

March
'14

R *THE SONS OF NORWAY VIKING* **RESOURCE**

Membership Recruitment and Retention

A Great Opportunity

The Innovative Leadership Conference Returns

During the 2012 International Convention, Sons of Norway hosted its first-ever Innovative Leadership Conference (ILC). The event brought members together from throughout the organization to be stronger leaders within Sons of Norway as well as in their professional lives. The response was overwhelmingly positive and members indicated that they wanted another event like it to be planned in the future.

Sons of Norway was happy to oblige. Once again, Sons of Norway will host an ILC, on Aug.20, at the upcoming convention in Jacksonville, Fla. As with the previous ILC, this event will give members and delegates an opportunity to learn, socialize and celebrate Sons of Norway.

The ILC's planners have taken a number of steps to ensure the event provides useful, implementable tools and tactics for everyone while keeping the event fresh for those who attended the last conference in 2012. This year's ILC will still focus on leadership topics that attendees can bring back and share with their lodges, but will cover some new territory as well.

For this year's ILC, Sons of Norway has enlisted the help of Kit Welchlin, a professional speaker and leadership expert. Welchlin has a long history in leadership, having purchased his first company at the age of 21 and by 26 served as the CEO and chairman of the board of three manufacturing companies in three states. He has also been an instructor for more than 20 years with the Minnesota State Colleges and Universities where he has been repeatedly nominated as Outstanding Faculty.

The cost of this year's Innovative Leadership Conference is only \$100, which covers all registration fees, conference materials, a special luncheon and more.

Questions? Want to Register?

If you'd like to register or learn more about the event, please call (800) 945-8851 ext 623 or visit Sons of Norway's 2014 International Convention website at www.sonsofnorway2014.com.

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Membership Recruitment and Retention

Ready? Set? Recruit!

Is your lodge up for a challenge? Due to the excitement of the 2013 Recruitment Challenge, the Sons of Norway Headquarters is again on the hunt for the top lodges of 2014. That means your lodge has the opportunity to showcase its recruitment and retention skills against other lodges from across the organization. As a refresher, let's highlight some of the rules for the competition and highlight a key change that will help your lodge succeed.

Retention is important

To win the 2014 Recruitment Challenge, your lodge will need to keep an equal eye on retention, as well as recruitment. That's because scoring is tracked by the lodge's overall growth, meaning recruiting 10 members is negated if your lodge isn't able to retain another 10 members.

Calculating the Score

For every 1% increase in your lodge's adult, dues paying membership, your lodge will receive 10 points. Like last year, a bonus point will be awarded for every member between 24 and 55 that your lodge recruits. A listing of the top three scoring lodges will appear each month in the R&R newsletter. You can also get an estimate of your lodge's performance by tracking the overall lodge membership total, which is available at the bottom of the monthly activity report.

New for 2014

The only noticeable difference between last year and this year's Recruitment Challenge is the ability for your lodge to earn bonus points for membership dinners. That's right – your lodge has the chance to earn an additional 10 points for something many lodges do anyway! To qualify for the bonus points simply email a picture of your dinner with a brief description of the turnout and the number of members recruited to Joe Eggers at membership@sofn.com. Best of all, the members recruited at your dinners will count towards your lodge's overall score!

Check out the May Viking

To learn more about the 2013 winners, Fredheim 3-242 in Staten Island, NY and Nordlys 1-498 in Roseau, MN, be sure to check out the upcoming May issue of *Viking*!

Questions and Tips

For questions about the 2014 Recruitment Challenge, or recruiting tips in general, contact Joe Eggers, Membership Coordinator at membership@sofn.com or (800) 945-8851 ext. 697. Don't forget to look over the monthly R&R newsletter for even more tips and success stories!

Membership Recruitment and Retention

NEW Program: Sons of Norway Virtual Pilgrimage

Sons of Norway is excited to announce a new member benefit in line with the existing Sports Medal Program which rewards members for living an active lifestyle. Join us in walking a virtual pilgrimage from Oslo to Trondheim. The Virtual Pilgrimage is a window into the experience of the pilgrims in Norway, who walk a network of routes called St. Olav's Ways. King Olav Harraldson (995-1030) ruled Norway with hopes of converting the country to Christianity. Since his death during the Battle of Stiklestad in Nidaros (now Trondheim) in 1030 people have been making pilgrimages in order to reach historic Nidaros Cathedral.

