



### March • mars



## NORWEGIAN EXPERIENCE | 2015

### Recruit to Win Two Tickets to Norway with Norwegian Experience 2015

Sons of Norway is proud to announce that it is continuing its partnership with Borton Overseas for the 2015 Norwegian Experience Recruitment Contest! This year, however, there are some new and exciting changes to the contest, in order to raise the stakes and recognize the great work being done by recruiters in every district.

Unlike the past, where one winner was drawn at random and given an all-expense paid trip to Norway, the 2015 contest will award two plane tickets to the top recruiter in every district! Sons of Norway feels this change better reflects the egalitarian nature of the organization and does a better job of rewarding members throughout the organization for their dedication to their lodge and district.

This is an exciting opportunity for recruiters because their efforts will not only help their local lodge grow, but it could also result in a trip of a lifetime to Norway.

As in past years, this year's contest is open to Sons of Norway members\* who recruit new, dues-paying members, so make sure your name is listed in the membership application's "Referred By" field. The eligible members in each district who have the highest recruitment numbers will be notified in January of 2016.

*\*Members of HQ staff, FBCs and members of the International Board of Directors are not eligible for this contest.*

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### Tubfrim Winner Announced

Thursday, January 15, 2015 was a lucky day for Violet "Vi" Hills, a member of Jotunheimen 4-499 in Billings, MT. Vi was the winner of the Tubfrim



drawing to give away a ticket to Norway, worth up to \$1,000. Her postcard was drawn from among 2,530 other cards. With one card for every pound sent to Tubfrim that means that Sons of Norway sent at least 2,531 pounds of stamps to Tubfrim in 2014. This was a significant increase from 2013, when 1,216 pounds of stamps were sent. Gene Brandvold, Sons of Norway Tubfrim chairperson, conducted the drawing.

For the past 29 years, our members have been clipping canceled postage stamps and sending them to Tubfrim, who then sells them to dealers and collectors.

Originally the money raised went to help children afflicted by tuberculosis. Since tuberculosis is no longer the threat to health that it once was, today the proceeds from the resale of stamps helps improve the quality of life for children and youth with disabilities and special needs. Sons of Norway members are the largest contributor outside of Norway to Tubfrim's efforts, sending nearly 30% of all stamps collected.

While helping children is a great motivation for our members to participate, there is a special incentive to say "thank you." For every pound of stamps collected, the member or lodge can enter a drawing, held in mid-January every year, to win a round trip ticket to Norway, worth up to \$1,000. The official postcard to enter the drawing can be order from the Sons of Norway Supply Department, 800-945-8851 ext 645 or [supply@sofn.com](mailto:supply@sofn.com).

If you would like to participate in the Tubfrim contest and get a chance to win a free ticket to Norway, visit the Tubfrim page on the Sons of Norway website. For more information or questions, contact Sons of Norway Tubfrim chairperson, Gene Brandvold, at 952-831-4361 or [genegbrand@aol.com](mailto:genegbrand@aol.com).



**Celebrating culture. Expanding horizons.**

### Sons of Norway Foundation Scholarships Deadlines Are Fast Approaching

Do you have a college student in your life? If yes, please go to [www.sonsofnorway.com/foundation](http://www.sonsofnorway.com/foundation) and check out the seven types of college scholarships we offer. All applications are done online and the due dates begin March 1, 2015. Current Sons of Norway members, children and grandchildren of current members qualify.



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#### Holmenkollen History

In March thousands of spectators will gather in Oslo to support their favorite athletes for the 2015 Holmenkollen Ski Festival. Arranged yearly since the first ski jumping and cross-country skiing competition in 1892, the Holmenkollen Ski Festival includes events in ski jumping, Nordic combined and cross-country skiing. An FIS World Cup Nordic event, the festival draws large crowds and is attended annually by the Royal Family.

