

THE SONS OF NORWAY VIKING RESOURCE

Dear Members,

As you might recall in February you were informed concerning the formation of Nominating Committees as required by section 3.7.7 of the Charter and Constitution of Sons of Norway and the revision of section 3.11.5. The District Boards of Directors from each District are to elect a Nominating Committee to identify candidates for election to District and International office. To aid the District Boards in carrying out this mandate the Governance Committee developed the document "Guideline for Nominating Committees." The Governance Committee would like to express our thanks to the District Presidents for their valuable input and significant collaboration in the development of these guidelines. At the Spring 2015 International Board Meeting the International Board approved the guidelines, and the District Presidents recommended at their Spring District Presidents Council that all Districts use them for the next election cycle.

The District Presidents and their Boards are now in the process of electing their Nominating Committees. Once the nominating committees are in place they have the task of recruiting candidates by publicizing the position(s) to all members of the organization seeking a proper match between the skills needed to round out the International Board and the District Boards. In short they are to find qualified, interested persons that are willing and able to serve as board members and must agree to meet the time commitments and any other requirements necessary to serve on the respective boards.

The Nominating Committees will not endorse one candidate over another but rather review the candidates' credentials, and present all candidates eligible as they compare to the position requirements.

Governance Committee

Dan Rude, Chair	Ray Knutson
Marit Kristiansen	Gloria Benazic
Jon Tehven	Odd Harald Olson
Mark Agerter	Jon Grinde
Mary Andersen	Eivind Heiberg
Erlene Stevenson	Dave Ness

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Membership Recruitment and Retention

New Sons of Norway Member Discounts

As you may have heard, Sons of Norway has a brand new discount program that offers members discounts on thousands of products and services from hundreds of local and national retailers.

Please share with your lodge members that now, thanks to our new partnership with **PerkSpot**, they can enjoy increased travel discounts. These include domestic *and* international airfares, rental cars, hotels, and travel insurance alongside the travel benefits you previously enjoyed, like the **Borton Overseas 5% discount**.

Or, if your members enjoy an active lifestyle then they are in luck! Sons of Norway membership, through PerkSpot, now offer savings on health clubs, sporting goods and fitness equipment. However if they prefer to relax at home, members will love the offers for garden & patio items, home décor, and bed & bath products.

In fact, discounts don't end there—members now enjoy savings in **more than 100 categories, including:**

Apparel	Automotive
Beauty & Fragrance	Books
Cell Phones	Computers
Electronics	Entertainment
Financial Services	Food
Gift Items	Health & Wellness Products
Home & Garden	Magazines
Movies	Jewelry
Outdoors Equipment	Travel

PerkSpot works hard to add new offers every month to enhance the program. Please encourage members to create their own account at PerkSpot to start enjoying all the Sons of Norway benefits. Also, be sure to mention this wonderful opportunity as part of your recruitment efforts.

To start taking advantage of all the new offerings, **[click here to sign up](https://www.sofn.com/member_benefits/member_discounts/)**. Please remember that this link is for members only, so do not share it with non-members. If a prospective member would like to learn more, they can visit: **https://www.sofn.com/member_benefits/member_discounts/**.

Membership Recruitment and Retention

Do You Have Two-fers in Your Lodge?

Sons of Norway is an inclusive group and proud to be so, reaching out to all ages and nationalities to spread our love of Norwegian heritage and culture. In our rush to be inclusive, though, we sometimes forget the necessity of encouraging visitors to become members. One area in which this is particularly prevalent is in “two-fer” members--spouses of members who do not pay dues, yet enjoy all the benefits of membership and are treated like members.

When a spouse who is not a member attends events as a member, they do a disservice to your lodge. The lodge does not receive its dues for that person to whom they’re extending hospitality for events, education and entertainment. The district is denied much needed funds to oversee regional programs. These individuals are also not taken into consideration for Lodge Achievement points, Founders’ Award determination, and representation for district and international conventions.

What can be done?

- Ask non-member spouses and frequent visitors to join! Point out that they already enjoy many of the benefits that our members do without fully supporting the organization. Their membership would not only help the lodge and organization by boosting numbers, but create a solid foundation for our fraternity by becoming a true member in Sons of Norway.
- Charge non-members for all lodge events (dinners, presentations, meetings, classes, etc). If members are already charged for some activities, charge non-members more. Make it financially worthwhile for spouses and frequent visitors to join.

Questions? Need additional information?

