2-1-2024

ANNUAL REPORTS of the SWISS AMERICAN HISTORICAL SOCIETY

Thomas Quinn Marabello
Vice President, U.S. Chapter

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Recommended Citation
Marabello, Thomas Quinn (2024) "ANNUAL REPORTS of the SWISS AMERICAN HISTORICAL SOCIETY," Swiss American Historical Society Review: Vol. 60: No. 1, Article 8. Available at: https://scholarsarchive.byu.edu/sahs_review/vol60/iss1/8

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Swiss American Historical Society
Business Meeting Report – October 14, 2023
Swiss Center of North America, New Glarus, Wisconsin

by Thomas Quinn Marabello, Vice President, U.S. Chapter

• Meeting began just after 9:30 AM Central Time.
• Officers present: Fred Gillespie, President; Tom Marabello, Vice President; Ernie Thurston, Treasurer & Membership Secretary; Richard Hacken, Webmaster
• Welcomed by Beth Zurubuchen, President and Board Chair John Etter, Swiss Center of North America, our hosts.
• John Etter said SAHS and the Swiss Center are connected by a desire to connect Swiss culture, heritage and rich history!
• Meeting began with President Fred Gillespie – proved naysayers wrong that people wouldn’t come to a non-East Coast location for the annual meeting.
• Should SAHS raise dues? Dues were last raised in 2003 (20 years ago) from $30 to $50. That $50 would now be equivalent to $81.75.
• Do members want a Society focused on historical truths that include articles, books and color images in the Reviews?
• Fred stated he will contact the Embassy of Switzerland to ask for Swiss Clubs contact information to work on getting new members.
• Member Ed Langer said membership dues have been a bargain for years and dues should be raised.
• Officers had agreed last night to discuss dues with members and consensus was that we can wait until next year to raise dues, after publishing a book.
• Someone asked if we have a Facebook page? Tom said no but we have LinkedIn, where we post articles, announcements, events, news and items that may be of interest.
• Might we deter new members from joining if we increase dues? It’s harder to get younger people to join?
• Issue of drawing in college students, recent grads and young historians – need to make membership affordable.
• Ernie Thurston gave membership and treasurer’s reports.
• Motion to raise annual individual dues to $75 originated from the floor – all present voted in favor (Swiss Chapter will need to discuss with their members and since they use francs and not dollars). Lifetime membership dues were raised from $500 to $750. Ernie said the new dues amount would go into effect after the meeting.
• Fred asked about saving costs on mailings. There was no objection to sending meeting invitations by email, except members who don’t
want or have email. All members should check that they have received emails from swissamericanhistoricalsociety@gmail.com (if not, then email us and we will add you to our members contact list).

- Fred then wanted to discuss attracting new members – best way is through personal contact/word of mouth.

- New book project(s) – Richard Hacken told members about Helvetic Heights: A Human History of the Swiss Alps that he is working on and hopes to get completed in a year or so; also a book on Swiss immigration to America entitled Wild for the West by Annemarie Regz (we are looking at it as it needs to be translated from German to English).

- Issue of compensating officers/subsidizing costs for annual meeting travel & lodging—Fred will ask the Board of Advisors to look at and consider this.

- Honoring Leo Schelbert – Tom Marabello suggested re-envisioning the Prize where a graduate student writes a proposal and then is funded to do research/travel & has to produce a book for SAHS to publish.

- Sabine Schwark recommended meetup.com for reaching younger people (Her meet up is Milwaukee Deutsch). There is a fee to use meetup.com.
Saturday, October 5, 2024 – Fred proposed having our next annual meeting at the Quaker Meeting House in Philadelphia; this was not voted on, but there did not seem to be any objections (it would be one week earlier than this year’s meeting was). The 2025 annual meeting will be held in New York City, 2026 in Washington, DC, and 2027 in Chicago.

Ernie suggested people in the room introduce themselves. The following did so.

Alex Schibli & Noelia Vigoya, Bronx, NY
Peter & Marlis Germann, Katonah, NY
Duane Freitag, Greendale, WI (grew up in New Glarus, WI)
William Hustad, Monticello, WI
Amy Jo Behling, Monroe, WI
Dr. Pauline Boss, Minneapolis, MN (grew up in New Glarus, WI)
Dr. Ann Sheffels, Osseo, MN (grew up in New Glarus, WI)
Ed Langer & Sabine Schwark, Nashotah, WI
Jocelyn Moore, Pinedale, WY
Lois Ann & Lemar Mast, Morgantown, PA (our publishers)
Dolf & Suzanne Herger, Newtown, PA
Randy Gafner, Alexandria, VA
Paula Sherman, Charleston, IL
Jean Bartel, Dodge County Historical Society, Minnesota
Virginia Schelbert, Evanston, IL
Jane Mauer, Somersworth, NH
Neil & Fran Eayrs, Carterville, IL
Ruth Eayrs, New Glarus, WI
John Etter V, Middleton, WI
Beth Zurbuchen, Madison, WI
Terry Goetz, Monroe, WI
Linda Schiesser, New Glarus, WI
Gretchen Cropp, Verona, WI
Elijah Montgomery, UT (Richard Hacken’s grandson)

