

# Annual Report FY 2021

July 1, 2020 — June 30, 2021



## A YEAR FOR THE HISTORY BOOKS

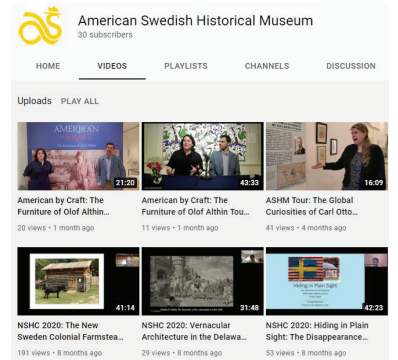
As the world grappled with a pandemic and widespread social unrest, ASHM strived to be a place where people could either safely visit or gather online to have cultural experiences and to immerse themselves in beauty and joy. Our challenge throughout the year was to navigate the changing situation and regulations, to adapt and change our programs and events, and to find new ways to engage people online, as we all began to experience Zoom fatigue!

For many people, our fall exhibition about Gustav Tenggren brought happy memories of childhood literature and classic Disney movies. For people who couldn't see the exhibition in person, we did two video tours of the exhibition which are now available on Youtube. Events and classes online, and even shopping experiences that we offered this year were a way people could continue to celebrate traditions that were meaningful to them and to learn new things.

The pandemic brought us a huge and unexpected opportunity when the Pennsylvania Horticultural Society (PHS) decided to hold the Philadelphia Flower Show in FDR Park in June of 2021. The museum staff worked with PHS throughout the year on planning this major event. In the end, it was a wonderful experience, bringing over 34,000 people into the museum in 10 days! The publicity the museum received in association with this event reached hundreds of thousands more people and is likely to have a positive effect for years.

Behind the scenes, the ASHM board and staff were focused on topics like expanding our reach in the broader Scandinavian community and planning for the 100th birthday of the museum in 2026. It was also a year of big changes in our staffing. We added Elin Jeantet as a part-time Membership and Visitor Services Assistant and Rachel Kiskaddon as a full-time staff member to the team in the fall. I am pleased to report that in June of 2021, we welcomed our new curator, Christopher Malone, and ASHM is once again fully staffed! We know that our challenges aren't over yet, but we are optimistic that we are ready to face the year ahead.

Tracey Rae Beck  
Executive Director



View of our YouTube channel with various videos

**The ASHM welcomes all people to explore cultural identity through the story of Swedes and Scandinavians in America. The ASHM is a community dedicated to preserving and interpreting material culture, and is alive with celebrations, exhibitions, and learning experiences.**



An artist's rendering of the Philadelphia Flower Show

# THE PHILADELPHIA FLOWER SHOW

It was publicly announced in December of 2020 that the Philadelphia Flower Show would be held in FDR Park June 5–13, 2021. ASHM was proud to participate in this historic event which brought a 192-year-old Philadelphia tradition outside for the first time. This special opportunity allowed ASHM to reach hundreds of thousands of people who may never have been to the museum before. During the Flower Show, all attendees were able to visit ASHM as part of their ticket purchase. Three Flower Show displays—Pressed Plants, Photography, and Botanical Jewelry were installed in the museum’s first-floor gallery. ASHM had a vendor booth in the park featuring Scandinavian products, and Jeffrey A. Miller Catering created Christina’s Café that served a Swedish-themed menu in the ASHM tent.

This allowed us to leave a great first impression and make new connections. We collected over 200 emails and entered people into a giveaway for a Rocky Mountain railroad trip. We hope these new friends of the museum will return and stay connected to ASHM.

What a success! Throughout the 10 days, ASHM had over 34,000 visitors come through the building. Gift shop and vendor booth sales were over \$36,000 (equivalent to six months of typical sales). It was a very busy week for the staff and the over 30 volunteers who kept things running. Thank you to those of you who came out to enjoy the show and to those who volunteered. We look forward to partnering with the Pennsylvania Horticultural Society for future events.



## New Google Reviews from Flower Show visitors:

“It’s great and after driving by so many times I was really surprised how interesting it was and the building was really awesome.” - Joe Slane



“Beautiful museum, so many people don’t even know it’s there. You will learn so much about the Swedish culture, love first floor, handmade outfits and the amazing painting up top on the ceiling. Hopefully more people will go enjoy it the way I did.” - Lenka Bergami



From top:

1. FS visitors entering ASHM.
2. FS visitors in gallery viewing Photography entries.



Clockwise from top:

1. FS visitors in the gallery viewing Jewelry and Pressed Plant entries.
2. Swedish company, Essity, donated all the paper products and hand sanitizing stations needed to serve FS visitors.
4. Lauren and Aaron working in the vendor tent.

## EXHIBITION HIGHLIGHTS

### ***From Fairy Tale to Fantasy: The Art of Gustaf Tenggren***

Changing Exhibit Gallery; September 20, 2020—March 14, 2021

Gustaf Tenggren's art is magical, atmospheric, moody, and enchanting. In his lifetime, he illustrated hundreds of children's books including *Among Gnomes and Trolls*, *The Poky Little Puppy*, and *The Lion's Paw*. Not long after immigrating to America, he worked for the Walt Disney Company at a time they were just beginning to produce feature-length films. *Snow White and the Seven Dwarfs* (1937), *Pinocchio* (1940), and *Fantasia* (1940) were the main films that he influenced. The third part of his career was spent as an illustrator for Little Golden Books. The exhibition featured original sketches and paintings by Gustaf Tenggren that he produced throughout his lifetime.

This exhibition was curated by Lars Emanuelsson and organized by Millesgården. It was made possible at ASHM by a grant from the Davenport Family Foundation.



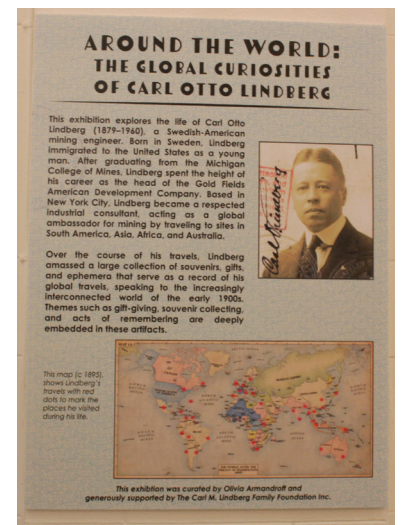
Visitors at Tenggren opening viewing *Snow White* paintings.

### ***Around the World: The Global Curiosities of Carl Otto Lindberg***

Grand Hall Balcony; October 3, 2020—May 13, 2021

The life of Swedish-American mining engineer, Carl Otto Lindberg was the topic of this exhibition. Born near Stockholm, he immigrated to the United States as a young man and entered the mining business after graduating from the Michigan College of Mines. He spent the height of his career as the head of the Gold Fields American Development Company. While centered in New York City, Lindberg served as an industrial consultant and global ambassador for mining by traveling to sites in South America, Asia, Africa, and Australia. This exhibition highlighted Lindberg's collection of artifacts from around the world and reminds viewers of the complex, changing roles of objects throughout time.

