



SONS OF
NORWAY

May, June, 2008

NEWSLETTER *Service*

Dear Lodge/District Editors:

We are pleased to provide the latest edition of the Newsletter Service. Throughout this year, you will begin to see changes to the Newsletter Service as we strive to make this resource even more valuable.

This complimentary service is printed six times each year and may be used as a supplement to your lodge newsletter. The Newsletter Service provides a variety of information, including current news and culture related articles. The Newsletter Service is also available in pdf format on the Web at www.sonsofnorway.com, under the "Members Only" section. Using Adobe Acrobat PDF Reader, you can copy and paste text from this document by utilizing the "select text" function. If you don't have the latest version of this program, you can download it for free by going to <http://www.adobe.com/products/reader/> and scroll to the bottom of the page.

Also, we recently changed our mailing list to better serve you. From now on, lodges with both an editor position and publicity director position will only receive one copy of the newsletter service mailed to the editor. If the publicity director from your lodge would still like to receive the newsletter service, please contact Jessica Gleason at 612-821-4636 or jgleason@sofn.com to be included on the 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 call or e-mail Jessica.

Fraternally,

Eivind J. Heiberg
Fraternal Director

A Little in English...

Sara and Mathias Norway's Most Popular Names

Every year Statistics Norway comes out with a list of the most popular first names in Norway. The results show that 2007 was not a year for big changes in the top names. The trend continues with short names for girls with -a or -ah endings and biblical names for boys. Sara was also the most popular name for girls in 2002, and Mathias topped the list in 2003 and 2004. Last year's winners, Thea and Jonas, are now at second place.

The popularity of names goes in waves. Many of today's names were almost unused 50 years ago, while 120 years ago they were quite popular. The name Mathias was little used for many years until about 1980 when things began to change. In 1999 Mathias placed on the top ten list, and in 2003 it became the most popular name for the first time. The name Sara has almost the same history to it as Mathias. It was an old name that was "out" for a long time. Beginning in about 1970 its popularity began to increase slowly, but surely, until it reached the top in 2002.

Here are both top ten lists:

Boy Names

1. Mathias
2. Jonas
3. Markus
4. Alexander
5. Lukas
6. Kristian
7. Magnus
8. Elias
9. Emil
10. Henrik

Girl Names

1. Sara
2. Thea
3. Emma
4. Julie
5. Nora
6. Ida
7. Emilie
8. Ingrid
9. Anna
10. Sofie

Litt på norsk...

Sara og Mathias Norges mest populære fornavn

Hvert år kommer Statistisk sentralbyrå ut med en liste over de mest populære fornavn i Norge. Resultatene viser at 2007 er ikke året med store endringer i navnetoppen. Trenden er fortsatt korte jentenavn med a eller ah-enderinger og bibelske guttenavn. Sara var det mest populære jentenavnet også i 2002, og Mathias toppet lista i 2003 og 2004. Fjorårets navnevinnere, Thea og Jonas, er nå på andreplass.

Navns popularitet går i bølger. Veldig mange av dagens navn ble nesten ikke brukt for 50 år siden, mens de for 120 år siden var ganske populære. Navnet Mathias lå det i dvale i mange år før det rundt 1980 begynte å røre på seg. I 1999 kom Mathias inn på ti på topp-lista, og i 2003 var det for første gang årets navn. Navnet Sara har nesten samme historie som Mathias. Det er et gammelt navn som lenge var helt "ute". Fra om lag 1970 vokste populariteten langsomt, men sikkert, til toppen ble nådd i 2002.

Her er både ti på topp lister:

Guttenavn

1. Mathias
2. Jonas
3. Markus
4. Alexander
5. Lukas
6. Kristian
7. Magnus
8. Elias
9. Emil
10. Henrik

Jentenavn

1. Sara
2. Thea
3. Emma
4. Julie
5. Nora
6. Ida
7. Emilie
8. Ingrid
9. Anna
10. Sofie

Mother's Day Gift Membership

Are you searching for a special Mother's Day gift that will show your mother you really care? Consider the gift of a Sons of Norway Membership.

A Sons of Norway membership includes access to many areas of Norwegian culture and heritage including:

- Online access to the "members only" area on www.sonsofnorway.com
- Travel discounts through major travel agencies
- Viking magazine, a monthly full color magazine filled with news from Norway, features on Scandinavian traditions, cuisine, travel and more
- A chance to join a lodge in her area to experience cultural events with others who share an interest in Norwegian heritage and culture
- The opportunity to learn Norwegian crafts through our cultural skills program

Whether she is already a member and would like her membership renewed, or if you'd like to honor her with a new membership, please call us at 800-945-8851. A special certificate will be sent commemorating the gift.

