



SONS OF NORWAY

3D



JUNE 2012 Third District Today 3D-100 years young

The mission of Sons of Norway is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic countries, and to provide quality insurance and financial products to its members.



Fra Presidenten, Ralph Peterson

Morn morn alle sammen, this morning I am in Virginia Beach, just as I was 39 monthly Presidents letters ago. Thirty nine letters consists of a lot of words. I would guess almost 20,000 words. Had Mr. Neis, my college Journalism Professor, been reading these missives he probably would have commented on my excessive use of adjectives and Mrs. Kunkel, my high school English teacher, would have wondered about some of the abbreviations and my use or non use of commas. They would both have been pleased that our two editors didn't have to threaten me too often about getting my letter in on time.

Thanks to my good friend Roger Sean I now know the correct spelling of Leif Erikson. That was difficult for me to learn as one of my North Dakota neighbor's spelled their name Erickson. As spelling never was and still is not something I brag about, Roger along with Marci, Mary and AnneGrete have occasionally provided guidance on even mundane words

that fooled my spell checker. Tusen Takk!

I went back and reread some of my old letters. I was surprised to see that in a 2009 letter I was impressed that our web site attendance was up to 65 visitors a day. So far in May 2012, we are over 338 daily visitors. I was very upbeat about the possibility that LOV would be soon pumping natural gas out of the ground. That hasn't happened and probably will not for a few more years.

The District Board has been setting goals on an annual basis and one goal that we reached at least twice was gaining 75 new benefit members each year. I don't know if that is a result of new products, more FBCs, better awareness of their needs by our members but in any event, reaching that goal was good for the order and certainly good for the members (and their families) who purchased the products. Let's hope that this trend continues.

The June 2008 letter spoke about membership. Annually we get enough new members to grow if we could slow down the number of members leaving. This has not happened for a few years but we seem to be achieving that with the 999 community as the number leaving this year has decreased by over half from last year and has shown a steady decline for 3 years. This year the local lodges have been experiencing good numbers as well, through March their loss rate was 30% less than March 2011. Perhaps the best thing to happen to D3 is that starting new lodges is no longer a huge surprise but rather something to expect. This is very a very good mindset to have as the new lodges bring great enthusiasm into the District and that rubs off on existing lodges.

Membership problems have been discussed at each of my District Presidents Council meetings. There are three problems that we all seem to agree on and they are "cliques, not wanting to change or try new ideas and lack of



SONS OF NORWAY

3D

new leadership". The first two items are mentioned in almost every survey conducted of members leaving. The last is becoming more obvious as leaders are harder to find. We need to start our members in something other than the Presidents job. We need to make our new members feel at home and we need to provide them with good programs that will bring them back. We will always need new ideas (many of our new ideas come from new leaders) and term limits are a good way to promote them.

LOV has come up several times in the 39 past letters. Despite the loss in SON membership (read customers) in the immediate area I think that LOV can make it on its own. The trend to have special weekends like more rosemailing weeks, genealogy workshops, lobster fest etc and weeklong events like family camps and more will have a positive effect on the bottom line. We must also remember that LOV is a business and has to be treated as such with close daily and weekly analysis of our operation. By the way, LOV is holding its second annual Lobster fest June 9. I hope that you can make it there for that event. Even if they should be out of rooms you can still come and eat.

<http://www.3dsofn.org/eventscalendar/flyers/19c6c30d-4c81-46ef-b2b9-8a060ed65b74.pdf>

I hope to see many of you at the District Convention/Centennial celebration either as a guest or a delegate. It will be a great event. Check out the schedule here <http://www.3dsofn.org/convention/index.html> and if you can't make it to Virginia Beach don't forget to get a ticket on the Hurtigruten and Viking River Christmas Cruise. Info on both cruises is on the web site <http://www.3dsofn.org/home.html>

Thank you so much for everything over the past 4 years. I have enjoyed these opportunities to share my thoughts with you and my meeting with many of you in person over the years has been the "shining star on the hill" moment for me. I hope to continue those meetings in the future.

