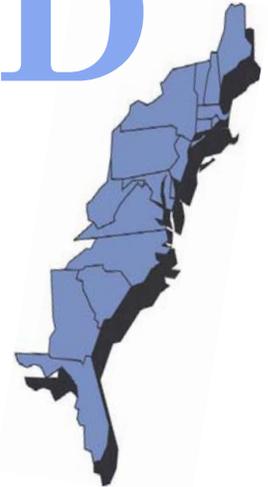




SONS OF NORWAY

3D

Godt nyttår!



JANUARY 2011
Third District Today

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

I am hoping that you had a great Christmas and I am wishing another great year for you, your family and the Sons of Norway.

I don't know if we all had a White Christmas but I do know we all had some cool days in December. Between the cold East Coast Days and my November trip to Minneapolis when I experienced a significant snow storm, it reminded me of why I don't spend winters in the great state of North Dakota.

I was looking at some of the past letters I have written to you and I see that a year ago we were impressed to be getting 90 visitors a day to our web site. A year later we averaged 205 visitors a day to the web site during the month of November.

<http://www.3dsofn.org/home.html> Many improvements have been made to the site over the

year and more are coming. Our web master is working on creating another blog where you will be able to post your local lodge newsletter. This will be a great addition for our District. Keep your eye on our web site for the announcement of the blog. It will happen shortly. We are also looking for a local lodge correspondent to provide information to the web from each lodge. Please make sure one is assigned as we start our new year.

District 3 signed up a lot of new members (over 100) in November and December. Almost 60% of them were signed up at local bazaars and I am still missing some reports so the number will be higher. Bazaars are a great way to sign up new members and make some money for your lodge. I know that one lodge reported being close to \$50,000 in gross sales so I would like to think they made some money. Another lodge reported making \$900 which is also a good day's work. Most of the lodges reported making over \$1,000. There is no doubt that the cookie table is a big money maker for most of the lodges. Hampton Roads sold over \$2,500 worth of cookies in just over 3 hours. That left many disappointed cookie buyers who will come earlier next year.

We are currently in negotiations with Vesterheim to offer classes in rosemaling and wood carving at LOV next fall. Vesterheim will furnish the instructors and LOV the facilities. It will give our East Coast members an opportunity to be trained by the world renowned Vesterheim staff without having traveling to the Midwest. Keep your eye on our web site for the announcement. Class sizes will limit the number of available slots so when the announcement is made do not wait long to sign up. The classes will most likely be held in September.

January will see a lot of new SON officers take the reins of their lodges. I wish you all good luck and thanks to the retiring group for all that you have done. New leaders normally mean new ideas and new directions. The SON needs both in order to keep growing. Let's all pledge to help these new leaders and those remaining in office during the upcoming term.

odt nytt år

Ralph Peterson President
District Three Sons of Norway



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Vice President Gail Ekloff

The start of a New Year: Lodge's with new officers; the opportunity to try new ideas.

In my last correspondence one key topic discussed was Fund raisers.

Here is another idea:

How about an afternoon at the movies? Pick a good weekend and have a family feature where members can bring the kids. Serve cocoa and popcorn. Not too many kids in the lodge how about a Norwegian Movie fare...either Scandinavian actors/actresses or a movie written, directed, or based on Scandinavian literature.

Sons of Norway headquarters have films available to use for free! Visit the website and see if there is anything that would be of interest. With a TV and a DVD you can have an inexpensive way to gather and share your heritage.

From President's Ralph's letter you can see what success bazaars can be. They can be financial profitable while at the same time, attract new members! Want to try one next year? Start planning in the spring and you will be ready. If you need support, just contact me and we can brainstorm about it.

Don't forget to visit you local lodges and celebrate the installation of their new officers. Networking with other lodge officers is a great way to exchange ideas.

Godt Nyttar 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.

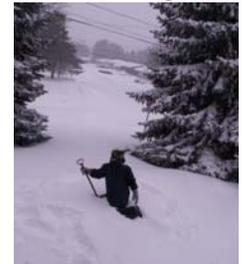
Publicity

by Kathy Dollymore, 3D Public Relations

Happy New-Year! Once the confetti is cleaned up and the hangover is over, it's time to start thinking of your 2011 plans for yourself and your lodge. Make a New Years Resolution List- This may be a tradition, but if you really try to achieve your goals on this list it WILL work. Take as much time as you need to write goals you really want to accomplish in the New Year. If you want, you can categorize them in to short term goals and long term goals. Some good ones might be getting more exercise and eating better. REALLY try to accomplish these!

The new year is a great time to organize. Go through the piles of papers and sticky notes on your desk and in your in-box and either do, delegate, trash, or file them.

Anything you regret saying? Anyone you wish you could apologize too? If there is, apologize and make things right with them. You don't want to worry or regret anything when you start the New Year. Was 2010 a good year for you and it was so great you don't want it to be 2011? Great, make a scrapbook or diary entry about how great 2010 was. But tell yourself 2011 will be even better. Life is 10% what happens to you and 90% what you make of it. Was 2010 a terrible year for you so you think 2011 will be even worse? Trust me it won't as long as you keep a positive attitude. Tell yourself 2011 will be the best year of your life, if you believe that, it will. Remember, life is 10% what happens to you and 90% what you make of it.



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!!



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Sons of Norway Cultural Skills Program

Kristin Stone Cultural Director

Have you explored the possibilities offered through the Sons of Norway Cultural Skills program? The cultural skills program was designed:

- To encourage active participation in both traditional and contemporary Norwegian-American pursuits;
- To enrich the lives of members of all ages;
- To provide the basis for special interest clubs within our lodges; and
- To provide new reasons for people to join Sons of Norway.

