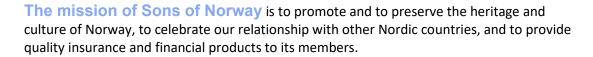


3D

Third District Today 2020 Volume 1





January and February 2020

February 2020



Welcome February. The days are getting longer, the sun is coming up earlier. Here in the Northeast, it has been a pleasant winter season – so far, knock on wood. I actually see sprouts sticking out of the ground for my tulips. What a way to confuse us, Mother Nature.

Has your lodge held their installation ceremony (or planning to this month) Thank you and congratulations to all of our new and returning officers. Remember, it will take everyone working with these officers to continue to be the great lodges I know you are. There may be new ideas and maybe some proposed changes, but the changes may be positive and make our organization better. Why not give them a try?

This is Sons of Norway's 125th Anniversary and the District has chosen the Alzheimer's Association as a cause. We WILL raise \$12,500.00 as our commitment to our members and community. This exemplifies one of the core values of SON. Please do your part as a

lodge or individual, and a big THANK YOU for your generosity and support.

If you haven't voted on your convention delegates, I hope it's on your agenda for your next meeting. Our District Convention is one of our most important events of our two-year cycle. We have business to conduct and your lodge needs to have their voice heard and be counted. In addition to the business, there will be great fraternal events and some educational events so please make sure your lodge is represented. Perhaps the best part will be to meet old friends and make new ones. There is information about the convention on our 3dsofn.org web site. Remember if your lodge plans on offering resolutions they will need to use the new format listed on the 3dsofn website.

Have you heard about the new products from the Insurance Department? The Insurance department has come out with some excellent new ones. Check them out, they might make for good recruitment/ retention items.

Due March 1: Domestic Scholarships for United States citizens studying in the United States. Many individual lodges and Zones offer Scholarships for their members or family members. February is the month to get all your information



together and get the paperwork done and mailed. If you want to know more or which lodges/zones have scholarships, contact your Zone Director for more information. go to the web site www.sofn.org, then click "Scholarship/Grants" to download all the information you need. The International Lodge also uses the Foundation Grants for disaster funding. When disasters strike the foundation sends money to members in need of help. And, please note, the Third District has its own Charitable Trust, which helps members in need of financial assistance, whether a onetime grant or monthly stipend.

Congratulations to the 18 lodges in District 3 who met their membership goal.

(goal # - actual recruitment #)

- 3-428 Washington Washington, DC 33 54
- **3-433** Scandinavian Heritage Soc, Rochester, MN 6 6
- 3-439 Pleasant Point Point Pleasant, NJ 4 7
- 3-475 Lauderdale Ft Lauderdale, FL 7 21
- 3-476 Troll Mahopac, NY 6 8
- 3-501 Vikingworld Orlando, FL 4 7
- **3-506** Norumbega Boston, MA 19 28
- 3-514 Gulfstream, Fort Pierce, FL 9 18
- **3-515** Tampa Bay, Tampa, FL 5 5
- 3-522 Hampton Roads Norfolk, VA 17 -28
- 3-541 Gateway To Florida, Jacksonville, FL 14 14
- 3-545 Morgensolen, Beverly, MA 4-8
- **3-555** Restauration, Media, PA 5 12
- **3-562** Suncoast, Clearwater, FL 5 8
- 3-566 Bernt Balchen, Rowlands, PA 9-9
- 3-630 Southern Star, Myrtle Beach, SC 7 10
- 3-675 North Carolina Vikings, Raleigh, NC 5 12

Fraternally, Kathy Dollymore, 3D President

January 2020

President Kathy wishes all a very Happy New Year; congratulates lodge officers; reminds us of the Lodge of the Year forms and other updates about the District. It can be found <a href="https://example.com/here.

A word about membership by Mary Andersen, Bondelandet Lodge, past 3D President.

Membership is critical to any organization. Traditionally, the Vice-President main job (other than being available to step in the shoes of the President if and when needed, is membership. We are one month into the New Year and most lodge installation of officers has taken place. I interviewed 3D VP Steve Helmold.