The nearly 400 mile journey on the Old King's Road takes pilgrims past old churches, beautiful fjords, mountains and farms. By simply getting out and walking around your neighborhood, at the gym, or around a track you have a chance to transform into a pilgrim on a virtual journey in Norway. By checking in to the Sons of Norway website at www.sonsofnorway.com/pilgrimage you can learn about historic landmarks and tourist destinations along the route.

Have questions about the new Sons of Norway Virtual Pilgrimage?

Contact your Lodge Sports Director or call or email the Sons of Norway Sports Medal Program at (800) 945-8851 ext. 642 or SportsMedals@sofn.com.

How to get started:

- Print out a Pilgrimage record card found on the Sons of Norway website or ask your lodge sports director for more information.
- Walk around your neighborhood, park, shopping mall
- Track your mileage on your record card.
- Learn about historical locations along the Pilgrimage route in Norway found at (www.sonsofnorway.com/pilgrimage)
- Track your route on a map of Norway and after 387 miles of walking the virtual journey will end at Nidaros Cathedral in Trondheim, Norway.
- You must start the pilgrimage in 2014 and you must finish your 387 miles by the end of 2015.
- Turn in your record card to your lodge sports director and receive recognition of completion from the Sons of Norway Headquarters.
- You can also earn Gangmerke or Idrettsmerke Sports Medals with Pilgrimage mileage.

Social Media

Does your lodge have a policy?

With the increase in Social Media use by members and lodges, it's important to have some guidelines in place. Because a number of lodges have requested information about this, Sons of Norway has created a **Social Media Policy** for lodges to use. It covers a variety of topics ranging from oversight to rules/best practices. To obtain the full policy, visit www.sonsofnorway.com/socialmedia

Questions? Need additional information?

Contact **Erik Evans, Communications Manager**, (800) 945-8851 ext. 623, (612) 821-4623 or eevans@sofn.com.

Membership Recruitment and Retention

Awarding Cultural Skills Pins

The Sons of Norway Cultural Skills Program is a great way for members to learn about traditional and contemporary Norwegian culture, covering subjects from Norwegian cooking to music appreciation. Members invest a lot of time and care into their reports for the Cultural Skills Program and are recognized for their achievements through awarding Cultural Skills Pins.

Who awards Cultural Skills Pins?

Since there are many different ways for members to participate in the Cultural Skills Program, there is not a designated person in each lodge who can or does present Cultural Skills Pins. The pins can be awarded by any lodge officer. Or, if the pin was earned by taking a class, the class instructor can make the award. Pins can even be sent directly to the member. Sons of Norway Headquarters determines who the pins are sent to by whoever co-signs the report. While the line is designed "Name of Lodge Cultural Skills Admin/Officer," it can be signed by any officer or the instructor.

FOR LODGE CULTURAL SKILLS ADMINISTRATOR OR DESIGNATED LODGE OFFICER USE ONLY	
(Name of Lodge Cultural Skills Admin/Officer)	Date
Lodge Cultural Skills Admin/Officer Mailing Address: _____	
City: _____	State: _____ Zip: _____
E- Mail address: _____	Daytime Tel:(_____) _____

Presenting Cultural Skills Pins during lodge events is recommended because it is a great way to recognize member achievement and promote the program at the same time. To facilitate the presentation, please be sure to let your members know which lodge officer is willing to co-sign their reports. If a co-signer is not listed, pins will be sent directly to members.

Where to find Cultural Skills Resources:

Information about the Cultural Skills Program is available online at www.sofn.com under **Programming: Cultural Skills** or through Sons of Norway Headquarters.

Questions?

Want additional information?

Contact the **Cultural Coordinator**, at (800) 945-8851 ext. 642 or CulturalSkills@sofn.com.

Membership Recruitment and Retention

Founders Award Winners

Congratulations to the 73 Founders Award Winners!

Founders Awards are presented to lodges experiencing a 3% or more growth during the calendar year. Winning lodges receive a certificate and a prize check. Lodges growing a healthy 3% to 19% receive \$50. Lodges which have generated a remarkable growth of 20% or more are gifted \$100.

In 2012, we had 54 winners with only four lodges making the 20% or greater. In 2013, we have 73 winners with a record 13 making 20% or greater. Congratulations on an impressive year of recruitment and retention.

