governors, and also by several grants which were made available to the Museum during this period.

A total of \$49,065 was made available during this period, consisting of \$30,300 from endowment allocations, a \$5,000 bequest from the estate of Penny Bachelor, and \$13,765 in funds remaining from the Barbro Osher Pro Suecia Foundation grant in 2009. The Director and committee have a long list of priorities. It is hoped that a greater allocation in future years, plus grants, will allow more progress toward completing the priority needs of the Museum. We are dealing with a 75 year old building lacking in many modern features and not designed to current energy-efficiency and building standards, so the needs are many.

Last fall the Committee, with the Director's recommendations, decided on three priority projects. These were:

1. Planning for a new storm water management system should begin, based on findings that the original drainage system was irreparably clogged, damaged, and ineffective. The goal is to reduce chronic water infiltration and moisture problems mainly at the basement level.
2. Improvements at the Pattison Avenue entrance to provide accessible parking and to allow unloading. This would provide 2 curbside handicapped parking spaces with pavement, gate and doorbell modifications.
3. Replacement of one failed compressor in the air conditioning system.

These projects are now underway. It should be noted that the third item, the air conditioner compressor replacement is actually a maintenance item. Nonetheless, it may be necessary to charge this to Capital improvements as a source of funds.

In February, the Buildings and Grounds Committee met jointly with the Finance Committee to review needs and to coordinate priorities as part of the budget planning process. This meeting was felt to be beneficial to both committees and will be repeated at regular intervals.

The Committee approved a proposal from Campbell, Thomas and Company for professional services for two projects: the first for the design, drawings, and cost estimates for the improvements on Pattison Avenue (priority 2, above), and second for services to prepare schematic designs and cost estimates for a proposed new underground drainage system (priority 1, above).

Other improvements accomplished during the course of the year included repair of a roof leak around the cupola, and various maintenance items. The Committee also adopted a goal of completing a detailed walk-around inspection of the entire building interior and exterior, as well as the grounds, each year. This effort will be scheduled and led by member Earl Seppala.

In June, the Committee reviewed plans from Campell, Thomas and Company for the two projects referred to above. Plans for the Pattison Avenue accessibility improvements were reviewed and approved for obtaining bids. Preliminary designs and estimates for the proposed new drainage system were also reviewed and accepted in principle. Since the probable cost exceeds the funds available in this period, the next step is for the Director to seek added funding to enable the project to proceed.

*Respectfully submitted for the Committee,
Dennis L. Johnson, co-chair with Erwin Apell
Members: Tracey Beck, Carrie Hogan, John McCann, Earl Seppala, Theresa Stuhlman,
Margaretha Talerman.*

DEVELOPMENT COMMITTEE

The ASHM Development Committee met jointly with the Membership Committee and singularly during the 2009/2010 fiscal year. Increasing membership and developing new sources of revenue for the ASHM were goals reached through special events, the Annual Appeal, grants and corporate partnerships.

The Annual Appeal met its goal of \$45,000. At a time of economic challenges, our members continued their financial support, the lifeblood of our museum. In addition to reaching our members through mailings, individual phone calls were made to encourage past donors to continue their participation. This year we also utilized Facebook to gather support for our Annual Appeal. In February 2010, *Hidden Treasures: A Behind the Scenes Collection Tour and Dinner* was held to thank members who contributed significantly through the Annual Appeal and membership and each member was encouraged to bring a guest to that event, as an introduction to our museum.

Our annual *Spring Ting* event was held in March 2010 and as a result, successfully raised \$10,500 for the ASHM's educational programs and exhibits.

Submitted by Kristina Johnson O'Doherty, Chair

Members: Jackie Axilbund, Maria Donatucci, Carin Foster, Dawn Gould, Shawn Jalosinski, John McCann, Sandra Pfaff, Edie Rohrman, Tracey Beck and Christer Baeckstrom.

FINANCE COMMITTEE

The Finance Committee met six times throughout the year to monitor the museum's expenses and revenues relative to budget, oversee the management and performance of our investments, and review the annual museum budget.

