



## Chairman's Comments

Two years ago, in the Spring issue of our newsletter, I reported on the Opening of the German-American Heritage Museum in Washington DC. This small, but elegant art and media center is housed in a beautifully restored Victorian building, called *Hockemeyer Hall*, at 719 Sixth Street, NW -- barely one mile north of the US Capitol, and across the street from the Verizon Sports Complex.

The museum includes permanent exhibits featuring **German immigration to America**, and their migration across this continent, over a period of 400 years as a timeline, as well as smaller, temporary exhibits on a number of subjects. The latter are mostly sponsored by industry, government agencies or foundations.

Last year, four such exhibits were shown: In the Spring, the Daimler-Benz exhibit, entitled "*The Star and the Laurel*", featured the invention of the automobile by **Carl Benz** 125 years ago. For the opening, a replica of the original *Patentwagen* was parked on the sidewalk of the museum and ran in the Cherry Blossom Festival Parade.

In July, an exhibit sponsored by the *Frankesche Stiftung* of Halle, Germany, on **Heinrich Melchior** *Cont'd on page 2*

## Building News

The Restroom Renovation Project is nearly complete and the Replacement of our Main Entrance Door is in full swing; I would like to thank Christel and Ron Tillmann for their financial support which made the latter project possible. Our current door may look like the original from 1888, but it is actually only 25 years old and is an example of how the quickest and least expensive option is often not the best. We have contracted the same company that did the excellent auditorium window replacement three years ago to build a quality door that will serve the German Society for the next 100 years. The installation of the new door should be completed (weather permitting) in late March, 2012. The next upcoming major renovation project is the "Big Dig" – a waterproofing of the entire building. Over the last couple of years, we have realized that this is a necessary step to preserve the integrity of the structure. Water and humidity intrusion through the basement walls is an ongoing issue, damaging all spaces around the perimeter of the building. Beginning this Spring and continuing through next year, we will dig a trench around the foundation to waterproof and insulate the walls in order to prevent further damage.

— Tony Michels

## President's Message

The Holiday Season is behind us and I sincerely hope that all of you enjoyed this wonderful time of the year and had an opportunity to visit and reconnect with family members and friends. Let me wish all of you the best for 2012, especially good health. And may our political leaders find the courage to tackle the pressing economic and social problems which face our nation.

As I reflect on 2011, I am again very thankful for the generous contribution of many volunteers, who give their time, energy and most importantly their talents to maintain or enhance our programs and activities and who also help us with ongoing maintenance and repairs to the building.

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*Chairman's Comments Cont'd*

**Muhlenberg**, Patriarch of the American Lutheran Church, was shown in advance of its official opening at the Lutheran Theological Seminary in Philadelphia on September 6, 2011, which marked the 300th anniversary of his birth.

This is a travel exhibit for which we have reserved a time slot in the fall of this year. By that time we hope to present it in our new media room at the basement level of our building.

On September 15, *Fix & Foxi* and many other comic characters from the empire of **Rolf Kauka**, the "German Walt Disney", were coming to America for the first time. The show was sponsored by Mr. *Kauka's* widow, *Alexandra*, and presented at the GAHF museum for eight weeks.

*Kauka's* work was highlighted at the Steuben Parade in New York, in which the museum participated with its own float, accompanied by these comic strip characters in larger-than-life size. That parade was recorded and subsequently televised on all PBS stations across the country.

The *Fix and Foxi* show also documented the contributions of German cartoonists and caricaturists to the development of American comics, such as the "Katzenjammer Kids" which originated from the pen of the German immigrant, Rudolf Dirks.

On the eve of that exhibit, a bus-

load of German Society members, under the leadership of our Women's Auxiliary, took the opportunity to visit the museum. In the entrance hall they could see a **Wall of Honor**, listing the names of all the major contributors to the acquisition of *Hockemeyer Hall*, and its conversion to a well functioning museum.