Contact **Joe Eggers, Membership Coordinator**, jeggers@sofn.com, (800) 945-8851 ext. 697 or (612) 821-4697.

Membership Recruitment and Retention

Increase Member Retention

Use the Cultural Skills Program

Does your lodge offer classes on Norwegian cooking, Hardanger, chip carving or another cultural skill? Why not use those opportunities to work on earning a cultural skills medal?

Offering your membership opportunities to earn medals together can be a great way to engage members, get them involved and build stronger fraternal relations. Take a quick survey at your next meeting to see what sort of cultural activities interest your membership. Use the results to develop special interest groups within your lodge, offering members the opportunity to learn a cultural skill, enjoy each other’s company outside of a meeting and earn a pin at the same time.

Questions on the Norwegian Cultural Skills Program?

Contact **Jana Velo** at culturalskills@sofn.com or (612) 821-4642.

Membership Recruitment and Retention

Membership Transfer

A Sons of Norway member has just moved into your area and wants to transfer to your lodge. What is the procedure? Here are answers to commonly asked questions about membership transfer:

Q. How does a member start the transfer process?

A. The member can get a yellow transfer form from their current lodge or from the lodge they are transferring into. These forms are provided and processed by the membership or financial secretary. The member fills out the front of the transfer form, 'Part A', and gives it to the membership or financial secretary of the new lodge. This form can also be found under Lodge forms on the Sons of Norway website.

Q. Does a lodge need to official vote in or approve a member before they can be transferred?

A. According to the "Policy and Procedures Manual" of Sons of Norway, 4.6.4.1, "Applications for admittance by transfer are acted upon the same as other applications for membership." So if a lodge votes on new members, then they would vote on the acceptance of the member by transfer. If they don't vote, they can just accept the member automatically once the form has been turned in to their membership or financial secretary.

Q. Does a transferring member need to go through a 'welcome ceremony', like a brand new member?

A. Per the Sons of Norway Policy and Procedure Manual, 4.6.4.1, "If accepted, the applicant shall be considered a member of the Lodge without further ceremonies."

Q. Do we collect any money from a member transferring into our lodge?

A. No. They have already paid their dues for the year and transferring members do not pay application fees. They will pay their dues to your lodge next time they renew their membership.

Q. Can we collect any portion of the member's dues from their previous lodge?

A. Yes. You can collect a pro-rated portion of the local lodge part of the member's dues for the year. To do this, complete Part C and mail it to the financial or membership secretary of the former lodge.

Q. Do we need to notify the former lodge if we don't want to fill out Part C?

A. No, the transfer will appear on their next monthly report from Sons of Norway Headquarters.

Q. How do we notify Sons of Norway Headquarters of the transfer?

A. Once the member has been accepted into the lodge, the officer mails the front page of the transfer form, Part A, to Membership Services at Sons of Norway Headquarters. It will take about two weeks for the transfer to be processed.

Q. Where can I get a transfer form?

A. You can order them from the Supply Department at Headquarters: supply@sofn.com or (800) 945-8851 ext 645. Or, forms can be downloaded from the members only area of the Sons of Norway website. If downloaded, remember to make copies for the lodge's records.

Questions?

Contact **Sherry Gorse, Membership Services**, at fraternal@sofn.com, (800) 945-8851 ext. 643 or (612) 821-4643.

Membership Recruitment and Retention

Membership Categories

A Guide to Sons of Norway Membership Categories

Category	Description	Dues	Application	Gets Viking	Can hold office, vote or serve as delegate
Primary	First adult member in a household to join.	Full international, full district and local lodge primary rate.	New member application	Yes	Yes
Spouse	Adult member in spousal relationship with primary.*	Full international, full district and local lodge spouse rate	New member application	No	Yes
Unge Venner (free)	Member aged 16 - 23. Must have parent or grandparent who is a current member at time of activation.	International, district and local lodge dues are waived	If formerly in system as Heritage Member, no application is required. Otherwise, a new member application is needed.	Not included with the membership. May be purchased for \$6 a year	Yes
Unge Venner (paying)	Member aged 16 - 23. Does NOT have a parent or grandparent who is current.	Half international, district unge venner rate and local lodge unge venner rate	If formerly in system as Heritage Member, no application is required. Otherwise, a new member application is needed.	Yes	Yes
Heritage Member	Member aged 0 - 15. Must have relative who is a current member.	Free	New member application or heritage member postcard	No	No
Golden Member	Has been a member for 30 years and is 65 years old or older.	Half international, full district, local lodge golden rate	Not applicable	Yes, if Primary	Yes
Life Member	Was a member for 30 years and 65 years old BEFORE 1999.	Free	Not applicable	Yes, if Primary	Yes
Affiliate Member	Member who already belongs to a lodge, joining a second lodge.	Full dues at main lodge plus local lodge dues portion at second lodge.	Affiliate membership application submitted to second lodge.	Yes, if Primary	Can hold office & vote in affiliate lodge unless lodge bylaws state otherwise. Cannot vote on delegates or serve as delegate from affiliate lodge.
Honorary Member	Criteria are established by the International Board. Nonmembers are nominated by lodge, district or international. Membership is approved by the International Board.	Dues according to membership category and paid by the group that made the nomination.	If already a member, an application is not needed. If a new member, an application is needed.	Yes, if Primary	Yes

