

SWEDISH
COUNCIL
of America



2010
Annual Report



There is New Energy in the Air!

The Swedish Council of America during my tenure is off to a great start!

Six months before becoming chair, I established an Administrative Review Committee (ARC) to review the practices and procedures of Swedish Council of America (SCA) as well as address a number of areas which needed greater definition. SCA is now functioning as a business.

The members of the ARC deserve all the credit for taking up the banner of "SCA is Open for Business". They successfully delivered job descriptions for all officers and committee chairs and amended the Bylaws, as needed. Additionally, the ARC developed an Employee Handbook. This work was undertaken in a brief period of time.

SCA has old and new affiliate members, donors and board members who are energized and ready to contrib-

ute to the SCA. The fall meeting in Detroit was a great success. Everyone agrees that SCA is indeed OPEN FOR BUSINESS.

Thanks to everyone who has made 2010 a great success. I extend my appreciation to SCA's Executive Director Elise Peters. She and I work well together and she is a tremendous asset to all of us.

The challenge for the board in 2011 is to streamline practices and stabilize our funding arms. There is new energy in the air, and we will grab it and hold on to it!

Willow Hagans
SCA Board Chair



Social Media is Our New Outreach

Preparing the annual report is a rewarding task in the life of an organization. Each year is a chapter in our autobiography. It is our story of the impact that we, directly and through our numerous partnerships, have on Swedish America.

Swedish Council of America's primary programs provide valuable funding, well-deserved recognition, and useful information to preserve, promote and strengthen Swedish America. Through these programs, SCA educates and informs over 8,000 households about topics, activities, and projects valuable to the community. The newest outreach, through social media, has created greater discussion and interaction between interested individuals and organizations and has served as a platform for new ideas as well as a platform for dissemination of information.

I commend the dynamic SCA Board of Directors for

their vision and purpose in further refining the way SCA does business to position the Council to better serve Swedish America. I extend my heartfelt thanks to my colleagues, donors, and affiliated organizational members as well as the thousands of interested individuals for their continued support.

If you have a question about Swedish America, Swedish Council is ready to provide an answer! We welcome your participation in our work as we write the next chapter in our autobiography.

Elise Peters
Executive Director



SCA's Engagement with Affiliates Increase

The Mission Committee has provided leadership for the Board of Director's strategic planning activities. Swedish Council of America's second strategic plan covers the period 2010-2013. Based on responses to our affiliate survey, the Mission Committee assessed the progress made during the previous plan on achieving strategic priorities.

The results of the assessment included a revision of the Mission Statement, a reaffirmation of strategic priorities, and updated assignments and outcome expectations to guide the work of the various committees of the Board of Directors. The Mission Statement revision

affirmed the active role that SCA has in Swedish America.

The new strategic plan with the revised Mission Statement and updated outcome expectations will promote a more active engagement with our affiliates. The strategic plan is available for review on the Swedish Council of America's webpage.

Charles Peterson
Chair



Significant Communications Programs

The communications programs are a significant way for SCA to educate its members and interested individuals about Sweden, Swedish America, and the connection across the Atlantic.

In 2010 Facebook and Twitter were added, creating a forum for discussion and feedback.

Sweden & America magazine, published quarter-

ly with identical versions in Swedish and English, was mailed to about 5,500 addresses in Sweden and North America. The UPDATE section features SCA news and events. Articles of interest to people on both sides of the Atlantic have covered a variety of topics.

eUPDATE, the electronic newsletter sent out monthly to over 3,000 addresses and forwarded to many more readers, has an high open and click-through rate. It is sponsored by different businesses and gives readers information about affiliates, News from Sweden, and timely general information.

The website was improved and new features added, such as a genealogy page, a book list and a "På svenska" (In Swedish) description of the organization. Also added were resource articles from the "old" *Sweden & America* magazine. Changing slideshows highlight affiliate events, and a calendar notifies visitors of celebrations and programs throughout North America.

Kerstin Trowbridge
Chair



SCA Funds a Variety of Projects Every Year

Swedish Council of America serves many purposes, particularly as a bridge between and among Swedish-American communities in North America and Sweden. Since 1975, Swedish Council of America has given nearly \$750,000 in grant funding for projects that strengthen these cross-Atlantic relationships and which contribute to our collective identity as Swedish Americans. Projects must accomplish at least one of the following objectives:

- ❖ Serve to pass on Swedish heritage to future generations
- ❖ Enhance knowledge of the Swedish immigrants to

North America and their contributions to life on this continent

- ❖ Develop program of events that increases knowledge and awareness of Swedish-American culture
- ❖ Promote the many contemporary cultural ties between North America and Sweden

Bruce Karstadt

Chair



16 Grants Awarded Across North America

In 2010, SCA awarded 16 grants (out of 25 applications) totaling \$37,400 to recipient organizations in Illinois, Pennsylvania, New York, Minnesota, North Dakota, and Washington as follows:

American Scandinavian Association-Augustana College, Rock Island, IL

In support of Vasa Order affiliate infusing traditional Swedish folk dance into Midsommar at the Augustana Heritage Gathering

American Swedish Historical Museum, Philadelphia, PA

Go Swedish! The Smörgåsbord and Beyond, an exhibition on the role of food in Swedish and Swedish-American culture

American Swedish Institute, Minneapolis, MN

Exhibition on Haddon Sundblom, a Finnish-Swedish commercial artist who created the image of the Coca-Cola Santa Claus

Association for Runic Studies, Roseville, MN

Fourteen-site national lecture tour by Dr. Henrik Williams (Uppsala) and Dr. Richard Nielsen on runes and rune-like letters in Europe and North America and their place in history

Augustana College, Rock Island, IL

Sesquicentennial art exhibition of works by Swedish artists in the Augustana College collection for showing on campus and at Figge Museum of Art in Davenport, IA