In fact, the five most generous donors hail from Pennsylvania, and the sum total of their benevolence represents the lion share of funds collected for that cause. I am sure this spirit of giving would have enchanted the late **Rev. Dr. Hans R. Haug**, former pastor of the Immanuel Lutheran Church of Philadelphia, and his associates who planted the seeds for this venture in the late 1970's. Other GSP members were also recognized for their philanthropy on that Wall of Honor.

The last and current exhibit at the museum is a joint effort with US Capitol Historical Society featuring the accomplishments of German-Americans in our Congress, starting with **Frederick Muhlenberg**, the first Speaker of the House of Representatives, and his brother **Peter**, Senator from Pennsylvania. Incidentally, these two sons of *Heinrich Melchior Muhlenberg* were also presidents of the German Society in the late 18th, early 19th century. In view of this historic connection, we shall seek to get that exhibit to our

premises as well.

A few days before Christmas, the German-American Heritage Foundation, of which I have been a Board member since late 2010, presented its award for **Distinguished German-American of the Year** to World Bank President **Robert Zoellick** at a gala ceremony hosted by the German Ambassador **Peter Ammon**.

Mr. *Zoellick* was honored for his extensive contributions to fostering relations between the United States and Germany and his achievements as international leader in bringing prosperity and stability to developing countries. He traces his roots back to Schwerin in Mecklenburg-Vorpommern.

In his keynote speech, Deputy Foreign Minister **Werner Hoyer** specifically stressed *Zoellick's* role as the American Chief Negotiator in the "Two Plus Four Talks" that led to the re-unification of Germany in 1990.

Previous recipients of that award include former Federal Reserve Bank Chairman Paul Volcker (2010), former US Ambassador to Germany William Timken (2009), Jesco von Puttkamer (2008), Margrit B. Krewson (2007), General Norman Schwarzkopf (2006), Dr. Guenther Blobel (2005) ... and also our own Dr. George Beichl (1993).

— Hardy von Auenmueller

*President's Message Cont'd*

We track volunteer hours and in recent years we have logged around 4 to 5,000 man-hours; or two person years of free services to the Society. We recognize volunteers through a GSP Volunteer Award coupon; two free tickets to any concert or film during the 2011/2012 season. We track volunteer hours through the use of a sign-up book located in the entrance of the townhouse. This listing is not 100% accurate, but it is the best we have. The list of 2010/2011 awardees appears on page 4 of this issue. If you have some time to spare, please give us a call. As our current set of volunteers will tell you it is rewarding and fun.

Our Stiftungsfest, our Founder's Ball, on November 12<sup>th</sup> was a wonderful success in term of attendees (105) as well as financial rewards for the Society. Mr. Frank Klare and his team pulled out all the stops for this affair. Thank you. Mrs. Christel Tillmann, as President of the Women's Auxiliary, presented us a check of \$ 3,500 to be earmarked for the townhouse door replacement project.

It was also an opportunity to share the current status of our efforts to build an endowment fund for the Society. At this point, we have donations or commitments from sixteen (16) members and friends of the Society and nine (9) have

indicated that the Society is included in their wills. We have approximately \$ 150,000 in our Philadelphia Foundation account and if I add the multiyear commitments, I come to a value of \$280,000! Not bad for our first full year. But we have our work cut out for us, if we are to reach our \$ 2 MM goal in a reasonable time frame.

We also note with interest, that three members have or will purchase financially attractive annuities through The Philadelphia Foundation. For individuals in their 70's or 80's yields in the 7 to 8% range are typical, as well as substantial tax savings. This might be an attractive tool for anyone who needs the ongoing income, but who would also like to make a commitment to a donation to the Society. To explain our endowment efforts, I have started with one-on-one discussions with members and friends of the Society, and these will continue throughout 2012. Thank you very much for your time and interest. If you would like to learn more about charitable gift opportunities offered by The Philadelphia Foundation, please give me a call at the Society.

