



SONS OF
NORWAY

Newsletter Service

January, February 2011



Dear Lodge/District Editors:

Once again Sons of Norway is pleased to present you with the latest edition of the Newsletter Service. This complimentary service is printed six times each year and provides a variety of information that may be used as a supplement to your lodge newsletter.

We are now making the Newsletter Service primarily available online from the Sons of Norway website, which can be found at www.sonsofnorway.com. However, if you wish to receive a printed hardcopy version, please contact us and ask to be added to the online recipient list.

We hope you enjoy this issue and find its content to be beneficial. If you have any suggestions on how we can improve the Newsletter Service, please e-mail Erik Evans at eevans@sofn.com.

Fraternally,

Linda Pederson

Linda Pederson
Fraternal Director
Sons of Norway



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Sons of Norway Announces 2011 Presidential Tour of Norway

How would you like to spend 10 days and 9 nights traveling throughout Norway this September, visiting some of the most interesting and scenic places in Norway, like 800 year-old stave churches and UNESCO World Heritage sites, while enjoying upscale accommodations and totally worry-free travel? Even better, imagine sharing the experience with other Sons of Norway members and being the special guest of the tour host, International President Dan Rude!



If you join the 2011 Presidential Tour of Norway, that's exactly what you can expect, and more! Members who sign up for this exclusive adventure scheduled for September 12-21, 2011, will also enjoy a behind the scenes tour of the renowned Hadeland Glassworks, driving tours of the Sognefjord and a stunningly picturesque ride on the famous Flåm railway.

When asked about the trip came, Dan had this to say:

"As I have visited lodges and talked to members throughout our organization, I have repeatedly heard about a desire for more travel opportunities. In response, I have been working with Sons of Norway Headquarters staff and Borton Overseas to plan a truly unique and special travel adventure. This Presidential Tour of Norway will take us to some of the most spectacular locations in the country."

Do you want to join International President Dan Rude and members from throughout Sons of Norway on this special trip? Reservations are currently being taken and space is limited, so don't wait to make your plans to join International President Dan Rude on this trip of a lifetime! To learn more about the 2011 Presidential Tour of Norway and make your reservations, contact Linda McCormick at Borton Overseas by calling (800) 843-0602 ext. 12.

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Norwegians Text Less

Norwegians are known to be among the most enthusiastic users of text messaging in the world. However, this year's data from the Norwegian Post and Telecommunications Authority points to a large decline in the number of messages being sent, equaling a loss of around NOK 50 million for providers.

Norwegians sent around 4 billion text messages between the months of January and June 2010, which is actually 82 million fewer than for the same time last year. Per person, the text messages have decreased from a rate of 112 per month to 105.

What could be causing the decline? Director of the Norwegian Post and Telecommunications Authority, Willy Jensen, suggests that the popularity of social media sites, like Facebook and Twitter that offer alternate ways to communicate, may be at the forefront of the decline.

Norway is also following the current trend toward fewer landline phone subscribers with a decrease of 8% in the last year.

How does the U.S. and Canada stack up?

Yearly Total of Text Messages Sent:

U.S. - **1.81 Trillion**
Canada - **36 Billion**



How do other Nordic countries compare?

- According to the Norwegian Post and Telecommunications Authority, only the Finns talk more on mobile phones than Norwegians.
- Danish mobile users on average send more text messages than any of the other Nordic countries.
- Of all the Nordic countries, Sweden currently has the largest growth rate of text messaging.

Founders of Sons of Norway

January 16th marks the 116th anniversary of the founding of Sons of Norway, which began as a simple, practical way for members to support each other through times of hardship. At the time it's likely that none of the founders would have guessed their fledgling group would go on to become the largest and longest-standing organization dedicated to promoting and preserving Norwegian culture.

In commemoration of the day, Sons of Norway is encouraging all lodges to participate in the first official Founder's Day celebration. First, all members are encouraged to wear their membership pins, vests, or any other Sons of Norway clothing. In addition, for lodges interested in celebrating further, consider taking an ad out in your local paper acknowledging Founder's Day, or maybe hosting a festive lodge event commemorating the 18 founders.

To learn more about Sons of Norway's history and about the founding of our 116-year-old organization, visit www.sonsofnorway.com/about_us and select the "history" link.



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OnePiece Comfort

You've heard of the "Snuggie" or "Slanket" but have you heard of the latest comfy fashion trend sweeping Norway and the UK? It is a cotton jumpsuit created by a Norwegian company called *OnePiece*.

