We invite others to become a part of history in the making. Come join us!

Letter from the President and CEO

When asked, “What is the American Swedish Institute?” I am tempted simply to start talking about the Turnblad castle. After all, we are here because of the vision and generosity of the Turnblad family, whose gift of their mansion gave us our start. But we all know that ASI is much more than just a building; it’s about people—those who work and volunteer here, and those who benefit from what happens here. Consider these examples:

A fifth grader at Hans Christian Andersen School, a few blocks east of ASI, learning to be a better writer in a class led by ASI educators by first diving into a Pippi Longstocking classic in Spanish translation.

An intergenerational group—boys and girls, men and women—taking craft classes in wood, glass, fiber and ceramics, and in turn getting to know one another.

City officials from Denmark, Sweden, Finland and Norway on a study trip to Minneapolis to learn about local Somali immigrant experiences they can apply in their home countries.

A fiddler, who learned tunes from his grandfather, now recognized as one of the great folk artists in this country and recently knighted by the King of Sweden.

An immigrant from Sweden who first stepped into the Turnblad Mansion in 1929 for a Stockholm Club meeting, and who gave a gift to ASI in honor of her 102nd birthday.

A Finnish-American architect who’s risen to the top of his profession.

The common link among these people—of disparate ages, backgrounds and interests—is the American Swedish Institute. In each instance, an ASI staff member, teacher, volunteer or trustee engaged their interest and welcomed them to ASI. In their stories, we see our roots and envision our future. In their stories, we see the incredible breadth of reach in ASI’s programs and services. For them, ASI is not just a notable landmark (as valuable as that is) but a lively and welcoming community center, a place of learning. Above all, ASI is a vital force linking us to our history, and to modern Sweden and the Nordic countries.

We begin our 83rd year engaged in work comparable to that of Turnblad and other immigrants, past and present: we are building for tomorrow, for the next generation. Just as the Turnblad family gave its home to create a home for us, the new campus now unfolding will be our gift to those who follow us, touching new audiences and engaging with them in ways that will have a lasting impact on society, both in Minnesota and beyond.

We are grateful for the support of so many people throughout this country and Sweden who make our programs and exhibits possible through financial support and volunteering, and who have also invested in the Linking Generations, Linking Communities Campaign. At the end of fiscal 2011, we had balanced our operating fund, and also received more than $13 million in gifts and pledges toward our campaign goal of $21.5 million. Earlier gifts laid the groundwork with important renovations to the mansion and the land purchase.

We invite others to become a part of history in the making. Come join us!

Sincerely,

Bruce Karstadt
President and CEO
When Swan and Christina Turnblad built their “castle” on Park Avenue more than 100 years ago, they could not have imagined what the Twin Cities would be like in the 21st Century. They made the extraordinary gift of their mansion in the hope that it would form a foundation for an institute of Swedish art and culture that would thrive into the unknown future.

Several generations of volunteers, donors, visitors and other friends of the American Swedish Institute have not only kept their vision alive, but strengthened and expanded it.

This year, after much planning and cooperative effort, the current generation of ASI friends are refurbishing the “castle” and building the adjacent Nelson Cultural Center.

Together, the buildings represent the traditional and the modern, and will permit ASI to open its doors even wider to serve old and new friends from the Twin Cities, the Upper Midwest and beyond.

Before long, ASI will again: share the immigrant story; display Nordic artwork and crafts; host concerts, theater and lectures; provide instruction to young and old; offer a special venue for family celebrations; and serve as a gathering place for a growing community.

The new ASI will be a treasure that people will want to visit again and again. I can’t wait to see you there!