In December, we mailed our annual fund drive letter to our members and asked that you are as generous as possible. We need these funds to meet operational expenses. We also mentioned that

professional fund raisers tell us that endowment and annual fund drives do not compete. Endowment gifts typically come from asset holdings or most importantly from bequests through wills or trusts, whereas annual gifts usually come from current incomes.

Mr. Ron and Mrs. Christel Tillmann have made a most generous donation of \$ 27, 189 to cover the contracted costs for a new front door, which we expect to be in place by mid-March.

At our last Annual Meeting, Christel suggested we publish a priority wish list of 'minor' projects, which might be of interest to potential donors. My list would include the following, probably in order of priority:

1. Replacement of the townhouse door,
2. A new phone system for the building,
3. Funds to replace and update our web-site and,
4. New software to manage the financial affairs of the Society and to track membership information.

On the financial front, we seem to be on track to meet our balanced goal, but this will remain a challenge for us as our fixed costs continue to increase and maintenance and a few critical building enhancements are significantly underfunded.

*Cont'd on page 5*

*- President's Message Cont'd*

I should also highlight that shortly before Christmas we received a grant of \$ 10,000 the German Society of New York City to support ongoing efforts to maintain and enhance the holdings of the Library. This is a most welcome donation and is very much appreciated.

— Ernie Weiler

***Honored 2010/11 Volunteers:***

**Max Kade (1882-1967) and The Max Kade Foundation**

Over the course of the relatively short history of the U.S., “rags to riches” tales abound. Fortunately, Americans have benefited from some of these very affluent individuals because they wanted to be immortalized by leaving behind legacies, such as bequeathing art, libraries, parklands, and research institutions, to name but a few.

In Max Kade’s time, it was rarer to find a person who planned early on how best to distribute and use his wealth. He and his wife had always been generous and willing to help those less fortunate than they. Thus, in New York City in 1944, they decided to establish the Max Kade Foundation. Their objective was “to sow the seeds of friendship where there had been enmity.” To achieve this, Max Kade concentrated on fostering understanding between the German and American peoples and cultures, the environments that had nurtured him.

As this was shortly before the end of World War II, initial giving was aimed at alleviating the dire need of victims of this War as well as offering funds to assist in rebuilding cultural institutions and monuments in devastated Germany. Concurrent with these efforts, Max Kade gave much thought on how to promote lasting relationships between the two peoples. His foundation focused on encouraging and funding student

exchanges and scholarships as well as cultural and scientific research and post-doctoral fellowships. Further, it created German-American studies programs, student housing, libraries, meeting places, research facilities, and more. To date, Max Kade Residence Halls or Institutes at universities have been established in 30 locations in the U.S. and 17 in Germany and Austria.

The German Society of Pennsylvania cherishes its relationship with the Max Kade Foundation that goes back to the early 1990’s when we received a sizable donation for the reconstruction project of our Joseph Horner Memorial Library, especially for the conservation treatment of parts of our collection. In the first decade of this century, the Society’s historical building required extensive capital investments for vital repairs and upgrades for code compliance. The foundation honored our requests for monetary assistance and with its contributions ensured that this important work could be accomplished.

Recently, we approached the Max Kade Foundation for funds to be able to continue the cataloging activities in our Library, and again the response was positive. Since 2,000, the Society has received in excess of \$120,000 for which we are most grateful.

The interests and programs of the

Society, with an outreach to the community, often go hand in hand with those of the Max Kade Foundation such as, for instance, our language instruction, *Konversationsabende*, film presentations, music offerings and, last but not least, our Library with its Archives that is increasingly attracting researchers. Some of these are referred to us by the German Historical Institute in Washington, D.C., an organization that itself is a recipient of support from the Kade foundation.

