



SONS OF
NORWAY

November, December 2007

NEWSLETTER *Service*

Dear Lodge/District Editors:

We are pleased to provide the latest edition of the Newsletter Service. 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 on the Web at www.sonsofnorway.com, under the "Members Only" section. We hope you enjoy this issue and find its content to be beneficial.

We recently changed out 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.

Fraternally,

A handwritten signature in black ink, appearing to read "Eivind J. Heiberg".

Eivind J. Heiberg

November 2007

Litt på norsk...

Norwegian Street Artist Dolk Makes his Mark in London

The sight of spraycan painting on walls sets many people to boil. But humorous and political stencil paintings that people can see on the street corner are being sold now as original versions on the art markets of Europe. In this market there is also a Norwegian artist who is making himself known. Norwegian street artist Dolk is making a name for himself as an artist in London. There has street art of more known artists multiplied its value in the last six months.

“Dolk’s images are popular here in London,” says agent Ray Taylor at the auction house Sotheby’s in London. “His potential is great.”

Street art by the more famous Banksy has exploded in value on the European art market in the last year. Images have gone up from 2000 pounds to as much as 150 000 pounds in half a year. Street art is a variant of graffiti, where the artists use stencils on the wall. The artists keep the originals on the easel at home, so that the art does not disappear if someone washes away the street copies.

The mystique around which artist actually is hiding behind the name Banksy or Dolk also helps to attract buyers, Taylor believes.



november 2007

A Little in English...

Norsk gatekunstner Dolk gjør det skarpt i London

Synet av sprayboksmaling på vegg setter mange sinn i kok. Men humoristiske og politiske sjablongmalerier som folk kan se på gatehjørnet, selges nå som originalversjoner på kunstmarkedene i Europa. I dette markedet er det også en norsk artist som hevder seg. Norsk gatekunstner Dolk gjør seg bemerket som kunstner i London. Der har gatekunst av mer kjente signaturer mangedoblet sin verdi de siste seks månedene.

-Dolks bilder er populære her i London, sier agent Ray Taylor ved auksjonshuset Sothebys i London.

- Potensialet hans er stort.

Streetart fra den mer kjente Banksy har eksplodert i verdi på det europeiske kunstmarkedet det siste året. Bilder har steget fra 2000 pund til oppmot 150.000 pund på et halvt år. Gatekunst er en variant av graffiti der kunstnerne bruker sjablonger på veggen. Originalene har kunstnerne på lerret hjemme, dermed forsvinner ikke kunsten selv om noen skulle vaske vekk gatekopiene.

Mystikken rundt hvilken kunstner som egentlig skjuler seg bak navn som Banksy eller Dolk er også med på å trekke kjøpere, tror Taylor.



A trip of a lifetime for you

By Ted Fosberg, International President

One of Sons of Norway's goals is to achieve net membership growth between July 31, 2006, and December 31, 2007. To aid in achieving this goal, we have established an incentive for recruiting new members – "The Norwegian Experience". The winner of this 10-night luxurious Norwegian travel adventure for two will receive:

- Deluxe business-class airfare to Norway for two
- All transportation in Norway
- Deluxe accommodations including hotel upgrades
- At least two meals included each day
- \$500 in spending money
- Private tour of the famous Hadeland Glassworks including a gift certificate

This travel package is sponsored by Borton Overseas Travel and Sons of Norway. What is most exciting about the adventure is that Borton Overseas will work with the winner to select a travel adventure tailored to their needs with many highlights to choose from, including a cruise through Norway's fjords, shopping in Oslo and seeing the Bergen harbor at night.

The contest period is January 1, 2007 through December 31, 2007. You will receive one entry for each dues-paying member. There is no limit to the number of entries allowed, so recruit as many new members as possible to increase your chances of winning! See additional contest guidelines below.

This will truly be a memorable experience for the winner. However, all the new members recruited will be enjoying the Sons of Norway experience and the many benefits we offer. By participating, you are helping Sons of Norway build membership while at the same time giving yourself a chance for a trip of a lifetime – a win-win for you, your new member(s) and Sons of Norway. Lykke till!

