

# Meet our new Executive Director: Joanne Kaufman

**Q: Tell us about your previous non-profit leadership experience.**

A: For the past 20 years I have been the executive director of the Warehouse District Business Association in downtown Minneapolis. I have built the association from the ground up and it is now highly respected throughout Minneapolis. I have also become involved with some other non-profits in a volunteer capacity serving on the development committee for one and providing my time for others.



**Q: What is your connection to SWHS?**

A: My son is a junior at SWHS and we live a block from school. Over the years I have really come to love this neighborhood, SWHS, and the connection between the community and SWHS. I feel honored to be part of it and am so excited to contribute in a more meaningful way. I am also so inspired by the commitment to our students as they are our future.

**Q: What intrigued you about the position? How does the SWF contribute to SWHS community?**

A: This was an opportunity to give back to our community, and to show my son the importance of doing so too. SWHS provides life and vitality to our neighborhood and more importantly provides our future leaders. Who knows, maybe a SWHS alumna will cure cancer or become president!

**Q: How do you foresee your position helping the SWF evolve?**

A: I have set a personal goal to increase the awareness of the Southwest Foundation and therefore the impact we can make by increasing the funds we raise.

**Q: Where do envision the SWF by the end of 2018 and beyond?**

A: By the end of 2018 I hope that as noted above more people, current students, their families and alumna know about us and what we do and are involved either helping us out financially or with their time. I know people are often more loyal to their colleges or universities but high school really is where you become the person you will be, with some tweaking over the years of course. I hope when making charitable giving plans that our students and their families think of that and include us in those plans. SWHS does an amazing job of setting our students on the road to success in life. We should remember that by providing those same opportunities for students to come.

**Q: What do you do for fun?**

A: I like to hang out with my husband and son, though he's not around too much these days ;). I love biking, good food, and am an avid reader! If you'd like to get to know Joanne better, give her a call at 612-504-0479



Our mission is to work with Southwest High School and its alumni to create an exceptional educational experience for all Southwest students. The Foundation raises money to support academic, athletic, and artistic opportunities for students and to provide scholarships to graduating seniors.

We meet regularly and all meetings are open for anyone to attend. Check our website for agenda updates and meeting dates.

There are lots of ways to support the Foundation! If you'd like to get involved, contact our director to talk about what might work best for you!

**2017-18 Board Members**

- Kristin Ruffner, Chair (current parent)
- Dan Froelich, Vice Chair (staff and graduate parent)
- Paul Roach '88, Treasurer
- Tracy Smith, Secretary (current parent)
- Nikki Lindberg, Communications (current parent)
- Adam Barrett '00
- Una Edwardson (current parent)
- Alex Heller '07
- Kirsten Mair (current parent)
- Stamatka Platikanova (staff)

The Southwest Foundation is a non-profit 501(c)(3) organization EIN #41-1732130.

3414 W. 47th St.  
Minneapolis, MN 55410

Joanne Kaufman, Executive Director  
joanne@southwestfoundation.org  
612-504-0479



## Southwest Distinguished Alumni 2017

Nancy E. Rose Pribyl '81

The Distinguished Alumni program began as a part of the 75th Anniversary of Southwest High School celebration as a way to honor alumni who have made positive impacts in their years beyond Southwest. This September we inducted the second class with a diverse group of individuals whose unique contributions might best be described cumulatively as "making a difference". A primary goal of the selection committee is to identify and recognize former students who might inspire current members of the student body to realize that the education they are currently receiving can be the springboard to go out into the world and be impactful.



Our first inductee this year was **John Hetland '48** who headed to the University of Minnesota after graduation and later graduated from the University of Minnesota Law School. He joined the Navy and later the Naval Reserve, and worked as a law clerk for the Minnesota Supreme Court. Eventually John's career took him to the University of California, Berkley where in 1960 he became one of the youngest full professors in the prestigious school's history. A 1963 book he authored on California secured transactions is still cited today, as are many of the books that followed which continue to be considered authoritative resources for the bench and bar.



Staying closer to home, author and historian **Iric Nathanson '57** has documented the history of Minnesota for a number of publications including the *Star Tribune*, *MinnPost*, *Hennepin History* and *Minnesota History*. He has authored numerous books; *Minneapolis in the Twentieth Century*, *Downtown Minneapolis*, *The Minneapolis Riverfront* and *World War I Minnesota*. Iric is currently working on a book about former Minneapolis Mayor and Congress Member, Don Fraser, whom he worked with for over a decade. His career in public service includes 22 years in city planning and development for the City of Minneapolis and his current position with the nonprofit Metropolitan Consortium of Community Development.



Closer still to Southwest is **Tom Neiman '65** who made a career of service to the Southwest community by serving over 40 years as the Southwest Community Education Coordinator. After creating the program in 1974 he followed up in 1985 by developing the Southwest Super Summer Program for kids. This program of summer activities saw many of the participants return as staff members. His sense of fun and adventure saw him organizing an annual midnight to dawn bike ride for 38 years and 19 bi-annual trips to Glacier National Park. His contributions have engaged community members of all ages for decades in educational pursuits and recreational fun.