Bishop Hill Heritage Association, Bishop Hill, IL

Printing new edition of *The Official Bishop Hill Walking Tour and Guidebook to Buildings*

Lutheran Theological Seminary, Philadelphia, PA

Creation of permanent exhibit about Augustana Lutheran Synod

Minnesota Woodcarvers, Minneapolis, MN

Beyond the Dalahäst, a study tour of Sweden by three woodcarvers to learn and disseminate knowledge about flat plane woodcarving

Nordic Arts Alliance, Fargo, ND

Inaugural season of festival intended to connect and educate people through tribal and contemporary Nordic arts

Nordic Heritage Museum, Seattle, WA

For Raoul Wallenberg lecture and dinner

Nordic Light Film Festival Minnesota, Minneapolis, MN

For viewings of Swedish children's films

Project: Theater, New York, NY

Production development and related community outreach of world premiere of August Strindberg's *The Son of a Servant Cycle (Part I)*

Scandinavian Folk Festival, Jamestown, NY

Inspiration of Raoul Wallenberg performances by Ben Olander

Swedish American Historical Society, Chicago, IL

In support of a conference, "The Augustana Synod and the Covenant Church: Contact, Conflict and Confluence 1860-2010"

Swedish American Museum, Chicago, IL

Andersonville—A Little Village in the Big City: programs, lectures, and self-guided tour booklet of historic Andersonville neighborhood

Swenson Swedish Immigration Research Center, Rock Island, IL

Series of film screenings and symposium on modern Swedish film called "Beyond Bergman: Modern Swedish Film"

Saluting Award Recipients for Leadership

It is the goal of this committee to recognize and honor persons who have contributed to or served the cause of Swedish America in extraordinary ways on the local, national and international level.

In April 2010, we were pleased to present five Awards of Merit at a gala evening event in Rock Island, IL. This Award is given to persons nominated by their local organization, who have unselfishly volunteered their energy and time in support of their association in unique and exceptional ways. Deserving individuals recognized included: John Norton, nominated by Augustana College, the Augustana Historical Society, and the American Scandinavian Association at Augustana; Judy Mayer and Helene Leaf from the Swenson Center; Herb Hult from the Swedish Heritage Society of Swedesburg, IA; and Lilly Setterdahl from the Emigrant Institute.

It was also our pleasure to present the Glenn T. Seaborg Award to Augustana senior student Max C. Petersen. This award provides the recipient a week in Stockholm, interaction with similar scientific research-minded students from around the world through the Stockholm International Youth Science Seminar, interaction with Nobel Laureates, visits to world class research institutions at Uppsala University and the Karolinska Institute, and a place at the famed Nobel Banquet held at Stockholm's

spectacular City Hall. Our recipient this year not only did notable research in molecular biology and demonstrated exceptional academic achievement, but proved to be an accomplished musician, an outstanding athlete, and an active participant in student government, and volunteering.

On October 16, at the Board meeting held in Troy, MI, we presented the SCA Award of Merit to 9 recipients. They included Harold Benson, nominated by the Swedish Club of Metropolitan Detroit; Bengt Brogren from the Arpi Swedish Male Chorus; Kay Buehrig of the Jenny Lind Club; Violet Carlson from the Scandia Women's Chorus; Christine Johnson of the Detroit Swedish Club; Christina Lidgren from SWEA; Richard Lindgren from the Swedish American Chamber of Commerce; Sheila Lundquist from Viking Lodge #730; and Ulf Merenius from the Detroit Swedish Foundation.

SCA salutes all of these recipients for outstanding leadership, an exemplary zest for life, and their passion for Swedish culture and tradition.



Ted Johnson
Chair



The program in Rock Island featured the presentation of five Awards of Merit. Pictured left to right are Bruce Larson (outgoing SCA Board Chair), John Norton, Judy Mayer, Helene Leaf, Herb Hult, Lilly Setterdahl, Ted Johnson (SCA Awards & Recognition Committee Chair), and Willow Hagans (incoming SCA Board Chair.)

Willow Hagans (SCA Board Chair) and Ted Johnson (Awards & Recognition Committee Chair) congratulated the honorees from the Detroit area. Honored were (l to r front row) Kay Buehrig, Violet Carlson, Christine Johnson, Christina Lidgren and Sheila Lundquist; (l to r back row) Harold Benson, Bengt Brogren, Richard Lindgren, and Ulf Merenius.





Participants of the Stockholm International Youth Science Seminar (SIYSS) posed for a photo before heading to the Nobel banquet on December 10, 2010.

“A Once-in-a-Lifetime Opportunity”

When my good friend and fellow Augustana College graduate Zak Rajput won the 2009 Seaborg Award, I could not help but daydream about how truly amazing it would be to spend a week in Stockholm, meet young scientists from around the world, and participate in the Nobel festivities. You can imagine my excitement, then, when last April I was awarded the 2010 Seaborg Award. In the eight intervening months before the trip, it was never far from my mind. When the time came to pack my bags for Stockholm, I called Zak for some words of advice. I was in the final weeks of the first semester of medical school, with exams awaiting me upon my return from Sweden, and so I was a little apprehensive about leaving my studies for a week. But Zak was clear in his advice. “This is a once-in-a-lifetime opportunity,” he gushed. “Every hour of every day will be packed with Nobel-related activities, and you’ll want to spend all the free time you have getting to know the other seminar participants. Leave your textbooks in Connecticut. You won’t regret it.”



At the Nobel reception the night before the prize ceremony, the SIYSS participants had the opportunity to meet and chat with the Nobel Laureates. I am pictured with Dr. Ei-ichi Negishi, 2010 Chemistry Laureate.