Officers: Fred Gillespie, Hockessin, DE;
Tom Marabello, Washington, DC;
Erni Thurston, Asheville, NC; and
Richard Hacken, Provo, UT

Board of Advisors – The Officers reappointed Carl Niederer, Franz Portmann, Elsbeth Reimann, Paula Sherman and a motion was approved to add Maria Ott, who will replace Frederic Behrens. A new member to SAHS, Maria received the Leo Schelbert Prize in 2022, and is a graduate of and now archivist at Benedictine College in Atchison, Kansas.

Meeting adjourned at 11:06 AM Central Time.
Left: Dr. Pauline Boss, a native of New Glarus, spoke about the meaning of immigration for women who settled in New Glarus beginning in 1845. Right: Dr. Lee Palmer Wandel, professor of History at the University of Wisconsin-Madison answers a question after her lecture “Zwingli and the Reformed Eucharist.”

Chef Mike of the Chalet Landhaus gave us a cheese fondue preparation demonstration. And then we enjoyed a delicious taste!
The current Swiss United Church of Christ was built in 1900, the third church building in New Glarus. It is part of the Swiss Reformed Church that was influenced by Ulrich Zwingli. A monument to the first Swiss settlers is in the foreground.

SAHS members in front of the Hall of History at the Swiss Historical Village.
President’s Report for 2023

by Fred Gillespie

The Swiss American Historical Society adopted several changes during 2023. Our Annual General Meeting was held in New Glarus, Wisconsin, on October 14 at the Swiss Center of North America. We deviated from our normal rotation of an east coast city to accept the invitation of Beth Zurbuchen, the director of the center. At my first AGM, I asked why the SAHS, an international organization, did not hold its AGMs in a wider geographical area. The answer I received was that the attendance was too sparse if it were not held on the east coast. I am glad to report that this AGM disproved that idea. Attendance approximately doubled from last year’s in Washington. The event was extremely well organized by Beth and Thomas Marabello. The only credit I can take is that I stayed out of their way.

Highlights of the business meeting included:

- The annual dues were raised by 50% from $50.00 to $75.00. The lifetime membership fee was also raised from $500.00 to $750.00. I reported that the previous rate was established in 2003 and that then $50.00 was now worth $81.75. The motion to raise the dues came from the floor and was approved unanimously.
- I reported that the postage of my previous letter to the membership was extremely expensive—nearly $740.00. I suggested that future communication to the membership be done by email. I assured the members that this would be done strictly on a voluntarily basis and would not in any way affect the status of the membership. This was also approved.
- The 2024 AGM will be held October 5, 2024, in Philadelphia, Pennsylvania, in the Quaker Meeting House on Arch Street. Philadelphia is my hometown and when I issue my invitation to attend the AGM, I will include a list of worthwhile nearby attractions to see.
- The business meeting was adjourned shortly after 11:00 am.

At lunch in the Chalet Landhaus, we were given a demonstration of how to prepare a fondue. We were also entertained with live music by the Kalberweidli Boys Band.

The meeting resumed with presentations. Dr. Pauline Boss gave a summary of her chapter that appears in the 150th anniversary...
Reports


In the evening, a screening of “The Reformer Zwingli” was viewed in dialect with subtitles. Those in the USA who do not appreciate our freedom of religion in our country should see this film. On Sunday morning, we had a guided tour of the historic farming community in New Glarus.

Another innovation of the Society was that we conducted quarterly Zoom meetings. We were ably assisted by Dr. Richard Hacken. This greatly facilitated the conduct of business.

It was suggested that officers be reimbursed for traveling expenses to an AGM. Since it would be an egregious conflict of interest for me or the board of officers to pass judgment on this, I polled the Board of Advisors. About half responded almost immediately. Some were adamantly opposed on a philosophical basis. Others would approve if the Society could fulfill its core obligations—printing books and the *Reviews*. I came to the conclusion that a consensus answer would be reimbursements would only be made if all the following conditions were met:

- The AGM was not conducted via Zoom.
- An officer asked for reimbursement.
- The Society could still fulfill its basic obligations.
- The president felt that the officer’s attendance was vital to the meeting.
- The cost of the reimbursement did not exceed 3% of the annual income.

The annual social event took place in Neuchâtel. I attended and can report that once again it was the high point of my visit to Switzerland. Barbara Muller’s report on this will be far better than mine. This year’s event will tentatively be in Einsiedeln during the month of September. I will send details when as they become known.

Our financial situation has improved. Not only have the dues increased, but Dr. Richard Hacken has made an extremely generous donation of $20,000.00.