This exhibition was curated by Olivia Armandroff, curatorial intern and Ph.D. student at the University of Southern California. It was generously supported by The Carl M. Lindberg Family Foundation, Inc.



Text panel introducing Carl Otto Lindberg

### ***Philadelphia Flower Show 2021***

#### ***Pressed Plants, Botanical Jewelry, Photography Exhibitions***

Changing Exhibition Gallery; June 4—13, 2021

This exhibit featured the PHS Flower Show Competitive Classes of Photography, Pressed Plants, and Jewelry. Each year PHS welcomes individuals, friends, families, garden clubs, and other organizations to highlight their horticultural and artistic abilities by entering yearly categories or Competitive Classes. Each class category had several themes, including a Swedish inspired theme within the Pressed Plants class!



Dala horses made from pressed flowers in FS exhibit

## EDUCATION

FY2021 was especially hard on our education programs due to the COVID-19 pandemic. Many education programs were reduced, went virtual, or were canceled altogether. However, through our outreach and virtual programs, we continued to share Scandinavian culture and reached over 900 families during this difficult time.

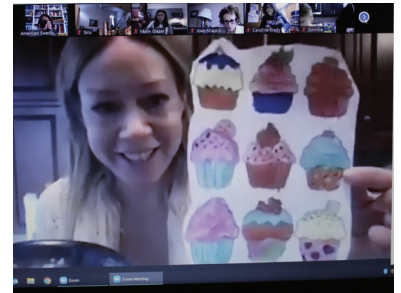
One of our beloved education programs that was modified and eventually canceled was Toddler Time. When the museum first closed for in-person visitation in March of 2020, we continued to offer our monthly Toddler Time program by sharing videos on our Facebook page and later on our YouTube channel. Though videos were getting many “views,” when we looked more closely, we realized that people were not watching the full program. In the fall we added free craft kits for families to pick up and handed them out during programs such as the Book Fair and Christmas Market to get more engagement. After several attempts to reformat the program, we decided to put it on pause until we could return to doing Toddler Time in person.

New events this year included homeschool workshops, an Earth Day event with FDR Park, and family cooking classes with Amy von Sydow Green. In November, we launched Homeschool Workshops. This program was designed to be both virtual and in-person to help homeschool parents and those who were learning from home this year. The first theme was New Sweden as many students cover this in state and colonial history. We had two families with a total of 5 children attend the program. With more in-advance marketing in the future, we hope this program can grow and we plan to connect with the local homeschool and parent groups.

### Outreach & Partnerships

We reached more families through our outreach programs in Philadelphia and the tri-state region this year than at the Museum. For the summer of 2020, we worked with Philadelphia Playstreets, a Philadelphia Parks & Recreation program that closes designated streets to traffic to provide a safe place for children to play. ASHM served our neighbors in Grey’s Ferry by providing Viking Rune Stone activity kits and gave short lessons on Viking history. In the fall we participated in CraftNOW Create, part of the CraftNOW Symposium, which celebrates local craft artists. For this program, we made 500 tomte craft kits that were given out free to families in Philadelphia. On November 7th, families gathered over Zoom to receive instructions for the craft projects. Over 200 families attended the Zoom program as Rachel read *The Tomten* by Astrid Lindgren, and demonstrated the tomte craft.

In February, our new education intern, Lillian Young, began and prepared the summer library outreach program. The theme this year was “Tails & Tales: Stories of Sweden’s Wild Animals.” We offered this over Zoom and provided craft kits to the libraries through the mail. We are glad we can still connect with these communities safely and bring our programming across the tri-state area.



From the top:

1. Families collecting eggs during the Easter Family Day.
2. Amy von Sydow Green showing off her cupcake coloring page.
3. Children learning about composting during Earth Day program in FDR Park.
4. Tomte craft kit for CraftNOW Create

## PUBLIC PROGRAMMING

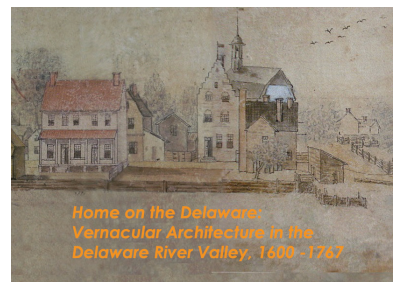
**Improvise, Adapt, and Overcome.** While this is a common military mantra, it has become the phrase the Museum lives by. At the beginning of the last fiscal year, we were only four months into the pandemic. At that point, we were improvising by creating social media content to keep our audience engaged. By the start of FY21, staff had adapted to the changing nature of closures, openings, and shifting regulations. Throughout the year we worked to overcome these fluctuating tides by creating programming to serve the community at home, at the museum, and in a hybrid format for both locations. We were grateful to receive a grant from the Connelly Foundation that allowed us to improve our wi-fi on the terrace and many of the interior spaces at the museum which has improved our ability to do hybrid and on-line programming.

The Museum's first attempt at hosting a largescale event since the outbreak of the pandemic went extremely well. In October, ASHM offered a free Book Fair & Family Fun Day to accompany our exhibition, *From Fairy Tale to Fantasy: The Art of Gustaf Tenggren*. Each child in attendance received a free Golden Book made possible by the generous support of the Davenport Foundation. The event was held outside on the Museum Terrace to provide a safe and socially-distanced environment. We offered community book stores the opportunity to attend free of charge. Our goal was to provide a multicultural family experience and to encourage a love of books and learning. Amalgam Comics & Coffee Shop, Hakim's Bookstore, A Novel Idea, and Main Point Books all participated with tables. The Auxiliary further supported the event with food sales. The Seeing Eye Puppy Raising Program also attended the event with 8 dogs to which the children were happy to practice their reading.

In contrast, the New Sweden History Conference was held virtually for the first time this year. The conference explored the vernacular architecture of New Sweden, New Netherland, proprietary Pennsylvania, and neighboring ethnic and cultural groups on the Delaware River prior to 1767. Each speaker pre-recorded their lecture via Zoom and the links along with additional scholarly resources were distributed to participants in a digital conference packet. Attendees were then invited to view a live webinar panel discussion. The overall logistics of the conference ran smoothly, but attendance was unexpectedly low.

ASHM was thrilled to be able to convert our traditional Lucia Fest into an outdoor Christmas Market holiday shopping experience. Volunteers and staff pulled together to create a festive atmosphere in the tent on the Museum Terrace. For the first time, the Auxiliary offered the opportunity to place pre-orders of deli goods. The Midsommarklubben also hosted a very successful raffle.

Several of the museum's annual events were converted into to-go/take home experiences. They included Smörgåsbeer, our Glögg Tasting and Tour, the Pea Soup Dinner, and Smlor and A Movie. Each of these programs included a package of food or drink that people picked up from the Museum paired with a live Zoom experience. Participants could meet and hear from



From top:  
1. Smörgåsbeer to-go bag  
2. Children reading to dog at Book Fair Family Day  
3. NSHC title and image  
4. Shoppers at Christmas Market  
5. Museum of Danish America virtual tour

a variety of special guests including local brewers, Michael Sjoblum, and Swedish Ambassador Karin Olofsdotter. We also added a new program in this format—a Virtual Guided Swedish Easter Candy Tasting program with Tyler Graybeal of Sweetish Candy in Lancaster, PA.