Max Kade was born on October 13, 1882, as the eleventh of twelve children in the southern German village of Steinbach not far from Schwäbisch Hall, the venerable 800-year-old city on the Kocher River, whose fame and fortune derived from its salt trade (Steinbach is now incorporated into Schwäbisch Hall). His father was part owner of a machine factory and foundry, and the family was very well off. Max attended the Gymnasium, but left school after the 10<sup>th</sup> Grade. He then absolved a commercial apprenticeship at his father's company. After working for a transatlantic merchant company in Antwerp, Belgium, for two years, he emigrated in 1904 to Montreal, Canada, and in 1907 to New York City. It was there that he met and married Annette Marie Baudais a year later – they had no children.

While still residing in Canada, he

may have experimented with the production of a cough medicine. The opportunity to get seriously involved in pharma business arrived in 1907 in New York when he and a friend managed to purchase from a Berlin company the American rights for the manufacture and distribution of a cough medicine. This was “Pertussin,” a cough syrup still known to parents and children in our time. Just four years later, Max Kade bought out his partner and became the sole owner of Seck & Kade, Inc. He was a successful businessman, and the company flourished under his leadership.



In 1956, Max Kade retired from his business to devote his energies full time to his foundation and his ideals.

Max Kade loved art in all its forms and was a passionate collector - a number of museums in Germany are beneficiaries of his knowl-

edgeably acquired artifacts. He was especially proud of his graphic arts collection, one of the best in the world, including very rare Dürer prints.

Professor J. A. Burzle from the University of Kansas and his wife met Max Kade in 1949, the beginning of a life-long friendship. Dr. Burzle describes this first encounter thus: “I still remember our conversation with the spry old gentleman; I recall his agile mind, his quick wit, his energetic gestures, and his wide knowledge in the sciences, the humanities, and the arts ....

When he learned of our interest in art, he invited us to view the rare Albrecht Dürer prints he had just acquired. It was his engaging dry humor, his love of poetry that at once endeared him to us.” The professor's words add a human dimension to Max Kade, the entrepreneur.

During his lifetime, Max Kade received many honors, especially from universities that had benefited from his largesse. He was proud to be named *Ehrenbürger* of both Steinbach (1929) and Schwäbisch Hall (1935). In 1967, he died at age 85 while staying at a health resort in Davos, Switzerland. He is buried in Steinbach, the place of his birth.

— Renate Genieser



*Ceremonial flag bearers entering the Auditorium →*



*Tony Michels receiving his German Society medal →*



## Our Society's 247th Stiftungsfest:

*← Champagne Reception in the Joseph P. Horner Library*



*← Our two Presidents leading the formal procession*



*← Beate B. and Hardy v. A. cutting up the floor*

**Social, Educational & Cultural Outreach:**

← *Spring Garden Street Greenway Workshop Meeting*



*Gathering of St. Martin's Day Paraders in our Garden →*



← *Krippenspiel of German Society Philly Kinder*



*Ephrata Cloister Chorus performing at the Society →*



← *Piano Recital of Claire Huangci in our Auditorium*

*Christkindlmarkt of the Women's Auxiliary →*



## Annual Fund Donors \*

## Beate's Biking Challenge

As many of you know, **Beate Brockmann**, our new Office Manager, uses a bicycle to travel from her home near Washington Square to the Society building on Spring Garden Street - every day, no matter how bad the weather may be.

I have seen her arriving at our site when it was freezing cold or when it was raining heavily. On many days she leaves our building late at night when it is pitch dark outside. An offer to take her home by car was refused because she enjoys the exercise!

In Leipzig I have a friend who decided long ago to go green and ride his bike back and forth to work. He - just like Beate - is a law abiding citizen who signals for all his turns, obeys the speed limits, traffic signs and stop-lights, and even yields to pedestrians.

He began recording the time for his trips, both to and from work. When there is moderate traffic on the road, he can make his trip a few minutes faster than he can when there is little or no traffic. How can that be?