The jumpsuit, available in bright colors and bold patterns, covers the wearer from head to ankle and features pockets, a single zipper and a large hood. According to the company website, the brand is defined by "unique lifestyle leisurewear all about the chill out."



OnePiece officially launched in the UK in November of last year, but the idea for the comfy sweatsuit began over 3 years earlier. The brainchild of three young Norwegians, Henrik Nøstrud, Knut Gresvig and Thomas Adams, the suit was created as an alternative to traditional sweatshirts and pants with snug and uncomfortable waistbands.

At the start, *OnePiece* was originally marketed to students in Norway, but in 2009 a social media debate on the merits and somewhat silly nature of

the cotton fleece jumpsuit created a wave of publicity that led to the suit's current popularity in Scandinavia. The *OnePiece* is so comfortable, in fact, that there are a number of celebrities who have been spotted wearing them, like Paris Hilton, David Beckham, Kate Moss, Jude Law and Sadie Frost.

To learn more about OnePiece, visit www.onepiece.co.uk or www.onepiece.no.



Heart-Shaped Waffles

The Norwegian Kitchen
by Astrid Karlsen Scott

- 3 ½ cups flour
- ½-¾ cup sugar
- 1 tsp cardamom
- 3 eggs
- 1 quart whole milk
- 1 cup margarine
- 1 cup whipping cream

Whisk flour, sugar, cardamom, eggs and milk until smooth. Melt margarine and add with the cream. Strain. Refrigerate 1 hour. Bake in a waffle iron. Serve waffles with butter and jam.



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a little in English...

Northern Norway During the Polar Night

In Northern Norway during the summer the sun shines nearly 24 hours a day. Under the midnight sun people celebrate with long parties and happy moods. But for an equally long time in the winter it's almost completely dark, a phenomenon called polar night or, in Norwegian, *mørketida* (literally, "the dark time").

Polar night only occurs north of the northern polar circle and south of the southern polar circle. During this period the sun stays completely beneath the horizon, even when it's at its highest point. The polar night is shortest right at the polar circle and increases in length the closer you get to the poles, where it lasts six months. That is to say that the further north you are, the longer the polar night. In Tromsø the darkness lasts from the end of November until mid-January, while in Longyearbyen on Svalbard, it lasts from late October until mid-February.

It isn't completely dark in most places during the polar night. As the year gets closer to the winter solstice, it gradually gets darker longer. At solstice time, noon looks a lot like twilight. Many people struggle with seasonally-induced depression over the winter due to the lack of light.

In Northern Norway it's typical to celebrate the sun's return. "Sun Day" (*soldagen*) is traditionally celebrated with special sweet rolls called *solboller* and in many places children get the day off from school. The date for Sun Day varies from place to place, according to latitude and local geography. In Tromsø for example the sun comes over the horizon on January 15th, but because of some mountains south of the city, the sun isn't actually visible until January 21st. Afterwards, the days get gradually longer and people start to look forward to spring, summer and the return of the midnight sun.

litt på norsk...

Nord-Norge under mørketida

Om sommeren i Nord-Norge skinner sola nesten hele døgnet. Under midnattsola feirer folk med lange fester og godt humør. Men i et tilsvarende langt tidsrom om vinteren er det mørkt, et fenomen som som kalles mørketida på norsk.

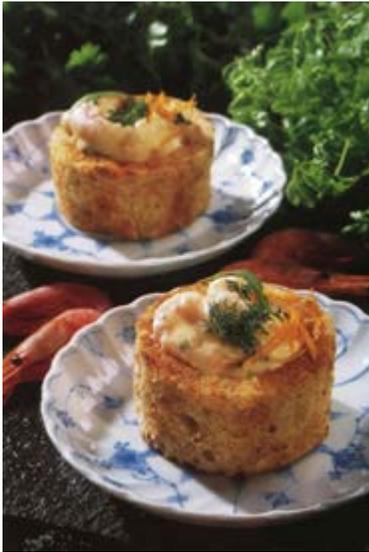
Mørketid inntreffer bare nord for den nordlige polarsirkelen og sør for den sørlige polarsirkelen. I denne perioden er sola under horisonten, selv når den er på sitt høyeste. Mørketida er på sitt korteste nær polarsirkelene og øker i varighet nærmere polene der den varer i seks måneder. Dvs. at jo lengre nord, jo lengre er mørketida. I Tromsø varer mørketida fra slutten av november til midten av januar, og i Longyearbyen på Svalbard varer den fra sent i oktober til midten av februar.