Tusen hjertelig takk

Ralph Peterson

Vice President Gail Ekloff



June-----**Convention time!!!** Are you coming to celebrate the Third District's 100th year? You don't want to miss this momentous occasion.

Convention is a time for the membership to see how Sons of Norway functions. If you are not a delegate stop in and see what is going on during the various sessions of the meeting.

Most of all remember to "MINGLE" there will be representatives from lodges throughout the district, introduce yourself to someone outside of your lodge or zone. You'll be glad you did.

Give a big welcome to our two newest lodges Drammen and Gulf Coast Vikings, they both are sending delegates .Vennekretsen lodge, from Georgia , is attending their first convention since their inception, Please show these members a special Sons of Norway Velkommen.

Enjoy all the festivities over the convention days and I'll see you there!

Alt for denne gangen, Gail

Remember: 2 A's - Ask & Advertise - to get a member. 2 M's -Mentor and Mingle to keep a member.

Kathy Dollymore PR Director

Did you know you can find out what is going on in other lodges by clicking on About Us and then lodges on the 3D website. This will take you to the Sons of Norway page which contains all of our lodges. Lodge names highlighted in blue means they have their own website; check out what they are doing and if you are travelling in the area, drop in and say hello!!



SONS OF NORWAY

3D

Kristin Stone Cultural Director

FOLK ART COMPETITION AND CULTURAL SKILLS EXHIBITION

Are you planning to submit an item to be judged in the Folk Art Competition at the District Convention this June? Or are you planning to submit an item to be exhibited? Information was mailed to every lodge in March and is posted on the Third District Website under the convention section at:

http://3dsofn.org/convention/folk_art.html where you will find entry forms and rules. Email Kristin Stone, cultural director, at: torchbearer76@yahoo.com if you have any questions or need additional information.

Counselor's Corner

By Mary B. Andersen, 3D Counsel

The Charitable Trust - *taking care of our own.*

It is hard to believe my term as Counselor is coming to an end. I have been honored to serve the wonderful Third District in a position that provides a tremendous benefit to our members. The support for the Charitable Trust is amazing. Whether you sent the \$5 bill or a larger check, all your contributions have been graciously received. We have had some anxious moments with the Charitable Trust during these past two years and have slowly but surely worked our way through the issues but at a price. We have incurred large legal and accounting fees to set things back on course. We are establishing procedures to ensure that we never find ourselves in such a position again. The support of the Third District Board and my fellow trustees has been greatly appreciated.



Your continued support has been greatly appreciated! Let's keep it going another 40 years!! Thank you for keeping the Charitable Trust in your heart.

From the Secretary Marci Larson

The District Convention Reports Book is on the district web site for review by delegates and other members. If you are a delegate and need a printed copy, please let me know so I can mail it to you. If you have questions about the district convention or other matters, please call or email me at 904-306-7513 or 904-307-2888 (cell)/mlarson@northfloridatpo.com. I look forward to seeing you in Virginia Beach.

As a reminder, if you are a lodge officer and have not yet sent me a copy of your current lodge Bylaws, please do so at your earliest convenience. I know that my request for Bylaws prompted some lodges to update them. Thank you for sending them along so we have a complete file of Bylaws for the lodges in District 3.

Thanks also for the four years of support you have given me as District Secretary. I am not seeking reelection because of the time commitment required. I have learned so much about District 3 and our businesses and I have enjoyed the opportunity to meet members from lodges throughout the region. I have also had the honor of working with very committed members on two District Boards who have made



SONS OF NORWAY

3D

business decisions for the District's well being. We have a wonderful organization but we have challenges with a declining and aging membership. It's so important for each of us to share with family members and friends the value and the FUN of our SON membership. It's equally important for us to remember the meaning of fraternalism even though we may share differing opinions or ideas.

I will close out various responsibilities as District Secretary following the convention such as transcribing the district convention minutes, transcribing and distributing several meeting minutes during the convention, and submitting resolution and delegate information to SON to name a few. I will also transition with the next District Secretary and offer guidance and support accordingly. I leave this position with a true appreciation of the thousands of volunteers who have preceded me in making our District 3 strong as we enter our second 100 years.

