

Dear Members,



With another winter just about over, no doubt you're starting to think about the spring and summer activities ahead: family reunions, school graduations, weddings, vacations and Syttende Mai, of course! It's wonderful to look forward to these milestones with family and friends, some of which will take place in or near your own Sons of Norway lodge.

Your membership provides many benefits, and the sense of community and programming that allows us to embrace our Norwegian culture and heritage are among them. Financial peace of mind also allows us to participate fully in the lives of our families, friends and community. This issue of The Advisor can help point you in the direction of peace of mind.

Inside we're covering the top reasons to buy life insurance and how an insurance policy can help offset the cost of higher education. In addition, on page 2, you'll see Sons of Norway's goals for 2017. These goals illustrate our focus over the coming year. We're intent on achieving these goals to ensure a vibrant Sons of Norway community in each and every lodge for the long term. Please read the article to learn how you can be involved in this important effort.

Also, let me call your attention to the reply card on the back page of the issue. Check a few of the items that might make sense to you as you seek your financial security – and that other important item: peace of mind. Why not mail that card to Sons of Norway or contact your FBC today?

With warm regards for a joyous spring,

Jim Tschwen

YES! Please send me more information on the following products to help me achieve my financial goals

Complimentary Financial Review

IRAs - Traditional and ROTH

Child or Grandchild Plans

Level Term Life Insurance

401K Rollover

Chronic Illness Accelerated Benefit Rider

Medicare Supplement**

*These products may not be available in all states.

Preserving My Estate

Saving For Retirement

Pension Maximization Plan

Universal Life Insurance

Immediate Annuities

Whole Life

Single Premium Whole Life

Tax-deferred Annuities

**Products from other insurance carriers offered by your Sons of Norway Financial Benefits Counselor.

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2017 Mission-Driven Goals for Sons of Norway



Here are the goals the International Board determined for this year:

- Attain** 375 new insurance members.
- Achieve** \$5.5 million in total life insurance premiums.
- Accomplish** \$20 million in total annuity premiums.
- Acquire** 3,500 new members.
- Arrive at** \$200,000 Foundation funds raised.

Achieving these goals will take collective action, and your help is key to our success each step of the way. Invite your extended family, friends and community members to learn more about Sons of Norway, and encourage your fellow lodge members to do the same. Approach your FBC should you have questions about our financial products that will help ensure your family's financial health and security. Continue to support meaningful causes within your neighborhood.

By working shoulder-to-shoulder within your lodge and community, a strong Sons of Norway will be ensured for generations to come. Thank you for your committed membership!

Heritage, culture, community – these are the values that spring from Sons of Norway's mission, and are likely among the reasons you joined a lodge. You and your fellow members also have the opportunity to embrace a multitude of lodge activities and community service projects. Financial products such as life insurance and annuities that provide the bedrock of financial security are also at your fingertips. These Sons of Norway activities and services have existed in one form or another since the organization was founded way back in 1895.

Fast forward to 2017. At its most recent meeting, the Sons of Norway International Board of Directors carefully considered how to structure goals in a way that would support member engagement and lodge vitality for the long term.

News from Headquarters

Congratulations to Colleen Grill



Sons of Norway is pleased to announce that Colleen Grill has been promoted to the position of Senior Customer Service Representative.

Colleen has provided outstanding customer service to Sons of Norway's Financial Benefits Counselors (FBCs) and insurance members for more than 12 years. Colleen consistently displays the expertise and dedicated service we as a company strive to deliver to our FBCs and insurance members.

In Colleen's new role as a Senior Customer Service Representative, she will continue to provide service and support to our customers and mentor others within the Insurance Services department. In addition, Colleen will be more involved in training internal team members and developing informational tools to assist our FBCs.

If you would like to congratulate Colleen on her promotion, please feel free to contact her directly at 612-821-4631 or cgrill@sofn.com.

Current 12 Month Interest Rates

Single Premium Deferred Annuity

Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return
\$10,000 - \$24,999	1.85%	.70%	= 2.55%*
\$25,000 - \$49,999	2.00%	.70%	= 2.70%*
\$50,000 - \$99,999	2.10%	.70%	= 2.80%*
\$100,000 and over	2.15%	.70%	= 2.85%*

*These rates include a .70% first year bonus.
Guaranteed Minimum Interest Rate: 1.00%

Interest rates as of 10/01/16 and are subject to change. New contracts only.