På de fleste steder er det ikke helt mørkt når det er mørketid. Fram mot vintersolverv går det gradvis mot mørkere dager. Og ved vintersolverv er det tussmørket som rår på dagen i nord. Likevel blir mange folk deprimeret.

I Nord-Norge er det vanlig å feire solas tilbakekomst. "Soldagen" feires tradisjonelt med kakao og solboller, og det er mange steder vanlig at barna får fri fra skolen. Datoen for soldagen vil variere fra sted til sted, alt etter breddegrad og lokal geografi. I Tromsø er for eksempel sola over horisonten 15. januar, men på grunn av fjellene sør for byen er den faktiske soldagen først 21. januar. Dagene blir gradvis lengre, og folk ser fram til vår, sommer og midnattsolas tilbakekomst.



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Hot Creamed Shrimp on Toast

The Norwegian Kitchen

by Astrid Karlsen Scott

- 1 loaf white bread
- ½ cup margarine
- 1 tsp flour
- 2/3 cup fish stock
- 1 egg yolk
- 1/3 cup whipping cream
- ¼ tsp lemon juice
- 1/8 tsp pepper
- 1/8 tsp salt
- 1/8 tsp sugar
- 3 ½ tbs sherry
- 2 cups shelled, cooked shrimp
- chopped parsley

The bread should be at least one day old. Cut into 1 ¼ inch thick slices with a glass or cookie cutter. Hollow out the insides of the slices almost to the bottom.

Melt all but 1 ½ tbs of the margarine. Sauté the bread in the margarine. Place the fried bread on a serving platter. For the creamed shrimp, melt the remaining margarine. Stir in the flour and gradually whisk in the stock. Bring to a boil. Remove from the heat. Beat the egg yolk with the cream and add. Heat just to the boiling point but do not allow to boil. Add lemon juice, salt, pepper, sugar and sherry. Stir in shrimp.

Spoon into the toast rounds and sprinkle with chopped parsley.

King Harald to Sell *Fram XVI*

Despite having won numerous sailing competitions with his sailboat, *Fram XVI*, King Harald is putting the ship up for sale according to sailing magazine, *Seilmagasinet*.

The ship was built by New Zealand company, Cookston Boats, in 2006. In the years since it's creation the ship and King Harald's sailing crew have had the distinction of winning Norway's *Faerderselassen*, Sweden's *Gotland Runt* regatta and the *Baltic Cup*.

An avid sailor, King Harald has always had an affinity for yachting and even represented Norway in the Olympic games in 1964, 1968 and 1972. In the years afterward, he and his sailing crew received World Championship bronze, silver and gold medals in 1988, 1982, and 1987, respectively.

Kjell Arne Myrann, a sailing companion to the King, says the sale of the boat doesn't mean that King Harald intends to retire from the sport; rather he says, "we see that we have gotten a lot out of the boat." He thinks this is "the right time" to sell.



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Archeologists Discover Norway's Own Mini-Pompeii

Researchers from Norway's Museum of Cultural History at the University of Oslo made an exciting new discovery this past October—a sealed Stone Age house dated to around 3500 BC. The site, located near the Hamresanden campsite in Kristiansand, was likely buried in just a few hours by a sandstorm 5,500 years ago.



Artifacts recovered from the Stone Age home are among the most well preserved pottery pieces ever found in Norway. Assistant Professor and spokesperson for the excavation, Håkon Glørstad, says “Usually, clay pots from this period, which we call *traktbegerkulturen*, are broken into tiny pieces; here we find them almost intact.” In all, the team will be able to carefully repair and collect

as many as eight various pots. Other artifacts uncovered include as many as 20 arrowheads, various items used for tool production and complete wooden pieces.

Today, the site lies 11 meters above sea level and 70 to 80 meters from shore but it is likely that the home was at the water's edge over 5,500 years ago. Glørstad believes the site could yield further discoveries as well as yield additional information about variations in the southern coastline of Norway since it was “ideally situated for coastal settlement.” Glørstad also speculates that even older dwellings sites may exist under water in this area due to reduced sea level thousands of years ago.

Visit us Online

Looking for ways to connect to Sons of Norway online? Look no further!

- **Twitter**

twitter.com/sonsofnorway

- **Sons of Norway Blog**

Visit sonsofnorwayblog.blogspot.com for regular posts from headquarters staff as well as weekly posts from Viking editor, Amy Boxrud.

- **Sons of Norway Message Boards**

Join in the discussion at sofn.com/jforum and login to the member's only section.