Was Zak ever right! The week in Stockholm was a whirlwind of cultural and scientific education. The Seaborg Award entails participation in the Stockholm International Youth Science Seminar (SIYSS), in which 25 bright young scientists from South Africa to Singapore are brought together and introduced to Swedish heritage, customs, and science during the week of the

Nobel Prize. We strolled through the snowy streets of the Old Town and struggled to expand our Swedish beyond the ubiquitous “Tack”. We traded tidbits about each other’s countries: I heard passionate treatises on cricket, Australian Rules Football, and underwater rugby, to use a few sporting examples. And, of course, we ate. The Julbord (“Christmas table”) feast filled our bellies with sumptuous, rich cuisine – more varieties of herring than I will ever see again. My own Swedish heritage (about ¼) predisposed me to particular interest in the Swedish songs, dances, and traditions that our coordinators regaled us with, and I was struck by the fellowship and joviality that seemed to unite them.

The highlight of the week, though, was undoubtedly the night of the Nobel Prize. After a week of tantalizing Nobel-related activities – a visit to the Nobel museum, the Nobel lectures, an intimate Nobel cocktail hour in which we met and conversed with many of the Laureates – we finally came to the day of the ceremony. We put on our tails and ball gowns, and were ferried by limousine to the site of the Nobel ceremony. There is no other word but ‘regal’ to describe the atmosphere at the ceremony, which was followed by a spectacular banquet. An unforgettable night of conversation and dancing followed, and before I knew it I was jetting across the Atlantic, on my way home.

SIYSS was indeed a once-in-a-lifetime experience, one in which I made lasting friendships and indelible memories. I am immensely grateful to Augustana College for their nomination and to Swedish Council of America for their remarkable generosity in endowing the Seaborg Award.

Max Petersen

SCA Resources are Expanding

The Cultural Affairs and Education Committee continues to focus on what we can do to further Swedish Council of America's mission to support and to foster cooperative relationships between groups and individuals whose purpose is to promote knowledge, understanding and appreciation of the Swedish heritage in American life. One of the things we discuss at every meeting is how best to inform all of our affiliate groups about opportunities and resources that exist. To that end, we have continued to focus on the resources and links that are provided via www.swedishcouncil.org. This year the staff added significantly to the website's Resources page. Two new areas are devoted to genealogical resources and listings of books related to Swedish America. In addition, the staff has added "slide shows" showing captioned photos on the web that are content-rich, such as the ones about the Swedish American Line and New Sweden. These slide shows can be found on the Affiliates Page.

We are continuing to seek ways to share information about performing groups and lecturers visiting from Sweden who might be available to do "tours" of Swedish America. We would also like to gather more information about the knowledge base and speakers available in Swedish America.

We have spent time identifying significant anniversary celebrations and themes which will be happening over the next 10 years which we can share with affiliates in order to bring focus to special celebrations that are happening across Sweden and Swedish America. Please contact me at tbeck@americanswedish.org if you have ideas to include in our special Anniversaries and Swedish-American Celebrations list.

Tracey Beck
Chair



Sweden Bridge Planning for 2012

During the year, the Swedish Bridge Committee has been focused on organizing a Swedish Bridge Conference in Sweden in 2012. The Committee requested that the Swedish organizations create a program adaptable to the local resources. On that occasion it was determined that the conference would be held in Växjö and be organized by the Swedish Emigrant Institute. The Committee was aware that the SEI was under reorganization, but understood that it was still prepared to host the conference together with other local and regional organizations.

The Swedish American Advisory Council (Svenskamerikanska Rådet), the Swedish Council of America's cooperative organization in Sweden, stood ready to assist the Swedish organizers with the conference. At a meeting in Autumn 2010, the SEI announced its wish to relinquish the offer of hosting the conference, though it would very much like to make the offer later in the future after the reorganization has been completed.

The Swedish American Advisory Council considered the matter and began to seek other suitable locations. Given the success of the Swedish American Chambers of Commerce conducting its E-Days in Gothenburg in 2010, the Swedish American Center in Karl-

stad was approached with the suggestion of organizing E-Days in Karlstad in 2012 and the possibility of carrying them out together with a Swedish Bridge Conference. Local participants were contacted, and in general great interest was expressed. The result is that the Swedish Bridge Conference has been planned to take place in Karlstad in Autumn 2012. A program is being developed with the help of several different operators.

At the close of 2010, the program wasn't yet ready for presentation, but the ambition is to present a finished program later this spring in 2011. The Swedish Bridge Committee anticipates collaborating with Swedish organizations on planning the conference, and assumes responsibility for presenting the program in the quarterly Sweden & America. A highly interesting assignment awaits the Committee.

Erik Gustavson
Chair



Contributions Keep SCA Operational

Swedish Council relies almost entirely on contributions from individuals and organizations, as well as grants from philanthropic foundations, to fund its work. The main sources of funding for SCA are the Royal Round Table, the Viking Circle, the Three Crowns Society, outside grants, and affiliate dues.

The Royal Round Table is a financial support group of Swedish Council and plays a very important role in the promotion and growth of SCA. Members of the Royal Round Table contribute annual dues of \$3,000 and are afforded the opportunity for exclusive special programming and meeting events.

The Viking Circle Annual Fund provides operating funds for Swedish Council. In 2010, 256 individuals made 307 gifts totaling \$64,435 to the Viking Circle. A goal of the 2011 Development Plan is to increase the number of individuals donating to the Viking Circle, which we hope to achieve by having Directors contact prospective donors. In 2010, Swedish Council received significant financial support from the Barbro Osher Pro Suecia Foundation.

It is vitally important to the future of Swedish Council that the Viking Circle Annual Fund continue to prosper and grow.