In January, the Museum launched a new program series, Virtual Field Trip Friday. Each month throughout the spring, we partnered with museums across the U.S. and Scandinavia to bring their exhibits and collections to our community. The programs were over the lunch hour so people could take a break from their day, whether at home or work, to be immersed in a Scandinavian cultural experience. This program series has proven to be exceedingly popular reaching 230 participants in 19 states across the U.S!

ASHM successfully transitioned its cooking programs to an online format thanks to the efforts of Amy von Sydow Green. The most popular program was the St. Lucia Day Cook-A-Long reaching near max capacity. Other program recipes included Swedish waffles, Semlor muffins, and a healthy spring salad.

Due to continued Philadelphia COVID restrictions, our annual fundraiser Spring Ting was again conducted virtually this year. Since the auction fundraiser was reformatted to be online, the committee changed the name of the event to Spring Into Auction. Thanks to the efforts of the committee, corporate sponsors, and both financial and item donations, the event raised \$28,695!

Directly following the Flower Show, ASHM and Midsommarklubben were able to host Midsommarfest in person after having to cancel in-person celebrations last year. The community was ready to return to this traditional Swedish summer staple as attendance was one of the highest we have seen in recent history topping off at 440 participants! Despite various obstacles, ASHM has been able to soldier on and thrive due to our ability to improvise, adapt, and overcome any situation.



From top:  
1. Tyler Graybeal speaking during the Candy Tasting.  
2. Last Chance duo playing during Midsommarfest.

## MEMBERSHIP

With change comes the opportunity for growth and fresh perspectives. Staff positions were updated last year and Lauren Burnham is now in charge of the ASHM Membership Program. Elin Jeantet was hired in October of 2020 as the Visitor Services & Membership Assistant. Lauren and Elin are dedicated to processing new and renewing memberships, working to help members with questions regarding their benefits, and creating special opportunities for members to enjoy at the Museum!

As with each year, FY2021 had an ebb and flow of new and renewing memberships. Our two highest months for new memberships were December and June thanks to promotions for the Christmas Market and the Flower Show. Despite pandemic restrictions, the Museum gained 100 new members throughout the year! We were also able to engage long distance members across 19 states as never before through virtual lectures, *hemslojd* craft programs, and tours.



### Benefits of Membership

- ✓ Free admission
- ✓ Guest passes
- ✓ ASHM's quarterly newsletter
- ✓ Discounts for special events and classes
- ✓ 10% discount on everything in the Museum Shop
- ✓ Free reciprocal admission to other Scandinavian-American museums



## EVENTS & PROGRAMS

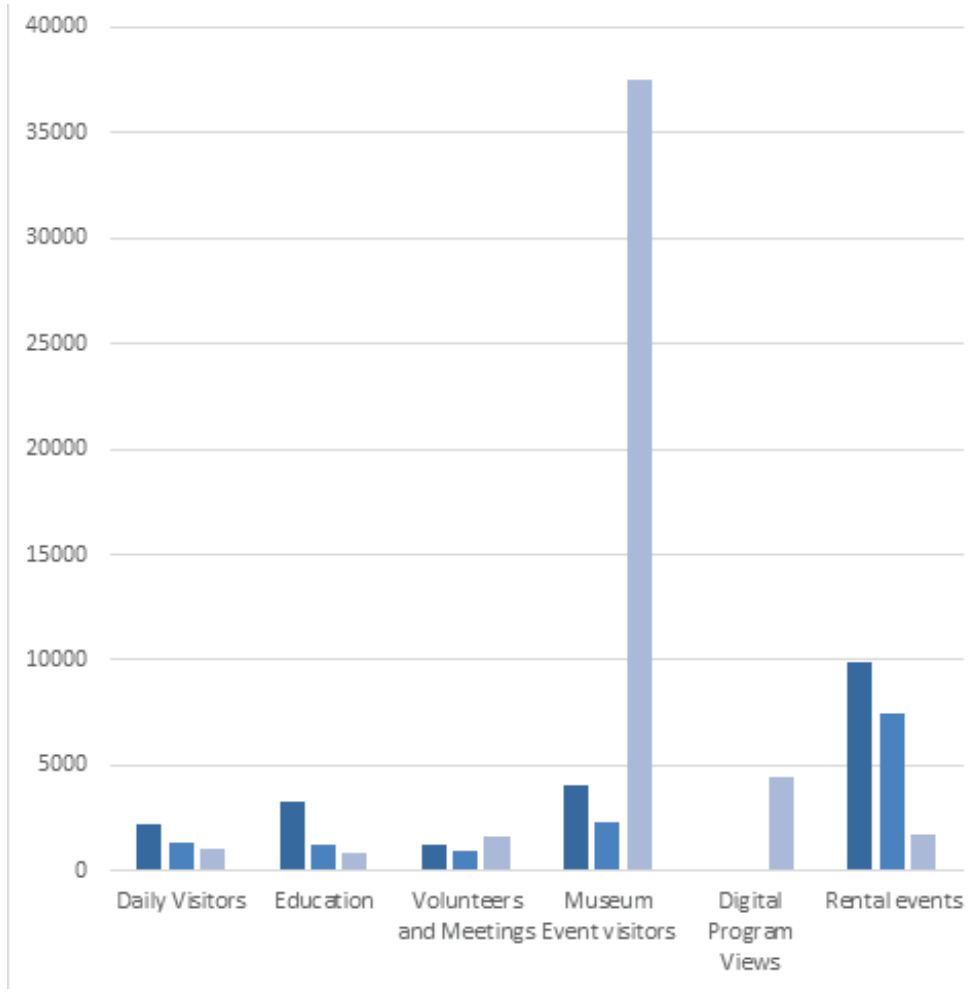
**Type: M** = At the Museum  
**H** = Hybrid **V** = Virtual