We are on the cusp of printing a book. We have started a joint venture with the Aelpler Gruppe Swiss Club to publish *Wild auf dem Westen* by Annemarie Regez. The book concerns three men who left for the USA in the 1900s. In addition, Dr. Richard Hacken is currently working on a book that sounds very interesting. If it is not published this year, it will probably come out in 2025.

* * * *
Report of the Editor-in-Chief of the SAHS Review

by Albert Winkler

The year 2023 was very good for the Society’s publications. We enjoyed many quality submissions on a variety of interesting topics relative to the areas of interest of the Society. The SAHS Review for February 2023 was lengthy at over 140 pages and included my article on the witch-craze in Germany and Switzerland “Judicial Murder,” which was well reviewed. I was surprised at the numerous compliments I received. It was downloaded over a thousand times within the first eight months it was available online. Richard Hacken translated an interesting article by Jose Auf der Maur about Napoleon’s role in shaping modern Switzerland. Thomas Marabello’s article on “The Origins of Democracy in Switzerland” had some keen insights in it, and C. Naseer Ahmad’s article “2022 Tell Award for Scientific Achievement and Cooperation” kept us up to date on the Swiss Embassy’s efforts to award those who advance science. Fred Steiner’s obituary for Leo Schelbert was a fitting tribute to one of the most prolific scholars on Swiss Americans and a valued member of the SAHS.

The June 2023 issue of the Review was impressive in a number of ways. It was also lengthy at 126 pages, and included a number of important articles. Una Suseli O’Connell’s work on Switzerland’s “Banished Children” and Tito Craige’s article on the “Outplacement of Children” in Switzerland presented some very disturbing and little-known aspects of the treatment of Swiss children. The articles by Joseph H. Smith, Thomas Quinn Marabello, Philippe Pierroz, Hans Luginbühl, and Sabina Widmer were well written and insightful. Two memorials on significant contributors to the Society were also presented by C. Nasser Ahmad and me.

Then November 2023 put a capstone on a very good year for the SAHS Review. Professor Keith Snedegar’s article on Violaine Junod, from a Swiss family, made her contributions better known. Thomas Marabello’s article on the one hundredth anniversary of the Treaty of Lausanne helped commemorate an important agreement made in Switzerland, while David Aragai’s work on Johannes Tobler presented
much information on a little-known Swiss calendar maker who worked in colonial South Carolina.

I look forward to the SAHS Reviews for 2024, and I hope it will be as entertaining and informative as was 2023.

My outreach to attract more authors for the SAHS Review

One of my constant challenges as chief editor of the SAHS Review is to attract good authors to submit articles. I approach many different people, some of whom I only know casually, including any of my students who express interest in publishing. No student has yet responded. Early in 2023, I handed out fifty issues of the February 2023 issue of the Review to each of the history faculty at Brigham Young University and Utah Valley University. I also placed a note in each one asking them to consider publishing with the SAHS. I was rewarded for the effort when Dr. Keith Snedegar agreed to submit an article for the Review, which was published in November. I hope to continue the effort in 2024, and I would like to ask all the members of the Society to help me find good articles to be published in the Review.

The Use of Humor in the SAHS Review

In an attempt to bring a wider variety of articles to the Review and to bring an enhanced entertainment value to our publications, I published a short, humorous article in the June 2023 issue, an effort for which I have been criticized on several occasions. I was greatly surprised because the article was short, was placed far back in the Review, and it has gained no notice. In the six months since it was placed online, it has had zero downloads. The article has been ignored, a fact I’m sure will not change. Nonetheless, I feel compelled to justify my choice to publish it. I must state the obvious. I am a Swiss American, and everything I do intellectually and artistically fits within the parameters of the SAHS.

Humor often appears in some of the most prestigious journals. I have been laughing for years at a joke in an article that appeared in the New York Times. Have you heard about the new action group? D.A.M., Mothers Against Dyslexia. A number of articles in the New York Times are directed at the use of humor, and the newspaper has printed some
jokes that are very silly indeed. “What does a dinosaur use to pay bills? Tyrannosaurus checks” “What is the best day to cook? Fry-day” “What state has the smallest drinks? Mini-soda.” I think my humor is much more sophisticated than what we find in the most prestigious newspaper in the United States.

I believe strongly that humor is entertaining, and it also helps people to cope with stressful times. Many believe that humor, such as telling a good joke, is a moral act because it can improve a person’s mood and makes them feel better. I can speak personally on all these issues. For many years, I suffered with a severe illness that made me depressed and suicidal. When the depression was most severe, nothing was funny, but when I felt somewhat better, a little humor often made a great deal of difference. I am very grateful for the ability to see the amusing side of anything.

I am in good company here, and there is a large literature and many studies demonstrating how humor has many benefits to health and interpersonal relations. Carolyn Todd recently reported in the New York Times, “Ms. Bagdonas joins a chorus of experts who say cultivating levity is essential to well-being.” As Dana Sparks for the Mayo Clinic has stated, “A good sense of humor can’t cure all ailments, but data is mounting about the positive things laughter can do.” These benefits stimulate many organs, relieve stress, soothe tension, improve the immune system, relieve pain, increase personal satisfaction, and improve your mood. There is so much good that can come from humor that it is senseless to exclude it.