1	498	Nordlys	MN	150%	1	517	Syttende Mai	MN	8%
4	605	Skjenna	AB	64%	3	539	Sarasota	FL	8%
6	165	Desert Troll	NV	33%	5	593	Elvesund	IL	8%
8	018	Haugaland	Norway	31%	1	495	Vikingland	MN	7%
3	242	Fredheim	NY	26%	1	532	Borgund	SD	7%
1	680	Scandia	MN	25%	6	167	Nordic Pines	AZ	7%
2	164	Whidbey Island Nordic	WA	25%	7	142	Skjonne Dal	BC	7%
4	078	Mjosen	ND	25%	1	483	Kong Olav V	SD	6%
2	117	Arctic Viking	AK	23%	3	566	Bernt Balchen	PA	6%
1	240	Granlund	MN	22%	4	143	Solglyt	AB	6%
3	433	Scandinavian Heritage Soc	NY	22%	4	589	Beverhode	MT	6%
1	685	Rumelva	MN	20%	6	045	Ivar Aasen	CA	6%
2	130	Edmonds	WA	20%	6	150	Solskinn	CA	6%
<hr style="border-top: 1px dashed red;"/>					7	020	Nordlys	BC	6%
5	183	Nordlyset	WI	19%	7	071	Rondane	BC	6%
5	490	Sonja Henie	MI	19%	1	175	Mjosen	MN	5%
2	086	Sol-Land	WA	16%	1	546	Vennelag	MN	5%
5	314	Mandt	WI	16%	1	655	Storelva	IA	5%
1	578	Grieg	SD	15%	5	627	Vennligfolk	WI	5%
3	232	Dovre	RI	14%	1	040	Haarfager	MN	4%
3	522	Hampton Roads	VA	14%	3	485	Peconic	NY	4%
4	307	Enighed	ND	13%	3	675	North Carolina Vikings	NC	4%
5	206	Hafrsfjord	WI	13%	5	286	Jotunheimen	WI	4%
5	610	Askeladden	MI	13%	5	625	Viking	WI	4%
1	017	Terje Viken	MN	11%	6	078	Snowshoe Thompson	CA	4%
1	594	Nordtex	TX	11%	8	017	Hamar	Norway	4%
2	017	Fritjov	WA	11%	8	023	Ryfylke	Norway	4%
3	617	Scandia	FL	11%	1	015	Heimsyn	MN	3%
5	677	Vikings Of The Smokies	TN	11%	1	511	Trollheim	MN	3%
3	476	Troll	NY	10%	1	547	Solglimt	IA	3%
6	062	Freya	CA	10%	1	585	Nordmarka	MN	3%
7	079	Dawson Creek	BC	10%	1	658	Skogvannet	MN	3%
1	008	Synnove-Nordkap	MN	9%	3	615	Space Coast Viking	FL	3%
2	029	Abel	WA	9%	4	025	Kringen	ND	3%
4	140	Fedraheimen	MT	9%	4	528	Hovedstad	MT	3%
4	571	Aspelund	AB	9%	6	043	Victory	CA	3%
6	009	Fridtjof Nansen	CA	9%	6	114	Stein Fjell	CO	3%

Membership Recruitment and Retention

Thank You Recruiters

Attention lodge vice presidents: Watch your mailbox in April for the 2013 recruitment pins and certificates.

There are three denominations of pins:

- Bronze for recruiting 1 to 4 new members
- Silver for recruiting 5 to 9 new members
- Gold for recruiting 10 or more

The accompanying certificates, one for each recruiter, will acknowledge the exact number of members recruited. Paperwork detailing the names of recruiters and the new member(s) they recruited, will be included in the mailing.

Congratulations to Recruiters!

In 2013, 1,427 people recruited 2,362 new members.

This compares to 1,383 people who recruited 2,329 new members in 2012.

Please join in congratulating these members who recruited 10 or more individuals to join Sons of Norway during last year.

4-025	Kringen	Elaine M Nelson	41	4-107	Sverdrup	Derle O Marchus	13
3-242	Fredheim	David M Thorsen	28	2-106	Bothell	William E Fosmoe	12
4-025	Kringen	Doreen E Grobe	17	2-130	Edmonds	Robert L Stevenson	12
1-017	Terje Viken	Ralph Edward Jacobson	15	4-025	Kringen	Daniel W Haglund	12
1-532	Borgund	Peggy R Nielson	14	1-498	Nordlys	Sonia A Heggedal	11
3-541	Gateway To Florida	Kent M Larson	14	1-680	Scandia	Jan S Hanson	10
2-001	Leif Erikson	Janet G Fruchtl	13				

Membership Recruitment and Retention

Suggested Retention Guidelines

Have you inherited boxes of lodge paperwork from your predecessor? Or, have you retained all of the paperwork for your position because you are uncertain whether it needs to be kept? If so, even though Sons of Norway does not currently have official rules regarding the retention of lodge paperwork, here are some suggested guidelines to help you decide what to keep and what to toss.