1. Congratulations on the new lodge!!!! Can you share how this all came about and how long it took from conceptual idea to actual lodge?

The idea for starting a new Lodge originated in August of 2018, when people were coming to Land of the Vikings and enjoying the atmosphere. Many would inquire about the Land of the Vikings, its history and background. When they learned about it and its affiliation with Sons of Norway they wanted to join. This got Richard Budrick, Buildings and Grounds Chairperson of Land of the Vikings and then member of Nor-Bu Lodge thinking about forming a Sons of Norway Lodge that could meet at the Land of the Vikings. Rick approached me and asked me if a Lodge could be formed and I told him yes that it was possible if he had 25 or more people interested in joining. Rick went to work recruiting member after member. We talked often regarding his status until he had 26 members. We both worked

very closely with the home office whose staff was so helpful. They too were excited about a new Lodge forming since it has been some time since there has been a new Sons of Norway Lodge. Rick has been great to work with as he is very enthusiastic about the new Lodge. This experience has taught him much more about Sons of Norway, its bylaws and policies and procedures.

2. One of the District VP functions is membership. I know you have been very active in a variety of menus during your term. Can you tell me a little about some of the things you have tried and what works and what didn't?

It has been said on more than one occasion that Sons of Norway is the best kept secret. This is so very unfortunate and I have been working hard to change that impression. Many of our lodges hold and/or participate in many community events. Either they do not think of having a membership table at these events or they just do not have enough help to spare the people needed to run a membership table. So, I, along with my wife Karen, have been traveling to fairs and festivals to help lodges promote Sons of Norway and recruit new members. It is accomplished by talking to people and handing out Sons of Norway information and applications. One technique that I have found to be very successful is to sign people up on-line which I do on my computer tablet. We had great results recruiting new members on-line in Manassas, Virginia, Scanfest in Budd Lake, New Jersey and at Norumbega Lodge's Christmas fair. These festivals and community street fairs as well as lodges own holiday fairs and bazaars are a great way to promote Sons of Norway and to get new members.

I also have been encouraging lodges to not only recruit new members but to retain present members by calling and sending letters to them if they have not seen them for a while and also have good programs at meetings to make it more interesting for the members. I have suggested to many lodges to have a mentor assigned to a new member so they will feel welcomed.

3. What other things have you been working on?

Well that sounds like a loaded question to me, Mary!! I have been working on a lot of things you started when you were District President with a few tweaks. I have been working with Zone 7 Director and LLST (Local Lodge Support Team) Chairman Dirk Hansen. You also asked us to look at the root cause of our membership ebb and flows suggested that data analytics was something to pursue. Well, we are continuing with those ideas. Chairman Dirk Hansen (Zone 7 Director) is great with data analytics and statistics. He can slice and dice the data many useful ways! Dirk has analyzed great amounts of membership data for each lodge in District 3. We use that data to identify lodges with membership issues. Data is reviewed and is sent to the Zone Directors and lodges. The Zone Directors follow up with the lodges and offer help with suggestions for the lodges to implement to increase recruitment and retention. Dirk also analyzes District information across the Order and shares that with current President Kathy Dollymore who shares it with International.

The LLST (Local Lodge Support Team) started in Zone One where members from larger, more successful, lodges joined together to help struggling lodges with membership initiatives. At the same time, past District 3 President Mary Andersen was thinking about District SWAT teams. The concepts were very similar, so I worked on starting LLS Teams in each Zone. Zone 5 has embraced this concept and is having great success with it.

I have started doing Leadership Training seminars in Zone One at the local lodge level to inform members and lodges about Sons of Norway and what leadership positions entail at the lodge level geared to Zone 1. The seminars also teach about the various aspects of Sons of Norway and District 3.

I know that you have also developed a Leadership Training Modules and tested it with Zone 6 and are in the process of updating it. I look forward to working closely with you in the future to combine our efforts and spread our

leadership information throughout the District. I am looking into doing training programs online through the 3D website for Lodges that can't attend the program as well as at the New Delegate Seminars at our District Conventions. Hopefully, we can team up at the District Convention and showcase the modules.