The Three Crowns Society encourages bequests and donations to SCA's Endowment Fund. Information regarding how to become a member of the Three Crowns Society through a planned bequest or other testamen-

tary gift is available from the SCA office. It is hoped that as time goes along the Three Crowns Society will benefit the Swedish Council by providing a greatly increased Endowment Fund to provide stability and assurance for future funding for SCA.

Our affiliate organizations also contribute to the financial wellbeing of the Swedish Council through their affiliate dues. The services that the Swedish Council can provide to our affiliates are constantly expanding through our increased ability to communicate with and provide information to affiliates. In return, a growing number of affiliates will help to provide a steady stream of income to SCA so that our programs can be expanded in the future.

The annual report includes a complete list of contributors to Swedish Council of America for the calendar year 2010. We are very appreciative of all of the organizations and individuals who have seen the value of Swedish Council of America and the services that it provides to Swedish America. Your continued support, both financial and otherwise, is greatly appreciated.



Bill Gusenius

Chair



Midsommar celebrations are an event which promotes knowledge, understanding, and appreciation of the Swedish heritage.

Royal Viking Gold (20,000)

Barbro Osher Pro Suecia Foundation
Swedish Council of America
Foundation

Royal Viking Silver (10,000)

Henry & Elizabeth Segerstrom*

Royal Viking Bronze (5,000)

E. Jan & Patricia Hartmann*
Ambassador & Mrs. Lyndon L. Olson
Conrad T. Swanson*

Commodore (2,500-4,999)

Suzanne & Richard Ahlstrand*
Gerald E. & Mary E. Anderson*
Mr. & Mrs. Robert A. Fowler*
Bengt Gerborg*
Lennart Johansson*
Karin Larson*
Richard & Lois Lindgren*
George & Kerstin Trowbridge*

Captain (1,000-2,499)

Glen & Elaine Brolander
Richard J. & Phyllis A. Brynteson
Neil Carlson
Detroit Swedish Foundation
Siri M. Eliason
David & Sheryl Johnson
Jennifer Kinzel
Duane & Susan Kullberg
Bertil Lundh*
Urban Lundberg
Sven R. Mossberg

Commander (500-999)

Gregory Anderson
Loren W. Anderson
Carl A. Boberg
Curtis L. Carlson Foundation
Kimberly Pearson Cooke
William E. Gusenius
Anne-Charlotte Harvey
Bruce & Judy Larson
Dr. Edward F. Leonard III
Karin Hartman Ludlow

Sally & Chuck McCann
Jo Mihelich
Michael L. Miller
Dr. Glen & Marilyn Nelson
Fred Nelson

Carrin M. Patman
Barry & Laurel Peterson
Charles Peterson
Robert A. & Victoria E. Peterson
Nina & Gösta Pettersson
Edward B. Rasmuson
Jeannine L. Shadwick
Dr. Mary Anderson Seeger
Bengt Sohlén
Collin Starkweather

Navigator (250-499)

Karin Moen Abercrombie
Clarence & Doris Anderson
David & Gloria Baker
Dr. & Mrs. James H. Barnes III
Rolf & Marty Bergman
Margareta H. Berker
Birgitta R. Bolling
Margaret Sooy Bridwell
Dennis M. Carlson
Rev. Paul M. Cornell
Kim Erickson & Bud Mullen
Laurie Dahlberg Fulton
Willow & Bill Hagans
John Hasselberg
Dr. Nils & Ann Hasselmo
Jahn & Margareta Hedberg
Dr. William H. & Ann Johnson
Mr. Glen R. Johnson
Lucy Johnson
Dr. Theodore L. & Ruth R. Johnson
Kerstin & Joe Lane
Charles D. Lindberg
Dr. Edward & Patricia Lindell
Dawn & Ted Michael
Caroline Montgomery
Sven & Anne Olund
Elise Peters
Sandra S. Pfaff
Sheila Robbins
Anders & Ewa Rydåker

Annette I. Seaberg
Martin E. Segal
John L. Sellstrom
Carolyn & Larry Spargo
George & Joann Swanson

Helmsman (100-249)

Dr. & Mrs. William D. Allen
Sven & Margareta Andén
John E. Anderson
Mr. & Mrs. Warren Anderson
Nancy Ayoub
Steven C. Bahls
Gary S. Bawden
Bill & Tracey Beck
Bruce & Char Bostrom
Bertil & Ulla Brunk
Jan C. Carlen
Jeffrey & Sara Carlson
Loryann M. Eis
Mr. & Mrs. Evald R. Eskilson
John & Priscilla Folin
Fox Valley Swedish Society
Shirley Hedberg Graham
Marilyn Hurler
Idun Guild
Admiral Bobby R. Inman, USN (Ret)
Gunhild Jansson
Ronald Alfred Johnson
Dorothy Ann Johnson
Marc G. Johnson
Delores & Ted Johnson
Karen Jones
Bruce Karstadt
Tore & Birgitta Kellgren
Terry J. Kelzer
Caryn L. Kihl
Erik J. Lindberg
Arthur & Anne Lindeman
Dr. & Mrs. Eric D. Lindgren
Dr. John H. Linner
Thomas J. Lund
William Lundquist
Ulla H.M. Martz
Jan McElfish & Tom Ajax
Mrs. George C. McFarland
Donald R. Moberg

*Royal Round Table member

David E. Monson
 Eric Nelson
 Leslie Ann Nelson
 Robert L. Nelson
 Carl & Ann Nickoloff
 Agneta Nilsson
 Herbert Nyberg
 Jack R. Ohle
 Don C. Olson
 Kent R. Olson
 Kevin E. Olson
 Art & Sandra Peters
 Nancy Ruth Peterson
 Steven Pressly
 Gunilla Ramell
 Riksföreningen Sverigekontakt
 Ms. Sylvia N. Rose
 Robert Rosene
 Dana L. Setterholm
 Lowell Smith
 Antonio L. Spargo
 John & Joanna Swanson
 S. M. Swanson
 Roland Thorstensson
 Lisa Wiborg
 Lars Wigert
 Stephen A. Wilson