Perpetuity

- Charter
- Lodge Seal Embosser (if you have one)
- Secretary's Minute Book
- Lodge Scrapbooks
- Membership Roster
- Membership Record Book(s) (3-ring binder(s) with complete, current individual membership record sheets for current members)
- Lodge or District Building Association's financial and original records (such as articles of incorporation and charter) if applicable

Ten Years

- D17 Annual Financial Statement

Seven Years

- Treasurer's Cash Book
- Financial Secretary's Cash Book
- Cancelled checks, bank account statements
- Data filed with state/provincial taxation agencies

Two Years

- Treasurers Record of Bills
- Individual Membership Records of individuals who left the society (suspended or cancelled) two years ago (to be removed from Membership Record Book)

One Year to Two Years

- Treasurer's copy of the Financial Secretary's Report to Treasurer
- Financial Secretary's copy of above report
- Lodge copy of Membership Application (make sure name and information is recorded in the Membership Record Book and name entered in Membership Roster before disposing of application (see perpetuity above).

Retention of Membership Applications

Sons of Norway Headquarters

Effective immediately, Sons of Norway Headquarters will retain completed membership application forms for two years from the date of submission. Forms that were submitted more than two years ago will be removed from the files and shredded. In the future, applications more than two years old will be removed from the files and destroyed.

Going forward, the Sons of Norway database will be the official record of an individual's membership with the organization.

Lodge Administration

New Forms and New Procedure

Tracking Events and Hours for 2014

Every year, Sons of Norway lodges collect data about the events they hold and the number of member hours dedicated to these events. At the end of the year, this data is reported by the lodge secretary as part of the Lodge Achievement form, compiled by Sons of Norway Headquarters, and then submitted to the American Fraternal Alliance (AFA). The AFA uses this information to highlight the many benefits fraternal societies provide for their members and communities.

In the past, forms have been sent out at the end of the year and officers have been asked to look backward and record information that was on the lodge calendar during the previous 12 months. Beginning in 2014, officers are being asked to record information as it occurs.

In addition to a change in when information is recorded (real time instead of looking backwards), the AFA has made some changes to their reporting criteria.

Calculating Event Hours

In 2014, the lodge secretary will only need to calculate hours for members who are working at an event. For example:

- At the March lodge meeting, there are 5 officers who run the meeting and 2 members who serve coffee and treats. 25 members come to the meeting, but the secretary would only calculate the hours for the 5 officers and 2 serving members, for a total of 7 “workers.”
- If the lodge meeting lasted 2 hours, each of the 7 members working the event spent 2 hours volunteering. The hour total for the event on the worksheet would be $7 \times 2 = 14$ hours.
- The 25 attending members are recorded in a separate column on the form, but their hours don’t need to be calculated.
- Likewise, only the members volunteering at a community event would have hours that needed to be calculated. The number of people in the community who benefit from the event will need to be recorded in a separate column.

Calculating Individual Support Hours

Lodge events and hours will still be tracked by the lodge secretary, but in 2014 all the hours officers and members spend working on Sons of Norway projects outside of a group setting can be added to the hours total collected by the AFA.

- New ‘Individual Support Hours’ forms will be sent to the lodge secretary for distribution to lodge members.
- Members should track the time they spend outside of an event setting working on Sons of Norway business or volunteer activities.
- The activities and hours collected on these sheets should NOT include time spent in a group setting or charity work that is not organized by the Sons of Norway lodge.

The new event and hours reporting worksheets were be sent out in the beginning of March to lodge secretaries.

Contact [Sherry](mailto:Sherry@sofn.com) at Sons of Norway Headquarters to answer any questions: (800) 945-8851 ext. 643 or fraternal@sofn.com.

Lodge Administration

Media Lending Library Update

New Films Added to the Media Lending Library

If you have not yet taken advantage of this great member benefit, what are you waiting for? To borrow a few films to show at your lodge or watch at home, just call Sons of Norway Headquarters, email culture@sofn.com or mail a letter with your requests. Filled with recent Norwegian feature films, educational documentaries, Norwegian cooking lessons and more, borrowing titles from the Media Lending Library is a great way to learn about the Norwegian culture. In addition, listening to Norwegian dialogue, while reading English subtitles, is a fun and engaging way to enhance language skills.