The concept of a virtual Lodge and town hall meetings which you introduced continues to be discussed. I think this is a great opportunity area for us. Dirk Hansen has been analyzing data based on ethnicity and zip code from the US census https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF). We are identifying pockets of Scandinavians with the hopes of eventually forming a virtual lodge. Members will be informed when more information is available regarding these efforts.

(Editor's Note: The concept of a virtual lodge was mentioned to me by Dirk Hansen when we staffed a membership table at a LOV event (we got two new members at that event!) I told him to run with it and wow, has he run with it!)

4. Anything else you would like to share with everyone?

I have started holding Vice President teleconferences with the Zone Director and Local Lodge Vice Presidents within each Zone. The calls are a way for the VPs to meet and to discuss membership issues and to share what works and what doesn't. These calls have been very informative for Vice Presidents as well as for me. I hope to be able to finish conducting such calls in each Zone prior to our 2020 Convention.

I also brought back the "UFFDA" card. These cards, once available from the home office, are used to send a gentle reminder to members who have become in the arrears in their dues. Some lodges have effective procedures in place for notifying members who forgot to pay their dues; however, many lodges were doing nothing to remind members leading to those members' suspension. Each lodge received a few cards to start. I have more cards available, just contact me if your lodge needs more.

It is my desire that we can all work together to continue to see District 3 grow.

Leadership Modules by Mary Andersen, Bondelandet Lodge, past 3D President.

Knowledge transfer has been a major focus for me. Think about it. If you have taken on a new role within your lodge or the District, you may have been handed boxes and files of information. Our SofN website has a lot of great information but you have to search for it. My goal has been to provide the tools for our many volunteers to make the job of volunteering a little easier. During this process I have been helped by many 3D Board members including Ingrid Hammen, Doris Beck, Jim Dunagan, John Fosse, Susan Olson, Dirk Hansen and many more. I also got some great ideas from the leadership training conducted by other Districts as well as professional organizations of which I am a member. Special thanks to Zone 6 lodge members who attended a trial run of the modules almost one year ago (March 2019). The end product is a set of modules which I believe will always be a work in progress. It is gratifying to know that the International is also interested in the modules and is working on making them more generic and transferrable to other Districts. I hope you will use them and make suggestions for improvement. Steve Helmold has agreed to take over responsibility for the modules and I am sure he will continue to improve it.

The modules available are:

- Lodge Leadership
- 2. Governing Documents and Roles and Responsibilities
- 3. Local Lodge Leadership
- 4. Publicity
- 5. SofN Foundation
- 6. Financial Products

7. Charitable Trust

There is also a Local Lodge Leadership toolkit which should serve as a convenient resource.

You can find the above tools under the Lodge Leadership tab under the About Us tab on our 3D website.

A little Culture by Third District Cultural Director Andy Mathisen

Andy scoured the tripsavvy website and gathered a little bit of everything for us this month. The links in the article will take you to the tripsavvy website with lots of great info. Worth checking out before your next trip to Norway!

Culture and Tradition by Naris Visitsin

Much of the culture of <u>Norway</u> can be traced back to the Vikings, a group of Scandinavian seafaring pirates, traders, and pioneers that settled in Northern Europe in the eighth century.

However, throughout their history, the people of this country have always identified with rural culture, which can be seen in its traditional costumes and folk music that are still celebrated today. More modern expressions of Norwegian culture include Jante Law and Constitution Day.

Jante Law is an essential part of modern Norwegian culture and emphasizes humility, equality, respect, and simplicity. In Jante Law, wealth is not flaunted, people don't criticize others, and egalitarianism is key.

May 17 is <u>Constitution Day</u>, Norway's holiday celebrating its nationhood. On this day, Norwegians participate in parades with bands, unions, civic and volunteer groups, schools, and performers.

Food and Cuisines by rhkamen

<u>Norway's food culture</u> is heavy on seafood, but the most typical food is thinly sliced brown cheese eaten with bread. Other popular cornerstones are cured or smoked salmon, whale steak, and Fiskepudding.