- **Facebook**

facebook.com

- **District News**

Wondering what's happening in each district? Take a peek!

District 1: sofn-1.com

District 2: sonsofnorway2.com

District 3: 3dspfn.org

District 4: sofn-district4.com

District 5: sonsofnorway5.com

District 6: sofn6.com

District 7: sofn7.com

District 8: sonsofnorway8.com



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a little in English...

Valentine's Day in Norway

St. Valentine's Day, also known in Norwegian as "All Hearts' Day", is celebrated on February 14th in honor of love and romance. Although the day is popular in many English-speaking countries, in Scandinavia it still isn't an established or widely-accepted tradition.

In Norway the practice of sending Valentine cards and gifts was first observed at the end of the 1980s in Oslo. In the last several years commercial interests and the Norwegian mail service have put millions of kroner into promoting the holiday and making it important in Norway. A similar tendency is seen in Sweden and Denmark, too. But that may be changing.

A study from 2004 showed that 70% of Norwegian men did not know when Valentine's Day was, while 7 of 10 women did. In 2010 the day had achieved a measure of popularity, particularly among people in established relationships. A third of all people in relationships said that they planned to celebrate Valentine's Day by sending their significant others or friends a greeting, gift or some other acknowledgement. Nonetheless almost 70% of people with partners said that they were planning on ignoring Valentine's Day altogether.

Just as in North America Valentine's Day can actually cause conflicts between partners, not least because of dissimilar expectations on how the day will be celebrated. The situation is extra chaotic in Norway where the holiday is so little accepted. Every year Norwegian newspapers publish tips on how people (especially men) can impress their partners, but many commentators advise people to skip the holiday altogether. For now it's very uncertain if Valentine's Day has come to stay in Norway.

litt på norsk...

St. Valentinesdagen i Norge

St. Valentinsdagen, på norsk også kalt alle hjerters dag, markeres 14. februar som en feiring av kjærlighet og romantikk. Selv om dagen er populær i mange engelskspråklige land i Skandinavia er dagen ennå ikke noen etablert og spesielt utbredt tradisjon.

I Norge ble skikken med Valentinskort og Valentinsgaver først observert på slutten av 1980-tallet i Oslo. De siste årene har kommersielle aktører og Posten satset millioner for å promotere dagen og gjøre den viktig også i Norge. Tilsvarende tendens er sett i Sverige og Danmark. Men ting kommer kanskje til å endre seg.

En undersøkelse fra 2004 viste at 70% av norske menn ikke visste når Valentinsdagen var, mens 7 av 10 kvinner visste svaret. I 2010 hadde dagen fått en viss popularitet i befolkningen, i størst grad blant dem som levde i parforhold. Hver tredje person i et forhold sa at de skulle markere Valentinsdagen ved å sende kjæreste sin eller venn en hilsen, gave eller annen oppmerksomhet. I Norge er altså status at nærmere 70% av dem som er i parforhold ignorerer Valentinsdagen.

Akkurat som i Nord Amerika kan det skje at Valentinesdagen skaper bråk og uro mellom partnere p.g.a. ulike forventninger. Tilstanden er ekstra kaotisk i Norge der dagen er så lite akseptert. Hvert år kommer norske aviser frem med tips om hvordan folk (særlig gutter) kan imponere partneren, men mange kommentatorer tilrår folk bare å unngå dagen. Det er for tida veldig usikkert om Valentinesdagen er kommet for å bli i Norge.



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Norwegian Experience 2011

Once again Sons of Norway is partnering with Borton Overseas to offer one lucky recruiter and their guest an amazing travel experience in Norway! All year, every Sons of Norway member who recruits a new, dues-paying member will be entered into the 2011 Norwegian Experience Recruitment Contest.

The trip, which will be awarded in January of 2012, will include airfare, meals, exclusive travel opportunities and upscale accommodations! Just imagine taking a 10 day land-tour of Norway enjoying some of the most beautiful scenery that Scandinavia has to offer! The best part is that the winner gets to choose their own adventure! Whether you prefer an active trip full of sight-seeing and touring, or a more laid-back vacation, it's up to you!

To enter this year's Norwegian Experience Recruitment Contest all you have to do is recruit one new, dues-paying member and make sure your name is listed in the "Referred By" field. It's as easy as that! Entries are taken from members recruited between January 1st and December 31st, 2011. Also, remember that you can enter as many times as you recruit throughout the year, which increases your chances of winning!