The Committee reviewed the Executive Director's draft budget draft for FY11 in April and made recommendations before it was approved by the full board in June. The Committee also recommended reinvesting the maturing CD (certificate of deposit) money in accordance with the museum's Capital Preservation Plan. The CD that we purchased as part of the Capital preservation plan matured in July. The current rate for CDs at Beneficial was 1.25% for 12 months. We withdrew \$60,000 for operating support and reinvested the remaining \$120,000 in a new 12 month CD. The Capital Preservation Plan calls for us to repeat this process again next year.

The majority of the Committee's meetings were focused on preparing to conduct a formal review of our financial managers. Every five years the Committee conducts a review of our financial managers to assess their progress towards our financial goals, the degree to which the financial advisors are living up to our expectations, and to assess a variety of indicators of performance. The Committee agreed to follow a full RFP process, to review potential alternative candidates as part of its review. An RFP was assembled by the Committee and there was extensive discussion regarding what criteria should be to select, monitor and "manage" a financial management company. We sent RFP requests in June to Glenmede, Pennsylvania Trust, The Philadelphia Foundation, Bryn Mawr Trust Investment Councilors, Haverford Trust Co., Wilmington Trust, and Vanguard. Our existing managers, PNC Financial Advisors were also asked to submit an RFP. We asked for their submissions by July 30th and the Committee met in August to review the proposals. A final recommendation will be made in September and will be considered at the next Board meeting.

Submitted by Erik Muther, Chair

Members: Tracey Beck, Leonard Busby, Johan Nordbrandt, Anna Greta-O'Neill, Sandra Pfaff, Kirk Seagers.

MEMBERSHIP COMMITTEE

The main focus of the membership committee this year was planning for a special event to honor members who had contributed \$250.00 or more through dues and Annual Appeal during the calendar year. On Sunday, February 21, 2010 *Hidden Treasures* became a very successful event. The invited members were all asked to bring a guest who was not previously a member at the ASHM and we thereby had a few new members sign up. Throughout the evening, a slide presentation showing pictures from events at the museum during the past year was running for everyone to watch. During cocktails, our curator, Carrie Hogan, conducted two excellent and very informative tours unlocking some of the museum's hidden treasures, an amazingly interesting experience. Dinner was served in the Assembly Room and consisted of Chicken Marbella and a rice side dish following a recipe from the Auxiliary Cookbook. Our chef in charge was Dawn Gould assisted by staff and volunteers. After dinner we enjoyed a delicious Chocolate mousse dessert created by Caroline and Bianchi Rossy.

When reviewing the membership statistics it is clear that the numbers have not dropped dramatically, but we have lost some members, especially among those who signed up during the LEGO exhibit. With the Go Swedish! exhibit it was decided that new members who signed up during the run of the exhibit would receive, as an added bonus, the Swedish recipe booklet from the Swedish Institute, which were given to the museum when the New York Consulate General closed. In addition, the Aquavit gift certificate contest is underway and those eligible are renewing members who were lapsed for more than a year, new members, gift memberships (givers and recipients), members who recruit new members as well as current members who upgrade to Friend level or higher.

The committee has had several discussions about potential programs, especially related to the Go Swedish! exhibition. It was suggested that we try to draw in more of the Scandinavian/Nordic communities (i.e. Norwegian, Danish, Finnish and Icelandic) to events that are not specifically Swedish and this way broaden the base for membership potential.

Submitted by Christina Gravdahl, Chair

Committee Members: Tracey Beck, Caroline Rossy, John McCann, Evie Merritt, Sandra Pfaff, Fred Pfaff, Virginia Swedberg, Chris Baeckstrom and Inger Stone

MUSEUM COMMITTEE

The Museum Committee met in February and the main topic on the agenda was the discussion concerning the complete reinstallation of the Colonial Room, a project made possible by a generous donation from Mrs. George C. McFarland. After thoughtful review, the committee recommended to the board the total re-interpretation and re-design of the Colonial Room to better tell the story of New Sweden, rather than staying within the 1960s Hans Asplund design.

The exhibition *Colony to Community: The Story of New Sweden*, created by the ASHM Curator, Carrie Hogan, was a great success. It was first shown at the New Jersey State Museum and moved to the Delaware Historical Society when it closed at the ASHM. It was followed by *Printscapes: Impressions of Nature by Rachelle Puryear and Lars Nyberg*, showing the work by two Stockholm artists. On June 6th yet another exhibition created by Carrie Hogan opened – *Go Swedish! Smörgåsbord and Beyond*. It is an ambitious and wonderful exhibit exploring the origins of Swedish food traditions, and how Sweden’s climate and other factors have influenced the development of its cuisine.