## 10th Annual Basilica Concert

On Monday, December 11, at 7:00 p.m., the Southwest music department will perform for what has become one of the premiere concerts of the year. The concert will feature more than 300 student musicians including band, orchestra, choral and guitar students. Two movements from Dan Forrest’s *Requiem for the Living* will be performed with two choirs and full orchestra. Pieces performed represent diverse cultures, and demonstrate the talent of our amazing students.



## We are Every Student

This year, with your support, the Southwest Foundation will continue its support of Southwest High School students with grants supporting academics, athletics, and the arts. Some of the items we will support this school year include:

- Study Buddies
- ACT preparation classes for students in need
- 9th and 10th grade play, guest artists, guest actors
- Field trips & classroom supplies

...*Alumni* continued



Not far beyond the Minneapolis border is the suburb of Bloomington (the state’s fourth largest city) where inductee **Gene Winstead** ’68 has made his home and career. Gene has served over 20 years as a City Council Member and Mayor for the city of Bloomington. He served as the Chairperson of the City Planning Commission during the development of the Mall of America. His membership on numerous boards, including the Airport Foundation, Convention-Visitor Bureau, LRT and MOA expansion have impacted the growth and development of the area. Additionally, Gene is a founder and co-owner of Ike’s Food & Cocktails restaurants.



**Lizz Winstead** ’79 (Gene’s youngest sister) was inducted in recognition of her career as a political satirist. As co-creator and head writer of the *The Daily Show* and a co-founder of *Air America Radio*, Winstead has impacted how people receive their news. Over the years she has been a frequent panelist on political news shows for CNN and MSNBC. Winstead is the author of her autobiography *Lizz Free or Die* and is currently working on a second book. She is most proud of her current project; co-founder of the nonprofit **Lady Parts Justice**, where she utilizes both her humor and outrage to garner attention to the topic of reproductive rights. She makes her home in New York City, though is often on the road and returns to Minnesota annually where she does a popular New Year’s Eve summation of the year and attends the Minnesota State Fair.

It has been inspiring during both fall programs to listen to recipients, or their representatives, talk about the role their time at Southwest had in preparing

them for their future. 2016 inductees **Harvey Feldman** ’61 (recognized for his numerous financial contributions to the school) and **Tracy McMillan** ’82 (author, relationship expert and television writer for *Mad Men* and other shows) shared with each other that they were not the highest academic achievers in their class but Southwest gave them a positive experience and strong foundation. McMillan, who has raised her son in California, marveled at the quality of public education she received and stated that it would require costly private tuition in California to even come close to what she experienced at Southwest.

The committee looks forward to reviewing future nominations. Spread the word and make nominations a topic of conversation at your reunion or informal gatherings with Southwest classmates. Make attending the 2018 induction ceremony a fun mini-reunion, an opportunity to bring friends and family back to Southwest. It’s both exciting and rewarding to find out what amazing contributions Southwest graduates have made locally and nationally. While contacting Lizz Winstead regarding her selection, I shared with her brief bios of the 2016 recipients and she said “Tracy McMillan, the writer? She went to Southwest?” Yes, they actually overlapped, while Lizz was serving as co-captain of the Indinettes dance line her senior year, Tracy was a freshman cheerleader! It’s been fantastic to see recipients inspired by the accomplishments of other recipients.

The Distinguished Alumni Committee welcomes and encourages nominations for future recipients. The nomination form is available on the Southwest Foundation website or one can be mailed to you at your request. Anyone is eligible to submit up to three nominations for consideration annually. The only requirement for submission is that the nominee be a Southwest graduate (living or deceased) and that the information provided be verifiable.

“When from these halls we leave thee  
loyal we will be,  
true to the purple and white...”

- Author visits
- Respect Retreat with Youth Frontiers
- Model UN conferences
- Many after-school clubs and activities and more!

We also provide up to 20 scholarships each year for graduating seniors.

For those not familiar with the Southwest Foundation we solicit grant requests from administration, teachers, and staff in the spring. Our board then goes through a rigorous process using set principles and guidelines to evaluate each and every application to determine which programs we are able to fund. Some of

the principles include: a direct benefit to students; support disadvantaged and underserved students; and support innovation. Interim Principal Dr. Karen Wells has spoken about her support of the Foundation commenting at a recent meeting that “Every time there’s a need the Foundation is there”.

Please consider a donation to the Southwest Foundation as you make your end of year giving plans. Our students need you! You can make a donation online at our website ([www.southwestfoundation.org](http://www.southwestfoundation.org)) or make a check out to the Southwest Foundation and mail to us at Southwest Foundation, 3414 West 47th St., Minneapolis, MN 55410.

## We ARE Southwest: Study Buddies

The Southwest Foundation is involved in many different activities at Southwest, providing resources for all students. One of our more visible contributions is to Study Buddies, a tutoring program, which benefits not only Southwest High School students but students at a community elementary school too!

Southwest High School students receive training and practice interviewing skills, positive behavior strategies, and leadership. Student tutors enjoy the interaction with the younger students and get to know them well as they spend time with them.

The elementary students get tutoring from the students and in turn help with their literacy and math skills. Parents of the elementary students tell us:



“Study buddies provided a great opportunity to get some of my daughter’s homework done after school!”

“My son loves the interaction with the high school students and told me he wishes Study Buddies was every day!”

“My daughter has asked to go to Study Buddies every semester since she discovered it. She loves it and benefits from the opportunity to work with high school students on homework.”