



SONS OF
NORWAY

Newsletter Service

March, April 2012



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 hardcopy 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,

A handwritten signature in cursive that reads "Linda Pederson".

Linda Pederson
Fraternal Director
Sons of Norway



March • mars



2012 INTERNATIONAL
CONVENTION
SONS OF NORWAY • FARGO, ND

International Convention

You probably know by now that this year Sons of Norway will be hosting a Biennial International Convention. This is an important event for the organization because it's when we hold the International Lodge Meeting, a time when members come together to participate in our organization's governance by discussing issues that will have a significant impact on Sons of Norway.

This year the Convention is also the home of the first-ever Innovative Leadership Conference, an event open to ALL members and dedicated to strengthening attendees leadership skills.

To help members learn about each of these important events, Sons of Norway has launched a new website, www.sonsofnorway2012.com. Visitors to this new website will learn about all the exciting things happening at the Convention, register for attendance, get schedule/agenda updates and learn about the event location, Fargo, ND. Visit today to learn all about the exciting events coming up this summer!

March • mars

- Bank Tests Honesty of Oslo Residents
- Norwegian Experience 2012
Recruit to win the trip of a lifetime to Norway!
- Norway After 1980

April • april

- Talented Teen Wins First Round of Melodi Grand Prix
Eurovision 2012 is just around the corner, be sure to check out Norway's first set of contenders for the preliminaries.
- Trondheim Tops List
- World Record Breaking Norwegians
Think you know all there is to know about Norway? Learn some new trivia with these unorthodox world records.
- Easter Holiday - Typical Norwegian

Matlyst Monthly

- Norwegian Coffee Buns (Hveteboller)
- Leg of Lamb



Congratulations to our Viking Quest Winners

The Viking Quest Membership Challenge ended with a bang this past December. In all, nearly 1,000 new members were recruited. The big winners were Oslo lodge 3-439 in Syracuse, NY and the Henrik Ibsen lodge 6-007 in San Francisco. Both lodges will be featured in a Viking magazine article in May. Be sure to watch out for the next recruitment challenge from the Sons of Norway Headquarters!

Spotlight on Volunteerism

Did you know that Sons of Norway Headquarters is looking for your volunteer stories? With the Spotlight on Volunteerism initiative, your lodges successful service projects could be shared in R&R with lodges across the organization – or even a Viking Magazine article in 2013. To find out more, contact Joe Eggers, Membership Coordinator at (800) 945-8851 or membership@sofn.com.



March • mars

Bank Tests Honesty of Oslo Residents

In early January *SpareBank 1 Oslo* crafted a plan to test the honesty of area residents by leaving 10 wallets containing cash, credit cards and personal and financial items in locations across the city. In the event that a wallet was returned, the bank would then reward the finder with 10 times the amount of cash contained in the wallet—an amount significantly higher than the standard 10 percent typically given for returned wallets. The plan is part of a larger initiative titled *Vi bryr oss om Oslo* or "We Care about Oslo," a collaboration between *Radio 1* and *SpareBank 1 Oslo* with the goal of encouraging and inspiring a positive attitude.

To the surprise of project organizers, all 10 wallets were returned with all their contents intact. "I was positive about what kind of results we'd get before we started, but I hadn't expected that fully 100 percent of the wallets would be returned," said Svein Øvregård.

University of Oslo Professor, Ottar Hellevik, shared a similar surprise to the project's outcome, saying "our numbers have shown that Norwegians' ethics have been sinking, so this is encouraging."

While the bank's project results were impressive, studies suggest that people may feel quite differently about returning found money that isn't accompanied by identification. Studies conducted in 1985 and 2009 by Synovate—a global market research company—showed a significant decrease in the number of people who felt it was wrong to keep found money, from 63% to 33%.

Whatever the reason, leader of the "We care about the Oslo" project, Svein Øvregård, is delighted with the result.

Adapted from various sources.