I started to use humor in my writing decades ago especially in my letters. I deeply regret that I did not write any letters to those deployed in the Vietnam War. Friends of mine were killed in that conflict, and others came home to commit suicide. At that time, I was focused on my superficial life, when I should have done something for them. They just needed a kind word from anyone. Much of my letter writing is to atone for my failure to support the men in Vietnam, but my personal sense of failure has never gone away.

I obtained the humorous material for the article in the SAHS Review from three letters I had written. I began writing letters decades ago in an attempt to add a bit of humor to peoples’ challenging circumstances. The material is easy to find. I often joke that all I have to do is look at the humorous situations of my life, including all the
stupid things I say, the silly things I do, and any awkward situation in which I find myself. I have often sent the same weekly letter, each of six hundred words or more, to as many as a dozen people. I have been writing these letters to people in the service of their country, former soccer players, persons in jail or prison, missionaries, or just those who were away from home. I don’t know many of them, and there are some I have never even seen. I have now sent out over 2,000 letters (closer to 2,014 at this writing), and I have never missed a week. These people need no advice from me, and I only offer my opinions when I am asked to do so, but I attempt to use humor just to brighten up their day even if only for a few minutes. On numerous occasions, I have been praised for the effort.

I sent 155 weekly letters to a young lady in prison in California, and I can never remember seeing her. A young man, whom I wrote for over a year when he was in jail, stopped me in the mall in Orem to thank me. Young people whom I don’t know have brought their fiancées to meet me. Others have also brought friends or family members just to introduce me to them. Frequently, family members have praised me, and I have been brought gifts. One fellow on a mission field, told me that I wrote to him more than any of his family members. Missionaries have told me that they read the letters out loud to their entire district to everyone’s enjoyment. Often, I had to send letters to the mission home to be forwarded to the missionary. One returned missionary told me that the people in the mission home would open my letters and read them to everyone’s delight rather than forward them to him. People have told me that they will reread my letters weeks later just to renew a good laugh, and some have laughed at my jokes for days after reading my letters.

One sailor told me he would read the letters to his shipmates on the aircraft carrier, and the men would laugh and pound the tables in delight. I wrote to a Marine when he was deployed in Afghanistan, and when he returned, he and his wife drove the six hundred miles from the Marine Base in Twentynine Palms, California, to visit me. When I asked him why he had come so far, he said, “To see you.” I responded that he came and saw me, but he must have had something else more important in mind to travel so far. He simply responded, “I came to see you.”

Humor can be very delicate, and in my effort to be inoffensive, I only make fun of myself with the intent of making myself look fool-
ish, unlucky, or poorly informed. In giving advice to their doctors on how to use humor, the American Medical Association has written, “For physicians looking to incorporate humor into their practice, the best place to start is . . . with self-deprecating humor or sharing an experience where the humor comes at their own expense.” I hope my self-deprecating humor makes me look silly, foolish, and awkward. After all, that is exactly the point, and I also hope that some of my readers may learn to look at the humorous side of their situation if that is possible.

I know I cannot meet everyone’s expectations, but please understand that I am doing my level best as editor-in-chief of the Review to include informative, academic, and also entertaining articles in the SAHS Review.

***
Membership Report

by Ernie Thurston, Membership Secretary

To: Members of the Swiss American Historical Society
From: Ernie Thurston, Membership Secretary
Subject: Annual Membership Report

IN BRIEF: We have 201 current members, a 2% increase over the 198 reported last year at this time. Several members made extra contributions this year, which totaled $1,450.00. Three members paid the $500 to become Life Members: William Hustad, Robert Roethenmund, and Carol Ann Sledge.

CURRENT MEMBERS BY TYPE AND COUNTRY:

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<th>US/Canada</th>
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MEMBERSHIP CHANGES, 10/01/2022 to 9/30/2023

Members as of 10/01/2022 198
Plus: New Members Enrolled 16
Plus: Former Members (not “Current” last year who have Rejoined 0
Less: Dropped by Request or Decease - 11
Less: Dropped for Non-Payment of Dues - 2
Current Members, 09/30/2023 201

(continued on the next page)
## BREAKDOWN OF CURRENT MEMBERSHIP
### BY COUNTRY AND STATE

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* * *
Annual SAHS Financial Report
For the 2022-2023 Fiscal Year
October 1, 2022-September 30, 2023

Submitted by Ernie Thurston to the Annual Membership Meeting
October 14, 2023, in New Glarus, Wisconsin

BALANCE SHEET

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<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
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OPERATING STATEMENT

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SUMMARY OF ACCOUNTS

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<td>1,416.16</td>
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Notes:

¹ The Donald G. Tritt Endowment Fund was established on 8/2/2019, in support of the Leo Schelbert Publication Award. None has yet been spent. Since then through dividends earned and capital appreciation, it has increased in value by $2,364.58.