Breakfast usually includes fish, crispbread or flatbread, yogurt, cheese, coffee, and milk. Lunch includes fruit, coffee, and the popular open-faced sandwich with cheese, cold meat, or paté. Dinner consists of root vegetables such as carrots or boiled potatoes paired with fish and meats such as whale, chicken, beef, pork, or chicken.

On Constitution Day, Norwegians celebrate by eating flatbread, thinly sliced dried meats, porridge, beer, and aquavit. Learn about <u>tipping in Norway</u>

Folkore and Viking Myths by *Henning Roalkvam*

Norway has been inhabited by several different nomadic cultures for many centuries, so folklore is well-established and plays a big part in its modern culture and heritage. Legends include references to trolls, elves, witches, and other non-human characters alongside human heroes and heroines.

Norway's natural features have also greatly influenced its folklore. For example, many stories are told about trolls and elves that live in the forests. The folklore of Norway also tells us about a Christmas goat called julebukk.

Many of the stories of Viking conquests still live on today as folklore, too. In fact, one Viking story about the curse of Andvari's ring was actually the inspiration for J.R.R. Tolkien's <u>Lord of the Rings</u>.

Folk Music and Dance by Jack Vargoogian

Norway folk music, also influenced by the Vikings, has an unbroken tradition in that it has been passed down to each generation for hundreds of years. The folk music culture consists of music in vocal and instrumental pieces that are often performed by soloists. Popular folk musicians and singers include Susanne Lundeng and Odd Nordstoga.

The traditional instrument for instrumental folk music in Norway is the Hardanger fiddle (hardingfele) followed by the harp. The Hardanger fiddle is often called the national instrument of Norway, and you can even hear it being used extensively in *The Lord of the Rings* soundtracks.

Typical traditional dances for Norway folk music include the Halling (hallingdansen), shown in Alexander Rybak's winning performance at the Eurovision Song Contest.

Folk Costume and Traditional Clothing by *Ekely*

The traditional national costume of Norway is called *bunad*, an elaborate costume dating back to the 1800s with a lot of embroidery and jewelry. There are approximately 200 regional variations and, as elsewhere, there's a Viking influence on most traditional Norwegian clothing.

Both men and women own these peasant costumes. It is part of Norwegian culture to wear the bunad as the Norwegian folk dress for folk dancing at official celebrations, weddings, and especially on May 17, which is Constitution Day in Norway.

A little bit of lodge/District business

Please take note of these upcoming accounting deadlines:

- Form D17 due February 15, 2020
- Form D18 due May 15, 2020
- Form 990N due May 15, 2020.

What's LOV got to do with us?

Were you ever a camper at LOV? Well, we are having a reunion!! Should be lots of fun, time to reconnect with fellow campers and share fun stories! The camper reunion is May 29-31. Check out the LOV facebook page for more info and their great newlsetter! The following is a list of upcoming events, click on the links to see the flyers!

COMING EVENTS AT LOV – All are welcome to join

March 13 – 15	St. Patty's Day Weekend
April 17-19	Viking Jewelry making and Cooking lessons (click here)
April 19-26	Rosemalers; anyone with basic stroke knowledge is welcome
April 24-26	Rosemaling & Woodcarving Lessons by Al and Linda Miller (click here)
May 1 – 3	LOV Golf and Kubb Tournaments (click here)
May 29-31	3D Youth Camp Campers Reunion
June 26-28	Ellen & Bob present LOBSTER FEST at the Last LOV Affair (click here)

Going to the 3D Convention June 5-8 in Jacksonville, Fl? – we've got an app(lication) for that!

The delegate counts have been calculated and lodges informed. It is time to elect delegates! Seriously, think about going to the Convention, it is a way to connect or reconnect with other members of the Third District and have input into the operations of the District and Sons of Norway.

How can you try to implement change? Submit a resolution. We've got an app(lication) for that! You can download the guidelines here. Keep in mind that resolutions must be submitted to the Third District Board 75 days before the 3D Convention.

Want to learn more about the 3D Convention in <u>Jacksonville</u>? We have a lot of great info on the 3D website and check back frequently for additions or changes.

How much will it cost to go to the 3D Convention? Gateway to Florida lodge has been busy negotiating the best rate they could for us! Click here for more info.