Warmest regards,

Steve Carlson,
Board Chair
Programs and Exhibitions

On-site Exhibits

80 YEARS YOUNG: THE AMERICAN SWEDISH INSTITUTE  
November 4, 2009 – April 18, 2010

17 SWEDISH DESIGNERS  
January 29 – May 30, 2010

COLONY TO COMMUNITY: THE STORY OF NEW SWEDEN  
March 5, 2010 – August 29, 2010

WHERE IS HOME?  
May 7, 2010 – August 29, 2010

MY PARADISE: FINNISH AND FINNISH AMERICAN SUMMER ARCHITECTURE  
June 11, 2010 – October 10, 2010

A NORDIC CHRISTMAS  
November 6, 2010 – January 16, 2011

SANTA CLAUS, COCA-COLA AND SWEDISH DESIGN  
November 6, 2010 – January 16, 2011

ILLUMINATION OF A SAINT: THE LEGEND OF SANKTA LUCIA  
November 6, 2010 – January 16, 2011

VICTOR BORGE: LIFE AND LAUGHS OF A SCANDINAVIAN HUMORIST  
February 18, 2011 – May 1, 2011

SWEDISH LIFE IN THE TWIN CITIES 1996–2011

Off-site Exhibits

Swedish glass and crystal display, ongoing, at the Minnesota Governor’s Mansion, St. Paul

Birchbark items from ASI collection, in exhibit “Bridging Cultures: Scandinavian and Ojibwe Traditions in Birchbark,” at Hjemkomst Center

Items representing Swedish immigrant tradition, in Three Cultures display at Dakota County Government Center
Raising the Bar on Arts at ASI

In November 2010, ASI hosted an event to recognize fiddler and ASI Spelmanslag founder Paul Dahlin, who was awarded the insignia of Knight First Class of the Royal Order of the Polar Star by His Majesty King Carl XVI Gustaf. Swedish ambassador to the United States Jonas Hafström was present to thank Paul in person. 2010-2011 was the year that ASI celebrated world-class and enduring art and design like never before, with recognitions both of people close to ASI and new partners:

» ASI hosted IKEA design guru Mats Nilsson, along with design superstar duo Pia Amsell and Barbro Wesslander in conjunction with the exhibition “17 Swedish Designers.”

» Nationally celebrated architect David Salmela was both featured and a close partner in the exhibition, “My Paradise.”

» The Coca-Cola archives loaned ASI several original works by legendary illustrator Haddon Sundblom for our 2010-2011 Christmas exhibits.

» The Minnesota State Arts Board recognized ASI as an important center for craft when they selected us to receive one of just five grants for Folk and Traditional Arts from the Legacy grants program to present a series of workshops for adults and youth in Swedish slöjd, or traditional handcraft.

Our Younger Constituents

ASI is reaching out and connecting with young people from teens through college age. In the past year, we have held events, such as:

» Julkalas, a Christmas party for college students from throughout Minnesota

» A Cocktails with Creatives event which brought in two hundred young design professionals in partnership with AIGA

» Pecha Kucha, a rapid-fire and witty evening of presentations at the Minneapolis College of Art and Design

» Nordic Happy Hour

» ASI also organized the first ever Winter Teen Retreat to Sjölunden, the Swedish Concordia Language Village, for Swedish language learners

» ASI plans to continue to invite young people to more exciting events when the new facilities open.
Enjoying Local Nordic Friendships

ASI had a strong year of building partnerships with friends in the wider Nordic community. The exhibit “My Paradise: Finnish and Finnish-American Summer Architecture” from Finland offered a superb opportunity to hear speakers, musicians, and taste cuisine representing Finnish and Finnish-American traditions. The Finlandia Foundation assisted in funding the exhibition and related programming, and an advisory group of local leaders in the Finnish community offered advice and support to activities and public relations. Renowned Finnish-American architect David Salmela, featured in the exhibition, offered bottomless creativity and energy to help design the exhibition and lead two wildly popular curator’s tours to some of his projects. ASI also partnered extensively with representatives from the Danish American Center and the Danish Immigrant Museum around the visiting exhibit, “Victor Borge: Life and Laughs of a Scandinavian Humorist.”