3D Centennial Convention - Viking Auction



I'm happy to report that so far we have approximately 100 items donated for the Viking Auction. Several of the items will be put together in baskets, etc, but, there will be a lot of items to choose from at the auction. Many individual members, 23 lodges, 10 businesses, 2 authors, A US Representative from Florida and A Florida State Representative, the United States Navy from the Jacksonville Naval Air Station, the Royal Consulate of Denmark, Royall Norwegian Embassy and the Royal Norwegian Consulate General have all donated many interesting and beautiful items for the auction! We are blessed with the talent and generosity of our members and the people in both the United States and Norway! Tusen Takk to all who have donated! I wish you all lots luck at the Viking Auction!

Gail Martinsen, Viking Auction, Chairperson



ZONE NEWS



ZONE 1: Kris Rasmussen Director

ZONE 2: Judy Mack Director

Zone 2 Happenings

May 18, Dovre Lodge observed their 90th Anniversary with a superb piano concert. They are continuing to grow in membership and enthusiasm. In June they will celebrate Midsummer with a traditional bonfire. Did you know that Dovre Lodge is the oldest continuously operating lodge in the district/order?

May 19, Maine Nordmenn celebrated their Syttende Mai celebration at Maine Wildlife Park in Gray, ME. They had a parade and other family activities. They are looking forward to a summer full of outside activities including a yard sale, boat trip and lobster outing..

May 19, Norumbega hosted their annual 17. Mai family day. They had a parade, family games, and activities. This is always a popular family event. At their June 1, meeting they will award their lodge scholarships. Their delegates are looking forward to the convention.

May 20, Norumbega Lodge members traveled to Brooklyn by bus for the 17th Mai Parade. President Luana Josvold was a parade marshall.

May 20, Hartford Lodge held a 17th May Fest. They had vendors, a baked foods table, Stabbur, and polser. They are looking ahead to an ice cream social.



SONS OF NORWAY

3D

ZONE 3: Barbara Bensen Director

ZONE 3 THIS N' THATS

The Brooklyn Syttende Mai Parade was, once again, a memorable event and the performance by the Mummers added a special touch to the festivities of the day. Nansen Lodge had a 3-day celebration of 17th of Mai that included entertainment by one of the bands from Norway. Nor-Bu Lodge had the "Birkenes Hornmussick" Band from Norway at their 17th of Mai Celebration Picnic.

It's June, and the Third District Convention and Centennial is here....."100 YEARS - A VIKING VOYAGE". The Convention Committee has worked hard planning special events for this momentous occasion. Any non-delegate who would like to attend some of the events should contact Carol or Phil for tickets or additional information. Their e-mail address is: carolnphil@juno.com. This is also a perfect opportunity to display your Lodge banner. Perhaps one of your delegates, traveling by car, would be willing to take the banner and collect it at the end of the convention.

As we look forward to June and its longer days, graduations, picnics, Father's Day, Flag Day, and no more school, Zone 3 Lodge Calendars remain filled with activities. On June 2nd, 5:00 PM, Bernt Balchen will have a Viking Dinner at the Firehouse. Their Reading Circle celebrates its 10th Anniversary this year and has selected 6 books for this reading season. Congrats to that group! The Lodge will also march in the Hawley 4th of July Parade providing terrific exposure for SOFN. On August 4th, Bernt Balchen invites everyone to come and celebrate their Lodge's 35th Anniversary. Details will be forthcoming, shortly. Noreg Lodge will celebrate St. Hans with a Strawberry Festival on June 16th at 2:00 PM, and a "Wine And Cheese Evening on the Patio", for new member recruitment, will be June 29th. A Fish Fry is set for July 14th at 2:00 PM. Details can be found in the "Noreg Report" newsletter. The Nansen Lodge Knitters and Crocheters continue exercising their nimble fingers. The group is now knitting "Scarves for Heros". The Junior Lodge invites all school age children to attend their meetings for a fun-filled evening. Nor-Bu Lodge will have a Mid-Summer/St. Hans Bonfire Picnic on June 24th and on September 23rd Nor-Bu celebrates their 70th Anniversary at the Hanover Manor. Contact Peg Gerding at pegbob235@verizon.net for any questions. To obtain a copy of Fredheim's newsletter, contact Lodge President, Dorie Marrone.