Oarsman (50-99)

William W. Anderson
 Bernard Anderson
 Le Roy G. Anderson
 Philip Anderson
 Howard & Jean Baumann
 Ingrid S. Beach
 Matias Bonnier
 Marian & Allan Carlsson
 Mrs. De Ann P. Clancy
 Fran Cochran
 Dee Donnelly
 Per & Asa Eldh
 Norman Erickson
 Sune Ericson
 Mildred D. Fast
 Katie & Rick Fournier
 Liselotte Fox, Consul
 Philip Friedlund
 Shirley M. Graham

Ruth Anne & Bill Hartman
 Jorgen G. Hedenhag
 Ruby A. Hendrickson
 Birgitta Herron
 Herbert & Esther Hult
 Kyle Jansson
 Mr. Earl K. Johnson
 Robert L. Johnson
 Scott D. & Marcia J. Johnson
 Wendell & Marilyn Johnson
 Wayne & Shirley Johnson
 Dr. Chris Kimball
 Bertil K. Larm
 Steven Blad & Judith Malone
 Dan Nelson
 Roland & Rajja Nilsson
 John E. & Janet N. Norton
 Curtis & Marian Olson
 Jamie Olson
 Ralph H. Olson
 Elly Ostlind
 Dorothy Palmquist
 David Mel Paul
 Russ & Chrissie Peters
 Glenn & Erna Peterson
 Herbert R. Rambo
 Cai Rubin
 Karin C. Ryding
 Karin Massey Sayegh
 Leifur H.W. Ulbrich & Uta Schwan-
 Ulbrich
 Christer Setterdahl
 Doris A. Simenstad
 Karen Snowberg
 Alan P. Strom
 Stig Sälgeback
 JoAnn Thoreen
 Mariann Tiblin
 Mr. Les Touve
 Jennifer Häagert Tropiano
 Janet P. Walkup
 Gerald I. Williams
 Dr. Kim-Eric Williams
 Ulla M. Zreloff

Young Viking (up to 49)

Diane E. Anderson
 Karin Arneson

Helene Y. Basile
 Thorbjörn Bergsdal
 Dag Blanck
 Douglas Carlson
 Bo & Glenda Carlsson
 Carol Carson
 Mrs. Elaine Fay Coppin
 Karen A. Doyle
 Carol L. Dubuque
 Patricia S. Duckworth
 Dr. Björn C. J. Eek
 Arne J. Engstrom
 Mark W. Farris
 Virginia Follstad
 Barbro Westerland Garland
 Nancy J. Gustafson
 Carol Hassemmer
 Mr. & Mrs. Inga & Clarence Hedberg
 Harriet & Ron Holtmeier
 Mary N. Hooper
 Ron Johnson
 Ray & Dee Kleinow
 Alice Kometz
 Robert E. Larson, Jr.
 Katherine R. Lillehei
 Ken Lindquist
 June L. Luett
 Aina Lustig
 Marguerita K. Lyda
 Gene H. Martenson
 Erin L. Miller
 David K. Nelson
 Rev Norman Nelson
 Mrs. Louise Nettz
 Nordic Lodge #611
 Kyran & Cynthia O'Brien
 Mr. Eric Pedersen
 Susan S. Piper
 Judy Rust
 Jane Sandler
 Sandra L. Smith
 Sandra Olson Spapperi
 Christina Staudt
 Delphine Agda Trowbridge
 Carl-Eric & Marijke Westberg
 Marvel A. Williamson
 Doris J. Ylander

Honorary Gifts

In honor of Allen K. Johnson
Delores & Ted Johnson

In honor of Elise Peters
Carl A. Boberg
Thorbjörn Bergsdal
Bruce & Char Bostrom
David E. Monson

In honor of the SCA Staff
Marc G. Johnson

*In honor of those who helped me
find my Swedish roots*
Karin Arneson

Memorial Gifts

In memory of David & Olive Bowman
Fox Valley Swedish Society

In memory of Idella Clausen
Jamie Olson

In memory of Marny Marie Engstrom
Arne J. Engstrom

*In memory of Jennie Solmonsson
Fredlund*
Arthur & Anne Lindeman

In memory of Birger Jansson
Gunhild Jansson

In memory of Charles Johnson
Lucy Johnson

In memory of Disa Elfrida Krestensen
Marguerita K. Lyda

In memory of Marianne Lasley
Katherine R. Lillehei

In memory of Robert Magnan
Jennifer Häagert Tropiano

In memory of Roberta Mann-Benson
E. Jan Hartmann

In memory of Carl F. Nelson
Leslie Ann Nelson

In memory of Mona Pagel
Steven Blad & Judith Malone
Karen A. Doyle
Fox Valley Swedish Society
Shirley M. Graham
Mary N. Hooper
Caryn L. Kihl
June L. Luett
Kyran & Cynthia O'Brien
Susan S. Piper
Sandra L. Smith
Marvel A. Williamson

In memory of Donovan Palmquist
Dorothy Palmquist

In memory of Julia & Gottfrid Polson
Janet P. Walkup

*In memory of Esther Marie Benson
Ryding*
Karin C. Ryding

In memory of Gerda Nelson Taitt
Carol Hassemer

*In memory of Walfred & Constance
Thoreen*
JoAnn Thoreen

Three Crowns Society

Glen Brolander
Siri Eliason
E. Jan Hartmann
Dee & Ray Kleinow
Richard Lindgren
David Monson
Elise Peters
Robert & Victoria Peterson
George Trowbridge
Leifur Ulbrich
Uta Schwan-Ulbrich



Encouraging youth to participate at festivals celebrating Swedish heritage is a goal of many organizations.