Norwegian Experience 2012

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 2012 Norwegian Experience Recruitment Contest.

The trip, which will be awarded in January of 2013, 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, 2012. Also, remember that you can enter as many times as you recruit throughout the year, which increases your chances of winning!



March • mars



Norwegian Coffee Buns (Hveteboller)

The Great Scandinavian Baking Book
by Beatrice Ojakangas

These simple buns are served fresh with morning coffee.
Makes 24 rolls.

- 2 packages active dry yeast
- ½ cup warm water, 105°F to 115°F
- ⅓ cup sugar
- 1 tsp. salt
- ½ cup melted butter
- 1 tsp. pulverized cardamom seeds
- 2 cups milk, scalded and cooled to lukewarm
- 6 to 6½ cups all-purpose flour

Glaze

- 1 slightly beaten egg
- 2 tbs. milk
- pearl sugar, plain sugar, or crushed sugar cubes for topping

In a large mixing bowl, dissolve the yeast in the warm water. Add a pinch of the sugar and let stand 5 minutes until yeast forms. Stir in the remaining sugar, salt, butter, cardamom and milk.

Add half the flour and beat until smooth and satiny. Add the remaining flour slowly, stirring until mixture will not absorb more flour. Let stand 15 minutes.

Turn dough out onto a lightly floured board and knead until smooth and satiny, 5 to 10 minutes. Wash bowl, grease it, and place dough in bowl, turning to grease top. Cover and let rise until doubled, about 1 hour.

Turn dough out onto a lightly oiled surface. Divide into 24 parts. Shape into smooth balls.

Cover baking sheets with parchment or lightly grease them. Place dough on baking sheets and let rise until almost doubled, about 45 minutes. Preheat oven to 375°F.

Mix egg and milk and brush rolls with the mixture. Sprinkle with the sugar. Bake 15 minutes or until golden.



March • mars

a little in English...

Norway after 1980

The 1980s marked the end of the epoch that was described as "the post-war period." At the fiftieth anniversary of independence in 1995 the post-war generation had the most power positions in society and industry. In the years after 1980, Norway was marked by large revenue from petroleum production in the North Sea, which created an increased prosperity for the vast majority. In addition, the world has moved closer to us, both in public policy, in business and in the private sector. The economy is more international than before. Norwegians travel more than before, and the new media situation has made so that the 2000s is described by how many and what kind of TV one has in their living room. Norway has also become a multicultural society, where groups of immigrants have created a more international flavor in Norwegian society

Equality has made great strides. In this period, Norway had a female prime minister, parliament president, dean and bishop. The attitude towards authorities has changed. It has been pointed out that, for example, the titles of politicians and other magistrates have become less significant, and the previous social solidarity has been replaced with a stronger interest in the private sector. With the elections there has been a larger fluctuation for individual parties; voter's loyalty has lessened, which has been interpreted as dissatisfaction with the established political institutions. Prosperity has also highlighted those who fall outside of prosperity. Some have claimed that Norway is on the way to becoming what social science researchers call the "2/3 society" (and in Norway the fraction is maybe the "4/5 society"), where the vast majority are well off, is great enough to ensure the maintenance of the system, while other groups that fall outside when it comes to education, employment, health and prosperity. In the 2000s, the poverty debate has flared up once again, and in political rhetoric it's often referred to as "the world's richest country." The political divisions have made it more apparent of the degree of public control.

litt på norsk...