Regarded as being among the most famous sports arenas in the world and the center of Norwegian skiing, Holmenkollen has a long and impressive history. In the many years since its inception Holmenkollen and its facilities have existed in multiple separate incarnations, changing dramatically since its first branch and snow ski jump in 1892. Hosting World Championships in 1930, 1966, 1982 and the nordic skiing events of the 1952 Winter Olympic Games—an event that set the arena's all-time attendance record of 120,000—brought with it advancements like permanent grandstands, a judge's tower and a lift. The war years halted regular events at Holmenkollen until a celebratory liberation event in 1946. Competitors wrote the symbol H7 (King Haakon VII) in the outrun and the events

once again commenced as they had prior to the war. Holmenkollen received its most dramatic re-development prior to hosting the 2011 World Championships, modernizing by becoming the only ski jump in the world with permanent wind protection and a steel construction. Today it stands alone as the world's most modern ski jump facility.

Physical changes to the facilities aren't the only transformations that Holmenkollen experienced over the many years since its beginnings in 1892. Slalom and downhill racing events were added to the program in 1947. Four years later, giant slalom was added and with it came the addition of female competitors. In the years that followed additional women's events were added and in 2001 the first female ski-jumping event was held.

To learn more about Holmenkollen or to read up on the events happening at 2015 Holmenkollen Ski Festival, held March 13-15, visit:

- <http://skifest.no/>
- <https://www.facebook.com/pages/Holmenkollen-Skifestivall/277925812407412?fref=ts>
- <http://www.holmenkollen.com/>
- <https://www.facebook.com/Holmenkollenarena>



#### Norwegian Shrimp Salad Open-Faced Sandwich

*adapted from  
gooseberrymoosberry.com,  
yields 2 servings*

- ½ cup small salad shrimp, cooked and peeled
- ¼ cup finely chopped cucumber
- 1 tsp finely chopped parsley or dill
- 1 tsp finely chopped scallion
- ¼ tsp capers (optional)
- fresh lemon juice to taste
- 2 tsp mayonnaise, crème fraîche or sour cream
- salt
- freshly ground pepper
- 1 avocado, sliced thinly
- slices of hearty bread

Combine shrimp, parsley/dill, capers, scallion and cucumber in a bowl. Add mayonnaise (or crème fraîche or sour cream) and mix until combined. Season to taste with salt, pepper and lemon juice. Chill in refrigerator. Serve chilled shrimp salad with avocado slices on top of a slice of your favorite bread.



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### The History of Name Days in Norway

The celebration of name days is a long-held custom throughout Scandinavia that originated in the early Christian church. It first kept a list of saint and martyr names, with name days celebrated in their honor.

Prior to Norway's Christianization, neither name days nor birthdays were customary. In fact, at first, there was no standardized order to the name day lists. Then, in 1757, Sweden made an official "almanac," which included name days. After this point, name days became commonplace in Sweden and Finland. Finland then started the custom of expanding its lists to include the names of the bulk of its citizens, rather than just the names of Catholic saints and martyrs. Thus a name day became a day which, according to the almanac, is dedicated to a certain first name.

The tradition of name days also spread to Denmark, and their list of names was adopted in whole by Norway, based on the Catholic calendar of saints from the Middle Ages. Norway produced its own almanac in 1814 with the same Danish names that had been used since the mid-1600s. In 1912, most of these names were removed, because the Catholic traditions behind them had all but died out. Only the names associated with the most important Catholic feasts were left intact, such as Olsok (Feast of St. Olaf, July 29th), Larsok (Feast of St. Lawrence, August 10th) and Barsok (Feast of St. Bartholomew, August 24th).

Throughout the 1900s, name days held little significance for most Norwegians, while their celebration became increasingly popular in Sweden. In the 1980s, Norwegian radio stations started using the Swedish name day calendar. In 1988, the University of Oslo helped launch *Almanakkforlaget* (The Almanac Publisher), along with a new calendar of name days based on the Swedish model.

Two names were chosen for each day of the year, with exceptions being January 1st—the day that Jesus was said to have been named—along with February 29th and December 25th. The names are based on the statistics of given names in Norway between 1900 and 1982. The list was again updated in 1998, when 49 new names were added based on the name statistics from 1988 to 1995.