Royal Round Table Contributes to the SCA

The Royal Round Table is a formally organized financial support group of Swedish Council of America, and, as such, plays a vital role in the promotion and growth of Swedish Council. Through annual membership dues, its members contribute to Swedish Council's effort to build public awareness not only of the Swedish heritage in America, but also of the many accomplishments that Sweden brings to the global arena.

Membership in the Royal Round Table provides members access to diverse business contacts in North America and Sweden. Members meet for presentations by expert speak-

ers, corporate and governmental visits, and direct exchanges and discussions, thus gaining a greater appreciation and understanding of the effects that both Sweden and the United States have on current political, economic, and social activities. In 2010, the meeting was held in Seattle in conjunction with the "Sweden Week" programming.

Lars Jonsson

Chair



Suzanne K. Ahlstrand
Vice President – Community Advancement
Wichita Metro Chamber of Commerce
Wichita, KS

Gerald E. Anderson
President/CEO (ret.)
Commonwealth Energy System
Centerville, MA

E. Reuben Eriksson
Process Manager
Gunnebo Industrier, AB
Västervik, Sweden

Robert Fowler
Honorary Consul General of Sweden (ret.)
Princeton, NJ

Bengt Gerborg
Chairman
Babyswede LLC
Seven Hills, OH

E. Jan Hartmann
President, Hartmann Consulting Group
Honorary Consul of Sweden (ret.)
Naples, FL

Lennart Johansson
Honorary Consul General of Sweden
Saline, MI

Lars Jonsson
Chairman & CEO, Stellar International
Honorary Consul of Sweden
Seattle, WA

Karin Larson
Chairman
Capital International
Los Angeles, CA

Richard Lindgren
President
Lorr Corporation
Bloomfield Hills, MI

Bertil O. Lundh
CEO
Porcelain Gallery
Seattle, WA

Henry Segerstrom
Managing Partner
C.J. Segerstrom & Sons
Costa Mesa, CA

Conrad T. Swanson
Attorney at Law
Swanson & Dumler, P.C.
Fort Collins, CO 80521

George Trowbridge
Vice President (ret.)
Chase Bank
Grand Rapids, MI

Honorary Members

His Excellency Jonas Hafström
Swedish Ambassador to the United States of America
Washington, DC

The Honorable Matthew Barzun
American Ambassador to Sweden
Stockholm, Sweden

Members of the Royal Round Table learned first-hand about the leading-edge research happening at the Fred Hutchinson Cancer Research Center during their meeting in Seattle, May 2010.



A Year of Significant Growth

2010 was a year of significant growth in the area of governance for Swedish Council of America. An ad hoc Administrative Review Committee (ARC) chaired by Willow Hagans completed most of the work it was charged with and presented Bylaw changes at the April Board meeting and other material to the October Board meeting for consideration and approval. These have been approved.

Among the materials revised or newly developed are: a revised Mission Statement; a revised Strategic Plan; a review of the Articles of Incorporation; Amended Bylaws; a review of the Conflict of Interest Policy; Position Descriptions developed or revised for Board Members, Officers, Committee Chairs, Committees and the Executive Director; and an Employee Handbook. The ARC continues to develop and modify a small portion of the operations of the organization, including several position descriptions

and a continued review of the Bylaws to reflect modifications as appropriate. While this committee didn't lead the effort for the modifications, committee members were represented throughout the process.

The committee thanks the members of the ARC for their attention to detail and the results they developed for the Board. By devoting a concentrated effort to the details needed, a product was developed faster and with a more central team effort than if the committee had taken the full responsibility to develop these modifications over a longer term.

Barry L. Peterson
Chair



Swedish Council of America – Board of Directors

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Cleveland, OH

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Jamestown, NY

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Stockholm Sweden

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Former Swedish Ambassador to the
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Thousand Oaks, CA

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Elise Peters – Executive Director
Lara Sands – Communications
Coordinator
Dana Setterholm – Membership
Coordinator
Antonio Spargo – Development
Coordinator

Representing More Than 50,000 Individuals

The organizations affiliated with Swedish Council of America represent more than 50,000 individuals who are active in the promotion and preservation of our Swedish heritage in the United States, Canada, and Sweden. Our diverse affiliate family includes museums, Swedish-founded colleges and universities, historical societies, arts organizations and networking groups, as well as social and cultural organizations. Our mission is to support and to foster cooperative relationships among all of these members.

In 2010, the SCA welcomed, or welcomed back, sixteen organizations to the affiliate network.

American Association for Runic Studies, MN
 Church of Sweden, San Francisco, CA
 Lenape Indian Tribe of Delaware
 Nordic Arts Alliance, MN
 Punschklubben, MN
 Scandia Women's Chorus, MI
 Scandinavian Cultural Center, WA
 Scandinavians on the Road, MN
 Sveaborg Society, MD
 Svenska Kyrkan i Florida
 Swedish Club of Sarasota, FL
 Swedish Genealogical Society of CO

Three Crowns American Swedish Association, ND
 VOA – District Lodge #1, CT
 VOA – Strindberg Lodge #259, MB, Canada
 World Children's Prize USA, MI

Membership brings several benefits to SCA affiliates:

- Access to Swedish Council grants and awards
- Presence on the internet (www.swedishcouncil.org)
- Our monthly eUPDATE newsletter and a discounted subscription rate to the quarterly magazine *Sweden & America*

The Affiliate Committee members have agreed to personally contact each existing affiliate and encourage prospective organizations to join SCA. We will listen to your input to make SCA more responsive to the needs of our affiliate members. We continue to be open to new ideas and programs that will support and foster relationships among our affiliate members.