Event	Type	Date
Summer Foraging Program in FDR Park	M	July 18, 2020
Toddler Time (monthly thru December)	V	July 21, 2020
Smörgåsbeer in Your Backyard	V	July 30, 2020
Cook-A-Long with Amy von Sydow Green	V	August 9, 2020
Last Chance Tour with Trevor	M	September 2, 2020
Annual Meeting	H	September 13, 2020
Fall Swedish Language Classes (10 weeks)	V	September 14, 2019
<i>From Fairy Tale to Fantasy:</i> <i>The Art of Gustaf Tenggren</i> Exhibit Opening	H	September 15, 2020
<i>Around the World: The Global Curiosities of</i> <i>Carl Otto Lindberg</i> Exhibit Opening	H	October 3, 2020
Book Fair & Family Fun Day	M	October 11, 2020
Fall Foraging Program in FDR Park	M	October 25, 2020
New Sweden History Conference <i>Home on the Delaware: Vernacular Architecture</i> <i>in the Delaware River Valley 1600-1767</i>	V	October 31, 2020
Kids Cooking Program with Amy von Sydow Green	V	November 8, 2020
New Sweden Homeschool Workshop	M	November 13, 2020
Shop From Home Event	V	November 19, 2020
Outdoor Christmas Market	M	December 5 - 6, 2020
Shop From Home Event	V	December 10, 2020
Cook-A-Long with Amy von Sydow Green	V	December 13, 2020
Holiday Traditions Tour & Glögg Tasting	V	December 28, 2020
Genealogy Club Winter Meeting	V	January 16, 2021
Book Discussion with Diane Zinna	V	January 19, 2021
Field Trip Friday: American Swedish Institute	V	January 22, 2021
Spring Swedish Language Classes (10 weeks)	V	January 25, 2021
Pea Soup Dinner	V	January 30, 2021
Semlor & A Movie	V	February 13, 2021
Field Trip Friday: Museum of Danish America	V	February 19, 2021
Museum Tour: <i>The Art of Gustaf Tenggren</i>	V	February 25, 2021
Kids Cooking Program with Amy von Sydow Green	V	February 28, 2021
Easter Candy Tasting with Sweetish	V	March 11, 2021
Easter Family Fun Day	M	March 14, 2021
Cook-A-Long with Amy von Sydow Green	V	March 21, 2021
Field Trip Friday: Vesterheim	V	March 26, 2021
Breaking Boundaries: A Conversation with Jason and Marcus	V	April 8, 2021
Field Trip Friday: Vasa Museum	V	April 9, 2021
Dala Horse Painting Workshop	V	April 10, 2021
Swedish Language Classes (5 weeks)	V	April 12, 2021
Spring Into Auction	V	April 23 - May 8, 2021
Cook-A-Long with Amy von Sydow Green	V	April 25, 2021
Field Trip Friday: Ribe Viking Museum	V	May 7, 2021
Philadelphia Flower Show	M	June 5 - 13, 2021
Midsommarfest	M	June 26, 2021
Wawa Welcome America Free Museum Day	M	June 29, 2021



# ATTENDANCE

	Total Attendance
FY 19	20,726
FY 20	13,217
FY 21	47,256



From top:  
 1. Children at Easter Family Day  
 2. Participants on Zoom during the Dala horse Workshop  
 3. Children playing the fishing game at Midsommarfest.  
 4. Visitors at Gustaf Tenggren exhibition opening

Clockwise from left:  
 1. Dancers around the maypole at Midsommarfest  
 2. Swedish language class  
 3. Hakim's Bookstore table at Book Fair and Family Day

# PUBLIC RELATIONS

FY2021 was full of changes and challenges for ASHM marketing and social media. Rachel Kiskaddon came on as the new Public Relations Manager in September. In February, Elin Carlsson started as the Marketing Assistant. Throughout the last year, Rachel and Elin have focused on growing ASHM's social media presence and platforms. These additions include creating and maintaining our YouTube channel and adding a link-tree to our Instagram page to direct users to the ASHM website's events and exhibition pages. Other updates include the reprinted ASHM welcome brochure in time for the PHS Flower Show and new banners on the fences lining the front steps, to give new or potential visitors a peek at what we have to offer.

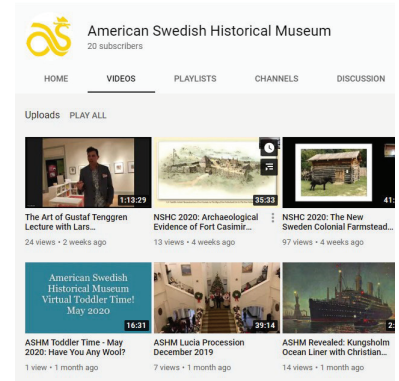
## Marketing

During FY2021, ASHM placed ads or received press for our various exhibitions and events in both print and digital publications, radio, and several TV spots highlighting the museum and collection. The Book Fair & Family Fun Day was picked up by WHYY on the "Things To Do List" for the weekend. Our Auxiliary Pea Soup recipe along with the information about the event was included in an article in *Philadelphia RowHome Magazine*. The Easter Family Day was featured in an article by the *Passyunk Post*, calling the event "an eggs-traordinary opportunity."

This year we advertised in some new publications and created reoccurring ads in previous ones. We contracted a yearlong ad spot in the *Swedish Press* starting with their February 2021 issue. With this spot, we were able to promote exhibitions, new virtual programs, and onsite events. Two new marketing ads were placed for the Gustaf Tenggren exhibition. First, we placed a month-long October ad on the Visit Philly website and were included in their October email to reach family audiences. We also had a full-page ad in the February issue of *Illustration Magazine* to reach this interested audience before the exhibition closed in March. Another new ad campaign for the Christmas Market was a three-week slot in the *South Philly Review* along with the typical Scandinavian publications. By all accounts, the market was a success with average attendance and sales without having the typical draw of the performance and with the museum being closed due to the pandemic.

Another new marketing initiative was creating a media tool kit for the New Sweden History Conference. This was then shared with partner organizations and supporters to use in promoting the conference on social media to expand the network and awareness.

ASHM received a record amount of tv coverage this year, in large part to the PHS Flower Show. Leading up to the Flower Show we were featured in several 6ABC segments about FDR Park and the upcoming Flower Show. We had our own "Love the Arts" feature that aired in May, in which Tracey shared the story of ASHM's founding, the museum galleries, and our offerings during the Flower Show. On one day of the PHS Flower Show, the local weather was broadcast from the museum, and we had a 3-minute clip in the "Flower Show Special."



**Now Open: From Fairy Tale to Fantasy Exhibition**  
 AMERICAN SWEDISH HISTORICAL MUSEUM  
 This family friendly exhibit explores illustrator Gustaf Tenggren's work with Disney and Little Golden Books.  
[READ MORE](#)

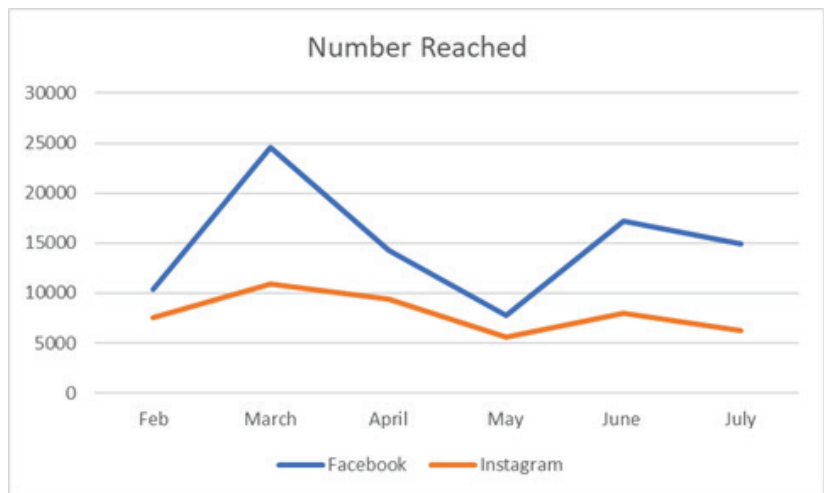


- From top:
1. New YouTube channel videos
  2. Tracey filming segments with 6abc in the New Sweden Gallery.
  3. Visit Philly ad for the Gustaf Tenggren exhibition
  4. Promo image for Book Fair and Family Day

## Social Media

We launched a Youtube Channel to share videos and virtual programs and hope to increase views and subscribers to the channel in the coming years. Notable additions are exhibition tours, New Sweden History Conference, Toddler Time videos, and gift shop tours. Youtube videos numbered 1.4k views, over 100 hours of watch time and gained over 30 subscribers. The top video was the ASHM virtual tour for Wawa Welcome America in July 2020 with 250 views.