Collections Work

In 2010, the American Swedish Institute received a grant from the Minnesota Historical Society, made possible by the Minnesota Legacy Amendment, to support the arts, cultural heritage, and the environment in our state. This grant provided nearly $100,000 enabling ASI to catalog its book collection, in readiness for the Library and Archives opening in November 2011. This project was part of a mammoth effort launched in 2010 to catalog and inventory ASI’s remarkable collection of artifacts, artwork, books, manuscripts, photos and more. In February 2011, the Board of Trustees approved a new Collection Management Policy, summarized in an executive report available on our website. This policy establishes high standards and accountability for collecting, administering, and caring for our collections going forward. ASI is one of three American partners collaborating with the National Library of Sweden on a Swedish language newspaper digitization project, to make all papers available online—an incredible resource for researchers. The Svenska Amerikanska Posten, the newspaper published by Swan Turnblad, will be one of the first to be digitized. This will be an incredible resource for researchers.
Business Enterprises

Business Enterprises, a newly reorganized department, oversees the Museum Shop and online retail, facility rentals, and food services including a new café in the Nelson Cultural Center. Chad Snelson joined ASI as Director of Business Enterprises in September 2010 to oversee this important revenue-generating and people-connecting department.

Spotlight on The Museum Shop

The Museum Shop at ASI and its online store ShopSwedish.com sold more than 50,000 items in fiscal 2011, generating just shy of $500,000 in revenue. Interest in ShopSwedish.com continues to grow, with individual “hits” on the site up by 42,000 over the previous year.

Book purchases continue to dominate sales. The 5,800 books sold in fiscal 2011 represent more than 20 percent of total revenue. The popularity of Swedish mysteries, along with a bevy of new Nordic-themed cookbooks, drove sales.

The Shop continues to be a “go to” place for authentic Nordic Christmas decorations and gifts. In November and December, we sold more than 3,500 individual Christmas ornaments, as well as more than 1,000 items featuring the beloved Tomte.

The Museum Shop benefited from ASI’s emphasis on slöjd, experiencing a marked increase in sales of handmade and handcrafted products from Sweden. Our slöjd category generated $64,000 in sales.
During the past year ASI has connected and reconnected nearly 64,000 individuals through programs, classes, events, exhibits, culinary activities, community and social gatherings. This has been an incredible year as we “readied” the whole organization for the Campus Expansion project.

Work includes renovations to the lower level of the Turnblad Mansion, including an elevator and stair tower that will dramatically improve access to our beloved Castle. The Nelson Cultural Center will offer beautiful and comfortable contemporary spaces for people to connect with old friends and meet new ones. The activities of this year have paved the way for ASI to do an even a better job linking visitors and members to activities, exhibits and experiences in a uniquely Nordic way!

**By The Numbers**

**ATTENDANCE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum Visitors</td>
<td>28,854</td>
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<tr>
<td>Adult Program Participants</td>
<td>11,938</td>
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<tr>
<td>Youth &amp; Family Participants</td>
<td>4,402</td>
</tr>
<tr>
<td>Group Tour Participants</td>
<td>2,609</td>
</tr>
<tr>
<td>Rental Guests</td>
<td>1,107</td>
</tr>
<tr>
<td>Club &amp; Organization Visits</td>
<td>15,000</td>
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<tr>
<td><strong>TOTAL Participants</strong></td>
<td>63,910</td>
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**VOLUNTEERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Active Volunteers</td>
<td>360</td>
</tr>
<tr>
<td>Volunteer hours worked</td>
<td>15,728</td>
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</tbody>
</table>

**Clubs**

- ASI Cloudberry
- ASI Lilla Spelmanslag
- ASI Male Chorus
- ASI Male Chorus Auxiliary
- ASI Spelmanslag
- Brännvinsklubben SÅG
- F.E.S.T (Friends Encouraging Scandinavian Traditions)
- Gustavus II Adolphus Society
- Gustavus II Adolphus Society Auxiliary
- Idun Guild
- Punschklubben
- Scandinavian Friends
- SHAA Guild (Swedish Hospital Alumnae Association)
- Svea Club
- Svenska Sällskapet
- Svenska Sällskapet Sällskap
- Swedish Genealogical Society of Minnesota
- SWEA International Minnesota
- Twin Cities Dalaföreningen
- Twin Cities Nyckelharpalag
- Twin Cities Swedish Folkdancers
- Vasa Junior Folk Dancers
- Vasa Order of America – John Morton Lodge
- Vasa Order of America – Runeberg Lodge
- Vasa Order of America – Stenbock Lodge
- Värmlandsförbundet
- Västergötland Society
- Women’s Club of the American Swedish Institute