From Zone 3, congratulations to all of the Grads and Happy Father's Day to all of the Dads.

Be safe, enjoy your summer and remember to fly OLD GLORY on Flag Day, June 14th and on Independence Day, July 4th.

Zone 4 - Karin Gudbranson McCadam, Director

There are many lodge activities planned to get the summer off to a great start (listed below). And on July 14th the lodges will gather for the annual Zone 4 picnic and meeting hosted by Hudson Valley Lodge at Elvedal in Saugerties.

Fram holds their 35th Lodge Anniversary on the afternoon of June 3rd at the Quarry Steakhouse at 2:00 pm. Members and friends will have a lodge reunion and also honor past lodge Presidents who will recount lodge highlights over the years. It will be a fun yet relaxing afternoon following a delicious dinner. Check out all Fram news, including details on their annual Lobster Fest on July 7th by logging onto: www.framlodge.org

Hudson Valley has a fantastic event on June 16 with their Pig Roast and St. Hans Celebration at Elvedal, 12 noon. If it is a warm day, a refreshing dip in the old-fashioned swimming hole at the stream on their property will be in order!



SONS OF NORWAY

3D

On June 29th **Norrøna celebrates** "Sankthansaften" at the Platzl Brauhaus, where everyone will have a delicious dinner. Festivities begin at 6:00 pm and a Reggae band will provide the music. If you want to have a great evening, then you will never be disappointed at Norrøna lodge!

Norsemen Lodge has been enjoying their new meeting location in Oneonta while continuing their many activities. They recently donated over 120 pounds of food to a local food bank! Their June event is attending the **Lobster Fest at Land of the Vikings on June 9th**. They certainly have the right idea.

Oslo Lodge holds their annual June picnic at the Lodge President's home on June 16th. Although there is no lodge event in July, the lodge is active in the Central New York Scottish Games in August. For details log onto www.oslolodge.org.

Scandinavian Heritage Society members will attend the **June 2, 2012 Inaugural Concert of Arild Remmereit**. Arild, conductor of the Rochester Philharmonic Orchestra, is a Norwegian and is also one of the newest members of this Sons of Norway Lodge in Rochester, New York. In July many members will attend various concerts during Rochester Jazz Festival. There are 300 concerts and 70 of which are free. All program details can be found at www.rochesterjazzfestival. The Nordic Jazz Now series will take place at the Reformation Lutheran Church (111 N. Chestnut St). You can read about these Norwegian performers online at the mentioned web address.

Troll Lodge is busy preparing for their **45th Anniversary on September 29th** at the **Chalet-on-the-Hudson in Cold Spring, N.Y.** All the details for that celebration are being finalized, but save the date. They hope to see many Zone 4 members there. It promises to be a lively event!

On behalf of the officers and members of Fram, Hudson Valley, Norrøna, Norsemen, Oslo, Scandinavian Heritage Society, and Troll Lodges, we wish the very best to the Third District Sons of Norway in recognition of the Centennial Celebration during the 2012 Convention in Virginia Beach, Virginia. May the work be done with candor and kindness, the celebration with restrained joy (a very Nordic thing to do), and may all who join in the activities bear witness to the "Peace and Harmony" of our Lodge. May we honor our respective nations, our proud heritage while leaving a legacy of fraternal care and amazing culture to our youth.

