



## Annual Report 2008

SWEA International, Inc. is a Non Profit Public Benefit Corporation organized for educational and charitable purposes with the objective to support, preserve and promote Swedish history, language, culture and tradition and to establish a network for Swedish speaking women around the world.

Our global network for Swedish speaking women, who live or have lived abroad, is considered to be one of the largest organizations promoting Sweden abroad.

Issues and events which were our primary focus this past year:

- The Annual Meeting in Skanör was foremost a working meeting. How to improve external and internal communication, overall administration and decision making processes were analyzed. The importance of reaffirming our primary aims and goals as a charity both within SWEA International and in our Chapters was addressed. Strategies for how to further develop and safeguard a positive image for SWEA were discussed.
- Analyzing our membership base by developing a membership questionnaire in order to provide information regarding programs and services that are of interest locally, regionally as well as globally.
- Investigating how to improve the membership database in order to develop specifications for improvements to the existing or a new system.
- Improving our communication channels - Website, SWEA-Nytt and SWEA Forum and providing technical help to the websites in our Chapters.
- Retaining and strengthening the financial health of SWEA and implementing an increase of Chapter affiliation fees for 2010.
- SWEA entered into an agreement with Odd Fellow Orden in Sweden, who has established a separate fund (Humanitära Fonden) for the continuing support of the Thai-Sweden Children Foundation. Odd Fellow Orden will act as administrator of monies designated for the home for children and families which was built in Phuket, Thailand, after the Tsunami disaster. All remaining funds donated to SWEA International have been transferred to Humanitära Fonden to be used exclusively for the Thai-Sweden Foundation and Odd Fellow Orden is obligated to provide reports to SWEA International.
- Guidelines and procedures for our three Scholarships and Swedish Woman of the Year Award (Årets Svenska Kvinna ) were revised.
- Future cooperation between the Swedish Chapters.
- In connection with SWEA's 30<sup>th</sup> anniversary in 2009 a special project for donations to Nationalmuseum in Stockholm, Sweden was initiated. Donations are earmarked for a film to be shown worldwide while the museum is closed for extensive renovations.
- Strengthening and enlarging our unique network by increasing awareness and knowledge of SWEA through our world wide activities and how to easily provide access to our network.

## SWEA's Organization 2008

### Honorary Chairwoman:

Princess Christina Mrs. Magnuson

### Board of Directors

Åsa-Lena Lööf	South Florida	International President
Catarina Holtz	Munich	Vice International President
Agneta Nilsson	Los Angeles	Founder
Britta Armstrong	San Diego	Regional President VAME
Maud Witt	Houston	Regional President MAME (to May 1)
Tina Klintmalm	Dallas	Regional President MAME (May 1 to Dec. 31)
Carin Foster	Philadelphia	Regional President OAME
Kersti Winblad von Walter	Mallorca	Regional President VEMA (to May 1)
Monica Haglund	Malaga	Regional President VEMA (May 1 to Dec. 31)
Monica Hallworth	Malmö	Regional President MEMA
Ann Hespe	Dubai	Regional president OEMA
Marilén Sjögren	Hong Kong	Regional President ASIA (to May 1)
Madeleine Svensson	Beijing	Regional President ASIA (May 1 to Dec. 31)

### Officers

Åsa-Lena Lööf	South Florida	International President
Catarina Holtz	Munich	Vice International President
Kerstin Williams	South Florida	Secretary
Anita Rhodes	New Jersey	Treasurer

### Special Advisors to the board

Gita Paterson	Paris	Legal Advisor
Kerstin Eriksson-Splawn	San Francisco	Financial Advisor
Christina Moliteus	New York	Special Advisor

### Editors

Susanne Hederöth	Zürich	Editor SWEA Forum	(to Sept.10)
Anna Sjöblom	Milano	Editor SWEA Forum	(from Sept. 10)
Anne Peterson Bjuhr	Paris	Editor SWEA-Nytt	
Helen Rennie Smith	Munich	Webmaster	(to Dec.3)
Li Ansefelt Thornton	Hawaii	Webmaster	(from Dec.3)

## SWEA INTERNATIONAL COMMITTEES

SWEA International had 13 Committees during 2008.