Our overall reach has grown on both Instagram and Facebook as well as the overall number of followers. The number of posts averages between 4-5 posts per week to keep both social media platforms alive and flourishing. One post which gained special interest on both social media platforms was the results from the Dala horse painting workshop (1053 reached on Facebook and 627 reached on Instagram). We also had an increase in engagement through video posts of Lucia performances and raffle winner video from the Christmas Market. Our aim is to incorporate additional forms of documentation, moving beyond the picture form and use videos more frequently as a medium of communication.

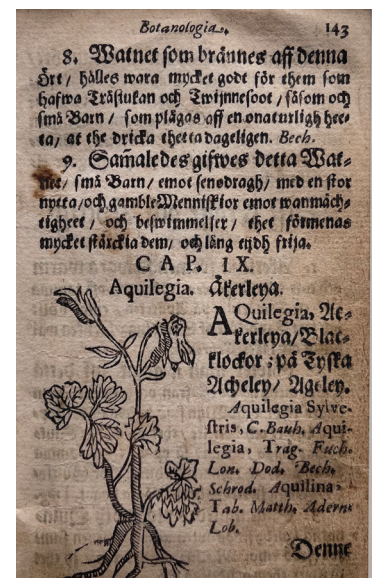


This graph shows how our social media reach has grown. The number reflects how many people can view our posts in their feed.

## CONTRIBUTIONS TO THE COLLECTION

ASHM received a remarkable collection of objects and ephemera relating to Fredrika Bremer from the late Dr. Signe Rooth. The collection includes letters, textiles, and silhouette cut-outs written and made by Bremer. Dr. Rooth also collected personal letters between Bremer and some of the most famous writers, philosophers, and great minds of her time including Henry Longfellow, Nathaniel Hawthorne, Washington Irving, Julia Ward Howe, and Ralph Waldo Emerson. The collection also includes portions of Bremer's written manuscript for *Brothers and Sisters* as well as letters, photographs, and ephemera relating to Jenny Lind. The collection will allow us to add levels of richer interpretation to both the Fredrika Bremer and Jenny Lind rooms here at the museum. Dr. Rooth also donated several paintings depicting Mexican and South American subjects, impressive landscapes, and a portrait of Dr. Rooth by Carl Folke Sahlin.

ASHM also received a fabulous print from Elizabeth McLean. The circa 1684 woodcut features printed text in Swedish and an image of a Columbine plant from Johan Palmberg's book, *Serta Florea Svecana eller Swenske Örtekrantz*, which was printed in Stockholm. This book was a major source of understanding for Carl Linnaeus before his book *Flora Svecica* replaced Palmberg's in 1745. We were able to have this wonderful object on view during this year's Flower Show along with other botanical-themed items from the collection. Carol Ryan donated a small doll dresser from 1797 that her ancestors crafted and brought with them to America after they immigrated from Höganäs, Sweden.



## MEMBERS, DONORS & GIFTS IN-KIND

The generosity of our community of supporters is vital in our ability to carry out our mission. The following individuals, foundations, organizations and corporations have given us gifts, services and grants to support our operating needs, endowment, events and special projects above and beyond basic membership dues.

### \$100,00+

Anonymous

### \$10,000- \$99,999

Ulla Dagert-Muther & Paul Muther  
Barbro Osher Pro Suecia Foundation  
Bo Bergqvist  
Connelly Foundation  
COVID Arts Aid PHL  
Davenport Family Foundation  
Federal Department of the Treasury,  
under the administration of the  
Commonwealth of Pennsylvania  
Pennsylvania Historical and Museum  
Commission  
Red Moose Charitable Trust

### \$5,000- \$9,999

Arronson Foundation  
ASHM Auxiliary  
Mary McCoy  
Rosenlund Foundation

### \$1,000 - \$4,999

Kristina & John Antoniadis  
Elisabeth Jönsson Brown  
Barbara Capozzi  
Margaret Copeland  
Michael & Jill D'Andrea  
Sylvia Davenport  
Kay Ford  
John & Carin Foster  
Julie Jurash  
Charles & Kristina Kalb  
Ulla Martz  
Britta Mattson  
Merck Foundation  
Kristina & John O'Doherty  
Margot Patterson  
Sandra Pfaff  
Hope Rosenlund  
Earl & Sylvia Seppala  
SWEA New Jersey  
SWEA Philadelphia  
Virginia Swedberg  
Swedish Colonial Society  
Richard & Lorraine Waldron  
Fanny Warren  
Al Wulff

### \$500- \$999

Anonymous  
Eleanor Barlow  
Ingrid Berry  
Leonard Busby  
Ingrid & Robert Cagan  
Tina & Kenneth Cook  
Peg Donovan  
Gordon & Jane Downing  
Paul & Janet Engstrom

Goshen Mechanical Contractors, Inc.  
Ulla Heinicke  
Ronald & Nancy Hendrickson  
LaVonne & Eric Johnson  
A. Monica Kruse  
Robert & Judith Lang  
Leonard Busby & Ruth Lindeborg  
Erick & Nicole Muther  
Elsa Orescan  
Carl & Sandra Rapp  
Margaretha Talerman

### \$250- \$499

Erwin & Ulla-Britt Apell  
Marianne Baeckstrom  
William & Tracey Beck  
Anna-Lena Bromberg  
Gregory & Linton Brown-Stables  
Tracey & Steve Carr  
Alice Christensen  
Ted Davis  
William Eaton  
Christina Hagman  
Genevieve Haines  
Gudmund Iversen  
Maria & Scott Larsen  
Duane Malm  
Timothy Nurvala  
Robert Petusky  
Linda Raffa  
Kristina H. Smith  
James Walker  
Rev. Dr. Kim-Eric Williams  
Birgitta Wilson  
Eunice Winters

### \$100- \$249

Anonymous (2)  
Kristina Ahlman  
Per Ahlstrom  
Linda & Kenneth Alexy  
Ann Anderson  
Jacqueline Axilbund  
Christer & Patty Baeckstrom  
Helene Yocum Basile  
Alison Bennett  
Cynthia & Bruce Brandt  
Sandra Brown  
Robert & Julie Jensen Bryan  
Jensen Bryan  
Lisa Caplan  
Mary Anne Carlson Morgan  
Donna Cashdollar  
Margaret Churchville  
Hilma Cooper  
Andrew & Cynthia Deboer  
Ruth Ekstrom  
Jan & Lillemore Essunger  
Anat Feingold  
Rina Glisovic-Aplenc  
Christina & Jeffrey Gravidahl

