



Sons of Norway  
**HERITAGE PROGRAMS**



**IdeaBank50**

**THE BOOK THAT BLOSSOMED  
A PICTORIAL LODGE DIRECTORY**

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# The Book that Blossomed

After a few weeks of trying to discover some way to write our members, increase active participation and truly get to know people, I woke up one morning with an inspiration: Why can't our lodge print a pictorial directory, including addresses and phone numbers?

Little did I know that the lodge didn't have the phone numbers; that our members lived in a wide area, a great many out of our free-phone area; that the alphabetical listing of over a thousand numbers did not indicate husband-wife. The only clue was the address and, as I soon discovered, the live-ins were probably a mother, brother, or such!

After at least a month spent at Sons of Norway preparing and then setting up appointments (with helpers, of course!), we took pictures at the lodge for eleven straight days. We ran alternately 9 a.m. to 4 p.m., and 12 noon to 7 p.m. We included all spouses, families and live-ins, just as long as one in each picture was a member. That was the key to our success!

We have a new surge of energy. People greet with names. More come to eat noon lunches and Sunday dinners, to dance, and to volunteer their services, for example. Many have told me that they treasure their directories.

There was no cost to our lodge, or to individual members. United Photographers\* produced immediate viewing so that no return trip was needed. Each "picture" received a free directory, an 8" x 10" enlargement and a chance to order, if they wished. Christmas cards and billfold pictures were popular choices. Many came for these extra benefits: To get a family portrait at the same time or, as one member said, "I was planning on sending pictures this year, anyway!"

Sometimes a project is not worth the effort but in this case the benefits blossomed far beyond my wildest expectations!

Friendly greetings to all,

Gladys Hendrickson, President, Kringen 4-025

*\*Other firms may provide the same service.*