The latest films added to the Media Lending Library include:



VIKINGS: THE COMPLETE FIRST SEASON – As seen on the History Channel, this 3-disc set contains 9 episodes of thrilling Viking raids and life as it was in the beautiful Norse homeland. Viking warrior Ragnar leads daring adventures in distant realms while treacherous forces back home turn against him. He must fight a war to protect his freedom, family and life. Some scenes may be too graphic for young children. In English with subtitles. (DVD, 397 min.) 2013. http://www.imdb.com/title/tt2306299/?ref_=fn_al_tt_1



HOW TO TRAIN YOUR DRAGON – A winner with audiences and critics alike, DreamWorks Animation's How To Train Your Dragon rolls fire-breathing action, epic adventure and laughs into a captivating and original story. Hiccup is a young Viking who defies tradition when he befriends one of his deadliest foes – a ferocious dragon he calls Toothless. Together, the unlikely heroes must fight against all odds to save both their worlds in this “wonderful good-time hit!” In English with subtitles. (DVD, 98 min.) 2010 http://www.imdb.com/title/tt0892769/?ref_=fn_al_tt_1

Remember:

- Request your films at least four weeks before you need them.
- You can receive up to three films at a time.
- You can keep the films for up to one full month.
- To return the films simply pay for the shipping to return them to Sons of Norway Headquarters at 1455 W. Lake Street Minneapolis, Minnesota 55408.
- To see the full list of films visit the Sons of Norway website, login or create a username and password to enter the members' only section of the website, click on the Resources bar on the right and then just click on Lending Library to learn more.

Want to borrow a film, have questions about the Media Lending Library?

Call or email [Anna Grinde Stoltenberg](mailto:Anna.Grinde.Stoltenberg@sofn.com) at (800)-945-8851 ext. 640 or culture@sofn.com.

Important Note

Materials obtained through the Sons of Norway media lending library can only be used by Sons of Norway lodges in good standing for the purpose of education, research or scholarly pursuits. Materials are to be used and viewed by Sons of Norway members only. These materials are not to be shared with, broadcasted or marketed to the general public. Media Lending Library materials are also not allowed to be used for commercial purposes, including marketing a local lodge or in the recruitment of new members. Violation of these terms is punishable by U.S. law and can incur statutory damages up to \$30,000 per violation.

Lodge Administration

Viking's District Happenings

How to Submit Your Photos

Viking's District Happenings section is the perfect place to showcase your lodge, so why not take full advantage of this prime 8-page space of our organization's much beloved publication?

Here are some answers to questions about the submission process to help get you started.

Who do I send my photos to?

Send your photographs to your lodge publicity director who will forward them to your district publicity director. In the event that your lodge does not have a lodge publicity director, please send submissions directly to the district publicity director via mail or email. Each month, the district publicity director selects four of the best photos and submits them to Sons of Norway Headquarters so that they may be edited and sent to the magazine publisher.



Quick Tip: Each month there is often a shortage of useable photos for the district happenings section, so if you submit a high quality photo, it is extremely likely that your photo will run in *Viking*.

How should I send my photos?

Since *Viking* is assembled two months in advance, it is generally timelier and more efficient to email photo submissions and their caption information. Emailed photo submissions should be sent as attachments.

Photos may also be submitted in hard copy via postal mail as long as they reflect the same quality as professionally processed photos.

Photo submission forms can be found in the members only section of the Sons of Norway website for download. Several of the forms are available in editable PDF format, which is very easy to fill out, save and email.

<http://www.sofn.com/members/showPage.jsp?document=lodgeresources/LodgeForms.html>

I submitted a digital photo and was told it couldn't be used. Why would that happen?

Above all, the number one reason photos cannot be used for *Viking* Magazine is resolution. Photos must be 300 dpi or greater with no visible pixelation or blur and be at least 3"x 5" in physical size. The easiest way to determine if your photo will meet these requirements is to look for detail, clarity and crispness in the photo. For digital images, zooming in on the image will give you an indication of how clear and detailed the image is. Photos with high resolution will always be of a larger file size, often several hundred kilobytes (KB) or from one to ten megabytes (MB) and up.



Quick Tip: Always be sure to set your digital camera to the highest photo quality setting. Higher resolution photos will take up more space on your memory card, but adjusting this setting will help ensure that your photo will be of sufficient resolution and physical size. It is not possible to add resolution to a photo. The camera's settings at the time the photo was taken determine the quality of the photo.