Mothers Day



Matlyst Monthly

Oatmeal Fruit Soup

Ingredients:

1/3 cup oatmeal

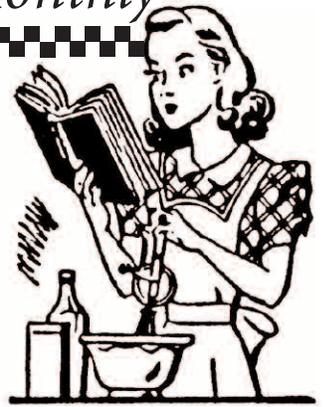
1 quart water

prunes

2 tbl sugar

up to 1/3 cup berry juice concentrate

Cook half the allotted water with the oatmeal for 5 minutes over medium heat. Simmer the prunes and sugar in the remaining water for 5 minutes. Combine the prunes, oatmeal and berry concentrate to taste. Chill before serving.



A Little in English...

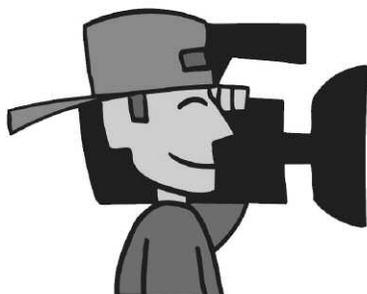
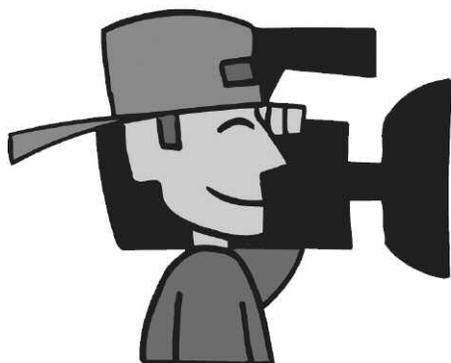
Princess Märtha Louise Followed by Cameras

The Norwegian broadcaster TV2 will follow princess Märtha Louise with cameras for an entire year. The TV channel would not say what sort of conditions Märtha Louise has set for the program.

“TV2 is very happy that we have gotten permission to follow the princess a whole year. She lives an exciting life,” said TV2’s spokesperson Unn-Grethe Berge.

The host of the show will be the journalist Monica Øien, who is well known for interviewing celebrities after several years as a reporter for the program God Morgen, Norge. TV2 would not disclose to what degree they have gotten to interview the princess as part of the project, or to what degree they will get to film her life outside of her official and commercial obligations.

Shooting apparently began last year, and according to the tabloid Se og Hør the turbulent period when Märtha was criticized for her so-called angel school was caught on camera.



Litt på norsk...

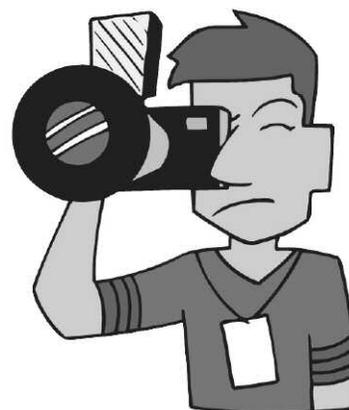
Prinsesse Märtha Louise blir fulgt av kameraer

Det norske tv-selskapet TV2 skal følge prinsesse Märtha Louise med kamerarer i et helt år. Hva slags betingelser Märtha Louise har stilt for å stille opp, vil TV-kanalen ikke opplyse om.

- TV 2 er veldig glade for at vi har fått lov til å følge prinsessen et helt år. Hun lever et spennende liv, sa TV2s informasjonsmedarbeider Unn-Grethe Berge.

Programleder skal være journalisten Monica Øien, som er godt kjent med å intervju kjendiser etter flere år som reporter i programmet God Morgen, Norge. TV 2 vil ikke opplyse om i hvilken grad hun får intervju prinsessen som en del av prosjektet, eller i hvilken grad hun får filme hennes liv ut over de offisielle og kommersielle oppdragene.

Opptakene skal ha startet i fjor, og ifølge tabloiden Se og Hør er den turbulente perioden der Märtha ble utsatt for kritikk for sin engleskole er dekket av kamerateamet.