Flexible Premium Deferred Annuity

Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return
\$2,000 - \$9,999	1.60%	0%	= 1.60%
\$10,000 - \$24,999	1.90%	.70%	= 2.60%*
\$25,000 - \$49,999	2.05%	.70%	= 2.75%*
\$50,000 - \$99,999	2.15%	.70%	= 2.85%*
\$100,000 and over	2.25%	.70%	= 2.95%*

*These rates include a .70% first year bonus.
Guaranteed Minimum Interest Rate: 1.00%

Interest rates as of 10/01/16 and are subject to change. New contracts only.



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Reasons to Buy Life Insurance



Most people don't want to think about the need for life insurance, but with that purchase you are buying economic freedom and peace of mind. Consider this: You don't buy life insurance because you are going to die, but because those you love are going to live.

Here are seven reasons to buy life insurance:

1 Replace Income of Breadwinner or Spouse
When someone dies, his or her regular paychecks stop. Consider not just what impact the loss of one year's income would be, but how much earned income would be lost over time.

2 Pay Off Debts
Life insurance can be used to pay off your mortgage, credit cards, student loans, car loans, medical bills and final expenses. It can help your family maintain their standard of living.

3 Help Fund Expenses for College
With a permanent policy on either the parent or grandparent, the cash value accumulation over time provides money to tap into for college. It's self-completing as well, because if you die before the children go to college, the proceeds can still be earmarked for college.

4 Allow Money to Go Directly to Beneficiaries, not Creditors
Credit card companies cannot demand a portion of the death benefit. Life insurance is one of the most efficient ways to leave money to your loved ones.

5 Provide a Safe Investment
The stock market can go up and down, making your investment risky. With life insurance, the value is set.

6 Supplement Your Income in Retirement
A life insurance policy can be a safety net in two ways: 1) the cash value that accumulates can be a source of money to tap into if you need additional income, and 2) the death benefit will provide financial security to your family if you die in retirement.

7 Create a Generous Legacy
Life insurance proceeds can be passed on to your children, grandchildren, and a charity or foundation – income tax free.

Please call an FBC for more details.

- Leonard Carlson, Director of Agencies





Here is another idea. Aside from using various investment vehicles like CDs, stocks, mutual funds, annuities, etc., have you ever considered permanent life insurance, such as a Whole Life policy? For many, this time in a parent's life can be stressful with all the financial responsibilities they have. As a result, many grandparents will help out. With a Whole Life policy on the grandparent's life, cash value builds up that can either be withdrawn or borrowed against when money is needed for tuition. And if grandma or grandpa passes away before the grandchild goes to college, the proceeds can be ear-marked for education, so then it becomes a self-completing plan. The same idea can be applied to the parents owning life insurance to help with college costs.

We don't like to think about the death of a child, but it happens. Having life insurance on a grandchild (student) is another good idea because if the unthinkable should occur, the life insurance proceeds can be used to take care of the college debt.

I recommend talking to your FBC about how a Whole Life policy can help provide some of the funds for college tuition. There are advantages in using a Whole Life policy versus other college plans.

- Leonard Carlson, Director of Agencies

Q. **A Sons of Norway member who was reading an article recently about college student debt and how staggering the debt is becoming asks, "What are the ways that parents and grandparents can help prepare for the cost of education?"**

A. Good question. You are right; the amount of debt is enormous! According to the U.S. Department of Education, student debt surpassed \$1.3 trillion in 2015, with the number of borrowers rising to 43 million.

Planning to save money for college should start as early as possible; even before the children are born is a good idea. It all starts with clearly mapping out your family's priorities and deciding how much money you can save for college. You don't have to over-spend for college as there are cost-friendly options to choose from, such as community and state colleges. Decide up front that you aren't going to saddle your kids with a massive debt.

People often think that their only choice is to take out loans to pay for college. There are scholarships awarded (but not to everyone), and grants are also available if you qualify. Most states have a 529 Plan which is good, but it does have some pros and cons.

- Approximately 70 percent of Bachelor's degree recipients graduate with debt.
- The outstanding balance of the nation's student loans is growing by an estimated \$2,726 every second.
- One in four student loan borrowers are either in delinquency or default, according to the Consumer Financial Protection Bureau.
- Student loan debt exceeded credit card debt in 2010 and auto loans in 2011, and it passed the \$1 trillion mark in 2012.
- Last year, more than two-thirds of college graduates graduated with debt, and their average debt at graduation was about \$35,000, tripling in two decades.
- What can be done to help control student debt?

Read on ➡