Quick Tip: Photos obtained from the Internet or social media sites like Facebook usually do not reflect the image quality needed for the magazine. Images obtained from the Internet are often smaller in physical size and resolution in order to allow for faster web page loading. These images typically do not meet the size and resolution criteria for *Viking*. If you can, try to locate the original digital file from the camera and submit that image instead.

Lodge Administration

Viking's District Happenings

How to Submit Your Photos



Quick Tip: If possible, try to attach image files to emails by manually navigating to them on your computer rather than using photo management programs like Picasa. Picasa automatically compresses attached photos so that they are easier to email, which means that your photo's resolution could be degraded without your knowledge during the email process.



Quick Tip: Know a member who is skilled with a camera? Ask them to take photos at your lodge events. You could also help to engage your lodge's tech savvy youth members by encouraging them to take photos.

I mailed a copy of a printed photo but it couldn't be used. Why not?

Printed hard copy photos must have the same print quality as professionally processed photos and be a minimum of 3" x 5" in physical size. If your print is from a home printer, it cannot have visible ink patterns, dots or bands from printing. Scanned newspaper clippings cannot be used under any circumstances. It is also important to look for clarity and detail in your printed photo. If the photo looks blurry or grainy it likely cannot be used. If you are unsure about the quality of your print, email the original digital file to your district publicity director, as it is likely that the digital file can be used instead.

How can I tell if my digital photo meets the resolution and size requirements?

Resolution in its most basic terms refers to how many "dots of information" make up an image whether in printed format or viewed on screen. Computer monitors display significantly fewer of these "dots" per inch than a printer, for this reason, a photo may look passable on screen, but grainy once printed. So, if you are on a PC, navigate to "My Computer" and then locate where the image file is stored on your computer (desktop, my pictures, etc.) Once you see the icon representing the image file, right-click on it and select "Properties" and then "Summary". The information that you are looking for are the pixel dimensions. As a general rule, the larger the pixel dimensions, the better the quality of the photo.

For example, if a photo has a pixel dimension of 253 x 360 it will yield only a .84" x 1.2" photo at the required 300 dpi resolution. Dividing each of the pixel dimensions by 300 (the desired minimum resolution for *Viking* photos) will determine the maximum print size of the photo. In this case, the example photo falls well short of the *Viking* criteria.

What if I have an upcoming lodge event or a special member I want to feature?

Each district happenings page has a special space at the bottom of the page dedicated to promoting one up-coming lodge or district event or a special member. Check out a recent issue of *Viking* for some examples.

A submission form for these items is available in the members only section of the Sons of Norway website here

<http://www.sofn.com/members/showPage.jsp?document=lodgeresources/LodgeForms.html>

Please keep in mind that *Viking* is produced two months in advance, so event information that is sent in has to be two or more months in the future.

Questions? Need additional information?

Please contact your district publicity director or **Melissa Johnson** with Sons of Norway Headquarters at mjohnson@sofn.com or 800-945-8851 ext. 636.

Lodge Administration

Charter and Constitutions 2012 - 2014

Your Guidebook

The Charter and Constitutions is the governing document of the Sons of Norway. It provides the basic structure upon which our International, district and local lodges are run.

Do you have a question about how to change your lodge's dues rate or what membership categories are available? Answers to these questions and more can be in the Sons of Norway Charter and Constitutions booklet. The newest version, for the years 2012-2014, will be mailed out to all lodge presidents within the next month.

Check out these answers to some frequently asked questions:

- Q. *Our local lodge wants to increase our dues. How can we do this?***
- Q. *Our lodge wants to change from having to vote on new members to accepting them upon payment of dues. How can we do this?***
- Q. *We want to switch from having a Financial Secretary to a Membership Secretary. How can we do this?***
- Q. *We would like to change our annual elections to bi-annual elections. How can we do this?***
- A.** These four changes and several others are facilitated by making changes in your local lodge bylaws. The local lodge bylaws are the governing document for your specific chapter. Information about Adoption, Repeal or Amendment of these bylaws are detailed in Section 4, chapter 10. This can be found on pages 45-46 of the 2012-2014 Charter and Constitutions booklet.
- Q. *Someone's membership has lapsed and they want to reinstate. Do they need to pay for the time they missed?***
- A.** The answer is found in 4.6.7.2 on page 43. In summary, if someone has been suspended for a period of less than a year they would need to pay back dues. If the former member has been suspended for a year or longer, then they can skip the intervening time since their last term of membership and just pay for the year going forward.
- Q. *What is an Unge Venner? When are Unge Venner free?***
- A.** The Unge Venner membership category, along with several other categories, are defined in Chapter 6, pages 8 to 10. An Unge Venner is someone aged 16 – 23, who can qualify for a free membership if they have a parent or grandparent who is a member or if they live with a current member. Unge Venner means 'Young Friends' in Norwegian.
- Q. *There is an ongoing, serious dispute in our lodge and the behavior of one of the members may constitute breach of conduct. What can we do?***
- A.** The Conduct and Appeal Process is outlined on pages 11-13 in Chapter 8.

