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JENNIFER ALSTAD JOINS BUSH FOUNDATION BOARD
Foundation to Recruit Two More Directors in 2010

(Saint Paul, MN – January 4, 2010)—The Bush Foundation Board of Directors elected Minneapolis businesswoman **Jennifer Alstad** as director at the body's late-November 2009 meeting.

Born in Korea and raised in Granite Falls, MN (home of Archibald Granville Bush, the Foundation's founder), Alstad is president and cofounder of [bswing](http://bswing.com), a consulting firm that specializes in the meaningful engagement of clients' audiences. Bswing's clients span politics, philanthropy, social good, the restaurant business and professional associations.

"The Bush Foundation has put forth a bold vision for the future of the people and communities in our region" Alstad said. "The opportunity to participate in realizing that vision was irresistible. I look forward to partnering with the Board and staff of the Foundation over the next decade and beyond."

Prior to founding bswing, Alstad served in a variety of nonprofit contexts. She was the Robert Chollar research fellow at the Kettering Foundation (Dayton, OH); a program associate at the Institute for National Policy Research in Taipei, Taiwan; and worked for the president and provosts of the University of Minnesota. While attending the University, Alstad was lobbyist for the Student Senate representing all campuses at the state level; in her senior year, she served as student body president.

Board Chair Kathryn H. Tunheim said, "We're excited about Jen's willingness to be part of the Board as the Foundation begins this next phase of implementing our *Goals for a Decade*. Her broad experience in engaging diverse communities to act will be a big asset to the Foundation and her Board colleagues over the coming years."

Alstad is a trustee emerita for the University of Minnesota Foundation and an adjunct faculty member at the Minneapolis College of Art and Design. She serves on the advisory board for the Minnesota Interactive Marketing Association and, in 2000, was named Minnesota's Young Entrepreneur of the Year by the Small Business Administration.

Two New Directors in 2010

The Board will seek to fill the directorship that will be left vacant in February 2010 when Kathryn H. Tunheim will complete 13 years of Board service. Tunheim became chair of the Board in 2007, and has served on numerous Board committees. Vice Chair Jan Malcolm, president of the Courage Center and member of the Bush Foundation Board since 2005, will assume leadership of the Board in February.

The Board will also recruit in 2010 a director to replace L. Steven Goldstein, who joined the Board in 2003 and resigned in October 2009.

Goldstein said, “My time on the Bush Foundation Board has been one of deep learning and profound respect for the people and communities we serve. I regret that I’m not able to continue to serve on the Board, but as the Foundation moves forward to achieve its ambitious *Goals for a Decade*, I will be cheering them on as a community member. I look forward to the future the Bush Foundation envisions for all of us.”

Goldstein chaired the Grants Committee from 2004 to 2008. He was second vice chair of the Board from 2005 to 2007. In March 2009, he became chair of the Finance Committee, a role he fulfilled until his resignation. Director Peter Pennekamp has assumed leadership of the Finance Committee.

*The **Bush Foundation** was established in 1953 by 3M executive Archibald Bush and his wife Edyth. The Foundation strives to be a catalyst to shape vibrant communities in Minnesota, North Dakota and South Dakota, and in the 23 Native nations that share the same geography, by investing in courageous and effective leadership that significantly strengthens and improves the well-being of people in these three states.*

Since 2008, the Bush Foundation has been pursuing its [Goals for a Decade](#)—to develop courageous leaders and engage entire communities in solving problems, to support the self-determination of Native nations and to increase educational achievement. (For more information about Goals for a Decade, visit www.bushfoundation.org.)

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