Do you want to go? We have an app(lication) for that! Download the delegate registration forms.

Want to try rowing a Viking boat or support the 3D Charitable Trust? We have an app(lication) for that! Actually, we have two applications! To donate an item for the Viking Auction in support of the 3D Charitable Trust, click here.

Want to go golfing? Join your fellow 3D members at the South Hampton Golf Club on Thursday June 4. Download the app(lication) here!

Want to advertise your company or just send good wishes to the District? <u>Take an ad in the Convention journal</u>, yup, there is an app(lication) for that!

How else can you impact how the District or even the International operates? Run for a District or International Board office and yes, there are applications for that. We have a special section of the TDT dedicated to the process.

How can you help influence the course of the District and/or the International? Well, you can run for an office on either Board.

The basics:

You must be a delegate to the 3D Convention to run for a 3D Board position.

You must be a delegate to the International Convention to run for an International Board position.

You must be a 3D delegate to be nominated to be a delegate to the International Convention.

How are 3D delegates determined?

Section 3.6.1 of the <u>Sons of Norway Charter and Constitution Policies and Procedures</u> basically provides that each lodge within the district shall be not more than two delegates for the lodge and one delegate for every **50 or 75** or major fraction thereof determined as of the latest annual report before the election takes place.

How are International delegates determined?

Section 2.6.2 of the <u>Sons of Norway Charter and Constitution Policies and Procedures</u> provides that each district lodge shall be entitled to two delegates for the district (one of whom will be the District President) and one delegate for each 300 members or major fraction thereof.

Please note that the 3D bylaws provide that the International Director candidate and Alternate International Director candidate automatically are elected as delegates to the international Convention. This means that the number of delegates allocated to the 3D will be reduced by three before opening up the floor for International delegate nominations.

The Positions

Message from 3D Nominating Committee

Hello All Delegates,

The time is February when most of the lodges will be electing delegates and alternates to the 2020 Third District Convention and Lodge Meeting, unless your lodge voted earlier. The Nominating Committee congratulates those elected for representing your lodge and participating in the important decisions that will affect the future of the Third District. I would like to ask if you would please send you delegate and alternate names and e-mail address or phone number to the Third District Secretary Jeanne Addison at JLAnorge@aol.com.

I would like to introduce your Nominating Committee for the Third District. Barbara Berntsen (Chair) at barbarajb1230@optonline.net or 10 Pershing Ave., Valley Stream, NY 11581, Mary Andersen at andersenmaryb@gmail.com, and Gail Martinsen at gail8402@aol.com.

President Kathy Dollymore appointed us at the October meeting back in 2018. We are now consolidating a list of officers to be nominated and elected at the 2020 Third District Lodge meeting. If you would like to run for an office, please do not hesitate to contact any one of us above. To complete the Third District slate of officers one of us will be contacting you to ask if you would like to run for office. We can provide you with the description of office you choose and the importance for serving the district. The Third District cannot run without you.

I will be creating an e-mail address for each of the delegates to the 2020 convention so please provide your email address also. If you do not have an e-mail, I will mail the application to you. Each Officer will need to complete the officer application form, and submit it 30 days prior to the convention, by the deadline of May 4th to me: Barbara

Berntsen at <u>barbarajb1230@optonline.net</u>, or 10 Pershing Ave., Valley Stream, NY 11581, so your officer application can be forwarded to the delegates for consideration. Officer Applications are available online but can be sent to you to fill out if you prefer and email to me, Mary, or Gail.

Fraternally,

Barbara, Mary and Gail

PS: Former 3D President Mary Andersen developed a suite of leadership tools to help our lodge leaders which will be posted soon to the 3D website. Take a look at the modules if you are considering a Board position.

Message from International Nominating Committee

For our Sons of Norway membership, 2020 brings us into the District and International Officer nominating and electing cycle at District Conventions and the International Convention.

The International Nominating Committee asks that our members seriously consider leadership roles at all levels: local, district, international. You can learn about these roles, requirements and expectations from your present leadership.

If you have any questions about the information below, feel free to contact your District or International Nominating Committee.