² Because of the bad stock market last year, our value in Vanguard dropped significantly during the previous year. Since 9/30/2022, it has recovered substantially.
President’s 2023 Report for the
Swiss Chapter of the Swiss American Historical Society

by Barbara Müller

Dear Members of the SAHS USA,

I apologize for not being able to attend the AGM in New Glarus in person due to personal reasons. It was a pleasure to be able to attend via Zoom. It seems the AGM was well attended and a success.

The SAHS Swiss Chapter held their AGM in Le Locle on September 12th, 2023, at the public library. The presentation on “Two Swiss from Neuchatel Who Became Famous in the USA” (both men from Le Locle) was given jointly by Yvonne Sandoz and Fabio Bestazzoni. Ms. Sandoz, who joined us last year in Basel and who has become a member, gave her presentation on one of her forefathers, Jules Sandoz, from Le Locle who immigrated to the Midwest. He developed fruit trees that thrived in the Sandhills of Nebraska. Fabio Bestazzoni of the public library gave a presentation on Oscar Tschirky of the Waldorf Hotel in New York. Both presentations were very interesting to the members of the SAHS Swiss Chapter. After the presentations, there was a lunch and a tour of the underground mills of Le Locle. We had fourteen to attend the AGM in Switzerland, and we were very pleased that Fred Gillespie, President of the SAHS, was able to join us.

As membership is a key concern and this year two members have resigned due to age and one has passed away. We have, however, had three new members join us in 2022-23. Our numbers remain at forty-one.

This March, we organized an outing with the American Women’s Club ZH at the Payerne Military Airport with thirty-one people attending.
I would like to thank Ms. Mary Brunisholz for all her work she did in coordinating this event.

I have the pleasure to inform you that plans are being made for the Exhibition of the U.S. Articles of the Confederation (historical version in German) in celebration of the 175th anniversary of the Swiss Constitution. The International Bundesbrief Society, together with Kaufmann Rüedi Attorneys at Law, the University of Lucerne, and the Obwalder Institute for Justice Research, are hosting events and an exhibition of the historic German version of the U.S. Articles of the Confederation, the first American Constitution. A copy of the original 1778 German-language version, archived at the Historical Society of Pennsylvania, will be released for this years’ national constitutional celebrations in Switzerland. The celebrations are scheduled for November 16th and open to the public.

I also would like to inform everyone that Susann Bosshard-Kälin, a member of the SAHS here in Switzerland, was presented with the Einsiedeln Culture prize on September 9th for her long time commitment to regional and interregional relevant history. Susann has written three books for the SAHS: 2010, *Westward-encounters with Swiss American Women*; 2013, *Emigrant Paths Encounters with 20th Century Swiss Americans*” and in 2018, *Einsiedeln Elsewhere—Immigrants and their Descendants in Louisville, Kentucky*. The Society would like to congratulate her on receiving this well-deserved award.

We look forward to Richard Hacken’s forthcoming book presently entitled *Helvetic Heights: The Human History of the Swiss Alps* which should be published in the near future. The SAHS Swiss Chapter has suggested another book for the SAHS to publish by a Swiss Author on contemporary immigration of three men to the West of the USA and are presently working on the possibility with the author to have it published for the members of the SAHS in the near future.

The SAHS Swiss Chapter sent this year to the U.S. $2,500.00. We have earmarked $2,000.00 for publishing and shipping costs of the *Review* and any extra money is earmarked to help pay for the cost of the AGM
in the USA. Next year we will pledge CHF 2,000 to be sent to the US and exchanged at the rate at that time.

This year’s AGM for the Swiss Chapter will be held between September 5th and September 16th of 2024. At present we are hoping to have either a presentation in Einsiedeln on the Sounderbundskrieg and the emigration of people from Einsiedeln to the USA and the building of the St. Meinrad in Indiana, the sister Abbey to Einsiedeln. A second option would be to visit the campus of the US Pepperdine University in St. Liéger. The University has purchased the Château d’Hauteville and has now finished with the renovations of this beautiful estate. At the moment we are working on finding a suitable speaker to make the decision where the AGM will be held. We hope to have finished all preparations for this by the end of January 2024 for the event to inform everyone.

Another event which we are preparing once again with the American Women’s Club ZH is a visit to the Air Force Center at Dubendorf Military Airport and on US Air Force Planes which were forced to land in Switzerland during WWII and the internees and what happened to them while they were in Switzerland. Also attending hopefully will be several employees of the U.S. Embassy here in Switzerland. We hope to organize this event for some time in late spring of 2024.

I, as Vice President of the Swiss Chapter and President of the Friends of SAHS would like to express my thanks to all the active members of the SAHS in both the USA and here in Switzerland.