Submitted by Margaretha Talerman, Chair

Members: Tracey Beck, Carrie Hogan, Thora Jacobson, John McCann, Robert Savage, Abby Shaw

NOMINATING COMMITTEE

The Nominating Committee would like to thank members of the Board of Governors who have completed their terms in 2010—Lisa Christenson, Kristina Hoffman, Evie Merritt and Anna-Greta O’Neill.

The committee met three times throughout the year to suggest and review candidates for the board of governors. A slate of seven candidates for the board was circulated to the membership in the ASHM Newsletter and is being presented at the annual meeting.

First term— Bo Bergquist, Carin Foster, Gudmund Iversen, and James Roebuck, Jr.
Second term candidates — Sandra Pfaff, Doriney Seagers and Margaretha Talerman

Submitted by Robert Savage, Chair

Members: Tracey Beck, Kristina Hofmann, Doriney Seagers, Earl Seppala, Margaretha Talerman

STRATEGIC PLANNING COMMITTEE

The Strategic Planning Committee had three very thought-provoking meetings during the year, at which we discussed goals and priorities for the future. All committee chairs and board officers were invited to participate in these meetings, and many did. The committee affirmed the museum’s current mission statement, “The mission of the American Swedish Historical Museum is to promote awareness in America of the contributions of Swedish culture.” Next, we completely re-wrote the vision statement. In addition, a thorough review of the accomplishments under the last plan was presented to the board. The new vision statement and goals will be presented to the full board at the first meeting in FY 2011.

Submitted by Tracey Beck and John McCann, Co-Chairs

Committee Members: Lisa Christenson, Birgitta Davis, Carin Foster, Carrie Hogan, Shawn Jalosinski, Dennis Johnson, Anna-Greta O’Neill, Sandra Pfaff, Caroline Rossy.

Reports from the Museum's Clubs, Organizations and Fundraisers

GENEALOGY CLUB

It has been another great year for the Swedish Genealogy Club. Our Fall 2009 meeting featured a video about Swedes settling in America and struggling to adapt to their new lives here. Our Winter 2010 meeting detailed the tremendous efforts being put forth to reopen New Jersey's "New Sweden Farmstead" under its new name, the "New Sweden Colonial Farmstead: Living History Museum in Bridgeton," by the year 2013 - the 375th anniversary of the founding of New Sweden. Individually scheduled research appointments were set up for our Spring 2010 meeting. Several of our club's most experienced researchers assisted our members and several non-members (who traveled great distances to attend!) research their family trees using the club's extensive Internet resources and CDs of Swedish records. All attendees were pleased with successful research discoveries. At our upcoming meeting on November 13th we are pleased to welcome author Leslie Albrecht Huber. She will discuss her recently released book, *The Journey Takers*, where she vividly retraces her ancestors' journeys from Germany, Sweden and England to the United States. We hope you'll be able to join us at our club's Fall 2010 meeting!

Submitted by Dennis Rydberg, President

Claude Anderson, Vice President; Bill Fagerstrom, Secretary

THE SWEDISH MUSEUM SINGERS

Our choir started the fall of 2009 with a new Choir director since Sarah Gulish had announced that she could no longer be our leader due to too many other commitments. Following Sarah's recommendation we accepted Carrie Lawless as her replacement. When it came to the Christmas program we really wanted to perform the slightly jazzed-up version of "Rudolph the Red Nosed Reindeer", and for that we needed a pianist. Elsa Orescan had a recommendation in Jordan Irazabal, which worked out very well. He was then asked to be our choir director, a job which he gladly accepted. Our Valborg concert left some people wishing they could hear more voices and less piano playing! The Swedish Museum Singers also participated in the Midsommarfest by performing a few songs, led by Kenneth Alexy, and leading a sing-along for the Midsommar attendees.

The choir has gone through its trials and tribulations over the years and at this time we had certain disagreements in regards to "our sound" and this is why the choir, yet again, will be welcoming another new director, Carol Gutknecht, who has an extensive musical background.