Språk og kultur / Language and Culture

Lodge Names, part 2

In the earliest years of Sons of Norway, Norwegian was the first language of the vast majority of members. The organization, then known as Sønner af Norge, chose Norwegian names for its lodges. The lodge names in many ways reflected the hopes and dreams of the membership, many of whom had themselves left their homeland behind to begin a new life. As the years went on and the organization became more Americanized, the connection to Norwegian culture and language remained strong. In this edition of Språk og kultur we will take a look at some interesting lodge names and what they mean.

Many lodges have chosen local places names partially or wholly translated into Norwegian:

Grønnvik 5-632 (Green Bay, WI) Grønn (green) + -vik (bay)

Myrmarken 5-609 (Marshfield, WI) Myr- (swamp or marsh) + -marken (field)

Bitterrootdalen 4-656 (Hamilton, MT) The -dalen element means “the valley.” This lodge is located in Montana’s Bitterroot Valley, and has been appropriately condensed into a single Norwegian word.

Shastafjell 6-108 (Redding, CA) The -fjell element means “mountain.” This lodge is located near California’s Mount Shasta. There are a number of lodge names like this including Blåfjell, Snøfjeldet and Hvite Fjell, to name just a few.

New Additions to the Norwegian Experience 2008

Solstrand Hotel & Spa

Sons of Norway and Borton Overseas have made some exciting additions to the Norwegian Experience 2008 Recruitment Contest! In addition to the hotel, airfare, spending money and tour or cruise, the winner of the Norwegian Experience 2008 will also win a two-night stay at the beautiful and luxurious Solstrand Hotel & Spa.

Situated on the Bjørnefjord south of Bergen, Solstrand has been called “the most accessible hideaway by the fjord. For a hundred years, Solstrand's exquisite location, beautiful surroundings and magnificent view of the Folgefonna glacier have fascinated travelers from far and wide. Here, the winner will enjoy private transfer between Bergen and Solstrand and two nights' accommodation in a deluxe room with a 180° panorama fjord view and a balcony.

Also, as part of their stay, the winner and their guest will be treated to a spa treatment. Solstrand is well known for its spa facilities for aromatherapy, massages, body wraps, facials and wellness treatment for feet and hands. Solstrand also has a wellness center that overlooks the fjord and includes: steam bath, sauna, icy pool, swimming pool and fitness room facilities.

Remember, entering the contest is easy! All you have to do is be a current member of Sons of Norway who recruits a new, dues-paying member between January 1 and December 31, 2008. Also, don't forget that any gift memberships you give to new, dues-paying members throughout the year can also qualify you for the contest as well!

SUPPLEMENT

Summer Sizzle 08

Add a little sizzle to your summer recruitment efforts by participating in Sons of Norway's Summer Sizzle! From June 1 – August 31, 2008, for every three qualifying members you recruit, you'll receive a rosemary coffee mug. Recruit 12 members and we'll throw in a pound of gourmet coffee to go in your mugs!

Summer usually marks a slower time for our lodges, but that doesn't mean that new member recruitment needs to slow down, too! Consider some of these ideas to kick-start summer member drives:

- Throw a Midsommer celebration and invite family, friends and the community! An event is a great way to showcase the fun we have celebrating our heritage and culture. Make sure there's a member on hand dedicated to answering any questions about membership and inviting non-members to join.
- Have a picnic! We Norwegians love to eat. Why not throw a membership picnic instead of the typical dinner or breakfast? Throw in a couple games or activities to make it a festive atmosphere.
- Get involved. Many communities have a plethora of events, like parades and festivals. Involve your lodge somehow (food booth, volunteers, activity sponsors, etc) and have those applications at the ready.
- Remember – the most effective way to get someone to join Sons of Norway is simply to ask them to join, so don't be shy. Have an application on hand for at the pool, in the park, or sitting on the porch with some non-member friends.

Don't forget, Sons of Norway has tons of tools for you to use to get the word out about your lodge. You can order posters, marketing brochures, membership benefits booklets, and, of course, more applications, from the Supply Department (supply@sofn.com or 800.945.8851x645). For brainstorming and assistance or to receive the monthly recruitment and retention emails, you can also contact the Membership Coordinator (nneuman@sofn.com or 800.945.8851x697).

Need even more incentive to recruit? Each dues-paying member you recruit still qualifies you for the Norwegian Experience 2008 contest!

- Recruiters must be current members of Sons of Norway, excepting Sons of Norway Headquarters staff, Financial Benefits Counselors and International Board members
- New members must be dues-paying members (this includes spousal members and some Unge Venner members)
- To qualify for entry, completed membership applications for new members, with the recruiter's member number indicated, must be received at Sons of Norway Headquarters by August 31, 2008. On-line applications count as well. Remind members to provide their member number to the applicant for inclusion on the on-line form.