* if additional adult members in a household who are not married to the primary member join Sons of Norway, they pay the same rates as a primary member and receive the Viking.

Questions? Need additional information?

Contact Sherry Gorse, Membership Services, (800) 945-8851 ext. 643 or fraternal@sofn.com.

Lodge Administration

Spotlight on the Supply Department

The Sons of Norway Supply Department has materials to promote your lodge, handle administration, provide information to your members and the public, and recognize members for their accomplishments.

A sample of available supplies include:

Program brochures

- Cultural Skills and Sports Medal Programs
- Tubfrim
- Sons of Norway Foundation

Promotional Materials

- Event Kit
- Something for Everyone Brochure
- Benefits of Membership Booklet
- *Viking* magazine

Lodge Administration and Meeting Supplies

- Application form
- Membership transfer form
- Affiliate membership form
- Notice of death
- Tubfrim postcards
- Guides for Leadership
- Flags for United States, Canada and Norway
- CDs featuring the national anthems for the United States, Canada and Norway
- Song books featuring traditional favorites
- Rosemaled placemats and dinner napkins

Member Recognition (see page 8 for more details)

- Commemorative membership pins to honor current officers or thank past officers
- Plaques and certificates to highlight anniversaries or say “thank you”

All this and more can be ordered by contacting **Mary Henkels, Sons of Norway Supply Department**, supply@sofn.com, (800) 945-8851 ext. 645 or (612) 821-4645.

Available Supplies

For a complete list of all supplies available, check out the Lodge Supply Catalog that can be found at: https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/lodge_forms/ or go to ‘Member Resources’ > Lodge Leadership Resources > Administrative Resources > Lodge Forms and click on Lodge Supply Catalog.

Lodge Administration

Virtual Pilgrimage



Sons of Norway members continue to follow the route of the Virtual Pilgrimage between Oslo and Trondheim, hiking the historic paths and learning about their surroundings. Forty-two members have finished Legs A through G so far. One pilgrim decided to write a journal as she completed each leg, with each installment appearing in her lodge's newsletter.

Members can find Legs A-G by logging into the Sons of Norway website and clicking on Member Resources: Cultural Programming: Sports Medals. Or click on the Search icon and search for "Virtual Pilgrimage."

The final legs of the trek to Nidaros Cathedral will go up in August and September, and record cards need to be turned in to lodge Sports Directors before December 31, 2015. The Virtual Pilgrimage will be available in the members section of our website, even after the program ends.

Questions? Need additional information?

Contact **Jana Velo, Cultural Coordinator**, at (800) 821-4642, (612) 612-4642, or jvelo@sofn.com.

Lodge Administration

Sons of Norway Logo Requests

Are you looking for artwork for the Sons of Norway Logo?

- Is your lodge making a banner for an event?
- Are you making Sons of Norway T-shirts for a fundraiser or summer parade participation?
- Does your lodge need a new sign for the exterior of your building?



SONS OF NORWAY

We want to make sure that you have what you need to successfully promote your lodge, your events and Sons of Norway as an organization. Artwork for the Sons of Norway logo, with your lodge name and number included, can be provided in a format that your vendor or printer can use by the Sons of Norway graphic designers.

Materials created for a specific lodge or district must include the lodge name and number to differentiate from items produced by Sons of Norway Headquarters.

The artwork for the Sons of Norway logo is available by contacting **Michael Brandjord, Graphic Designer**, at mbrandjord@sofn.com or (800) 945-8851 ext. 658.

Lodge Administration

Pins and Certificates

Recognize Milestones and Achievements

Does your lodge want to recognize membership milestones and achievements? Sons of Norway Headquarters has many different pins and certificates available.