The current list contains a total of 769 names: 386 female and 383 male names. Some names were assigned to dates relating to historical persons of the same name. For example, Snorre is September 23rd, based on the date that Snorri Sturluson died. Hakon and Maud were given a common name day (June 22nd), based on the coronation date of King Haakon VII and Queen Maud in 1906. Interestingly, Adam and Eva are given the same name day of December 24th while Maria and Josef each have their own days in March.



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*a little in English...*

#### **The Year of Friluftsliv 2015**

“Go on a ski trip, hiking trip, sledding trip, camping trip, mountain top trip, berry picking trip, fishing trip, overnight trip - or just get outside for a walk! These can be experiences you remember your whole life,” said H.K.H. Crown Prince Haakon. He opened Friluftslivets år (The year of Outdoor Life) 2015 on January 13th in Tøyenparken. Crown Prince Haakon is the Friluftslivets spokesperson.

“The best thing about being outside and engaged in outdoor activities is that it’s so easy! It’s just about putting clothes on – some skis or some shoes and going out to be in nature. And in Norway we are extremely lucky, because we have nature everywhere,” said Crown Prince.

Friluftsliv provides good opportunities, an improved quality of life, better health and a richer life, writes Friluftslivets Joint Organization on its webpage. The goal is to provide lasting results in the form of increased participation in outdoor recreation in all parts of the population. The year shall increase awareness of outdoor recreation, positive effects on public health and raise awareness about the great opportunities that everyone in Norway has for friluftsliv.

In his New Year’s Speech, His Majesty the King talked about this year that we are entering into, saying, “I think we have a lot to learn from those who live close to nature in order to gain knowledge about how to deal with environmental challenges. 2015 is the year of Friluftsliv. We Norwegians love to be out in nature. We enjoy this fantastic goodness in a long breath – on the mountain, in the forest, on the sea. That is what we will continue to do, and to teach future generations to appreciate as well. But, together we all must protect everything that lives around us.”

The Crown Prince presented those in attendance with how they can take advantage of this year, and hopefully years to come saying, “To all of you children: pester your parents about getting outside to take a trip as much as you want this year!”

Crown Princess Mette-Marit and Crown Prince Haakon visited the Norwegian Scout Association’s activity area where they were trained in lighting bonfires. From January 13th to the 14th there are many in Norway who will sleep outside to celebrate the year of Friluftsliv – on their balcony, in the backyard, next to the water, in the forest or on a mountain.

*litt på norsk...*

#### **Friluftslivåret 2015**

“Dra på skitur, gåtur, aketur, telttur, topptur, bærtur, fisketur, langtur - eller bare kom dere ut en tur! Det kan bli opplevelser dere husker hele livet,” sa H.K.H. Kronprins Haakon 13. januar i Tøyenparken. Han åpnet Friluftslivets år 2015. Kronprins Haakon er Friluftslivets beskytter.

“Det beste med det å være ute og drive med friluftsliv, det er at det er så lett! Det er bare å ta på seg noen klær - noen ski eller noen sko og så gå ut og være i naturen. Og i Norge så er vi ganske heldige, for vi har jo natur overalt,” sa Kronprins Haakon.

Friluftsliv gir gode opplevelser, økt livskvalitet, en bedre helse og et rikere liv, skriver Friluftslivets Fellesorganisasjon på sine hjemmesider. Målet er å gi varige resultater i form av økt deltakelse i friluftsliv i alle deler av befolkningen. Året skal gi økt oppmerksomhet rundt friluftslivets positive effekter for folkehelsen, og øke bevisstheten om de gode mulighetene som alle i Norge har til å utøve friluftsliv.

I Nyttårstalen snakket Hans Majestet Kongen om dette året som vi nå går inn i: “Jeg tror vi har mye å lære av dem som lever tett på naturen for å få kunnskap om hvordan vi skal håndtere miljøutfordringene. 2015 er Friluftslivets år. Vi nordmenn elsker å være ute i naturen. Vi nyter dette fantastiske godet i langdrag – på fjellet, i skogen, på sjøen. Det skal vi bare fortsette med, og lære nye generasjoner å verdsette. Men da må vi alle også være med å beskytte alt levende rundt oss.”