Norge etter 1980

1980-årene markerte slutten på den epoken som gikk under betegnelsen "etterkrigstiden". Ved femtiårsjubileet for frigjøringen i 1995 satt etterkrigsgenerasjonen med de fleste maktposisjoner i samfunns- og næringsliv. I årene etter 1980 har Norge blitt preget av de store inntektene fra petroleumsutvinningen i Nordsjøen, som har skapt økt velstand for det store flertall. I tillegg har verden rykket oss nærmere, både i den offentlige politikk, næringslivet og privatsfæren. Økonomien er mer internasjonalsert enn tidligere. Nordmenn reiser mer enn før, og den nye mediesituasjonen har ført til at det på 2000-tallet knapt er begrensninger på hvor mye og hva slags fjernsyn man vil ha inn i stuene. Norge har også blitt et flerkulturelt samfunn, der grupper av innvandrere har satt et mer internasjonalt preg på norsk samfunnsnivå.

Likestillingen har gjort store fremskritt. Norge fikk i perioden bl.a. kvinnelig statsminister, stortingspresident, prost og biskop. Holdningen til autoriteter har endret seg. Det har vært pekt på at tilliten til f.eks. politikere og andre øvrighetspersoner er blitt mindre, og den tidligere samfunnsolidariteten er blitt avløst av en sterkere interesse for privatsfæren. Ved valgene har det vært store svingninger for enkelte partier; velgernes lojalitet har blitt mindre, noe som også har vært tolket som misnøye med de etablerte politiske institusjoner. Velstandsøkningen har også synliggjort dem som faller utenfor. Enkelte har hevdet at Norge er på vei mot det samfunnsforskerne kaller "2/3-samfunnet" (for Norges del kanskje heller "4/5-samfunnet"), der det store flertall som har det bra, er stort nok til å sikre opprettholdelse av systemet, mens noen grupper faller utenfor når det gjelder utdanning, arbeid, helse og velstand. På 2000-tallet har det igjen blusset opp en debatt om fattigdom i Norge, som i politisk retorikk ofte omtales som "verdens rikeste land". De politiske skillelinjer har også blitt tydeligere i synet på graden av offentlig styring.



April • april

Talented Teen Wins First Round of *Melodi Grand Prix*

Norway's first round of Eurovision semi-finals, the "*Melodi Grand Prix*," was won this past January by the competition's youngest contestant, 16-year-old Nora Foss Al-Jabri.



Nora Foss Al-Jabri performs "Something Beautiful"

Al-Jabri was one of eight performers who competed in the annual kick off preliminary competition hoping to gain one of the top three spots to advance to the final round of preliminaries held in February. Nora charmed audiences with her performance of "Something Beautiful," written by Eivind Rølles and Christian Ingebrigtsen.

American audiences might already be familiar with this talented 16-year-old, as she was featured on Oprah's "World's Most Talented Kids" show in 2009 singing, "Somewhere Over the Rainbow."

In all, 24 performers will be vying for just 10 spots in the final round competition held at the Oslo Spektrum Arena on February 11th. Joining Al-Jabri in the final round are 2nd and 3rd place contestants, The Carburetors and Reidun Sæther.

This year's Eurovision contest will be held on May 26th in Baku, Azerbaijan.

Visit <http://bit.ly/wWazhM> to watch Al-Jabri's winning performance, or for more on the *Melodi Grand Prix*, visit www.nrk.no/mgp/

Trondheim Tops List

Worldwide cost of living database, *Numbeo.com*, has created a new listing of the world's most expensive cities. While Oslo and Stavanger are often contenders for the top spot on the list, a new Norwegian city is taking making it's way into the ranks to the surprise of many. Trondheim—Norway's third most populated city with a population just over 176,000—is the new holder of the top spot in the list.

The ranking is created with the aid of over 23,000 user submitted price comparisons of 240,000 various goods and services.

Top Ten Most Expensive Cities

1. Trondheim, Norway
2. Stavanger, Norway
3. Zurich, Switzerland
4. Oslo, Norway
5. Geneva, Switzerland
6. Bern, Switzerland
7. Lucerne, Switzerland
8. Perth, Australia
9. Bergen, Norway
10. Tokyo, Japan



Which U.S. and Canadian cities ranked highest on the list? Coming in at number 33 is Boston, Massachusetts and ranking at number 38 is Vancouver, Canada.