**Partner Organizations**

- AIGA
- American Swedish Historical Museum, Philadelphia
- Art Educators of Minnesota
- Bethel University
- Concordia Language Villages
- Danish American Center
- Finnish Honorary Consulate, Minneapolis
- FinnStyle
- Foci Glass
- Gustavus Adolphus College
- The Handmade Tile Association / Minnesota Tile Festival
- IKEA
- MELSA
- Minneapolis College of Art and Design
- Minneapolis Heritage Preservation Commission
- Minneapolis Jewish Humor Festival
- Minneapolis Public Schools
  - Whittier Elementary IB PYP
  - Bancroft Community School
  - Andersen United
  - Wellstone International High School
- Minnesota Coca-Cola Collectors Club
- National Night Out, Minneapolis
- North House Folk School
- Norden Folk
- Nordic Lights Film Festival – Twin Cities
- Pecha Kucha Twin Cities
- Phillips West Neighborhood Association
- Salmela Architect
- Svensk Form (Swedish Society of Crafts and Design)
- University of Minnesota
  - College of Design
  - German, Scandinavian and Dutch Studies
  - Northrop Auditorium/Swedish Radio Choir
- University of Minnesota Press
**Affiliates**

Agassiz Swedish Heritage Society  
Bemidji Affiliate of ASI  
Dala Heritage Society of Mora  
Dalesburg Scandinavian Association  
Fox Valley Swedish Society  
Isanti Swedish Heritage Society  
Jusi Björling Society  
Kichi-Saga Swedish Club  
Swedish Cultural Heritage Society Red River Valley  
Swedish Cultural Society of Duluth  
Three Crowns  
American-Swedish Association

---

**Life members** have made a membership commitment for life and given a gift that symbolizes their gratitude for the American Swedish Institute while helping to fund exhibits, programs and care of the Turnblad castle and its collections.

**Life Members**

Ira and Maureen Adelman  
Judith and David Adolfson  
Susan and Louis Ainsworth  
Vogel and Terrill Albinson  
David Anderson  
Deloris Anderson  
Dennis and Betty Anderson  
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Jerry Barstow  
Gary Bawden  
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Suzanne and Cliff Bloberger  
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Shirley and Vern Discher  
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Kim Erickson and Bud Mullen  
Maxine Erickson  
Muriel Erickson  
Myrna Erickson  
Roland and Pauline Erickson  
Roselyn Erickson  
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Ron and Maria Everson  
Jean Feree  
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Dwight and Fran Gunberg  
Bob and Carrie Gustafson  
Charles and Laurie Gustafson  
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Lois Johnson  
Lowell and Andrea Johnson  
Nils Johnson  
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Thomas Jordet  
Bruce Karstad  
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Doris Krell  
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Dorothy and Everett Larson  
Warren and Gretchen Larson  
David Larson and Brenda Witt  
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Cory Monson  
Daniel and Julie Monson  
David Monson and Mary Hirschboeck  
David E. and Mary Jo Monson  
Erik Monson  
Jennifer Monson  
Kendall Monson  
Kristin Monson  
Kyle Monson  
Lily Monson Gimml

ASI commissioned artist Arlene Birt to create a graphic expression of ASI’s commitment to sustainability, to be printed on a banner for the construction fence. This segment of the graphic illustrates sustainable features of the Nelson Cultural Center, such as the green roof and geothermal wells.
April 16, 2011 was a momentous and celebratory day for ASI as we broke ground on the Carl and Leslie Nelson Cultural Center.