Rolf S. Bergman
 Chair



Swedish folk dance is a common sight at many festivals celebrating Swedish heritage.

Sustaining

American Swedish Historical Museum
(*founding member*), PA
 American Swedish Institute
(*founding member*), MN
 California Lutheran University, CA
 Detroit Swedish Foundation
(*founding member*), MI
 Föreningen Svenskar i Världen,
Sweden
 Genline North America, IL
 Gustavus Adolphus College, MN
 North Park University, IL
 SACC, Detroit, MI
 Swedish American Heritage Society of
West Michigan, MI
 Swedish American Museum of
Chicago, IL
 Swedish Institute, Stockholm, Sweden
 The Swedish Excellence Endowment, TX
 Swedish American Historical Society
(*founding member*), IL

Supporting

Augustana Heritage Association, IL
 AUSS Cultural Heritage Foundation, OR
 Bethany College, KS
 Bethel University, MN
 City of Lindsborg, KS
 Gustavus Adolphus Lutheran Church, NY
 Idun Guild, MN
 Jamestown Community College, NY
 Norden Club of Jamestown, NY
 Norden Women's Club, NY
 Nordic Heritage Museum, WA
 Norsk Høstfest, ND
 Riksföreningen Sverigekontakt, Sweden
SACC, Texas
 SWEA, Boston, MA
 Swedish Club of Sarasota, FL
 Swedish Colonial Society, PA
 Swedish Cultural Association of
Manitoba, Canada
 Swedish Cultural Society of Duluth, MN

Swedish Educational Association of
New Jersey, Inc.
 Swedish Heritage Society of Northern
Colorado
 Vasa Order of America - Grand Lodge, CA
 VOA - Birka Lodge #732, MA
 VOA – Strindberg Lodge #259,
Canada

Associate

Agassiz Swedish Heritage Society, MN
 All Together Nordic, MN
 American Association for Runic
Studies, MN
 American Daughters of Sweden, IL
 American Friends of Uppsala
University, Sweden
 American Scandinavian Association at
Augustana, IL
 American Scandinavian Association of
the Great Plains, KS
 American Scandinavian Heritage
Foundation, NY
 Arpi Swedish Male Chorus of
Metropolitan Detroit, MI
 ASI Cloudberries, MN
 ASI Male Chorus, MN
 ASI Male Chorus Auxiliary, MN
 Augustana Historical Society, IL
 Austin Scandinavian Club, TX
 Barnklubben Elsa Rix #1, NY
 Bemidji Affiliate of ASI, MN
 Birger Sandzen Memorial Gallery, KS
 Bishop Hill Heritage Association, IL
 Burnett County Historical Society, Inc., WI
 Central Iowa Associates of the
American-Scandinavian Foundation
 Chisago County Historical Society, MN
 Church of Sweden San Francisco, CA
 Church of Sweden, Los Angeles, CA
 Concordia Language Villages, MN
 Dalesburg Scandinavian Association, SD
 Delaware Swedish Colonial Society
 Duluth Sister Cities International, MN

Emigrant Institute, Sweden
 Flickorna Fem, MN
 För Alltid Svenska, WI
 Fox Valley Swedish Society, WI
 Friends of Scandinavia, NC
 Gammelgården Museum, MN
 Gloria Dei (Old Swedes') Church, PA
 Historic Preservation Trust of Berks
County, PA
 Independent Order of Svithiod, IL
 IOS - Svithiod Lodge #1, IL
 Independent Order of Vikings, IL
 IOV - Ellida Lodge #25, IL
 IOV - Ingjald Lodge #65, NY
 Iowa City Swedish Club, IA
 Jenny Lind Club of Michigan
 Kalmar Nyckel Foundation, DE
 Kichi-Saga Swedish Club, MN
 Kingsburg Chamber of Commerce, CA
 Lakehead Social History Institute,
Canada
 Leif Ericson Viking Ship, Inc., PA
 Leiv Eriksson International Festival, MN
 Lenape Indian Tribe of Delaware
 Lindsborg Swedish Folk Dancers, KS
 Linneas of Texas
 Lovewell Institute for the Creative
Arts, FL
 Midwest Institute of Scandinavian
Culture, WI
 Mt. Jewett Swedish Festival, PA
 New Sweden Centre, DE
 New Sweden Colonial Farmstead
Museum, NJ
 New Sweden Cultural Heritage
Society of OR & WA
 Nisswa-Stämman, MN
 Noon Day Scandinavian Club, NE
 Nordic Arts Alliance, MN
 Nordic Heritage Club of Carver
County, MN
 Nordic Study Circle, WA
 Nordiska Museet, Sweden