### Chairpersons

Maude Vännman	Örestad	Bylaws Committee
Lola Hill	Holland	Convention Committee
Anna Carlsson Ring Rönneskog	Genève	Editorial Committee
Marianne Krell	Washington, DC	Finance Committee
Kerstin Eriksson-Splawn	San Francisco	Travel Fund Committee
Mona Johnsson	New York	Nominating Committee
EvaGitta Nabih	Boston	PR Committee
Kristina Eriksson	Munich	Product Committee
Elisabeth Alsheimer	Malmö	Intercultural Scholarship Committee
Ulrika Wesslau	Stockholm	Literature Scholarship Committee
Ingrid Westin	Stockholm	Swedish Woman of the Year Comm.
Malin Philipson	Stockholm	Sigrid Paskell Scholarship Comm.
Marilén Sjögren	Hong Kong	Membership Committee

## **SWEA CHAPTERS AND CHAPTER MEMBERSHIP 2007**

As of December 31, 2008, SWEA International had 8429 members in 78 Chapters in 35 countries, distributed among seven regions:

- Asia: Eight Chapters, 623 members - Bangkok, Beijing, Hong Kong, Japan, Kuala Lumpur, Perth, Seoul and Singapore.
- Eastern EMA (Eastern Europe, Middle-East and Africa): Thirteen Chapters, 1633 members - Athens, Budapest, Dubai, Genève, Istanbul, Moskva, München, Stockholm, Västerås, Vilnius, Warszawa, Wien and Zürich.
- Middle EMA: Fourteen Chapters, 1357 members - Belgium, Berlin, Frankfurt/Heidelberg, Israel, Köln/Bonn, Luxemburg, Malmö, Milano, Paris, Rimini, Rivieran, Rom, Tunisien and Örestad.
- Western EMA: Fourteen Chapters, 1376 members - Barcelona, Costa Blanca, Göteborg, Holland, Irland, Lissabon, London, Madrid, Malaga, Mallorca, Marbella, Oslo, South Africa and Telemark.
- Eastern Americas (USA, Canada and South America): Eight Chapters, 1098 members - Atlanta, Boston, New Jersey, New York, North Carolina, Philadelphia, Virginia Beach and Washington, DC.
- Middle Americas: Eleven Chapters, 1076 members - Austin, Chicago, Dallas, Denver, Houston, Michigan, Minnesota, New Orleans, South Florida, Tampa Bay and Toronto.
- Western Americas: Ten Chapters, 1266 members - Arizona, Hawaii, Las Vegas, Los Angeles, Orange County, San Diego, San Francisco, Santa Barbara, Seattle and Vancouver.

## **PROGRAM, ACTIVITIES, MEETINGS AND ADMINISTRATION**

### **ADMINISTRATION**

SWEA's Office is located in Carlsbad, California.

During 2008 SWEA had two part time employees. Sofia Fransson Krall, Administrator, and Helena Litwak, Assistant Administrator.

### **FINANCES**

Approximately 71% of our assets are allocated to scholarship funds. Three scholarships of USD 10,000 each were awarded for 2008, for a total of USD 30,000.

Sources of revenue are fees, advertising and donations, with the main source being affiliation fees from Chapters.

Each Chapter pays USD 20 per member to SWEA International annually. Fees are reduced to USD 10 during the first year for a new Chapter, for new members who join after September 1 and for students under the age of 25. During 2008 generous donations were received from Pro Suecia Foundation, Svenskt Näringsliv and Heimbold Foundation.

Expenses for program services were 76.2% and 23.8% for administration.

### **ANNUAL BOARD MEETING**

The 2008 Annual Board Meeting was held in Skanör, Sweden, on April 5 and was preceded by two days of informal meetings where in addition to the Board several advisors were present.

### **ANNUAL REGIONAL MEETINGS**

ASIA: Arranged by SWEA Seoul, Korea, and held on October 10. All Chapter Presidents attended.