New Member Pins

New members receive their membership pins in their welcome kit that arrives four to six weeks after their application has been processed at Son of Norway Headquarters. Lodges do not need to award these pins. Replacements for lost or damaged pins or a stick-back pin to replace a magnetic pin can be ordered through the Sons of Norway Supply Department at supply@sofn.com or (800) 945-8851 ext. 645.

Member Anniversaries

Sons of Norway has pins to commemorate membership anniversaries. The pins start with year five and then go up in five year increments (5, 10, 15, 20 and so on) up to 75. Certificates, personalized with the member's name and the name of your lodge, are also available, starting at year 25.

Anniversary pins are ordered by the lodge financial or membership secretary. They do not come automatically from Sons of Norway Headquarters. Each lodge chooses which membership anniversaries they will recognize. One lodge might only award for every ten years, while another will award for every five years. Pins are \$3.00 each. The certificates are free.

To determine which members should receive which pins, you can download a membership list from the Sons of Norway website in an Excel format and sort it based on effective date. Or, you contact Sherry at Membership Services and request a PDF or paper form sorted by effective date. Years as a Heritage Member (ages 0 - 15) do not count toward anniversary pins. Unge Venner years (ages 16 - 23) do count toward these milestone pins and certificates. Years served need not be consecutive.

To receive pins and certificates, complete the pin and medal order form (#3835) and the certificate order form (#D57) which can be downloaded from the Sons of Norway website or requested from the Supply Department. You can also send your order in an email to fraternal@sofn.com or supply@sofn.com or call (800) 945-8851 ext. 645.

Heritage Member Anniversaries

Certificates are available from Sons of Norway Headquarters for Heritage members celebrating five, ten and fifteen year anniversaries. These certificates can be ordered by calling (800) 945-8851 ext. 643 or emailing fraternal@sofn.com.

Golden Membership

When someone has been a member for thirty years and is at least sixty-five years old, they become a Golden member. Golden members pay a reduced dues rate and receive a golden pin and certificate from their lodge. These awards are mailed automatically to the lodge president approximately every quarter by Sons of Norway Headquarters at no charge. Pins that are damaged or lost can be replaced by contacting the Supply Department or Membership Services.

Recruitment Pins and Certificates

A member gets recruitment credit when their name and member number is written in the 'Member referred by' space on a new application. There are three denominations of recruitment pins: bronze for recruiting one to four members, silver for recruiting five to nine members, and gold for recruiting ten or more. There is no charge for these pins and certificates. Replacement pins and/or certificates can be requested by contacting Membership Services. Since a new design is done every year, supplies of pins from previous years may not be available. On January 1 of every year recruitment credit is reset to zero for everyone.

(Continued on next page)

Lodge Administration

Pins and Certificates

Recognize Milestones and Achievements

Lodge Officer and Past Lodge Officer Pins

The Supply Department has pins for current lodge presidents and officers, which are \$3.00 each. Check out the supply catalog for more details.

Distinguished Service Awards

This award was introduced in 2013 as a way to honor a member with a history of dedicated service to Sons of Norway. Lodges are encouraged to recognize a member in good standing who has done three or four of the following activities or made similar valuable contributions as defined by the lodge, zone or district:

- Served as a lodge, zone, district or international officer
- Been a mentor to new members
- Volunteered in lodge's name
- Been a participant in lodge meetings and events
- Been a chairperson for lodge activities and/or
- Assisted members in need.

Distinguished Service winners can be honored by a customized certificate, a plaque or a King Harald Medallion. The certificates are free. Contact Membership Services for pricing information on the plaque or medallion, and to order.

Tusen Takk and Certificate of Recognition

These certificates are great to have on hand to recognize members for their contributions to the lodge. They can be ordered in packets of 10 from the Supply Department, at \$3.00 per packet. Contact the Supply Department for more information.

Velkommen Certificates

These certificates can be ordered to celebrate the new members at your lodge. They are customized with the name and number of your lodge and are free of charge. Contact Membership Services to place an order.

Birthday Certificates

Is a member celebrating a special birthday at a lodge meeting or party? Sons of Norway has a certificate for that. Contact Membership Services for a customized gratulere med dagen certificate.

Ordering and Billing

Please allow 15 business days for delivery of pins and certificates. Bills are sent along with your order or can be mailed to your lodge treasurer upon request.

Lodge Administration

Welcoming New Members

Making new members feel welcome in the lodge at the beginning of their membership is an important first step. Why not have a Welcome Ceremony and reception to let your new members know that they are valued and that you are glad they joined?