All districts have their nominating committees in place and working on seeking candidates for office.

District 3 Nominating Committee:

Barbara Berntsen, chair barbarajb1230@optonline.net

Mary Andersen <u>andersenmaryb@gmail.com</u>

■ Gail Martinsen gail8402@aol.com

International Nominating Committee:

Robin Fossum robin.fossum@sofnboard.comKen Johnson ken.johnson@sofnboard.com

Jon Tehven, chair tehven@msn.com

Key Dates:

- The District 3 Board of Directors Spring board meeting is March 5 8.
- The District 3 Convention is June 4 8.
- The International Convention is August 20 22

Here are specific SON Bylaws and/or Policies and Procedures which we must follow when electing our leadership:

DISTRICT OFFICERS

3.11.5.1.1.

Candidate applications for district officers [district president, vice president, secretary, treasurer] must be submitted to the [district] nominating committee for vetting **no later than 30 days prior to the start of the district lodge meeting**. (8/16)

• Note: District Candidate Leadership Applications are available through the district nominating committee.

District 3 will elect the following:

District President and officers

- International Director for a 4-year term (elect nominee at the District Convention and elected at the International Convention)
- International Alternate Director for a 2-year term (elect nominee at the District Convention and elected at the International Convention)

All candidates should thoroughly review the position description, requirements and leadership expectations.

INTERNATIONAL OFFICERS, DIRECTORS, AND ALTERNATE DIRECTORS

NOMINATIONS 2.11.4.1. (NOTE: This becomes NOMINATIONS 2.11.4.2 if the referendum passes)

Officers, Director and Alternate Director. All nominations for the international president, vice president, secretary, treasurer, director and the alternate to that director shall be submitted to the International Nominating Committee no later than two weeks after the last district convention and lodge meeting. Nominations shall cease at that time. (8/18)

- **Note:** International Candidate Leadership Applications are available through the district nominating committee. International officers to be elected:
 - International President: Ron Stubbings can run/be elected for another 2-year term
 - International Vice President: Mark Agerter can run/be elected for another 2-year term
 - Secretary: to be electedTreasurer: to be elected

The last district convention is District 5: June 24-28. Last day to submit nomination application: July 12, 2020.

The Sons of Norway International Board of Directors oversees a \$360 million Fraternal Benefit Society insurance company. Our insurance company is regulated by insurance commissioners in every state where we are licensed to sell our life insurance and annuity products

Several state insurance commissioners now require that SON submit a Corporate Governance Annual Disclosure (CGAD). Here are some of the disclosures we must submit:

- Duties of the Board and each of its significant committees and how they are governed.
- How the qualifications, expertise and experience of each Board member meet the needs of the insurer.
- A description of the nomination committee in place to identify and select individuals for consideration.

In light of these required disclosures, it is critical that candidates for leadership positions are properly identified, nominated and elected to office.

The International Candidate for Leadership application asks for the candidate's knowledge level in these areas: accounting/audit, actuarial, legal, investment, insurance management, corporate management/governance, marketing and communications, strategic planning, technology skills (internet/social media), human resources, community service/volunteering, and fraternal.

So, what does all of this mean? To ensure SON continues for another 125 years, we need a diverse and qualified leadership.

Fraternally,

International Nominating Committee,

Robin Fossum Ken Johnson Jon Tehven, chair

The Application(s)

There is an application for the 3D Board position and the International Board position.

3D Board Application
International Board Application
International Board Application Agreement

Key Upcoming Dates

• Form D17 due	February 15, 2020
• Resolutions to be voted on at 3D Convention	March 22, 2020
• 3D Convention Delegate Registration	May 1, 2020
• 3D Convention Non-delegate Registration	May 1, 2020
• 3D Convention Golf Outing Registration	May 1, 2020
• 3D Cash Contributions to the Auction	May 1, 2020
• 3D Journal Ad	May 1, 2020
 Application for 3D Board Position 	May 4, 2020
• 3D Convention Hotel Reservations	May 20, 2020 for the Group Rate
• Form D18 due	May 15, 2020
• Form 990N due	May 15, 2020
• Application for International Board Position	July 12, 2020