Samuel W. Heed  
James Hill  
Douglas Hitsman  
Clifford Holgren  
Christina Holm  
Thomas & Mary Ann Hudson  
Margaretha Joelsson  
Kathi & Richard Keefe  
Gunilla Knutson  
Sara Kortesuoma  
Lansdale Public Library  
Barbro & Ernst Larsson  
Maj-Britt & Robert Lautman  
Mia Lehmann  
Marlin Mattson  
Karen McKillip  
Morgan Stanley  
Ralph Musher  
Jan Thompson Newstrom  
Kenneth Nuttall  
Rose Marie Oster  
Jere & Birgitta Paddack  
Maud Batt Palmer  
Robert & Victoria Peterson  
Johan Pfeiffer  
Barbro & Wayne Pollock  
Mary Anne Powell  
James Roebuck  
Kjerstin & Dominic Sama  
Diane Sandvik  
David & Mary Segermark  
Pamela Shaw  
Rebecca Simmons  
Susand Sjoström  
Lowell Smith  
Rudy & Jean Soderlund  
Patricia Spampinato  
Shirley Stengel  
Inger Stone  
Ann Charlotte Storer  
Gretchen & Luke Walker  
Sargit Warriner  
Anne Wattman  
Melissa & Tom Weismann-Hooper

### Under \$100

American Online Giving Foundation  
Scott & Jeanne Beethe  
Kate Bonning  
William Callahan &  
Vivianne Englund-Callahan  
Nancy & Richard Cox  
Jorgen Flood  
Barbara Good  
Dawn Gould  
Karen Lamberg Hilton  
Christine Hobbs  
Lisa & Bill Hoffman  
Robert & Tracy Hofstrom  
Elisabeth Hohman  
Tim Hulings  
Lois J. Johnson

Carl Richard Karlsson  
 Laurel Lee  
 William Leslie  
 Mark Lundgren  
 Ulla Britta & Jeremiah McCarthy  
 Midsommarklubben  
 Rosemary & Jeffrey Moller  
 Thomas Nilsson  
 Donna O'Connell  
 Swedish Cultural Society of Cleveland  
 John & Kerstin Radel  
 Herbert Rambo  
 Ruth Rizzi  
 Edith Rohrman  
 Susan Ross  
 Robert Rudin  
 Faith Standstrom  
 Deb Schreffler  
 Maria Strum  
 John Tepe  
 Selma Olson Tepper  
 Kathy Thornhill  
 Mark & Johnette Turner-Davies  
 William W. Warner  
 Sheldon Williams  
 Inger Zeller

### Life Members

Margaret Anderson  
 David L. Anderson  
 Kristina & John Antoniadis  
 Bo Bergqvist  
 Olof & Lisa Bergqvist  
 Karin Bergqvist  
 Prof. Ruth Meixner-Bird  
 Amelie Marie Bonde  
 Countess Clarissa Bonde  
 Helena Elisabeth Bonde  
 Sophia Louise Bonde  
 W. Keen Butcher  
 Robert Cato  
 Robert G. Cato Jr  
 Jens & Allison Clausen  
 Paul Muther & Dr. Ulla Dagert-Muther  
 Leroy W. Dahlberg  
 Sylvia E. Davenport  
 Ruth Ekstrom  
 Jan & Lillemor Essunger  
 Marna Feldt  
 Margaret Finley  
 Kay Ford  
 Richard A. Groos  
 Len & Elly Gustafsson  
 David & Ingrid Hang  
 Samuel & Janet Heed  
 Douglas Hellstrom  
 Dr. John Hemmingson Hill

Dr. Robert Nyden Hill  
 Jenny Lind Club of Michigan  
 Kristina and Charles Kalb  
 Harold E. Kohn  
 Joseph C. Kohn  
 Monica and Lakota Kruse  
 Marcia Larson  
 Ulla Martz  
 Rita G. Mathews  
 Britta A. Mattson  
 Ellen Peterson Morris  
 Erik and Nicole Muther  
 Dr. Eric Neilson  
 Cindy Nord  
 Barbro S. Osher  
 Dr. Georgiana Peacher  
 Herbert V. Peterson, Jr  
 Sandra Pfaff  
 Jea & Stephanie Rosenlund-Shim  
 Hope Ryden  
 Karl E. Schober  
 Earl & Sylvia Seppala  
 Wade R. Sjögren  
 Margaretha Talerman  
 Ruth M. Taylor  
 Fanny Warren  
 Rev. Dr. Kim-Eric Williams &  
 Ruth Nelson Rizzi

### Gifts in Kind

A Novel Idea on Passyunk  
 ASHM Auxiliary  
 Ulla-Britt Apell  
 Ulf Akerblom  
 Kristina Antoniadis  
 Avalon Golf Club  
 Bill & Tracey Beck  
 Helena Berggren  
 Barnes Foundation  
 Helene Yocum Basile  
 Bruce & Cindy Brandt  
 Elisabeth Brown  
 Sandra Brown  
 Casey's Public House Restaurant  
 Jill D'Andrea  
 Dane Decor  
 Lyn Eaton  
 Englund's Apparel for Men  
 Essity  
 Gladys & Don Fell  
 Finnish American Reporter  
 Jorgen Flood  
 Frazer Antiques  
 Friends of the Swedish Cabin  
 General Warren Inne  
 Dawn Gould  
 Christina Gravidahl

Gudrun Sjöden Clothing  
 Hassis Men's Shop  
 Ulla Heinicke  
 House Restaurant  
 Independence Visitor Center  
 Ithan Market  
 Jane Chalfant Store  
 Elin Jeantet  
 Jeffery A Miller Catering Co.  
 Monica Edqvist Johansson  
 Kathi Keefe  
 Monica Kruse  
 Sharon Kvist  
 Little House Shop  
 Liquid Alchemy  
 Longwood Gardens  
 Maj-Britt & Robert Lautman  
 Matt Lund  
 Mary Anne Carlson Morgan  
 Gun Marie Nalsen  
 New American Bistro  
 Nordstjernen  
 Kristina O'Doherty  
 O & H Danish Bakery  
 Maude Palmer  
 Sandra Pfaff  
 Pennsylvania Horticultural Society  
 Dr. Samuel Peterson  
 Philadelphia Magic Gardens  
 Philadelphia Phillies  
 Philadelphia RowHome Magazine  
 Sandy & Dave Poehler  
 Rekorderlig Cider  
 Rocky Mountaineer  
 Christian Roden  
 Ingrid Rosenback  
 Abby Shaw  
 Sjoebloom Winery  
 Skandisk Inc.  
 Swedish Colonial Society  
 Swedish Press Inc.  
 Sweetish Swedish Candy & Goods  
 The Scott Arboretum of  
 Swarthmore College  
 The Union League  
 Erik Torp  
 Linda Vizi  
 Fanny Warren  
 Wild Bird's Unlimited  
 Winterthur  
 Yards Brewing Company