The following Welcome Ceremony is an example of what can be done to celebrate your new members. Please feel free to modify the ceremony to meet the atmosphere (personality) of your lodge.

Welcome Ceremony

PRESIDENT: Counselor, are there any candidates wishing to be members?

COUNSELOR: There are ___ candidates awaiting membership.

PRESIDENT: Let us welcome them into our lodge (Rap gavel three times, all present rise.)

Marshals bring our new members to the front of the room.

(Marshals bring candidates into the front of the room.)

PRESIDENT: Friends, I bid you welcome. Sons of Norway is a fraternal insurance organization of men and women of Norwegian birth, descent, affiliation or others who have an appreciation of Norwegian heritage and culture. The mission of Sons of Norway is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Counties, and to provide quality insurance and financial products to our members.

The fundamental principle of Sons of Norway is the practice of good and true fraternalism. We trust you will faithfully observe and obey the laws and regulations of this organization, provided they do not conflict with your civil rights or religious beliefs. We hope that you will, to the best of your ability, assist any member of our organization in health as well as in sickness and distress. We encourage you to attend our meetings and activities so that our association both here and elsewhere may be of mutual benefit and pleasure.

These are the membership obligations which we trust you to accept as your own. If so, please say "I will."

CANDIDATES: I will.

PRESIDENT: I now ask the members to form the fraternal chain around our new friends.

(Each member gives their right hand to the member on his/her left, and the left hand to the member on the right. The candidates are with the president and marshal inside the circle.)

PRESIDENT: You are now surrounded by friends whom you may trust as brothers and sisters. The fraternal chain is a symbol of everlasting friendship. Union of our hands signifies the union of our hearts, aims and efforts. When the Norwegian Constitution was drafted at Eidsvold on the 17th of May 1814, the members pledged each other unity and fidelity until the Dovre Mountains should fall. We pledge to each other that in our endeavors within Sons of Norway we shall stand united and true until Dovre falls.

We will now take a recess to give everyone an opportunity to meet our new members.

Velkommen to Sons of Norway.

Lodge Administration

Help Your Lodge Shine

Submitting Photos to *Viking's* District Happenings Section

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 helpful guidelines for the submission process to get you started.

To whom do I send my photographs?

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. Contact information for the district publicity directors can be found on the corresponding district page of *Viking Magazine* or at the end of this article.

Helpful 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?

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. Since *Viking* is assembled two months in advance, it is generally more time effective to email photo submissions and 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. https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/lodge_forms/

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

Above all, the number one reason that a photo 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 this requirement 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.

Helpful 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.*

Helpful 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.*

Helpful 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.*

Lodge Administration

Help Your Lodge Shine

Submitting Photos to *Viking's* District Happenings Section

Helpful Tip: When emailing an image from a cell phone or tablet, be sure to send the image at the highest resolution or file size available.

Helpful 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 checked the resolution of my digital photo and it meets the criteria.

Why wasn't it used?

Every case is different, but here are just some of the reasons this can happen.

- **Your lodge is featured frequently.** Occasionally a photo will be kept to be used at a later date in order to give an opportunity to a lodge that hasn't been in the District Happenings section as frequently.
- **Your photo features inanimate objects only.** Often submissions are received that feature objects like food, handicraft items and parade floats only. While it is great to receive these photos, the best course is to submit pictures that feature engagement from lodges and members.
- **The image quality or composition is insufficient.** The quality of a photo is directly related to the conditions of the environment and the camera's settings at the time the photo was taken. A photo can have sufficient pixel resolution but if it was taken in poor lighting or is out of focus and it cannot be repaired.

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

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 or 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.

PC Users: 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 is the pixel dimensions. As a general rule, the larger the pixel dimensions, the better the quality of the photo.

MAC users: Locate the stored image on your computer (desktop, pictures, etc.). Select/highlight the image file and hit the command key (it has a ⌘ symbol) and "I" key. An information box with drop down menus will pop up that contains details about the image. Select the "More Info" tab and note the values given for "dimensions." These numbers indicate the pixel dimensions of the photo. Ideally, a photo's pixel dimensions will be a minimum of 1500 x 900 and larger.