When my Saxon friend comes to a red light he stops and waits for the light to turn green. Since many intersections have sensing devices embedded in the road that check for the presence of a motor vehicle, he has to wait, sometimes a minute or two, until a car triggers the light.

Fortunately, Beate does not (yet) face such a challenge here in Philadelphia, the City of brotherly love!

\*) The above listing of names reflects all the donors whose contributions were received at our office by Monday, January 23, 2012.

We greatly appreciate the sum total of their giving in the amount of \$24,000. This represents not quite half of the goal set for this year.

— Beate Brockmann

— Hardy von Auenmueller



**Welcome to all New German Society Members :**

## Books for Children - Can we grow with them?

Over the past two years, the Homer Library has been trying to improve the offerings of its Lending Library, with generous help from the Women's Auxiliary. Given the limited funds available, we have concentrated our efforts on a few areas: recent literature, reference works, and children's books.

In this article, I would like to put the spotlight on our children's section. We're in the process of separating those titles that are only of historic value from the ones still interesting for today's young readers. In addition to buying new books, we also want to encourage you to donate any German-language books your own children might have grown out of. Judging from my own experience, I've usually found friends with smaller children than mine to pass them on to, but it might also be nice to offer them to a wider audience by making them available for borrowing from the library!

Or here's another idea: the next time you renew your membership, designate an extra \$10 for a book from the wish list we are compiling (starting with the selections published by *Die Zeit* or *Süddeutsche Zeitung* – [www.shop.zeit.de](http://www.shop.zeit.de) or [www.sz-mediathek.de](http://www.sz-mediathek.de) – and the recommendations on the website of *Stiftung Lesen*), and your name will go on the book plate!

At the same time, we would like to develop the children's story hour into a more regular feature on the Society

calendar. Ideally, this Saturday morning event would showcase our new acquisitions while at the same time offering parents and children the opportunity to borrow and return books, in addition to the library's usual opening hours. Hopefully, we can find enough volunteers willing to donate an hour of their time to read a book of their choice, maybe followed by a small craft project, to offer this every month? If you would be interested, please contact me (at [sturm.gsp@gmail.com](mailto:sturm.gsp@gmail.com)) or Beate Brockmann, our office manager, and we'll put you on the schedule!

Finally, in another effort geared towards children, we're trying to attract educational grants that would bring school children to our historic building on Spring Garden Street to learn about the contributions of German-Americans to the history of Philadelphia and Pennsylvania. If anybody is interested in helping with this effort, we would very much appreciate it – we know we have a lot to learn about writing lesson plans and conforming to state standards and so on ... Looking at what places like the Swedish-American Museum offer in this regard, we might also want to showcase German traditions, for example *St. Martin*, when we could build lanterns with the kids and would need volunteers who like their crafts ... As always, any and all suggestions are welcome, so when you read this and have an idea that would work with grade school children, please let us know.

— Maria Sturm

## Spring Garden Street Greenway - Meeting at the German Society

The Pennsylvania Environmental Council (PEC), in partnership with the City of Philadelphia and its Water Department, is working together with neighborhood organizations and the public to plan a redesign of Spring Garden Street. The project, known as "Spring Garden Street Greenway", would create the best, safest cross-town route for walkers, cyclists and drivers.

Spring Garden Street was chosen as the location for this greenway after an extensive feasibility study analyzed how best to connect Philadelphia's two riverfronts and the region's growing trail network that already includes 210 miles of bike lanes in Philadelphia.

In addition to its direct path between the rivers, Spring Garden Street has the potential to become the most user-friendly street in Philadelphia. The greenway, which would run from the Schuylkill River Trail in the west, at Pennsylvania Avenue, to the developing Delaware River Trail in the east, at Columbus Boulevard, will also connect neighborhoods.