Our rehearsals are scheduled to start on Tuesday, September 14th at the Museum 7-9 PM, and we are always happy to have new members join us. Keep in mind that more than half of our choir members do not speak Swedish, so don't be afraid of the language.

*Submitted by: Christina Gravidahl, President
Treasurer: Kristina Kalb*

MIDSOMMARKLUBBEN

Midsommarklubben meet at the Museum every second Tuesday evening September through June, with a break in January. The meetings are held in Swedish. Most members are originally from Sweden, but it's not a requirement.

We have two big events each year. The first coming up is our Julbord in the beginning of December. We serve a traditional Swedish Christmas dinner and our guests also get to see a Lucia performance. The second event, Midsommarfest, takes place in June on or near the time of the summer solstice. We have folk music, the Swedish Museum Singers, games for the children and dancing around the Maypole. Home-made baked goods and sandwiches are served. This year we were again able to donate a check to the Museum in the amount of \$10,000. Come and practice your Swedish at our meetings!

*Submitted by Inger Stone, President
Annika Saracini, Secretary and Ingrid Cagan, Treasurer*

AUXILIARY

The Board of the Auxiliary usually meets on the first Thursday of the month and there are three general meetings in February, May and October, followed by programs and lunch. This year's fall program was a tour of the *Colony to Community* exhibition with ASHM Curator, Carrie Hogan. Sendlor is the February meeting and is always very popular, and this year featured a presentation on Swedish textiles. The Spring Program was a classical vocal concert by Julie Bishop.

On August 28th, we had our first ever Flea Market and it was a success. Not only did we have several vendors, we also had a large number of visitors walk through the museum. The Auxiliary also sponsors the Lucia Fest at Christmas time and helps with other Museum events. Proceeds from these events allowed the Auxiliary to give the Museum an annual donation to help where needed. The upcoming events are the October luncheon and Lucia Fest and Julmarknad.

*Submitted by Dawn Gould, President
Tina Cook, Secretary; Kristina O'Doherty, Treasurer; Jackie Axilbund, Corresponding Secretary.*

SPIRIT OF RAOUL WALLENBERG HUMANITARIAN AWARD

The Selection Committee for the Spirit of Raoul Wallenberg Humanitarian Award, reviewed the many nominations that were sent into the museum by organizations and individuals. The committee reviewed them and had a teleconference to make the final selection. After much discussion, Ambassador Asher Naim was selected. In 1991, Asher Naim, Ambassador of Israel to Ethiopia, helped to save the Lost Tribe --- 14,000 Ethiopian Jews in what was called *Operation Solomon*. He is an extraordinary man that the committee felt best “honors a commitment to humanitarianism”. The Ambassador wrote the book *Saving the Lost Tribe* which chronicles the events of Operation Solomon. Asher Naim continues, to this day, to raise money for the Ethiopian Jews in Israel for their education.

The award was presented to Ambassador Asher Naim on October 24th at the museum and was a huge success in spite of the torrential rain. We had close to 190 guests in attendance from all over the United States and Israel. There were members from the Swedish Council of America and the Swedish Colonial Society in attendance. It was the largest attendance of any Raoul Wallenberg presentation. We started the evening with a reception of heavy hors d’oeuvres and wine. The Ambassador and dignitaries greeted the guests in a receiving line. The presentation took place in our Assembly Room where our Chairman of the Board, John McCann greeted all our guests, Ambassador Jonas Hafström of Sweden gave a tribute to Raoul Wallenberg, Sandra Pfaff thanked the committees and introduced Amy Sosnov. Amy Sosnov, who represents the Ellis Foundation, which funds the award, presented the award to Ambassador Asher Naim. Ambassador Naim was presented with a check for \$5000 and a beautiful Orrefors bowl that was inscribed. Ambassador Naim gave an inspiring acceptance speech and was very gracious to greet people afterwards. He, also, signed his book and our patrons and sponsors of the event were given copies at the end of the evening. Our Executive Director, Tracey Beck, gave the closing remarks. It was truly a joyful and profoundly inspiring event for the museum.

The following day, Ambassador Naim joined in the celebration of the Swedish Colonial Society’s Centennial Jubilee by attending their luncheon at the Union League, where he addressed the audience with another profound speech, and by attending the concert called “Scandinavian Perspectives” by the Chamber Orchestra of Philadelphia.

Our many thanks to all the committees for helping to make this a memorable event.