~ Barbara Müller, Swiss President

* * * *
Examining articles from the Presentation on Oscar Tschirky at the September 2023 AGM in Le Locle.

Our tour of the underground mills of Col-des-Roches, Le Locle.
Swiss Chapter of the Swiss American Historical Society  
Financials, September 1, 2022 - September 6, 2023  
(in Swiss Francs)

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<th>BALANCE SHEET</th>
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<td>Other Assets</td>
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<td><strong>15,505.17</strong></td>
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UBS Account Ending Balance 14,632.48  
UBS Account Starting Balance 15,505.17  
Gain (+) / Loss (-) -872.69

<table>
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<tr>
<th>INCOME STATEMENT</th>
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<th>Budget 2024</th>
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Expenses  

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<th>2022</th>
<th>Budget 2024</th>
</tr>
</thead>
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<td><strong>4,500.00</strong></td>
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SAHS Operating Result -872.69  337.34  - 175.00

~ Kurt Morf, Treasurer

* * * *
The Website of the Swiss American Historical Society puts our society workings, announcements, history, meeting schedules, and publications before the world on the Internet. In addition, it offers interactive contact as a portal for Swiss and Swiss-American questions and as a gateway for acquisition of new members. It is available online at https://swiss-american-historical-society.org for anyone with access to the World Wide Web.

Website usage statistics for 2023 continue the upward trend of viewership the site has enjoyed since its first appearance in 2018. Over the past year, the number of sessions increased by 23 percent over the session totals in 2022. In turn, 2022 usage had increased over 2021, 2021 usage over 2020, and so forth.

Over half of the users found access to the SAHS website directly rather than through a search engine. Among the search tools, Google was far and away the most prolific but was still used less often than direct access.
The site users came mostly from the United States, followed by Switzerland, the UK, Germany, and others. In fact, a full 70 percent of the usage came from website viewers in the USA. Among the users, according to the website provider’s report, 98 percent were new users, while only two percent were returning or repeat customers. That may seem strange in a way, but we must realize that the number of members in the Society itself is far fewer than the portion of the world population that might be interested in Swiss and Swiss-American history. This annual increase is highly encouraging and may indeed point to the potential for recruiting new members.

The most frequent website usage appears to have been in late winter, early spring, and early fall. We can imagine that summer was reserved more for activity in the real world than in the virtual one. (See the illustration at the top of the next page, not to be confused with a minimalist interpretation of the Swiss Alps.)

The single page most visited was the access page for the Swiss American Historical Society Review, the Society’s journal. This indicates a high interest in the journal issues and articles.

The ten most popular articles in the SAHS Review (based on the average number of full-text downloads per day since the paper was posted) have been:

1. “The Psychological Odyssey of 1909: Carl Gustav Jung’s Pivotal Encounter with Sigmund Freud during their Journey to America”
2. “Challenges to Swiss Democracy: Neutrality, Napoleon, and Nationalism”
3. “Carl Jung’s Historic Place in Psychology and Continuing Influence in Narrative Studies and American Popular Culture”
5. “Judicial Murder: The Witch-Craze in Germany and Switzerland”
Reports

8. “A History of the Swiss in California”
10. “Canton Ticino and the Italian Swiss Immigration to California”

We are happy to announce new access to older journal articles now as well, including most of those in the issues and volumes of the *Swiss American Historical Society Newsletter* (1965-1989). Some issues have not been digitized yet, especially for the years 1980-1989. However, those that are now available (1965-1979) can be found, read, and downloaded from the following URL:

https://scholarsarchive.byu.edu/sahs_newsletter/all_issues.html

These digitized issues with their links will soon also be available in the appropriate pages of the website as well, but the programming is just underway on that.

We would like to thank the Harold B. Lee Library at BYU for their continued support of the Society and its publications, especially for their assistance with the digitization process. Thanks go out to Lois Ann Mast of Masthof Press who generously feeds the newest issues to us digitally for online access and international distribution.

* * * *
Public Relations Trip—July 2023

by Rob Sherwood

This report summarizes the experiences and contacts made during my trip to Minnesota and Central Wisconsin from July 11-15, 2023. I was able to meet with members of five historical societies with varying degrees of success. At each location, I shared examples of the SAHS Review and information about the Annual General Meeting for 2023. Both items were well received.

Carver County Historical Society
Waconia, Minnesota, July 11, 2023

At the Carver County Historical Society, I initially met with Wendy Bjorn, the Director of the society. She is a very capable and competent person. Within the county there was one town, Helvetia, Minnesota, that is now considered a “Ghost Town.”

From the records that were available, it appears that the “town” existed for about a 40-year period from the mid to late 1870s through the early 1900s. This is when the post office existed there. By 1882, the original route changed to simply a direct route to Helvetia from Waconia.

A Swiss immigrant named Mr. Buhler left Watertown, Minnesota, and created the settlement a few miles to the southwest, but did not want it named after him. Instead, the name Helvetia was chosen. It had a Grist Mill, Furniture Store, Saw Mill, and Roller Mill among other commercial businesses. There was also at least one church and possibly a second one. By 1881, they had a Schutzengeseilschaft competing in
Reports

regional competitions. Things looked like they were going to be successful.