Eastern EMA: Arranged by SWEA Tunisien and held on November 1, 2008. All Chapters, except Vilnius, were represented. Åsa-Lena Lööf, President, attended.

Middle EMA: Arranged by SWEA Tunisien, and held on November 1, 2008. All Chapters, except Rimini, were represented. Åsa-Lena Lööf, President, was present.

Western EMA: Arranged by SWEA South Africa and held on November 1, 2008 in Cape Town. All Chapters, except Lissabon, were represented and Agneta Nilsson, Founder of SWEA International attended and inaugurated SWEA South Africa.

Eastern Americas: Arranged by SWEA Atlanta and held on Saturday, October 4, 2008. All chapters were represented. Åsa-Lena Lööf, President, was present.

Middle Americas: Arranged by SWEA Minnesota and held on September 27, 2008. All chapters were represented. Åsa-Lena Lööf, President, was present.

Western Americas: Arranged by SWEA Vancouver and held on October 4, 2008. All chapters were represented.

### **APPOINTMENT OF OFFICERS**

On November 12, 2008 the Board appointed Anita Rhodes (New Jersey) as Treasurer, Ninni Pettersson Wästberg (London) as Secretary and Barbro Westin (Toronto) as Vice Secretary, all three for a two year term from January 1, 2009 through December 31, 2010.

### **AWARDS AND SCHOLARSHIPS**

SWEA International annually grants three scholarships of USD 10,000 each, and the award Swedish Woman of the Year.

#### **Swedish Woman of the Year**

Inger Schuberth was chosen as The Swedish Woman of the Year for her great contributions to promote Swedish history, culture and language through her lectures in schools and universities all over Germany, Poland, the Baltic States and Finland, and for arranging exhibitions in Germany which strengthen Swedish-German ties, common history and for her endeavor to put Lützen with its memorial to the death of Gustav II Adolf on the map yet again.

#### **The Literature Scholarship**

Dominika Górecka, PhD candidate at the Academy for Arts and Sciences, Warsaw, Poland, received the Literature Scholarship of USD 10,000 for her work "Room for farewells. A study of silence in the dramas of Lars Norén".

#### **The Agneta and Gunnar Nilsson Scholarship for studies in Intercultural Relations**

Dr. Carla Jonsson, Lecturer in English at Stockholm University was awarded this Scholarship of USD 10,000 for her research on how code alternation between Spanish/Swedish and English/Swedish is used by children and young people in order to reinforce expressions and identities for those who live "in between" languages

Above scholarships and award was presented at the Sweden Dinner in Västerås, August 7.

#### **The Sigrid Paskell Scholarship for the Performing Arts**

Presented to the soprano Ida Falk Winland, and also USD 10,000, at the Confidencen Theatre on August 17. Ida Falk Winland has made a number of successful performances with large symphony orchestras at concerts all over Europe.

### **SUMMER EVENTS IN SWEDEN**

The Sweden Dinner was hosted by SWEA Västerås on August 7. An excursion to Tidö Castle and a reception at Västerås Town Hall were also part of the program.

A tour of Bohuslän, to showcase the historical and gastronomical highlights of this province, took place in July. In addition there were several lunches and dinners arranged by our Swedish Chapters during the summer.

## **PUBLICATIONS and WEB SITES**

### **SWEA Forum**

The magazine is published twice a year. It is sent to all SWEA members worldwide and is also distributed to Swedish Embassies and Consulates as well as to advertisers and sponsors.

### **SWEA-Nytt**

SWEA-Nytt, our electronic newsletter, was published seven times during 2008.

### **SWEA WEB SITE ([www.swea.org](http://www.swea.org))**

The new web site, launched two years ago, is now well established. The administrative portion is being incorporated into the main web site.

### **SWEA GUIDEN**

[www.sweaguiden.com](http://www.sweaguiden.com) is a web site which provides local information where SWEA is represented by Chapters and provides useful information when moving and relocating. Monica Rabe is the Editor.

## **COLLABORATION WITH ORGANIZATIONS AND COMPANIES**

**SVIV** (Swedes in the World). SWEA continues its close relationship with SVIV. Our organizations promote each other and have twice jointly given youth scholarships. SWEA members take an active part in SVIV's yearly conference in August.