Event Patrons

Kathy and Jerry Drew
Irvin and Rosalie Gerson
Alfred Hagan
Jean and Jacob Herz

Joseph R. Liss
Robert and Victoria Peterson
Inger Wedin and Laurence Wendorf

Submitted by Sandra S. Pfaff, Chair

Selection Committee Members: Chair, Sandra Pfaff, Benton M. Arnovitz, Tracey Beck, Marna Feldt, Erika Ferrer, Gwen Goodman, Gary Hill, Linda Jaffe, Phyllis Kedson, Bruce Larson, Paul Levine, Gail Rosenthal, Robert Savage.

*Steering Committee Co-Chairs-Tracey Beck, Birgitta Davis, Sandra Pfaff
Committee members, Jacqueline Axilbund, Sally Bridwell, Kathy Liss Drew, Jean Hertz,
Donna Johnson, Phyllis Kedson, Adele Leonard, John McCann, Gideon Naim, Kristina
O'Doherty, Elsa Orescan, Fred Pfaff, John Schultz, Amy Sosnov*

*Honorary Committee Members: Irvin Borowsky, Dr. Irvin Gerson, Rosalie Gerson,
Ambassador Jonas Hafström, Robert G. Houdek, Consul General Daniel Kutner, Mayor
Michael A. Nutter, Governor Edward G. Rendell.*

SPRING TING

The first day of spring was March 20, 2010, and that evening our annual *Spring Ting Dinner and Auction* was held to raise money for the ASHM's educational programs and special exhibits. The weather was perfect, the music and dinner were exceptional and the Outstanding Achievement Award was presented to Albert Paley, a Swedish-American artist known throughout the world for his extraordinary sculptures.

An online auction was held in the weeks preceding *Spring Ting* and a silent auction was held that evening. Thanks to the many donors of auction items, the Committee members who spent endless hours seeking donations and sponsorships for the event and the tireless efforts and support of the ASHM staff, the evening was a success and \$10,500 was raised for our museum. A very special thanks goes to the members who gave their support through their attendance and auction participation and to the Friends, Patrons and Sponsors of *Spring Ting 2010*.

Sponsors

*Esther Ann McFarland, Biddle and Company Insurance Brokers, Inc., Kreisher Miller,
PNC Institutional Advisers, SCA Americas*

Submitted by Kristina O'Doherty, Chair

*Committee Members: Jackie Axilbund, Tracey Beck, Sally Bridwell, Margaret Churchville,
Birgitta Davis, Carin Foster, Anna Baechtold Georgi, Christina Gravidahl, Donna Johnson,
Elisabeth Lundin, Evie Merritt, Karin Nordbrandt, Sandra Pfaff, Edie Rohrman, Caroline
Rossy, Doriney Seagers, Virginia Swedberg, Margaretha Talerma, Fanny Warren, Birgitta
Wilson*

Museum and Library

Exhibitions

Colony to Community: The Story of New Sweden

New Jersey State Museum in Trenton – January 24, 2009-May 17, 2009

American Swedish Historical Museum – June 7, 2009- November 22, 2009

Delaware Historical Museum- December 17, 2009-March 13, 2010

Printscapes: Impressions of Nature by Rachelle Puryear and Lars Nyberg

January 17, 2009-May 2, 2010

(An Independent Project associated with Philagrafika 2010 International Print Festival)

Go Swedish! Smörgåsbord and Beyond

June 6, 2010-January 31, 2011

This exhibition utilizes ASHM's collections to explore Sweden's rich culinary history and cultural traditions.