Kronprinsen introduserte de oppmøtte for hvordan de kan benytte seg av dette året, og forhåpentlig årene som kommer: “Til alle dere barn: Mas på foreldrene deres om å få dra på tur så mye dere vil dette året!”

Kronprinsesse Mette-Marit og Kronprins Haakon besøkte Norges Speiderforbunds aktivitetsområde der de fikk opplæring i å tenne bål, spikke, surre, sage og kappe. Fra 13. - 14. januar er det mange i Norge som skal sove ute som en markering av Friluftslivets år - på balkongen, i bakgården, ved et vann, i skogen eller på fjellet.

Source: Det Norske Kongehus



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### How Electric Cars Went Mainstream in Norway

As of 2014, Norway reached #1 in per capita ownership of *elbiler*, or electric cars. One in every 100 cars on the road is run solely with electricity. This might not seem significant, but when you consider plug-in auto sales (which include both electric and hybrid vehicles), Norway's 6.10% is simply staggering compared to the United States' (0.60%,) and Canada's (0.25%).



However, this trend didn't happen overnight, but was the product of a long-term combination of marketing, celebrity endorsements and government incentives. The earliest adopters and promoters of the electric car were none other than the members of Norwegian 80s band a-ha, who imported the first electrical car to Norway in 1989 through a partnership with the Bellona Foundation, an Oslo environmental organization.

Then, the Norwegian Parliament created an incentive package to encourage its citizens to reduce emissions and buy Norwegian brands of electric cars. The Norwegian Electric Vehicle Association, an Oslo nonprofit, also lobbied to make the cars more attractive to buyers, making it possible for electric cars to travel toll-free on all roads and ferries, have access to use of bus lanes, and free public parking. By far the largest benefit is that there are no taxes on electric car sales, something that on regular cars may double or triple the price.

In the early days, having an electric car meant enduring cold rides during the winter and only having room for one passenger in the lightweight plastic-bodied vehicles. Finding a place to charge one's car also presented a major challenge. Electric cars have advanced significantly over the past 25 years, as has the available infrastructure. As of 2014, there were more than 5,000 charging stations in Norway, which can be located through an online database NOBIL.

The key component that propelled the electric car market, though, wasn't the monetary or environmental benefits, but getting the word out to the average person and developing an infrastructure. It took several decades, but most Norwegians now know what an electric car is, can name some of the models on the market, and know where to find a charging station. Another incentive to make the leap to electric was the high price of gas (a whopping \$9 a gallon). So much so, that sales of electric cars have rapidly eclipsed the addition of charging stations, making it difficult for all commuters to plug in while at work, or fit in the bus lane.

This has resulted in the Norwegian Parliament decided to set a limit for the sales-tax-free status of electric cars: 50,000 zero-emission cars sold, or the year 2017, whichever came first. At the current rate of adoption, this goal may be reached in the summer of 2015. The Norwegian Electric Vehicle Association is aiming higher: 100,000 electric cars on the roads by 2020. They find that this number is the minimum needed to build enough charging stations nationwide.



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### Tourism in Norway Looks Back Over 100 years

Norway's vast, unspoiled nature is a perennial attraction for tourists from around the world. Since the mid-19th century Norway's scenic fjords, enchanting waterfalls, endless coastline and towering mountains have made it a top travel destination. Department Head at Norway's National Library Arthur Tennøe recently told NRK, "The way we market Norway has not changed a lot in 100 years."

Heading into the 19th century Norway was on the brink of independence from neighboring Sweden. There was a strong sense of pride and confidence spreading throughout Norway that stemmed from a movement called National Romanticism. By the latter half of the 19th century Norwegians were ready to become a free nation. Popular culture was focused on preserving a distinctly Norwegian culture by emphasizing its natural beauty and unique folk art. As Norway's national identity was swelling so, too, was the number of tourists.

Most of the world wanted to experience the sites that Norwegians were proud to call their home. So much so that Norway's pristine nature has attracted foreign dignitaries and wealthy couples to see the waterfalls, mountaintops and fjords. As hotels began popping up and railways were established the ease of transport and accommodation encouraged tourism.