April • april

World Recording Breaking Norwegians

Norway is known for many things—beautiful fjords, northern lights and scenic mountains, just to name a few—but, did you know that Norway also has the distinction of holding several unorthodox Guinness World Records? Check out these surprising records collected from guinnessworldrecords.com

Oldest Penguin In Captivity

The oldest penguin ever in captivity was Rocky, a rockhopper penguin (*Eudyptes chrysocome*) who was one of six who arrived at the Bergen Aquarium, Norway in 1974 and lived there until his death in October 2003, aged 29 years, four months.

Oldest Performing Ballerina

The oldest performing ballerina is Grete Brunvoll (Norway) (b. July 27, 1930). She began dancing at the age of six and her first professional performance was at the Nathionalteater in 1945, when she was 15 years old.

Most Viewed Video Online

Justin Bieber's music video for "Baby", directed by Ray Kay (Norway), is not only the top music video on YouTube but the most viewed video online of any kind. As of June 29, 2011, the pop video had 575,118,703 views on YouTube.

Most Basketball Slam Dunks by a Team Using a Trampoline in One Minute

The most basketball slam dunks by a team using a trampoline in one minute was 28 by Team Kangaroos (Norway) in Marienlysthallen, Norway, on November 17, 2010. The record was broken in celebration of Guinness World Records Day 2010.

Most Northerly Hotel

The world's most northerly full-service hotel is the Radisson SAS Polar Hotel in Longyearbyen, Svalbard, Norway. Svalbard consists of several islands from Bjornoya in the south to Rossoya in the north, Europe's northernmost point. About 60 percent of the archipelago is covered by ice.

Largest Swing Dance

The largest swing dance was achieved by 291 participants in an event organized by Dansefestivalen i Sel v/Øystein Ulen in Dansefestivalen, Norway, on July 11, 2009.

First Aircraft Flight Over the North Pole

The first verified flight over the North Pole was achieved on May 12, 1926 by Roald Amundsen, leader of an expedition to the polar ice cap between Europe and North America, and Umberto Nobile, the airship's designer and pilot. The American explorer, Lincoln Ellsworth, accompanied them and helped to finance the flight together with the Aero Club of Norway. Oscar Wisting, a polar explorer was the helmsman and, in total, there were sixteen crew members.



April • april

a little in English...

Easter Holiday – Typical Norwegian

There are not many countries like Norway, especially when it comes to Easter holiday!

Easter holiday is largely a distinctly Norwegian phenomenon because Norway is one of the few countries in the world that has a continuous holiday weekend from Maundy Thursday to the second Easter Sunday in Easter. The weekend gives the vast majority a minimum of five consecutive free-days of Easter holiday.

At the same time generous holiday hours and flexible time off at work and in school during the Easter season allows many to take ten consecutive days off – from “Palm Saturday,” the Saturday before Palm Sunday, through the holy week to the second day of Easter.

Through cliché representations in the media and the public sphere impressions are created and reinforced annually that ski, sun, snow, oranges, Kvikklunnsj and Easter crime novels by the fireplace is the typical Easter for the majority of Norwegians. In reality, the Easter holiday for the vast majority is first and foremost about leisure and mellow days at home – maybe spending time with family or friends.

The tan skin tone one gets after long days outdoors, sunbathing in the thin high altitude mountain air and in snowy environments is called “Easter brown.” The increased car traffic to and from the mountains is more or less called “Easter traffic.” “Easter snow” is used to refer to the ski conditions over Easter, when the snow is often old, rough and grainy, wet during the day and icy at night.

***Taken from Radio Ålesund 7. April 2009 by Egil Farstad (http://www.radioaaalesund.no/modules/module_123/proxy.asp?C=42&I=3214&D=2)*

litt på norsk...

Påskeferie - typisk norsk!

Det er ikke mange land som er som Norge, heller ikke når det gjelder påskeferien!