Featured Exhibitions

Material Matters: Samples from the Textile Collection

May 16, 2008 – Ongoing

Zorn Nudes

May 16, 2009 - Ongoing

Gifts to the Museum Collection

With much appreciation, we thank the following members, friends, and colleagues for contributing to the collection. Susan Bell from the estate of Penelope and George Batcheler has graciously donated several items to the museum's collection, including: 3 framed prints by Anders Zorn, an early 19th century Swedish desk, an assortment of hand-carved Swedish toys, a woman's costume from Rättvik, archival materials relating to Penelope Batcheler's travel in Sweden, Swedish linens and assorted textiles, and a large deposit of Swedish and Swedish-American books. Michael Kuryla donated a linen table cloth made in 1938 commemorating the 300th anniversary of the landing of the Kalmar Nyckel in Wilmington, Delaware. Lee Glanten donated a set of pewter candle sticks and a mug made in Sweden during the late 19th century. Elsa Orescan donated two antique picture books featuring 19th century Swedish painters. Nancy Hanson Thenstedt donated her collection of hand-painted Ljung figurines of Swedes dressed in traditional costumes. Ron Parson donated an 18th century Swedish wardrobe in excellent condition since its restoration in the early 20th century. Swedish printmaker Lars Nyberg has generously donated 10 of his prints that were featured in the ASHM exhibition *Printscapes: Impressions of Nature by Rachelle Puryear and Lars Nyberg*. The family of former ASHM Board Member, Gösta Baeckström, donated money in his name and memory for the hand-crafted table in the Stuga.

Gifts to the Library Collections

Marna Feldt made her annual contribution to the Library with a donation of the complete 2009 series of the Scandinavian Studies Journal. Marna also helped to organize a large donation of books about Swedish history from the collection of the former Swedish

Consulate in New York. Eva Wolfe donated a dozen Swedish cookbooks. Elisabeth Halverson-Stapen donated books about Swedish art and design. Sandra Pearce donated her family's archive of 19th century materials, including; 3 Bibles, 1 Small Catechism printed in Philadelphia and a Marriage Certificate. Elisabeth Windesjö donated a new edition of *The Big Book of Weaving*. Ruth Olsson donated a box of late 19th century and early 20th century Swedish and English literature books. Ruth and Lincoln Ekstrom donated archival materials relating to the 1938 dedication of the museum. Ronald Trauger donated an 1834 Swedish psalm book. Birgitta Davis donated a first edition copy of Astrid Lindgren's "Pippe Långstrump".

Collections Internship

University of the Arts intern, Kathy McHoes finished her two year internship this summer. She has been working with Carrie Hogan to research the collections for the exhibition *Go Swedish! Smörgåsbord and Beyond*, which opened on June 6, 2010.

Research Queries

The Museum's Library was active with research queries this year. We received a range of questions and proposals from historians, hobbyists, and cultural questers located in all corners of the world. Prevalent inquiries this year included the New Sweden Colony, Colonial America, Printzhof, Amandus Johnson, John Ericsson, Jenny Lind, Fredrika Bremer, Carl Larsson, Swedish textiles, silver and material culture, genealogy and several queries relating Swedish art and artists.

Submitted by Carrie Hogan, Curator

Education and Community Outreach

In the summer of 2009 the museum offered two new summer programs. The camp and daycare program Swedish Adventurers was designed for multi-age groups and the twelve groups that visited the museum explored parts of Swedish history, from the Vikings to the New Sweden colony. The second program was an outreach program for libraries and part of the Public Library's Summer Reading Program theme *Be Creative @ Your Library*. ASHM's program was called *Be Creative with Cool Scandinavian Crafts* and the educator brought Scandinavian books and crafts to 15 participating libraries.

Thanks to the generous support from the Pennsylvania Department of Community and Economic Development through Representative Robert Donatucci, the Connelly Foundation, and the Rosenlund Family Foundation, ASHM was able to offer free onsite programs in FY10 and for that the museum is very grateful.

In conjunction with the opening of the exhibit *Printscapes* in January the museum organized a family workshop called *First Impressions: A Children's Printmaking Program* on Martin Luther King Day. This hands-on program gave the children the opportunity to meet with Stockholm artist Rachelle Puryear, and attend a guided tour of the *Printscapes* exhibit by the artist, as well as a demonstration of printmaking. The children used magnifying glasses to

study the intricate details of the etchings and drypoints. The workshop also included an artist craft presentation and printing projects for the children to try and bring home. In honor of the Martin Luther King Jr. Day of Service, admission for the 40 people attending was free with a donation of one non-perishable pantry item.

On February 18, the museum also participated in Central High School's 13th annual International Day. Karin Nordbrandt and Caroline Rossy gave presentations about Swedish culture and traditions to five senior classes.

In June, ASHM launched its latest exhibit, *Go Swedish! Smörgåsbord and Beyond*, in the changing exhibition gallery. The exhibit includes an interactive smelling station, where visitors can look, smell and identify typical Swedish spices. In association with the *Go Swedish!* exhibition the Nobel Room hosts an interactive kiosk about napkin folding, where visitors can try their hand at traditional napkin folding.