Lodge Administration

Help Your Lodge Shine

Submitting Photos to *Viking's* District Happenings Section

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 (dots per inch) 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 upcoming lodge or district event or a special member. *For example, the October 2014 issue of Viking includes a member profile on page 28 for Marsteinen 1-596 member Arlene Field and an event listing for District 2's Heritage Retreat on page 29.* A submission form for these items is available in the members only section of the Sons of Norway website here https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/lodge_forms/

More Questions?

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

Your District Publicity Directors

District 1 Dorothy Zimmerman, 3937 County Hwy. 7, Porter, MN 56280 or pub.dist.1@frontier.com

District 2 Nancy Holter, 703 Coast St., Richland, WA 99354-1851 or publicity.d2@gmail.com

District 3 Ron Martinsen, 18544 Water Lily Ln., Hudson, FL 34667 or romar8402@aol.com

District 4 Terri Rostad, P.O. Box 1735, Big Timber, MT 59011 or trostadson@gmail.com

District 5 Joy Bashara, 1460 Maple Hills Dr., Green Bay, WI 54313-3953 or joybaing@gmail.com

District 6 Irene Jordahl, 603 Santa Barbara Ave. Millbrae, CA 94030 or ijordahl@yahoo.com

District 7 Jim Tore Breivik, 6194 Parkwood Dr., Nanaimo, BC, V9T 6C8, Canada or j-t-brei@online.no

District 8 Tor Arild Halvorsen, Thorleif Robertsonsvie 5, 4370 Egersund, Norway or tor.arild.halvorsen@dabb.no

Lodge Administration

Welcome a New Fraternal Team Member



Margaret LaFleur joins Sons of Norway as a Program Coordinator from a position with the University of Minnesota. Don't let the French last name fool you, there is a lot of Norwegian heritage in her background. She grew up attending Skogfjorden in the summers and enjoyed lefse at Christmas. When she traveled to Norway for the first time as a kid, her soccer coach called the Norwegian embassy to make sure he got the words right to wish her a safe trip.

In college Margaret received a B.A. in Spanish (when Norwegian wasn't an option) and Political Science, which was followed with a graduate degree in Creative Writing. Her interests in culture and community building are part of what drew her to Sons of Norway. Margaret will support the Sports Medal and Baneløpet Programs, as well as the Nordic American Thanksgiving Breakfast, among other projects in the Fraternal Department. She is looking forward to working with lodges and members.

When not working at Sons of Norway Margaret often spends time reading, teaching writing classes and trying out new recipes.

Lodge Administration

Sons of Norway Plaques

Sons of Norway has two varieties of plaques that can be ordered to honor past officers, man and woman of the year winners, and other members who have made outstanding contributions to the lodge, district or organization.

Wood Plaque with laser emblem

This plaque features the words "Sons of Norway" and the Sons of Norway shield laser etched into the wood. It can be personalized with up to five lines of text, which is also etched into the wood.

This style comes in two sizes:

- PLQ66 Wood Plaque (7" x 9" w/laser emblem) \$57.50 (shipping included)
- PLQ67 Wood Plaque (9" x 12" w/laser emblem) \$78.50 (shipping included)

Black and Gold Plaque

Our newest style features a black panel attached to a wooden base. The Sons of Norway shield logo and customized text is etched in gold on the black panel. Up to seven lines of text can be added on this style. The text is larger than on the older style listed above.

This plaque comes in one size:

- PLQBG Black and Gold Plaque (9" x 12") \$55.00 plus shipping and handling

Ordering

When ordering, please allow at least a month for delivery. In an emergency situation, a plaque may be "rush ordered," but there may be a charge for expedited shipping.

Want to order a plaque or have questions?

Contact **Sherry Gorse** at Sons of Norway Headquarters: (800) 945-8851 ext. 643 or fraternal@sofn.com.

Lodge Administration

FraternalGive.org Update

By the end of the second quarter, 12% of Sons of Norway lodges have recorded a total of 925 of activities at www.fraternalgive.org. As of June 30th, 6,384 volunteers have donated 28,720 hour of their time in support of Sons of Norway and their communities.

Some of the fun spring and summer activities recorded were:

Adopt a School Presentation

4-499 Jotunheimen
Billings, Montana
Syttende Mai event was held at Meadowlark School. It featured viking ships, viking costumes, bunads, and paper handouts about the vikings. We performed dance demos and danced with the students. 400 students attended.

Syttende Mai Parade, Westby, Wisconsin

5-028 Wergeland
La Cross, Wisconsin
Sons of Norway Dancers, the lodge's float and car participated in the parade.