Two major situations inhibited the growth of the town. The first was a typhoid epidemic that wiped out a good portion of the second generation of the town. The second was the railroad that passed about four miles south of Helvetia through another town. This combination of factors, one medical, the second economic, seemed to put the town on a path towards extinction. There are Swiss in cemeteries near what was Helvetia and another prominent member of the community named DuToit of Swiss ancestry.

Ms. Bjorn asked for a two to three-page general story of Swiss immigration to be sent out in their next newsletter to the members of the society. With that, they will also include the flyer for the annual general meeting in New Glarus, Wisconsin. I also met the employee in charge of educational programs and later conversed with the employee in charge of genealogical assistance. This meeting was very productive and a potential journal article in the future might be forthcoming. I will keep in contact with them to develop this relationship.

Dodge County Historical Society
Berne, Minnesota, July 11, 2023

I had the exciting opportunity to speak with four members of the Dodge County Historical Society and members of the Zwingli United Church of Christ at a picnic they prepared for me. It was wonderful weather, in the mid 60s, and we talked outside for about three hours. This was a very productive and positive meeting. Berne as a community is essentially non-existent today, but the Church has continued to carry the Swiss tradition and heritage of the community exceptionally well.

Upon entering the church, an alpenhorn is hanging over one of the doors. From the late 1940s until the early 2010s, they hosted a festival called “Swissfest” that included many traditional Swiss cultural aspects. I think that it was included in Donald Tritt’s book about Swiss Festivals in the US. One of the people we met with, Catherine Eyers, was a fascinating woman. She recently published a 150th anniversary of the church book that was excellent. It was much more than just a history of the church, but really a history of the Swiss community. She
included many personal stories as well as research to provide a well-rounded picture of the role of the Swiss in Dodge County, Minnesota. If we are looking for a book to provide members, this might be one that I would suggest. I know there is an aversion to histories of this type at times, but this was well done. She even has a chapter on the impact the KKK had on the community of Swiss in the 1910s and 1920s. It was interesting information. She also is quite possibly the best scholar in the world on the novel Heidi and has a wonderful collection of Heidi manuscripts. I know that at least three persons are seriously considering attending the Annual General Meeting. This is a group that I will keep working with.

Marathon County Historical Society
Bern, Wisconsin, July 12, 2023

This meeting was with Ben Clark, the archivist and historian for the Marathon County Historical Society in Wausau, Wisconsin. Like most people who I met on this trip, he was extremely kind and generous with his time and information. He provided some basic background on the county.

Bern was one of the last areas of the county to be settled and as such quite a distance from the traditional economic activity of logging. As it was not near the river, farming and dairy were the most prominent aspects of economic activity. Bern seems to be another ghost town, but there are people buried in Athens, Wisconsin, about four miles from what was Bern who were born in Switzerland. We talked about how we could partner with the local university and use their students to get interested in local history and possibly produce students with an interest in Swiss American history. This could also produce entries for the Leo Schelbert Prize.

Iola Historical Society
Helvetia, Wisconsin, July 12, 2023

This was my one bust of the trip. I was never able to get in touch with the director of the local historical society. Helvetia as a town still exists, there is still a town hall there, but it is only open once a week and has a meeting once a month. The local library did not have any his-
historical information about the town. I was able to find this link (https://www.findagrave.com/memorial/122487562/johann-heinrich-leuthold) to an obituary for a Johann Heinrich Leuthold who suggested the name for the town and was a very influential citizen. He was born in Zurich. I have since been in contact with them about Helvetia. They did confirm that there was a Swiss presence in the area, but that it mostly was small, and did not have a major impact on the region.

Calumet County Historical Society  
Kloten, Wisconsin, July 13, 2023

This was another good visit with very helpful people. Kloten today is a small intersection with an old Catholic Church about a half mile south. It appears that the town was named after Kloten, Switzerland, the first place that most arrive in Switzerland today as it is the location of the Zurich airport.

There is an interesting yet currently unverified story that when the post office came to town, the lady who had to walk the furthest to the old post office was able to choose the new name and she chose Kloten. It appears that there were other Swiss families in the area. The Director is going to reach out to the membership through Facebook to see if there are any family stories or direct relations to Swiss in the county.

There is a cabinet in the museum with a placard that states that a Swiss cabinet maker constructed it. Further historical research will be needed to understand the role this cabinet maker played in the community. They will also send out the information about the Annual General Meeting to their membership.