In the summer of 2010, the museum offered two new educational programs. The onsite program, *Swedish Food Traditions*, was connected to the current food exhibit and the children learned about Swedish food, and how Swedish culture and traditions are closely connected to food and nature. The children were also given the opportunity to identify and try spices typically used in Swedish cooking, have a Swedish *fika* and make a Swedish *skål* with lingonberry juice. The second summer program was a Viking library outreach called *Set Sail with the Vikings*, and was part of this year's Collaborative Library Program's theme *Make a Splash @ Your Library*. The educator brought different Viking artifact-reproductions and crafts to participating libraries. Following a presentation about Vikings and their culture the children made their own shields and Thor's hammer necklaces. The *Set Sail with the Vikings* program was greatly appreciated by the attending children as well as their parents and over the course of the summer it attracted a total of 934 participants. In addition, the educator added another 1,670 miles in the name of traveling Vikings. Because the Viking program was such a success, it has since been added to the permanent ASHM's Education Outreach offerings.

Submitted by Karin Nordbrandt, Education Intern

The Amandus Johnson Service Award

The committee has selected Anne and Gene Martenson to receive the Amandus Johnson Service Award for 2010 in recognition of their dedicated service to the museum.

Committee Members: Brigitta Davis, Caroline Rossy, Carrie Hogan, Tracey Beck, Sandra Pfaff, Fred Pfaff, Ginny Swedberg, LaVonne Johnson, Dennis Johnson, Donna Johnson, Roy Johnson, Bob Savage, Marna Feldt, Birgitta and Bill Wilson

Calendar for the Year

Crayfish Party, August 15
Concert *The Swedish Troubadours*, August 24
Annual Meeting, September 13
Auxiliary Luncheon and Tour of Exhibition *Colony to Community*, October 3
Ninth Annual New Sweden History Conference, October 23
Raoul Wallenberg Humanitarian Award Presentation and Reception, October 24
Concert *Scandinavian Perspectives* at the Kimmel Center, October 25
Genealogy Club, November 7
Cooking Class, November 21
Julbord, December 4
Lucia Procession and Julmarknad, December 5
Swedish Museum Singers Christmas Concert, December 11
Exhibition Opening *Printscapes: Impressions of Nature by Rachele Puryear and Lars Nyberg*, January 17
First Impressions: A Children's Printmaking Program, January 18
Pea Soup and Punsch, January 30
Semlor and Presentation on Swedish Textiles by Wendel Swan, February 13
Donner Event *Hidden Treasures of the Museum's Collection*, February 21
Spring Ting Dinner and Auction, March 20
Easter Workshop and Egg Hunt, March 28
Genealogy Club, April 17
Cooking Class, April 24
Valborgsmässoafton, April 30
Auxiliary Luncheon and Lecture Recital with Musician Julie Bishop, May 8
Concert with Magnus Martensson: *Excuse Me, Does My Piano Count as One Carry-on?*, May 15
Exhibition Opening *Go Sweden! Smörgåsbord and Beyond* June 6
Midsommarfest, June 26

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A virtual army of volunteers assists the museum in nearly every area of its operations. Board members assist in fundraising, facilities issues and projects, governance and policy making. Hard working committees and groups like the Midsommarklubben and Auxiliary produce events throughout the year which bring many people to the museum and raise much needed funds. Weekly, dedicated volunteers staff the front desk, assist with mailings and help with our school programs. For all of you we are extremely grateful. If you would like to add an interesting dimension to your life, contact the museum and we'll find a volunteer job for you that meets your skills and interests!

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Central Carolina Community Foundation	
Commonwealth of Pennsylvania Dept. of Community and Economic Development	Education programs, building projects
Connelly Foundation	Education
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Mrs. George C. McFarland	Colonial Room re-installation
Midsommarklubben	Operating Support
Penn. Historical and Museum Commission	Operating Support
Philadelphia Cultural Fund	Operating Support
Rosenlund Foundation	Education
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SWEA Philadelphia	<i>Printscapes and Go Swedish!</i> Exhibitions
SWEA Washington DC	<i>Go Swedish!</i> Exhibit
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