Midsummer Picnic

3-522 Hampton Roads
Norfolk, Virginia
Midsummer Picnic celebration at the Peterson's house including preparations by members bringing side dishes and desserts, and organizing activities. The picnic featured accordion player and games.

A Taste of Scandinavia

6-166 Vikings Of Lake
Lake County, California
Buffet meal of Scandinavian type foods for members and guests.

Lefse Fest

2-087 Cascade
Mercer Island, Washington
Created a Heritage Festival and Community Celebration at the Issaquah Senior Center. Included vendors, multiple food booths, children dancing, and Viking games and battles.

Scholarship presented - YMC

1-509 Elvidal
Granite Falls, MN
Scholarship was presented to Lucas Schindele from Yellow Medicine High School, who will be attending Minnesota West Community College in Granite Falls.

17 Mai

7-063 North Star
Nanaimo, British Columbia
Held 17 Mai celebration!

A big tusen takk to the lodges embracing this new form of reporting.

Save time and decrease paperwork

Employing [fraternalgive.org](http://www.fraternalgive.org) to capture your activities as they happen will make year-end reporting less frenzied and more accurate, as well as decrease paperwork. Maintaining a database of past activities can serve as a handy reference for planning future events.

Questions about how to use www.fraternalgive.org?

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

Lodge Administration

Affiliate Memberships

Double Dipping is OK!

Affiliate membership allows an individual to belong to two lodges at the same time.

Application Process

- The membership or financial secretary of the affiliate lodge provides the member with an Application for Affiliate Membership (#3028) to complete. The member should fill out the top part of the form and return it to the lodge. The form is available in the members section of www.sonsofnorway.com under Lodge Leadership Resources: Administrative Resources: Lodge Forms. The form can also be obtained by contacting the Sons of Norway Supply Department at supply@sofn.com or (800) 945-8851 ext. 645.
- The membership or financial secretary then fills out the Affiliate Membership Card, which is the bottom half of the form.
- The card is separated from the top part and given to the affiliate member. The top part of the form is kept for lodge records or can be sent to Sons of Norway Headquarters.

Dues Payment

- The lodge should collect affiliate dues from the member when they apply for this membership status. Dues for affiliate members are annual and equivalent to the local lodge portion of regular dues.
- If the lodge would like Sons of Norway Headquarters to bill the affiliate member annually for this portion in the future, the membership or financial secretary should contact either Membership or Sons of Norway's Accounting Department. They can call (800-945-8851 ext. 620) or accounting@sofn.com.
- If the lodge wants to bill the affiliate member themselves, they should make a note to bill the member annually for affiliate dues on the anniversary of their induction as an affiliate member.

Affiliate Members' Rights

Affiliate members have all the rights of other lodge members with the exception of voting on or becoming delegates to the district convention. However, a lodge may make changes to the rights held by its own affiliate members, restricting them from holding officer positions, and/or from voting in elections or on certain lodge matters. These discretionary changes need to be reflected in the local lodge bylaws.

Membership Lists and Labels

Affiliate members are not included on membership lists or labels provided by Sons of Norway Headquarters. As a result, the lodge should maintain a list of affiliate members for reference.

Questions? Need additional information?

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

Sons of Norway

Life Insurance Awareness Month

Life Happens, Be Prepared

September is life insurance awareness month, which is a perfect time to remind members of why Sons of Norway was founded, what financial benefits are available to them and how the purchase of financial products supports the organization.

The 18 Norwegian immigrants who signed on as charter members of Sons of Norway in 1895 had come together for mutual assistance. Not only did they want to provide security for their families against financial crisis, but they also wanted a forum to preserve the heritage and culture of Norway as they assimilated to their new home. More than a century later, providing financial security for members, combined with the opportunities to celebrate Norwegian heritage and culture, is still the core of Sons of Norway.

What are the benefits of purchasing financial products through Sons of Norway?

- Our financial products can provide the same financial security as those offered by our competitors, at a comparable price.
- More than \$1 million in profits generated by the sale of insurance products are used to support fraternal endeavors, ranging from publications and new lodge programming to district fraternal funds and lodge revitalization support.
- Income from dues provides only half of the funding necessary to support fraternal programming. The rest of what is needed comes from the sale of our financial products. Without this support, member dues would be significantly higher.
- The Lodge Revenue Sharing program provides funds directly to the lodge based on insurance participation of its members. Funds are distributed annually in the spring.

By taking advantage of the fraternal aspects and our financial products, members build a solid future for the organization and themselves. Please remind your members of the importance of the financial side of the organization to their Sons of Norway membership experience.