South Wood County Historical Society  
Altdorf, Wisconsin, July 14, 2023

This was a great meeting with the director of the South Wood County Historical Society as well as two people who grew up in Altdorf and another gentleman who is a descendent of those who lived there. We met at the local Catholic church and had a great discussion as to who the people were, why they came, how they were related, and what life was like. One of the persons who is 86 years old, had a great
memory of going to church, attending school, and seeing the church operate as the center of the community. They were very interested in a suggestion that I had to collect the stories that still remain. Their goal is to compile the stories that can be collected about the early Swiss settlers into a book. The initial plan was to have a 15-20 page portion of the history of the settlement followed by the personal narratives.

Conclusions

I think that the trip was valuable to help these local historical societies connect with SAHS. The message that I kept hearing was that they wanted other people to know that they existed. They wanted others to know that they were trying to preserve, collect, and share the stories they had. It also seemed that there were definite possibilities for future collaborations with many of them. Dodge County Historical Society and North Wood County Historical Society seemed the most interested in writing an article about the Swiss influence in their regions. In terms of short-term results, I do not know how many people joined the SAHS or attended the SAHS annual meeting due to my visit.

~ Rob Sherwood, Professor of History
Georgia Military College
The Swiss American Historical Society (SAHS) is on LinkedIn

https://www.linkedin.com/company/swiss-american-historical-society/

Check out our Linkedin webpage for:

- News Stories
- Resources
- Interesting Websites
- Webinars and Podcasts
- Academic Scholarship/Prize Opportunities
- Switzerland Trip Deals
- Embassy of Switzerland/Consulate Events and Announcements
- SAHS Updates

You can also connect with members via chat and those interested in Switzerland and Swiss Americans.

It is free and anyone can access the webpage through Linkedin.

Do you have something you would like us to post on the SAHS Linkedin webpage?
Send an email to Tom Marabello, SAHS Vice President, at: thomas.marabello@gmail.com
CALL FOR ARTICLES FOR THE SAHS REVIEW

SAHS Review: The Swiss American Historical Society Review publishes three times each year in February, June, and November, and submissions for publication by members of the Society and other interested persons are welcome. Please send inquiries and manuscripts to:

Dr. Albert Winkler, Editor-in-chief SAHS Review
1651 N. 50 E. Orem, UT 84057
albertwinkler1949@gmail.com

INFORMATION FOR AUTHORS:

Article content: We are interested in publishing materials primarily dealing with the history of Swiss-Americans, Swiss-US relations, and the history of Switzerland.

Publication examples: Members of the Society may refer to the copies of the SAHS Review they have received as examples of how the SAHS Review looks and the kind of articles we publish. Past copies of the SAHS Review are also available online at our website.

Length of Articles: There is considerable leeway in the length of articles to be published. Each article should total about 10-100 pages (roughly 3,500-35,000 words).

Preference to members for publications: Members of the Society will be given preference in all publications. If an author is not a member of the Society, that person will be invited to join.

Original work: All work should be original to the author.

Translations: Translations of other works are also acceptable, but the material should be in the public domain or the author given permission to be published.

Copyright: SAHS will publish articles or books on a one-time basis, but the copyright is retained by the author to use as he or she wishes.

Author’s responsibility: Authors are responsible for the content of the article including word choice, grammar, and punctuation.

Personal articles: Personal articles, including reports, meetings, family histories, need to be well written, accurate, and well researched.

Academic Standards: All publications must meet the high and strict standards of any professional historical organization. All work must be original, and all sources must be properly cited.


Illustrations: A few illustrations with each publication are encouraged, but it is up to the author to obtain permission to publish all illustrations for the article/book. Wikimedia Commons is a good source since all illustrations are in the public domain.

No remuneration: The SAHS does not pay authors for the use of their publications, and the authors will not receive any remuneration.

English-speaking audience: The readership for the SAHS Review and book publications are intended for an English-speaking audience, so all materials including quotes should be translated into English.
SAHS MEMBERSHIP APPLICATION FORM

Check out our website at:
www.swiss-american-historical-society.org
to join on the “Join Today” page.

Name: ________________________________________________________

Address: _____________________________________________________

City/State/Zip/Country: _________________________________________

Phone: _______________________________________________________

Email: _______________________________________________________

Dues for U.S. members:
__ Individual $75.00 per year
__ Institution $115.00 per year
__ Student $40.00 per year
__ Life Membership $750.00

Dues for Overseas members:
__ Individual SFR 65.00
__ Institutions SFR 100.00
__ Life Member SFR 650.00

U.S. members have two options to pay membership dues. The first is to pay using PayPal—go to: https://www.swiss-american-historical-society.org/join-today and find the PayPal links below the different membership categories. The second option is to make check payable to SAHS and mail check and form to:

Ernest Thurston, Membership Secretary
65 Town Mountain Road
Asheville, NC 28804
Email: Eswisst@gmail.com

For Overseas members, please contact:
Kurt Morf, Treasurer, Swiss Chapter, at: kurtmorf@aol.com

Membership in the Swiss American Historical Society is open to all. Each year, members receive three copies of the Swiss American Historical Society Review, a personal copy of each book newly published by the Society, and an invitation to attend the Society’s annual general meeting.