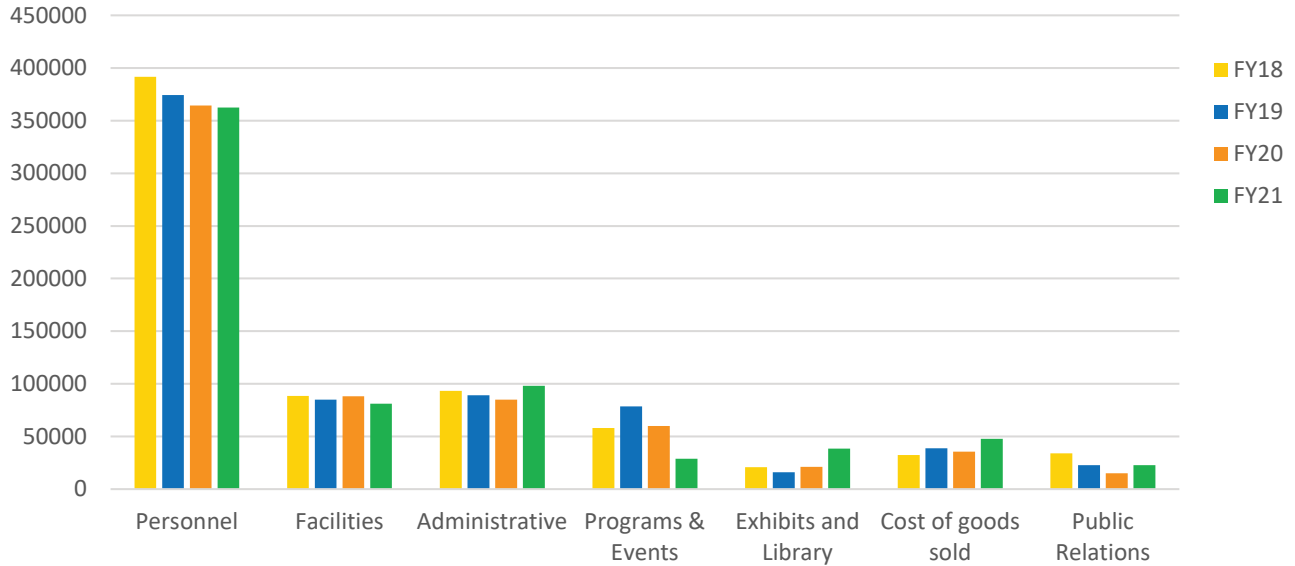
*We appreciate the generosity demonstrated by those on the preceding lists and have made every effort to ensure accuracy. Please contact Tracey Beck, Executive Director, if you discover an error.*



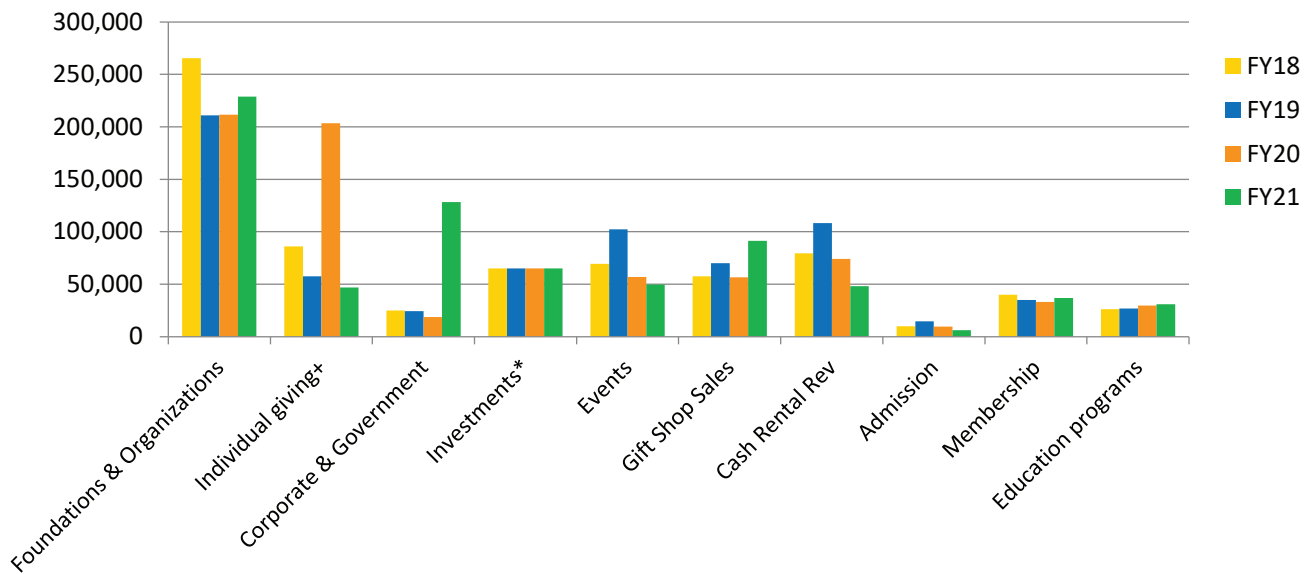
Left to Right:  
 1. Raffle items at the Christmas Market  
 2. Spring Into Auction items on display

# MUSEUM FINANCIALS

## Expenses



## Revenue



## BOARD OF GOVERNORS

Fanny Warren, *Chair*  
James Roebuck, Jr., *Vice Chair*  
Earl Seppala, *Vice Chair*  
Julie Johnson Jurash, *Secretary*  
William Eaton, *Treasurer*  
Tracey Beck, *Executive Director*  
Ulf Åkerblom  
Per Blomquist  
Sophia Bonde  
Anna-Lena Bromberg  
Jorgen Flood  
Dawn Gould  
Karin Kornaga  
Monica Kruse  
Matthew Lund  
Erik Muther  
Thomas Nilsson  
Kristina Johnson O'Doherty  
Roberta Petusky  
Abby Shaw  
Mary E. Wagner

### Ex-Officio Governors

The Honorable James Kenney, *Mayor of Philadelphia*  
Aparna Palatino, *Deputy Commissioner of Capital Infrastructure and Natural Lands Management, City of Philadelphia*

## STAFF

Tracey Rae Beck, *Executive Director*  
Trevor Brandt, *Curator* (thru September 20, 2020)  
Lauren Burnham, *Assistant Director*  
Elin Carlsson, *Weekend Manager & Marketing Assistant*  
(beginning March 2021)  
Genevieve Chapin, *Weekend Manager*  
Martha Howard, *Weekend Manager*  
Ronnah Howard, *Weekend Manager*  
Catherine Hughes, *Weekend Manager*  
Elin Jeantet, *Membership & Visitor Services Assistant*  
(beginning October 2020)  
Rachel Kiskaddon, *Education & Public Relations Manager*  
Christopher Malone, *Curator* (beginning June 2021)  
Frank C. Sanders, *Facility & Event Manager*  
Aaron Skarzenski, *Weekend Manager & Curatorial Assistant*  
Roger Walsh, *Weekend Manager*  
Lillian Young, *Education Intern*  
Olivia Armandroff, *Curatorial Intern*



- From the top:
1. Elin Carlsson greeting FS visitors.
  2. Lauren Burnham and Bill Beck at the Lindberg opening
  3. Elin Jeantet at Easter Family Day
  4. Ronnah Howard and Fanny Warren in the FS vendor tent
  5. Aaron Skarzenski during the Lindberg opening

# COMMITTEE MEMBERS & CLUB OFFICIALS

## Board Committees

Fanny Warren, Chair and Tracey Beck, Executive Director, are ex-officio members of all board committees.