For a free no obligation Financial Review, encourage your members to contact your lodge's Financial Benefits Counselor (FBC).

Questions? Need additional information?

Contact your lodge's FBC or **Len Carlson, Director of Agencies**, (800) 945-8851 ext 609, (612) 821-4609 or lcarlson@sofn.com.

Recruitment Help

New Membership Dinners, funded through the financial side of the organization, provide up to \$400 per dinner to help lodges recruit new members. Check with your lodge's FBC or Len Carlson to find out how to take advantage of these funds.

Mark Your Calendars

By September 1, 2015

A renewal package for lodge liability insurance will be sent to all lodge treasurers by September 1. This package will include information regarding the coverage, a certificate of insurance for the lodge and an invoice for your lodge's share of the premium. Payments are due by October 1.

By October 1, 2015

Lodge liability insurance premium should have been sent to Sons of Norway Headquarters by October 1.

In October 2015

Lodge Officer Update/D63 Forms are mailed to lodge secretaries.

In November 2015

Lodge Achievement and Family Lodge of the Year forms are mailed to lodge secretaries with instructions.

By December 15, 2015

Lodge Officer Update/D63 information is due to Membership Services at Sons of Norway Headquarters. Your new slate of officers should be submitted:

- via our website (www.sonsofnorway.com), preferred,
- by mail (Sons of Norway, 1455 W Lake St, Minneapolis, MN 55408, Attn: Membership Services),
- by e-mail (fraternal@sofn.com) or
- by fax (612) 827-0658.

Questions? Need additional information?

Please contact Sherry Gorse, Membership Services, fraternal@sofn.com or (800) 945-8851 ext. 643

Tidbits

Plan Ahead for Supplies

Need supplies for late summer and fall activities? You're not alone. Most lodges are gearing up after taking time off over the summer. As a result, fall is an extremely busy time for the Supply Department.

Don't be disappointed.

To make certain that your lodge receives supplies when needed, without having to pay rush-shipping charges, please remember to:

- Allow at least 15 working days to receive your order
- Allow additional time for large orders
- Order only what is actually needed.

Remember:

Sons of Norway covers the first \$10.00 for shipping and handling, with the balance charged to the lodge. Place your order by email, instead of by phone, so that it is fulfilled accurately and quickly.

To place your order, contact **Mary Henkels** in the Supply Department at supply@sofn.com (preferred) or (800) 945-8851 ext. 645.

Summertime Blues

This year many of us are experiencing extreme weather conditions. Minneapolis, MN, the location of Sons of Norway Headquarters, is not immune.

Electrical storms and extremely high temperatures can cause periodic power outages. While we hope that there will not be problems, outages may occur and the Sons of Norway website and/or phone system may be down for short periods of time. Your patience and understanding, and that of your members, is greatly appreciated if a power outage should occur.

New Contact for the Media Lending Library

Do you have questions about available media for a program topic? Do you want to reserve a DVD for an upcoming meeting? If so, contact **Jana Velo, Cultural Coordinator**, at jvelo@sofn.com, (800) 945-8851 ext.643 or 612-821-4643.

Contact Us

Headquarters Staff

Eivind J. Heiberg,
Chief Executive Officer
ehuiberg@sofn.com

Leonard Carlson,
Director of Agencies
lcarslon@sofn.com

Dean Nelson,
Controller
dnelson@sofn.com

Linda Pederson
Fraternal Director
lpederson@sofn.com

Rachele Hockert,
Director of Information Technology
rachele@sofn.com

Cindy Olson,
Foundation Director
colson@sofn.com

Dean Stiller,
Actuary
dstiller@sofn.com

Diane Gill,
Director of Insurance Services
dgill@sofn.com

Contact Us By E-mail

Address Changes
address@sofn.com

Adopt A School
adoptaschool@sofn.com

Billing
accounting@sofn.com

Certificate Benefits
insurance@sofn.com

Culture
culture@sofn.com

Cultural Skills
culturalskills@sofn.com

Foundation
foundation@sofn.com

Lodge Service
fraternal@sofn.com

Lodge Supplies
supply@sofn.com

Membership Growth &
Retention
membership@sofn.com

Membership Services
fraternal@sofn.com

Sports Medal Program
sportsmedals@sofn.com

Viking Advertising
njohann@mshpcustomcontent.com

Viking Editorial
abritzius@mshpc-c.com

Viking Resource
vikingresource@sofn.com

Website
webmaster@sofn.com