Hjertelig hilsen, Karin Gudbranson McCadam

ZONE 5: Gail Martinsen, Director

The month of May has brought beautiful weather to the State of Florida along with numerous Syttende Mai Celebrations! Gulf Coast Vikings celebrated with an abbreviated version of Bjørnstjerne Bjørnson's historical play, "Ja, vi elsker". Three Viking Kings, Harald Fairhair, Olav the Holy and Sverre were introduced in the play. Nick, Ben and Joseph Olson were the actors. The 3 brothers are members of Gulf Coast Vikings and grandsons of the President, Harriet McHenry. Tampa Bay Lodge was honored to have Brigadier General Stener Olstad, a member of the Norwegian delegation of the Central Command at MacDill Air Force Base as their guest speaker. He spoke about "Norway Today". At Scandia's celebration of Syttende Mai, they signed up 3 new members! The members danced around the May Pole, and participated in a barnetoget (children's parade) at their celebration. Also, in the month of May, Scandia members had a "spring pilgrimage" to IKEA, in which they shopped till they dropped, enjoyed eating meatballs and purchased lots of lingonberry jam! At Vikingworld's Syttende Mai Celebration member Larry Roberts played the accordion, the ladies wore their bunads and they all enjoyed a meal of hot dogs and hamburgers. Members of Sarasota celebrated with dancing, a Syttende Mai Feast and a parade. The women all wore their bunads. Sun Viking had a smorgasbord and a presentation on the History of Syttende Mai to celebrate the holiday. Bjørnstjerne Bjørnson produced the first Children's parade (all boys) in 1820. The Norwegian Constitution was signed on May 17, 1814 at Eidsvoll and the first celebration was on May 17, 1833. Henrik Wergeland gave the first address at a Syttende Mai parade on that day. Gateway to Florida had a New Member Brunch and a Welcome Ceremony this month. Their President, Kent Larson spent the night before preparing



SONS OF NORWAY

3D

individual egg casseroles for everyone present. Along with the casseroles, Danishes, muffins, fruit and juice were served at the event. 13 new members participated in the ceremony. Kent, also, signed up 3 new members and 3 Heritage members on that day! But, even better than that, after the meeting Kent heard sirens outside and saw many fire engines and fire trucks pulling into the church parking lot! Soon, the parking lot was filled with many firemen in their dress uniforms. Kent discovered that they were there for a funeral for one of their own. He sought out the minister and told him to give all of the leftover Danishes, muffins and fruit to the firemen. When he told what he did, my heart filled with joy. He is such a dedicated and caring member of Sons of Norway! Ron and I visited Space Coast Vikings in May. They celebrated their Syttende Mai meeting with a picnic at Castaway Point Cove Park in Palm Bay, located on the Indian River. The Space Coast Viking members made us feel so welcome! The day went by quickly and you couldn't ask for better weather, the sun shone brightly with a pleasantly cool breeze off of the ocean. The park was small, but, one of the most beautiful I have ever seen! And, we had company, a pelican was busy fishing nearby and he caught quite a bit of fish! Suncoast hosted their Annual Syttende Mai Regatta Weekend with most of the Florida lodges in attendance! Four lodges participated in the Regatta on Saturday, followed by a picnic. That evening, everyone enjoyed a meal and dancing, plus some of Suncoast's Ladies putting on a really funny skit for the enjoyment of all. Sunday morning, we had elections at our Zone Meeting. Our Assistant Zone Director, Ingrid Hammen due to family obligations had to step down. We will miss her, but, Ingrid did say that she will step in whenever needed. Tusen Tak, Ingrid!! Our new Assistant Zone 5 Director is Chris Taylor (Suncoast Lodge) and our new Zone 5 Secretary is Arlene Mavilia (Sarasota Lodge). I am honored to have them on board and looking forward to working with them!! The 2 International Delegates elected at our Zone Meeting are Marci Larson and myself and John Hlivyak is the alternate delegate. Hope to see many of you at the convention.



Happy Father's Day to all you Fathers!

Have a wonderful **Summer!!**

ZONE 6: Carol Goral, Director

Zone 6 held their Caucus Meeting on Saturday, May 12 at Fredriksten Lodge. We enjoyed a luncheon and got to work with convention and Zone business. Kathy Dollymore lead the discussion on the resolutions and we certainly appreciate her work. Members from all lodges were present. The new Zone Director is Roger Corneliussen from Bondelandet Lodge. He will have our support as his begins his term following the Convention. Roger and his lovely wife, Marilyn, will represent our Zone at the International Convention in Fargo this August. I wish to express my thanks for the support I have received these last two years. It was good to be the Zone Director again. I look forward to traveling about the Zone in the future. I have met amazing people and enjoyed spending time at the various lodges. Our Caucus will meet again at the convention.