Påskeferie er i stor grad et særnorsk fenomen siden Norge er ett av de få land i verden som holder sammenhengende helg fra og med skjærtorsdag til og med 2. påskedag i påsken. Selve kjernehelgen gir altså de aller fleste minimum fem sammenhengende fridager eller påskeferie.

Samtidig fører generøse fridags-, flexi- og avspaseringsordninger i arbeidslivet og i skolen til at påskehøytid for mange blir det samme som ti sammenhengende fridager – fra og med "palmelørdag", det vil si lørdagen før palmesøndag, gjennom hele den stille uke til og med 2. påskedag.

Gjennom klisjépregede fremstillinger i media og i de offentlige rom skapes og forsterkes årlig et inntrykk av at ski, sol, snø, appelsiner, Kvikklunnsj og påskekrim i peiskroken er en del av påsken for folk flest. I virkeligheten er påskeferie for den store majoriteten først og fremst fritid og rolige dager på hjemmebane - kanskje med noe samvær med slekt og venner.

Den brune hudfargen en får etter lange utedager og soling i tynn høyfjellsluft og snørike omgivelser, kalles gjerne "påskebrun", mens den økte biltrafikken til og fra fjellet først og sist i ferien kalles "påsketraffikk". "Påskeføre" brukes vanligvis om skiføret i påska, da snøen ofte er gammel, grov og kornete, våt om dagen og skarp om kvelden.



April • april



INNOVATIVE LEADERSHIP
CONFERENCE
SONS OF NORWAY • FARGO, ND

Join Fellow Members
at the First-Ever Innovative
Leadership Conference!

Have you registered yet for the first-ever Innovative Leadership Conference? The conference, which is open to ALL members, is sure to be a premiere event that will help you strengthen your leadership skills! Whether you are interested in helping your lodge succeed or improving your professional leadership skills, the Innovative Leadership Conference will help you attain your goals.

Over the course of the day and a half conference, attendees will be taken through a series of educational topics by professional speaker/trainer, David Mann. Attendees will learn about effective communications styles, managing change, problem solving through collective visioning, creativity for leaders, and new persuasion tools for recruiting members and customers.

More importantly, everyone who attends will be given implementable tools and techniques, which will deliver tangible results. "The whole point of this event is to help members strengthen their leadership skills and provide them with the tools they need to succeed, both within Sons of Norway as well as within their professional lives," says Erik Evans, Sons of Norway's Communications Manager. "We feel that one of the most important elements to Sons of Norway's future success is strong leadership skills at the local lodge. This event provides the training for strong leadership and, we feel, will make Sons of Norway stronger overall."

If you'd like to learn more about the event or register today you can visit the 2012 International Convention website at www.sonsofnorway2012.com or you can call (800) 945-8851 ext. 623.

Leg of Lamb

The Norwegian Kitchen
by Astrid Karlsen Scott

Serves 6-8

- 2½ kg (5 pounds) leg of lamb
- 1 bunch parsley, chopped
- salt
- freshly ground black pepper
- 2 tsp rosemary
- 5 dl (2 cups) lamb stock
- 4 tbs (¼ cup) flour
- soy sauce

Preheat the oven to 175°C (350°F). Bone the leg of lamb. Sprinkle the meaty side with parsley, salt, pepper and rosemary. Roll up and tie with cotton string. Insert a meat thermometer into the thickest part.

Roast until the meat reaches an internal temperature of 75°C (165°F), about 90 minutes. During roasting, baste often with stock. Deglaze the pan with the remaining stock. Thicken with flour stirred into a little water, if desired. Season with salt and pepper and add soy sauce for color.

Serve with boiled potatoes, braised onions, brussels sprouts, carrots, baked apple halves filled with jelly and gravy.

Core the apples and halve lengthwise. Brush with lemon juice and bake in the oven until tender, about 15 minutes. Spoon jelly into indentations.