The construction of the greenway would also include sustainable initiatives, helping to make Spring Garden Street more environmentally friendly. The current greenway plan design incorporates the addition of trees and landscaping to beautify the area and

## Calendar of Upcoming Events

the properties surrounding it, and to manage stormwater runoff and keep pollution out of rivers. Trees and underground storage will absorb and filter stormwater runoff on-site rather than letting it flow into overburdened storm drains.

In addition to serving as a major transportation corridor in Philadelphia, the Spring Garden Street Greenway would also become part of the larger East Coast Greenway, a developing trail system, spanning nearly 3,000 miles and linking all the major cities on the eastern seaboard, from Maine to Key West, Florida. More than 25 percent of this route is already on safe, traffic-free paths.

The German Society hosted 115 members of the public who attended a Design Workshop about the greenway on Tuesday, December 6. They learned more about the greenway, shared opinions and participated in the design process.

The design team presented two concepts. One option utilizes the median area for a bike path while the second option creates a path along the existing curblin. This meeting was a chance for the community to review potential aspects of the greenway, and provide input and recommendations that will help the decision-making process.

For more information about this project, this meeting and the designed options, please visit [www.springgardenstreetgreenway.com](http://www.springgardenstreetgreenway.com).

### January

- Wed. Jan. 25 7:00pm Konversationsabend / Planung fürs Jahr 2012  
 Fri. Jan. 27 6:30pm Friday Film Fest presents "Goethe!"  
 Sun. Jan. 29 3:00pm 150th Anniversary of Frederick Delius: Concert with Tasmin Little, violin & Akira Eguchi, piano

### February

- Sat. Feb. 11 10:00am Women's Auxiliary Monthly Meeting in the Ratskeller  
 Fri. Feb. 17 6:30pm Friday FilmFest presents "Nordwand"  
 Tues. Feb. 21 4:00pm Karneval/ Faschingsparty by "German Society Philly Kinder", Narberth Presbyterian Church, Windsor Avenue/Grayling Avenue, Narberth  
 Sat. Feb. 25 Noon German Society Bierfest

### March

- Sat. March 3 10:00am Women's Auxiliary Monthly Meeting in the Ratskeller  
 Sun. March 4 3:00pm The Wister Quartet  
 Fri. March 16 6:30pm Friday FilmFest presents "Der Kniefall des Kanzlers" (with English subtitles)  
 Mon. March 19 7:00pm GSP Board Meeting  
 Sat. March 24 7:00pm Hamburger Abend

### April 2012

- Sun. April 1 3:00pm Elissa Lee Koljonen, violin accompanied by Natalie Zhu, piano  
 Sat. April 7 10:00am Women's Auxiliary Monthly Meeting in the Ratskeller  
 Fri. April 20 6:30pm Friday FilmFest presents "Vier Minuten", (German with English subtitles)  
 Sun. April 22 3:00pm The Wister Quartet

### May 2012

- Sat. May 5 10:00am Women's Auxiliary Anniversary Luncheon  
 Sun. May 13 3:00pm American Virtuosi Concert  
 Fri. May 18 6:30pm Friday FilmFest presents "The red Baron"  
 Sun. May 20 3:00pm Annual Meeting Membership with subsequent Board Meeting

The official registration information of the German Society of Pennsylvania may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania 1-800-732-0999. Registration does not imply endorsement.

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**ADDRESS SERVICE REQUESTED**

**See you at our  
Bierfest  
February 25, 2012**



# Hamburger Abend 2012

Saturday, March 24th, 7:00 pm till midnight

Wursts, delicious Potato Salad, Goulash Soup

as well as Desert and Beverages

(German Beers, Wine and non-alcoholic Beverages)

## Live Music

The Hamburger Abend will take place in our beautiful Ratskeller.

Admission charge :

Adults: \$27 for Members, \$32 for Non-Members

(Price includes food and non alcoholic beverages)

Children, 12 years and younger: \$12

To book in advance, please call 215-627-2332

or send an email to [info@germansociety.org](mailto:info@germansociety.org)

Make your reservation early since space is limited !