ZONE 7: Edward McCarthy, Director

Don't forget to.....

The SON Foundation has given out multiple awards and grants this year to individual Lodges for special events, activities and for the Communities they are in. The SON Foundation also helps

with hardship and other special needs after disasters or crisis.



**** **TUBFRIM:** Please remember to save used postage stamps for Tubfrim. Please cut the stamps from envelopes with scissors, leaving a 1/4 inch margin of paper around the stamp for ease of handling. Picture post cards should be left whole. Tubfrim also collects used telephone cards. The money realized from the sale of stamps benefits disabled children and youth in Norway.





SONS OF NORWAY

3D

LAND OF THE VIKINGS

This land is your land, this land is my land. Come and enjoy, bring your family & friends. You don't have to be a member to enjoy all that LOV has to offer. Be sure to check out LOV on the 3d web site www.3dsofn.org or www.Landofthevikings.org



Managers: Nils and Lauren Floden
461 Big Valley Road
Susquehanna, Pa 18847
Call - 570-461-3500
Or E-mail to:- vikingland@tds.net
<http://lov.3dsofn.org>

YOUTH CAMP AT LOV

What a great experience for your kids or grandkids

July 1-7, 2012 for the 12 - 15 year olds

July 8-14, 2012 for 8-11 year olds

The application forms can be found on the District 3 web site Forms and Downloads section <http://www.3dsofn.org/forms/index.html>

An active cultural camp program is being planned with adult supervision at all times. The camp is held at the Third District property Land of the Vikings (LOV) in Sherman, PA District 3's recreational and cultural center in Sherman PA. The campers will enjoy a pleasing menu. Campers will attend morning classes for Norwegian language, rosemaling, wood working, hardanger and other skills. During the afternoon the campers can swim, hike, participate in a variety of athletic activities, do crafts, cook and learn about our Viking heritage to name a few of the activities. The evening brings an opportunity to form last-ing friendships with a talent show, films, folk dancing, games and much more.

The District Board decided that our Youth Camp become an affiliate member of the American Camp Association (ACA). The ACA is one of the premier camp associations in the USA. The Land of the Vikings camp is not yet accredited by ACA but the standards required to become affiliated will be reviewed and implemented during this upcoming colander year. You can learn more about the ACA on their web site. <http://www.acacamps.org/> The Camp will continue as the great experience that it always has been but we hope that it will be an even greater by incorporating the ACA standards. The LOGO below indicates our new affiliation. If you need directions to LOV or if you find it difficult to trans-port your child to and from camp, send a request with your ap-plication and a map. A list of campers in your area will be included with your medical forms. Remember it is YOUR RESPONSIBILITY to provide transportation. Do not call camp and expect us to set up a ride for your child.

Evelyn Karpack Farmorkar@verizon.net
Youth Director



Land of the Vikings 2nd Lobsterfest June 8-10, 2012

Stay for the weekend and the Lobsterfest is included in your food package.

The Lobsterfest will be held on Saturday the 9th at 1:30

Meal will include potato, corn on the cob, salad and rolls and of course dessert

Extra Lobsters will be \$10 each

Don't eat Lobster?

Ask for a steak or chicken on the BBQ

Hot dogs and Hamburgers available for the kids

Please make your reservations **early**

and let Nils or Lauren know if you want Lobster,

(and how many) Steak or Chicken

Also how many adults or kids are coming

Call today for reservations

LOOKING FOR NEW MANAGERS FOR LAND OF THE VIKINGS

Nils and Lauren Floden have been wonderful at helping us out but are unable to make it a permanent job.

Do you know of anyone interested in being managers of LOV?

This could include the managers house plus a salary.

Please contact Rolf Ekloff if you know of anyone that might be interested. 845-676-3891.