In addition to the Charter and Constitution, The Guides for Leadership can be found in the members section of www.sonsofnorway.com under **Management: Guides for Leadership**.

Questions? Need additional information?

Contact **Membership Services** at fraternal@sofn.com or (800) 945-8851 ext. 643.

Lodge Administration

Tubfrim Winner Announced

Tuesday, January 7, 2014 was a lucky day for Vegas *Viking* Lodge 6-152 in Las Vegas, Nevada. The lodge was the winner of the Tubfrim drawing to give away a ticket to Norway, worth up to \$1,000. Their postcard was drawn from among 1,229 other cards. With one card for every pound sent to Norway that means that Sons of Norway sent at least 1,229 pounds of stamps to Tubfrim in 2013. This year's drawing was conducted by Sons of Norway's Tubfrim chairperson Gene Brandvold.

What is Tubfrim?

Tubfrim was established in 1928 by Postmaster Ditlef Frantzen in Nesbyen, Norway. The aim was to collect and sell used stamps and use the proceeds to aid in the eradication of tuberculosis among Norwegian children. Since tuberculosis is no longer the threat to health that it once was, today children and youth with disabilities and special needs receive the proceeds from the resale of the stamps. Sons of Norway has been involved with the organization since 1986 and is its major contributor of stamps from a group outside of Norway.

How can Members and Lodges Participate?

Members can participate as individuals or the lodge can have a coordinated program, where members' efforts are combined and the lodge is designed as the "sender."

For every pound of stamps clipped and verified, the participant, either a Sons of Norway member or lodge, should send an official postcard (available from www.sonsofnorway.com) to Sons of Norway, Attn: Gene Brandvold, 1455 West Lake Street, Minneapolis, MN 55408 to be entered into the drawing. All postcards must be received by December 31st.

Have questions? Need additional information?

Contact **Gene Brandvold**, Tubfrim chairperson, at genegbrand@aol.com or (952) 831-4361.

Lodge Administration

Celebrate Lodge Anniversaries January/February/March

2-143	Roguedalen	Medford,	OR	2/4/1989	25
5-473	Samhold	Pontiac,	MI	2/12/1964	50
5-417	Trollhaugen	Chicago,	IL	3/1/1939	75
4-605	Skjenna	Medicine Hat,	AB	3/11/1989	25

Lodge Administration

Welcome a New Accounting Team Member



The Accounting Department at Sons of Norway Headquarters has a new addition to their team. Diane Hamernik has been named Assistant Controller, to replace Dean Nelson who has been promoted to Controller. Diane comes to Sons of Norway after eight years with U.S. Bank.

Growing up in south Minneapolis, Diane graduated from Roosevelt High School before heading off to Mankato to attend college. She holds a Bachelor of Science degree in Accounting, with minors in Computer Science and Business Administration, from Minnesota State University, Mankato.

In her spare time Diane enjoys travelling, walking and needlework crafts (counted cross-stitch, crochet and sewing).

Please join Sons of Norway Headquarters in welcoming Diane to the Accounting Department.

Lodge Administration

Important Information for Officers

Do you Know?

Sons of Norway's fraternal, foundation and financial components work together to strengthen the organization as a whole. While all three are important to Sons of Norway, here is some important information about the relationship between your lodge and the financial arm of the organization:

#1

Sons of Norway was founded in 1895 as a fraternal insurance company that provided benefits to those immigrants that became sick as well as provide funds to loved ones upon death. This is still part of our mission today.

#2

Each year, over a million dollars from the insurance operation helps support fraternal programming and services. This is 50% of the funds needed to operate the fraternal aspect of our business. Without this support from insurance sales, dues would be at least double their current amount.

#3

Our mission statement includes a requirement to provide quality insurance and financial products to our members.