"The national romantic image of Norway was noticed abroad," says Tennøe. By the time Norway gained its independence in 1905 its first advertisement was produced by Norway's State Railway (NSB). The illustration featured Norway's mountains, midnight sun, stave churches and national railway. Tennøe adds that "The fjord landscape, high mountains, midnight sun, skiing, Nordkaap and the Sami culture all gave Norway its status as an exotic destination." And that view of Norway has remained the same.



Kvikk Lunsj with apples and mascarpone cream

### Kvikk Lunsj with Apples and Mascarpone Cream

*Adapted from newscancook.com*

Kvikk Lunsj is the Norwegian equivalent of the wafer and chocolate Kit Kat™ bar. Introduced by Freia founder and hiking enthusiast Johan Throne Holst in 1937 as the perfect portable snack to enjoy while hiking or skiing, Kvikk Lunsj has become a favorite of Norwegians during eastertime family hikes and cross-country ski trips to the mountains.

- 3 apples, peeled and coarsley chopped
- 2 lemons
- 2 tbs. icing sugar (powdered sugar)
- 1 tsp. cardamom
- ¾ cup mascarpone
- 2 tbs. icing sugar (powdered sugar)
- 4 Kit Kat™ bars (Kvikk Lunsj), coarsley chopped

Add chopped apples, sugar, cardamom and juice from two lemons to a pan. Cover with lid and simmer for 2-3 minutes. Mash apple compote with a whisk and cool. Add remaining sugar to mascarpone and whisk together. Serve apple compote topped with mascarpone cream and coarsley chopped chocolate bars in a glass or a bowl and enjoy.



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### **New Nordic Diet Hailed as Successor to Mediterranean Diet**

For years nutrition experts have been singling out the Mediterranean diet as one of the best ways to prevent some chronic diseases. However, multiple research studies conducted over the past few years are now putting the New Nordic Diet at the forefront of the latest and greatest trends in healthy eating.

If you're already familiar with the guiding principles of the new Nordic food movement you probably recall that Viking magazine featured "New Nordic Cuisine" a few years ago in the August 2011 issue. Today, the diet has gained so much mainstream publicity that a cursory search of the Internet yields articles hailing the diet's merits from sources ranging from Prevention Magazine, Vogue and National Public Radio to the School of Public Health at the University of California, Berkeley. Whether it's articles like, "Beyond Paleo: Is Eating Like a Viking the Next It Diet?" or "Forget Mediterranean, Eat Like a Viking" information on the diet abounds.

Centered around local, seasonal and fresh fare, the diet has its beginnings in Denmark with Noma restaurant chef's René Redzepi and Claus Meyer. What began in 2003 as a mission to focus on local and seasonal ingredients at Noma; grew into a larger movement of 12 leading Scandinavian chefs who sought to define the elements of modern Nordic cuisine. Their collaborative efforts produced the New Nordic Diet principles being used today.

- More fruit and vegetables every day
- More whole grain
- More food from the seas and lakes
- Higher-quality meat, but less of it
- More food from wild landscapes
- Organic produce whenever possible
- Avoid food additives
- More meals based on seasonal produce
- More home-cooked food
- Less waste

Beyond it's status as the latest diet trend, the New Nordic Diet does boast reliable nutritional studies that support its current status. In 2013 a study by the Journal of Internal Medicine found that participants with cardiovascular risk factors experienced lower blood cholesterol levels and inflammation on the diet as opposed to a typical Western diet. Just last year the American Journal of Clinical Nutrition found that New Nordic dieters saw a reduction in their weight as well as blood pressure while on the diet. It is also important to note that participants achieved their weight loss results without calorie restrictions, indicating they were satiated with the foods available to them.

Interested in testing out the New Nordic Diet for yourself? The official website of Denmark offers New Nordic Diet recipes for starters, main courses and desserts at <http://denmark.dk/en/lifestyle/food-drink/new-nordic-recipes/>



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*a little in English...*

#### **Easter Traditions in Norway**

Easter is an important holiday in Norway. The traditional Norwegian way to celebrate Easter can be linked to nature hikes, good food, leisure and time spent with family and friends. Many travel to the mountains at Easter to go on the last ski trip of the year, many put their boat in the water or others visit relatives. Most however, celebrate Easter at home.