### Buildings & Grounds Committee

Al Wulff, Chair  
Erwin Apell  
Per Blomquist  
Fred Hagan  
Fredrik Khayati  
Matt Lund  
Frank Sanders  
Theresa Stuhlman  
Jim Walker

### Development Committee

Kristina O'Doherty, Chair  
Sophia Bonde  
Carin Foster  
Kristina Mattila  
Roberta Petusky  
Sandra Pfaff  
Julie Jurash  
Christian Roden  
Mary Wagner

### Finance & Audit Committee

Erik Muther, Chair  
Bo Bergqvist  
Bill Eaton  
John Foster  
Matt Lund  
Sandra Pfaff  
Mary Wagner  
Jim Walker  
Hampus Öberg

### Membership Committee

Roberta Petusky, Chair  
Kristina Antoniadis  
Lauren Burnham  
Elin Jeantet  
Ingrid Rosenback  
Earl Seppala  
Ginny Swedberg

### Museum Committee

Abby Shaw, Chair  
Anna-Lena Bromberg  
Carin Foster  
Kirsten Jensen  
Jennifer Zwilling

### Nominating Committee

Bill Eaton, Chair  
Earl Seppala  
Monica Kruse  
Ulf Åkerblom

### Strategic Planning

Monica Kruse, Chair  
Thomas Nilsson  
Ulf Åkerblom

### All board officers:

Fanny Warren  
Jim Roebuck, Jr.  
Earl Seppala  
Bill Eaton  
Julie Jurash

### All committee chairs:

Al Wulff  
Erik Muther  
Kristina O'Doherty  
Roberta Petusky  
Abby Shaw

### Staff:

Lauren Burnham  
Rachel Kiskaddon  
Frank Sanders

## Event Committees

### Pea Soup Committee

Leonard Busby  
Dawn Gould  
Michael Harrar

### Spring Ting Committee

Anna-Lena Bromberg, Chair  
Kristina Antoniadis  
Tracey Beck  
Rachel Kiskaddon  
Monica Kruse  
Mary Anne Carlson Morgan  
Kristina O'Doherty  
Sandra Pfaff  
Mary Anne Powell  
Caroline Rossy  
Fanny Warren

### SmörgåsBeer 2020

Kristin Pickell, Chair  
Scott O'Hara  
Megan Lassiter  
Elin Carlsson  
Dawn Gould  
Lauren Burnham

## Clubs

### Auxiliary Board

Dawn Gould, President  
Tina Cook, Secretary  
Linda Alexy, Treasurer  
Kristina Kalb, Corresponding Secretary  
Ken Alexy  
Elisabeth Brown  
Allison Clausen  
Tina Cook  
Kay Ford

Elin Gavaghan  
Dawn Gould  
Karin Hampel  
Donna Johnson  
LaVonne Johnson  
Kristina Kalb  
Karin Kornaga  
Donna O'Connell  
Kristina O'Doherty  
Birgitta Paddack  
Donna Popp  
Mary Anne Powell  
Ingrid Rosenback  
Virginia Swedberg  
Susan Sjöstrom  
Fanny Warren

### Genealogy Club Officers

Kristina O'Doherty, President  
LaVonne Johnson, Vice President  
Tod Benedict, Secretary/Treasurer

### Midsommarklubben

Karin Kornaga, President  
Görel Bengtzon, Vice President  
Tina Cook, Secretary  
Ingrid Cagan, Treasurer  
Kristina Antoniadis  
Elisabeth Jonsson Brown  
Elin Carlsson  
Catharina Copeland  
Birgitta Davis  
Carin Foster  
Ulla Heinicke  
Kerstin Hoeldtke  
Elisabeth Hohman  
Karin Kornaga  
Maj Britt Lautman  
Gullbritt Mengelbier  
Barbro Pollock  
Kjerstin Sama  
Annika Saracini  
Ulla Britt Schroyer  
Inger Stone  
Margaretha Talerman  
Eva Wattenmaker  
Birgitta Wilson



Photo: Spring Ting Committee at the thank you luncheon after auction



## VOLUNTEERS

Volunteers played a vital role in behind-the-scenes work for our virtual programming, our large scale in-person events, and planning future Scandinavian cultural programming.

The Spring Ting Committee held monthly and even weekly, meetings to create an incredibly successful Spring Into Auction event. Likewise, the Smörgåsbeer Committee worked together starting in January to organize, solicit donations, and create a new and fun format for the virtual Smörgåsbeer in Your Backyard tasting event. The combined work of these volunteer event committees raised over \$30,000 for the Museum!

In addition to the work of existing volunteer groups, a new task force was assembled this year born from the Strategic Planning Committee. The Program Idea Group had seven members with representation of Swedish, Norwegian, Finnish, Danish, and American heritage. The goal was to assist in broadening the scope of ASHM from an exclusively Swedish Museum to a Swedish Museum with a wider Scandinavian mission and reach. After brainstorming and meeting on Zoom, the group created an extensive report. Which included suggestions for future events, social media posts, gift shop products and partnerships with other organizations.

Our onsite volunteers were also vital for our major events. The fall Book Fair and Family Fun Day utilized people to ensure a safe environment for children and families by making sure mask protocols were being followed and sanitizing surfaces. Auxiliary and Midsommar volunteers also staffed book sale tables and food stations. Likewise, it took over 30 people to staff the 10-day marathon that was the Philadelphia Flower Show! Volunteers braved the extreme heat and rain to staff the outdoor vendor tent, interfaced with thousands of visitors a day by monitoring the galleries and answering questions, and encouraging this new audience to sign up for our mailing list so we could stay in contact for future programming. To say that we could not have gotten through these events without volunteer help is a massive understatement. Volunteers are truly the heroes of our organization!

In 2020, the American Swedish Historical Museum presented the Amandus Johnson Service Award to Linda and Ken Alexy. The couple first became involved with the Museum in 1975. Originally members of the Oscars Borg Vasa Lodge #172, Linda first heard about ASHM from longtime members Lillian Jones and Linda Smith. Upon getting to know the organization, Linda joined the Auxiliary and soon Ken also began to participate. Linda and Ken Alexy have volunteered hundreds of hours over 45 years at ASHM. When asked what they love most about the Museum, they agreed that the community of people are outstanding and they value the lifelong friendships and connections they have made. They feel a strong sense of comraderie with members and visitors, and have said that every time they walk through the doors of ASHM it feels like home. They are proud to be part of an organization that has a strong educational mission and ties to regional and Philadelphia history.



From the Top:

1. Carina Ahren and Christian Roden at Book Fair Family Day
2. Volunteers making flower crowns at Midsommarfest.
3. Alice Bogia as Lucia at the Christmas Market
4. Donna Kurlyak at the Book Fair craft table
5. Linda and Ken Alexy receiving the AJ Service Award.



AMERICAN SWEDISH  
HISTORICAL MUSEUM

1900 Pattison Ave. Philadelphia, PA 19145  
215.389.1776 | [www.americanswedish.org](http://www.americanswedish.org)

   @americanswedish