Governor Mark Dayton, Mayor R.T. Rybak, and Gabriella Augustsson of the Embassy of Sweden, joined more than 300 ASI members, donors, volunteers and friends amidst April snow flurries to let the dirt fly and begin construction.

The past months have brought exciting progress to the campus expansion project and generous gifts to the Linking Generations, Linking Communities campaign.

More than $13 million has been raised toward the final building phase of the campaign. Between 2001 and 2008, another $19 million was contributed for important projects that laid the groundwork for our current expansion project.

To find out how you and your family can support the campus expansion project through a gift to the campaign, please contact us. We welcome the opportunity to speak with you and share ideas for giving that meet your goals and provide ASI with support that will usher in our bright future.

Please contact Christy Stolpestad, Director of Development, at 612-870-3354 or christys@ASImn.org.

"By supporting ASI financially, we feel this is a positive way to support the future of ASI for generations to come. The Linking Generations, Linking Communities capital campaign for the campus expansion is a tremendous step into the future. ASI is one of the best investments we feel we can make to ensure the wonderful traditions and continuing education for the community — today and tomorrow. The ASI definitely enriches the quality of life in Minnesota and beyond."

— Helen Bergren, ASI volunteer, member and donor
Thank You to our Members and Donors

ASI is inspired by and grateful for the generosity of our donors whose gifts are our main source of support. Our donors, many of whom make generous gifts in addition to their memberships, along with foundation and corporate funders, contributed a record $1,401,646.

Gifts and membership help support of ASI’s exhibits, programs, events, outreach and care of the Turnblad Mansion and its collections.

A Minnesota Historical and Cultural Grant and Minnesota State Arts Board Folk Arts Grant, both made possible through Minnesota voters for the Clean Water, Land and Legacy Amendment of 2008, helped ASI catalog its significant library and archives and offer a new series of slöjd handcraft classes for adults and children.

Close to 5,000 member households support the American Swedish Institute financially through their memberships and as ambassadors who invite others to enjoy the Turnblad Mansion, ASI’s exhibits, classes and events, and who appreciate our service to our community as a dynamic arts and cultural center.

Thank you to our members representing 44 of the United States and four countries, ages from newborn to centurian, and even three and four generations of active family involvement in the life of ASI.

The following list acknowledges those donors who contributed $100 or more during the 2010 – 2011 fiscal year (March 1, 2010 – February 28, 2011). Life members and members of the Heritage Society are acknowledged in separate lists. We are grateful for all gifts received!

$100+ Donors

$100,000+
Anne Ray Charitable Trust
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Women’s Club of the
American Swedish Institute
Marie Ylinen

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Violet Faling
Jean Feree
Nancy Fincham
FinStyle
Sue Flanders
Helen Fleming and William Reinhardt
Pat Forrest
Grace Foster
Raymond and Virginia Frandsen
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Jan and Russ Michaletz
LaVonne and Larry Monson
Vernice Monson
Christopher Morse
Sylvia Myren
LaVonne Nascene
Paul Nelson
Margaret and Bertil Nelson
Claire and Gary Nelson
Gordon and Judy Nelson
Paul Nordine
Nancy Nordlund
Theodore Nordquist
Herbert Nyberg
Janet Olleff
Cathryn Olson
Faye and Wallace Olson
Valdemar Olson
Bonnie Peterson
Corwin Peterson
Jim and Jeanette Peterson
Julien and Jeffrey Phillips
Inger and Louis Pignolet
Donna Pitcher
William and Barbara Rayburn
Michael and Linda Redmond
Diane Reiss
Sheila Robbins
Patricia Robertson
Kiki Rosati and John Lick
Duane and Pat Rosenberg
Bob and Joyce Rosene
Richard Sandeen
Neal Sautbine
LaVonne Sauter
Bernice and Luther Schmidt
Kay and Dale Schwie
Charles and Dolores Seashore
Dick and Sally Seck
Mary Seeger
Sharon and Michael Underwood