**NSU** (The Confederation of Swedish Organizations promoting the Swedish Image and Brand abroad) and SWEA have worked in accord to promote Sweden abroad and NSU is again a sponsor of our Annual Meeting, Världsmöte, this time to be held in Washington, DC in 2009.

**SVENSKT NÄRINGSLIV** (The Confederation of Swedish Enterprise) is also sponsor of our Annual Meeting, Världsmöte, in Washington, DC in 2009.

## **PUBLIC RELATIONS**

Press releases were issued on April 5, 2008 on the subject of the award Swedish Woman of the Year and the three scholarship recipients. In connection with the presentation of two of the scholarships and the award, at the Sweden dinner in Västerås on August 7, a press release was issued on August 4, 2008. A separate press release was issued in connection with the presentation of the Sigrid Paskell Scholarship on August 17, 2008.

Åsa-Lena Lööf, President, SWEA International, took part in a television program on Swedish Television TV4, broadcast from Washington on November 4, 2008.

Eva Malm has represented SWEA in the Programme Committee of Radio Sweden.

SWEA has been featured in a number of newspapers during 2008. Press statistics are available separately.

## **PRESIDENT'S REPORT 2008**

During the past year we concentrated our efforts on developing procedures in order to more effectively handle administration and communication. As a result we now have every actively working committee directly linked to the SWEA board, through a designated board member. We have been positioning ourselves for an important membership drive as the success of SWEA as an organization depends upon every member of our organization. We have also paid special attention to the financial health of SWEA which largely depends on our annual affiliation fees and the ability to retain and recruit Chapter members.

Furthermore focus has been put on the importance of our scholarships and donations. With hopes to increase awareness and recognition of our awards the Sigrid Paskell Scholarship

for the Performing Arts was presented at the Confidencen Theater, Stockholm, in the presence of Swedish dignitaries, as well as of the media. Our initiative to collect donations from our Chapters and individuals for the Museum of Art in Stockholm has created a lot of excitement and generated over 300,000 SEK to date.

We continually aim to cultivate good relationships with other organizations and Swedish industry. Worldwide awareness and recognition of our local Chapters as well as SWEA International are parts of the foundation on which we build for the future.

As a non profit organization SWEA relies mainly on volunteers and we continue to strive to keep a positive and open environment where it is rewarding to belong to our network and share SWEA's goals.

During the year I have participated in:

- Telephone conferences with the International Board, every other week
- SWEA International's Annual Meeting Skanör
- Sweden Dinner, Västerås
- The Paskell Scholarship Award ceremony at the Confidencen theater, Stockholm
- SVIV Conference, Stockholm
- Annual Regional Meetings Minneapolis, Atlanta and Tunisia
- Inauguration of SWEA Tampa Bay
- Annual and Informal meetings in different SWEA Chapters
- Television interview TV 4

#### **The Future:**

We will aim to:

- continue our efforts to develop an efficient organization
- continue to focus on communication internally as well as externally
- safeguard our domain name
- develop strategies to preserve and maintain our institutional memory and continuity of business when board or other positions change
- assemble educational information packages for new board and committee members (bylaws, procedures, guidelines etc.)
- develop strategies for how to keep existing members and how to recruit new members
- promote the unique opportunities SWEA members enjoy locally, regionally and globally and thereby strengthen SWEA's network
- secure and plan for SWEA's financial stability and growth
- further develop and formalize collaboration between the five Swedish SWEA Chapters
- continue to establish relationships with other organizations and corporations and actively seek donations and grants
- review SWEA's perceived image in order to develop and safeguard a positive brand for SWEA
- expand our educational and charitable purposes and goals
- review the 2002 reorganization of SWEA International and thereby prepare and position SWEA for the future

It has been a great pleasure to work with the Board of SWEA International and all other dedicated SWEA members around the world. I wish to thank everyone who has helped making SWEA into a local meeting place as well as a network with links all over the world. It is with great pride I represent SWEA International, our Chapters and all their members.

Åsa Lena Lööf  
President, SWEA International, Inc.