Contest Guidelines

- Recruiters must be current members of Sons of Norway
- New members must be dues-paying members.
- To qualify for entry, membership applications for new members, with the recruiter's member number indicated, must be received at Sons of Norway Headquarters by December 31, 2007.

For more information visit
www.sonsofnorway.com

Fall frenzy

Let this fall mark your commitment to membership by participating in Sons of Norway's Fall Frenzy! For every three qualifying members you recruit from September 1st, 2007 through December 31st, 2007, you'll receive a chocolate surprise for your efforts.

Take advantage of the open houses, bazaars and other activities your lodge puts on during the autumn to attract new members. Be on site and ask newcomers to join on the spot. We need your help to reach our goal with membership. Read on for some resources you can use as you work to achieve a membership surge!

• **Plan an event.** Try something new this fall – encourage your lodge to plan an event showcasing a cultural skill such as dancing, rosemaling or chip carving. (Or, plan an event for your lodge.....) Get visitors involved – an interactive experience will have a more lasting impression upon the participant.

• **Utilize your resources.** Seek inspiration from your lodge's membership committee. Look for ideas in the Viking Resource and the monthly recruitment and retention emails (contact the Membership Coordinator, nneuman@sofn.com, to join).

Don't forget about using posters, available through Sons of Norway Supply Department, to publicize your event. Also, check out the PR Toolkit. It offers numerous ideas to market your event.

• **Take advantage of other contests.** Remember: every member you sign up during the Fall Frenzy also qualifies you for an entry into the Norwegian Experience contest, as well! A full description of what qualifies a newly recruited member for this contest is below.

Take part in the Fall Frenzy. Remember, recruiting members is as easy as just asking!

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A Little in English...

Acupuncture-Pig?

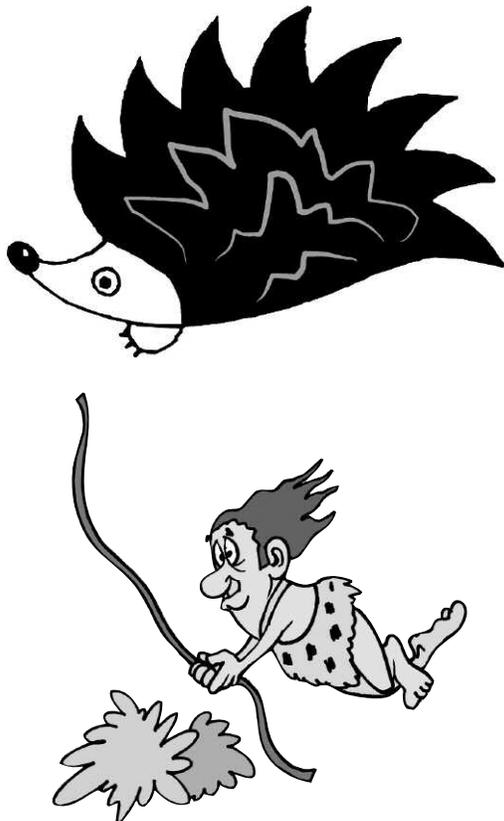
The journalists at the nett-newspaper Politiken.dk have had enough of Norwegians amusing themselves at the expense of the Danish people. Therefore, Politiken.dk asked its readers to write in with their favorite amusing Norwegian words and expressions. Despite a certain distance from reality, there is no lack of imagination among the Danes.

“To call Tarzan “Forest-Harald” borders on the purely mad,” writes one frustrated reader.

“Is it just a rumor, or is popcorn really called ‘explosion-maize’ in Norwegian?” asks another.

Reader Mathias Esmann from Vejle tires to clean up a certain number of misconceptions the Danish apparently have. He denies that the film “Shark Summer” [“Jaws”] got the title “The Super-Cod” in Norwegian. (In Danish the movie is called “The Gob of Death.”)

He can also confirm that a porcupine is not called an “acupuncture-pig,” and we Norwegians do not call the Danish delicacy false rabbit “synthetic mountain-mouse.”