Terrye Siderakos
Vera Sileth
Elaine Sime
Byron Simmons
Margaret and Merrill Smith
Vivian and Mark Stapp
Russell Strom
Svenska Sällskapet
Wilde and Donald Swanson
Mary Jane Thompson
Joan and Charles Threet
Marian Tiblin
Gayle Tonon
Anna-Lisa Toker
George and Kerstin Trowbridge
Joan and Wayne Tubbes
Västergötland Society
Betty Volney
Virginia Wagner
Pat Walcheski and Richard Smalkoski
Janice and Jack Warren
Scott Weicht
Lisa Weisman
Wells Fargo Community Support Campaign
Sandra Wessman and William Reinwald
Lorraine Westley
Robert Westlund
John Westrom
Jerry and Roraine Williams
Maureen Wilson
Ronald Wilson
Alan Woolworth
Ruth Zahler

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For fiscal year ending February 28, 2011

Sources of Operating Revenue and Support

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,401,646</td>
</tr>
<tr>
<td>Memberships</td>
<td>231,650</td>
</tr>
<tr>
<td>Admissions</td>
<td>75,163</td>
</tr>
<tr>
<td>Programs, classes, tours, rentals</td>
<td>339,463</td>
</tr>
<tr>
<td>Retail Sales, net of cost of sales</td>
<td>179,536</td>
</tr>
<tr>
<td>Food service sales</td>
<td>89,615</td>
</tr>
<tr>
<td>Withdrawals from Endowments</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>2,417,073</strong></td>
</tr>
</tbody>
</table>

Operating Expense

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs, education and other cultural activities</td>
<td>462,085</td>
</tr>
<tr>
<td>Museum, tours and rental activities</td>
<td>684,530</td>
</tr>
<tr>
<td>Business enterprises (museum stores, food service)</td>
<td>304,778</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>581,098</td>
</tr>
<tr>
<td>Development and membership</td>
<td>245,939</td>
</tr>
<tr>
<td><strong>Total Operating Expense</strong></td>
<td><strong>2,278,430</strong></td>
</tr>
</tbody>
</table>

Revenue Less Expense before Investment

| Revenue and Depreciation Expense                         | 138,643  |

Other items not included above:

| Investment revenue, net of withdrawals                   | 377,061  |
| Depreciation expense                                    | 261,327  |

*The above financial information excludes funds designated for the building expansion project and is not presented in accordance with Generally Accepted Accounting Principles. For audited financial statements, see our website at ASImn.org.

Financial Stewardship

ASI understands the importance of fiscal stability and to that end, has maintained a balanced operating budget during these difficult economic times. We have continued a process of operational financial analysis and have made some organizational and programmatic changes in order to increase our financial strength. With the opening of the expanded campus building, we anticipate Business Enterprises to have a more significant contribution to revenues. We continue to stress the importance of contributions from members and others to the operations during this time when we are also seeking support for the expansion project.
Endowments
ASI has endowment funds in varying amounts that support the general operating and specific activities according to the donor’s wishes. During the past two fiscal years, the endowments began the recovery from the 2008 downturn. For the year ending February 2010, management and the Board made the decision to forgo withdrawing any amounts from the endowments. This allowed the investments to begin their recovery. For the fiscal year ending February 2011, ASI withdrew a conservative amount which allowed most funds to recover to the amount permanently restricted by the donor.

Heritage Society members have made a gift to the American Swedish Institute’s bright future, ensuring that all we offer can be enjoyed by many generations to come. Gifts include naming the American Swedish Institute as a beneficiary in estate plans and/or a gift to the Heritage Endowment Fund of $3,000 or more.
A new logo for the American Swedish Institute.

Clean lines, a fresh color palette and craft-inspired patterns and textures make up ASI’s new visual identity. The new logo continues to use ASI’s buildings as the focus with the silhouette of both the Turnblad Mansion and the Nelson Cultural Center. This helps us reinforce that ASI is a physical place — and a gathering place. The full name of American Swedish Institute is part of the logo mark, but it also includes the much used acronym ASI. The welcoming shade of blue was selected because it is a popular color used in traditional and contemporary Swedish design.