Northwest Iowa Associates of ASF	SWEA, Seattle, WA	Three Crowns American Swedish Association, ND
Norwegian American Foundation, WA	SWEA, South Florida	Town of Thorsby, AL
Oakland Chamber of Commerce, NE	SWEA, Washington DC	Tre Kronor Scandinavian Society, NE
Ozark Scandinavian Society of Springfield, MO	Swedes of the Grand Valley, CO	Twin City Dalaförening, MN
Punschklubben, MN	Swedish American Central Association of Southern California	University of WA, Department of Scandinavian Studies
Raoul Wallenberg Committee of the US, NY	Swedish American Historical Society of Wisconsin	Vasa Drängar, GA
Ryssby Committee, CO	Swedish American Society of Tidewater, VA	Västergötland Society, MN
Scandia Women's Chorus, MI	Swedish Center San Diego, CA	Viking Age Club, MN
Scandinavian American Cultural & Historical Foundation, CA	Swedish Club of Denver, CO	VOA - Carl XVI Gustav Lodge #716, TX
Scandinavian American Foundation of Georgia	Swedish Club of Detroit, MI	VOA - District Lodge Arizona #21, AZ
Scandinavian American Heritage Society, NJ	Swedish Club of San Francisco and the Bay Area, CA	VOA - District Lodge CT #1, CT
Scandinavian Cultural Center, WA	Swedish Council of St. Louis, MO	VOA - Drott Lodge #168, VA
Scandinavian Cultural Center of Santa Cruz, CA	Swedish Cultural Center, Inc., WA	VOA - Framåt Lodge #405, CA
Scandinavian Cultural Society of Greater Hartford, CT	Swedish Cultural Committee, Inc., NE	VOA - Freja Lodge #100, NY
Scandinavian Folk Festival, NY	Swedish Cultural Heritage Society of the Red River Valley, ND	VOA - Fylgia Lodge #119, CA
Scandinavian Friends, TX	Swedish Cultural Society of Cleveland, OH	VOA - Glenn T Seaborg Lodge #719, CA
Scandinavian Heritage Foundation, OR	Swedish Foundation of Iowa's "Swede Bend" Settlement, IA	VOA - Harmoni Lodge #472, OR
Scandinavian Home Society, Canada	Swedish Genealogical Society of Colorado	VOA - Jubileum Lodge #755, WI
Scandinavian Library, Inc., MA	Swedish Genealogical Society of Minnesota	VOA - Lindbergh Lodge #494, CA
Scandinavian Society of Wichita, KS	Swedish Heritage Cultural Center, IA	VOA - Lindbergh Lodge #505, NY
Scandinavians on the Road, MN	Swedish Heritage Society of North Dakota	VOA - Linde Lodge #492, WI
Sons of Norway, MN	Swedish Heritage Society of Swedesburg, IA	VOA - Nobel Lodge #184, OR
Sveaborg Society, MD	Swedish Heritage Society of Utah	VOA - Nobel-Monitor Lodge #130, OH
Svenska Kyrkan i Florida	Swedish Historical Society of Rockford, IL	VOA - Nordic Lodge #611, MA
Svenska Vänner, ND	Swedish Press Society, Canada	VOA - Nordic Lodge #660, CA
Svenskarnas Dag, MN	Swedish Roots in Oregon	VOA - Nordic Lodge #708, GA
Svenskarnas Dag Girls Choir, MN	Swedish Society Linnea, OR	VOA - Norrskenet Lodge #331, IA
Sverige-Amerika Stiftelsen, Sweden	Swedish Society of Calgary, Canada	VOA - North Star Lodge #145, WA
SWEA International, CA	Swedish Society of San Francisco, CA	VOA - Phoenix Lodge #677, AZ
SWEA, Arizona	Swenson Swedish Immigration Research Center, IL	VOA - Svea Lodge #253, IN
SWEA, Chicago, IL	The August Strindberg Society of Los Angeles, CA	VOA - Svea Lodge #348, CA
SWEA, Dallas, TX		VOA - Tegnér Lodge #149, CA
SWEA, Houston, TX		VOA - Thule Lodge Swedish Folk Dancers #19, NY
SWEA, Michigan		VOA - Viking Lodge #730, MI
SWEA, New Jersey		VocalEssence, MN
SWEA, San Diego, CA		Western Carolinas Associates of ASF, NC
SWEA, San Francisco, CA		World's Children's Prize USA, MI

Building a Stronger Organization

We are pleased to be able to report another profitable year.

Swedish Council has few sources of income – primarily dues and donations. We are pleased that the dues from Affiliates continued to increase slightly from 2009 and donations from Viking Circle members were stronger. The combined result was an increase in income of \$10,000 in 2010 compared with 2009. A significant source of support was from the Barbro Osher Pro Suecia Foundation. In addition, members of the Royal Round Table give us the financial support to continue the work for the Swedish-American community in North America.

Expenses were well-managed and thanks to an understanding early in the year that we had a tight budget,

our total expenses came in \$20,000 under budget. There was regular communication between the office and the Finance and Development committees to manage the finances closely.

All these efforts will help continue building a stronger organization and give Swedish Council of America the ability to continue to promote its work: communications, grants, and awards to support of the Swedish-American community.

Karin Abercrombie
Chair



FINANCIAL SUMMARY FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

Balance Sheet - Swedish Council of America

Assets	2010	2009
Cash and cash equivalents	\$116 848	\$108 473
Contributions receivable	0	0
Fixed assets, net	7 749	13 657
Inventories and prepaids	2 225	3 333
Receivables, net	3 000	2 100
Total assets	\$129 822	\$127 563
Liabilities		
Deferred revenue	\$12 822	\$14 986
Payables and accruals	1 458	450
Total liabilities	\$14 280	\$15 436
Net Assets	\$115 542	\$112 127
Total liabilities net assets	\$129 822	\$127 563
Consolidated Statement		
Net assets of SCA Foundation	\$1 039 693	\$1 006 757
Net assets of Council	115 542	112 127
Total net assets	\$1 155 235	\$1 118 884

Revenue and Expenses

Revenue	2010	2009
Contributions	\$99 161	\$80 468
Royal Round Table dues	44 000	66 250
Publications	18 617	14 925
Meetings	26 052	35 430
Foundation distributions	47 799	10 000
Affiliate dues	17 219	16 491
Other	129	205
Total revenue	252 977	223 769
Expenses		
Salaries and benefits	\$99 140	\$93 446
Publications	18 527	18 145
Meetings	37 324	32 953
Grants	40 229	15 463
Office	47 760	50 596
Royal Round Table	0	105
Sweden office	1 007	2 000
Annual report	5 575	6 227
Fund raising	0	1 435
Total expenses	\$249 562	\$220 370
Net Operations	\$3 415	\$3 399

A complete copy of the Audit report is available upon request.

SWEDISH
COUNCIL
of America



Your Swedish-American Connection

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