Litt på norsk...

Akupunktur-gris?

Journalistene ved den danske nettavisen politiken.dk har sett seg lei på at nordmenn har det morsomt på danskers bekostning. Derfor spurte politiken.dk sine lesere om festlige norske ord og uttrykk. Og på tross av en viss distanse fra virkeligheten, er det ingen mangel på fantasi hos danskene.

- At kalde Tarzan for "Skogs-Harald" grænser da til det rene vanvid, skriver en frustrert leser.

- Er det bare rygter, eller hedder popcorn på norsk rent faktisk «eksplosjonsmajs», spør en annen.

Leser Mathias Esmann fra Vejle vil gjerne ordne opp i en del misforståelser danskene måtte ha. Han avkrefter at filmen «Haisommer» har fått navnet «Kjempetorsken» på norsk. (På dansk heter den «Dødens Gab»).

Han kan også fortelle at pinnsvin ikke heter «akupunkturgris», og vi nordmenn ikke kaller forloren hare for «syntetisk fjellmus».



Norway still the world's best place to live

For the fourth year in a row, the United Nations has ranked Norway as having the highest standard of living in the world. Sweden, Australia and Canada are next in line, while the United States is further down the scale. The annual ranking is based largely on average levels of education and income, combined with expected length of lifetime.

The report measured standards of living in 177 countries around the world. Other Nordic countries also ranked high, with Iceland in 7th place, Finland 13th and Denmark 17th.

Norway's gross national product per person amounted to USD 36,600, beaten only by Luxembourg. Its men and women are expected to live to an age of 78.9 years and Norway is one of 19 countries in the world with no measurable rates of illiteracy.

Researchers for the United Nations Development Program (UNDP) also weighed countries' degrees of cultural freedom in their analysis. They called cultural freedom a "basic human right," and awarded high scores in this year's UN Human Development Report to countries that accept immigrant cultures in addition to their own.

Norway's cultural diversity has blossomed in recent years, and public policies are aimed at integrating various ethnic groups and promoting tolerance. Norway also was lauded for its high literacy rate in addition to educational levels and material wealth. Norwegians themselves generally point to their country's scenic beauty, recreational opportunities, clean water and fresh air.

The United States landed in eighth place on the list, while France, for example, was 16th.

The worst countries in which to live are all in Africa, according to the UN report. All 23 nations at the bottom of the list were African, with war-torn Sierra Leone in last place.

Aftenposten English Web Desk
Nina Berglund/NTB

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Burping moose bad for the environment

Amidst all the talk about carbon dioxide emissions and global warming comes news that Norway's national mascot may be contributing to the destruction of the environment, through burping and other bodily functions. The country's so-called "King of the Forest" hasn't been widely viewed as having any really nasty personal habits, surely none that could be considered an environmental threat.

But now some researchers linked to Norway's technical university (NTNU) in Trondheim contend that moose are responsible for tons of gas emissions a year through their frequent burping and, well, farting. "Shoot a moose and save yourself a climate quota," joked moose researcher (and moose hunter) Reidar Andersen at NTNU to newspaper VG on Tuesday. He's published a book on the life of a moose.

And he's only half joking. The research web site www.forskning.no has calculated that the annual gas emissions from a moose are equal to those from an individual's 36 flights between Oslo and Trondheim. A grown moose will burp and pass so much methane gas in the course of a year that it amounts to 2,100 kilos of carbon dioxide emissions.

Newspaper VG reported that a motorist would have to drive 13,000 kilometers in a car to emit the same. Bacteria in a moose's stomach create the methane gas, which in turn breaks down the plant fibers the moose has eaten. Excess gas is (ahem) farted out, and methane gas is considered more destructive than carbon gas. Cows are also a source of such gas emissions, while pigs and chickens are more environmentally considerate. VG reported that 120,000 moose wander around in Norwegian forests. This year's looming moose hunt (elgjakt), which begins September 25, will eliminate an estimated 35,000 of them.

*Aftenposten English Web Desk
Nina Berglund/NTB*