**Easter Vacation**-Easter vacation is actually a special Norwegian phenomenon. They have a five day long weekend starting Thursday until the second Easter day which is always on a Monday. With the long holiday people have the opportunity to travel a bit during Easter.

**Easter Crime**-Easter and crime – it's a strange tradition. Both on TV and in books, Norwegians are given a variety of murders and mysteries for the short holiday. Easter crime is a tradition that has several explanations and is an odd Norwegian phenomenon.

**Easter Nuts (Trivia)**-Are you smarter than a fifth grader? As soon as Easter Eve arrives, along comes Easter Trivia on TV. Norway's Easter Nut-general Roald Øye has resigned, but NRK's Øystein Bache and Rune Gokstad have captained the Easter Trivia boat safely ahead. For eight days they present seven exciting and entertaining puzzles for the whole family.

**Easter Egg**-The perfect Easter eggs can be filled with, for example, jewelry, chocolate and candy – depending on the eye of the beholder. Each year the Easter eggs are filled, with consideration, for everyone in the family. Some like salty, other like sweet. Some like things crunchy and others simply like soft candy.

**Easter Food**-Easter is a time for togetherness, relaxation, and hanging out with family and friends and with that there is also good food. Easter is also full of traditions when it comes to food. First and foremost it's about lamb, eggs, chicken, chocolate, marzipan and oranges.

**Last but not least... Easter Beer**-Having a beer outside is great. Once the snow has melted and the sun is high in the sky, the world awakes again. Easter kickstarts Spring, and what can be better than enjoying a beer outside in the sun?

*litt på norsk...*

#### **Påsketradisjoner i Norge**

Påske er en viktig høytidsdag i Norge. Den tradisjonelle norske måten å feire påske på er knyttet til turer i naturen, god mat, fritid og tid til familie og venner. Mange reiser på fjellet i påsken for å gå årets siste skitur, mange setter båten på vannet eller andre besøker slektninger. De aller fleste feirer imidlertid påsken hjemme.

**Påskeferie**-Påskeferie er faktisk et spesielt norsk fenomen. De har en fem dager lang sammenhengende helg fra og med torsdag til og med andre påskedag som alltid er på mandag. Med lang ferie har man muligheten til å reise litt i påskeferien.

**Påskeskrim**-Påske og krim – er en merkelig tradisjon. Både på TV og i bokform serveres nordmenn mord og mysterier i drøssevis i løpet av denne korte høytiden. Påskeskrim er en tradisjon som har flere forklaringer og er et særnorskt fenomen.

**Påskesnøtter**-Er du smartere enn en femteklassing? Like sikkert som at Påskeaften kommer, kommer det også Påskesnøtter på TV. Norge's påskesnøtt-general Roald Øyen har takket for seg, men NRK's Øystein Bache og Rune Gokstad styrer påskesnøttskuta trygt videre. I åtte dager presenterer de sju spennende og underholdende oppgaver for hele familien.

**Påskeegget**-Det perfekte påskeegg kan for eksempel være fylt med smykker, sjokolade og godteri – avhengig av øyet som ser. Hvert år skal påskeeggene fylles og alle i familien skal tas hensyn til. Noen liker salt, andre søtt. Noen liker at det knaser og noen trenger rett og slett myke ting.

**Påskemat**-Påsken er en tid for hygge, avslapping, og samvær med familie og venner og dermed også tiden for god mat. Påsken er full av tradisjoner, også når det gjelder mat. Først og fremst handler det om lam, egg, kylling, sjokolade, marsipan og appelsiner.

**Sist men ikke minst... Påskepils**-Utepils er toppen. Når snøen har smeltet og solen står høyt på himmelen, våkner verden til live igjen. Vårens kickstart er påsken, og hva er vel ikke bedre enn å nyte en utepils i solveggen?