#4

Up to \$400 is available through the Marketing Department to each lodge that holds a new member recruitment breakfast, brunch, lunch or dinner. There are only a few requirements to qualify for these funds. Check with the FBC assigned to your lodge or call [Len Carlson](mailto:Len_Carlson), (800) 945-8851 ext 609 or lcarlson@sofn.com.

#5

There should be no competitive advertising of other companies' life insurance products. Because a significant portion of the proceeds from the sale of our financial products helps support our fraternal operations, our International Board of Directors strongly encourages local lodges not to allow competitive advertising in lodge newsletters or other publications. This holds true even if those ads are to be placed by members.

#6

The Financial Benefit Counselor assigned to your lodge is a great resource and is part of the Sons of Norway family. They can help plan and work events, and participate in lodge activities. They can even become lodge officers.

#7

Your lodge can make money with no effort through lodge revenue sharing. Have your Financial Benefit Counselor explain the program to you.

#8

Your lodge can utilize the lodge deposit fund to get a higher interest rate than at the bank. Contribute between \$5,000 and \$200,000 and realize the following rates, as of 1/1/14 (rates are subject to change):

\$5,000 to \$10,000 = 1.25%

\$10,000 to \$25,000 = 1.60%

\$25,000 to \$50,000 = 1.80%

\$50,000 to \$100,000 = 1.90%

Over \$100,000 = 2.00%

A statement will be sent out quarterly. There is a minimum withdrawal amount of \$1,000 with 2 free withdrawals per quarter. Additional withdrawals are subject to a \$25 fee.

#9

Financial Benefits Counselors offer a free financial review to members. This valuable member benefit helps members stay on track to reach their financial goals.

#10

Sons of Norway offers a variety of competitively priced life insurance products to meet members' needs and to help them achieve their financial goals. By taking advantage of the fraternal aspects and our financial products, members will build a solid future for the organization and for themselves.

Lodge Administration

Important Information for Officers

#11

Your support is critical. As an officer and a leader in your lodge, the example you set can have a significant influence. Expressing your support for the financial side of Sons of Norway, having a positive working relationship with the Financial Benefits Counselor assigned to your lodge, and stressing the codependence between the fraternal and financial arms of the organization can do a lot to create a positive perception in members' minds.

Questions?

Need additional information?

Contact the Financial Benefits Counselor assigned to your lodge or **Len Carlson**, (800) 945-8851 ext 609 or lcarlson@sofn.com.

Sons of Norway

Foundation News

Use on-line application forms only

Clean out your filing cabinet and toss those old, obsolete grant and scholarship application forms. All Sons of Norway Foundation grant and scholarship applications need to be completed on-line. Find the forms on the Foundation section of the Sons of Norway website at www.sonsofnorway.com/foundation and select either "Grants" or "Scholarships." Hard copy application forms will no longer be accepted.

On-line applications benefit the applicants by:

- Providing a quick and easy way to enter required information,
- Allowing editing to ensure information is correct and
- Having required fields to ensure the application is complete when submitted.

Scholarship Application Deadlines

Now is the time for applicants to begin gathering the required application materials for Sons of Norway scholarships. Please make your members aware of the following application deadlines:

April 1, 2014

Nancy Lorraine Jensen Memorial Scholarship

May 1, 2014

Lund Fund Scholarship

Grant Application Deadlines

Mark your calendars with these upcoming grant applications deadlines and please share with those who you think may be interested in applying:

April 1, 2014

General Heritage & Culture Grant

Estate Planning Seminars

Beginning this spring there is an exciting new benefit being offered to Sons of Norway members: Estate Planning Seminars.

Sons of Norway Financial Benefits Counselors, the Sons of Norway Foundation and the American Red Cross are teaming up to bring members the very latest in information on how to plan for the future through their estate. Options for charitable giving will also be discussed.

Watch your email within the next month for the dates and locations.

Questions?

Need additional information?

Cindy Olson, Sons of Norway Foundation Director, at foundation@sofn.com or call (800) 945-8851 ext. 632.

Mark Your Calendars

March 1, 2014

2013 Financial Statements (Form 17) were due to the Accounting Department at Sons of Norway Headquarters.

April, 2014

2013 recruitment pins and certificates will be mailed out to lodge vice presidents.

April 1, 2014

2014 Lodge Directory is printed in April issue of the *Viking*.

May 15, 2014

Tax form 990-N, which can only be filed electronically, is due for the tax year ending December 31, 2013.

Contact Us

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