A guide for each of the cultural skills areas can be accessed at the Sons of Norway website under member benefits. There are 14 adult cultural skills areas and 5 youth cultural skills areas. There are three levels of achievement for individuals within each skills area.

Members can earn "specialist" pins and bars for completing activities and electives in the cultural skills program. Individuals who earn three levels of achievement in three different Cultural Skills area may be awarded a Master of Cultural Skills award. In addition, individuals can earn Cultural Skills Mentor awards for helping other individuals earn cultural skills awards. Mentors need not be members of your own lodge. Members may pursue cultural skills program activities on their own or as part of a group. My lodge (Washington) now has three special interest cultural skills groups in our lodge: genealogy, reading and Norwegian language. A one day musical cultural skills class was offered to prior to the 2010 International Convention. At least a dozen members completed all three levels of the music cultural skills requirements and were awarded pins and bars at the convention.

I encourage you to investigate the options available within the cultural Skills program. Think about which skills interest you and which skills might interest other members of your lodge. Choose a specific cultural skill and work toward completing the requirements for at least one level within that skill area. Submit the paperwork as indicated in the cultural skill guide to earn your own cultural skill pin and bar(s). Wear your pin at lodge meetings and public events to show your accomplishments!

Please call or email me if I can help you or your lodge.

Cultural Director, Kristin Stone- 703-408-3388 - torchbearer76@yahoo.com

Gene Olson Sports/Recreational Director

SPORTS / FITNESS

We have two Activiti

- 1) Members earning various Sports Medals.
I have been advised of good activity from Zones 3 & 4 and Hampton Roads Lodge of Zone 7 and Bondelandet Lodge of Zone 6.
We **NEED** more activity/response from others.
- 2) Bowling Tournament is on for January thru March.
Need help to get this moving. Individual Lodges can get their own Lodge to get 1-2-3 or more teams of 5 bowlers. This is one of few activities to help our District raise a little funds.

PLEASE. All members and Zone Directors get this moving.

Gene Olson mais@comcast.net 717-569-1747 (leave message)



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From the Secretary Marci Larson

Seasons' Greetings and a healthy 2011 to you and your family.

Thanks very much to the lodges who have sent me a copy of their change of officers form and updated me regarding their installation activities. I really appreciate receiving this information in the timely manner in which you sent it. For those lodges who have not yet sent me a copy, it is important that I receive them at your earliest convenience. Please make sure this information is also sent to SON in Minneapolis. I will begin work on the 2011 district membership directory in January. I will also be e-mailing/snail mailing the directory order form. Expect delivery about March 1. Each lodge receives one complimentary directory and lodges may order additional copies at \$5 each. As you are planning your programs for early 2011 please remember our Fraternal Funds program which is available to help offset costs for cultural and heritage events. These funds are available to each District and can be used for a wide range of activities. The application form is on the web site, so please download and send it to me with supporting documentation after the program or event is completed. If you have questions about the program please let me know. This money is also used to support the zone memorials, the boat program and buses to the Syttende Mai Parade in Brooklyn. But monies are available for other activities, so please submit your application. With the ability to e-mail and upload documents to the district web site, printing and mailing minutes will be dramatically reduced. I have been using e-mail to send convention minutes to the delegates and I will e-mail the fall board meeting minutes when I return from Christmas vacation. As always for anyone who would like a printed copy mailed, just let me know and I'll be glad to send it. Using electronic communication is cutting both district expenses and manual labor significantly.

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.



ZONE NEWS

ZONE 1: Kris Rasmussen Director

"Zone One Happening's"

- March 5th Peconic Cod Fish Dinner (Saturday)
- March 20 Zone Bowling (Sunday)
- March 26 Faerder Lodge 100 Anniversary (Saturday)
- April 4th Children's Heritage Fair St James Luth Chruch
- May 1st LI Memorial Service Garborg Host (Sunday)
- May 15 17th Mai Parade Brooklyn (Sunday)
- May 22 Scholarship Play Oliver 1PM (Sunday)
- Nov 5 or 19 Ole and Leana's Wedding
- Nov 12 Loyal's Bazaar
- Nov TBA Dave Morris Orienteering
- Bus trip/or picnic plans under discussion



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ZONE 2: Judy Mack Director

Zone 2 will be starting the New Year with installations. Norumbega and Morgensolen will have a joint installation with Third District Treasurer Peter Vatne as installing officer on January 9, 2011. Hartford Lodge officers will be installed January 16, 2011 with Peter Vatne as installing officer. Maine Nordmenn Lodge officers were installed by Judi Nilsen Mack in December. Maine Nordmenn has welcomed their new members January 7, they will have a Soup and Bread Supper plus a film. They continue to offer crafts, culture, and games before their meetings. They have several award winning wood carvers in their lodge

For members who will be traveling in northern Maine in February the World Cup Biathlon Competitions will be held in Fort Kent (February 10-13) and Presque Isle (February 3-6), Maine. Some Maine Nordmenn members recently explored the sites where they are busily preparing for the spectators and media. They reported that they already had snow on the tracks.

Hartford Lodge will be partnering with Nordkap Lodge for a week-end at LOV on January 28 - 30, 2011. They are encouraging the zone members to join them. They will be having a Julefest and their installation is scheduled for January 16, 2011 at 2 PM. Norumbega Lodge will have a joint installation with Morgensolen Lodge on January 9, 2011. We look forward to a busy year gaining in membership.

ZONE 3: Barbara Bensen Director THIS N' THAT'S :

Here we are ...it's 2011. As everyone comes off of their holiday high, it is time to think about the year ahead of us, and the goals we will be setting to keep Sons of Norway healthy. Membership is the key driver. I know the Lodges in Zone 3 put effort into both attracting new members and retaining the existing members. Though we may not be successful at all times, we just have to keep working at it.

Lodge newsletters within our Zone continue to reflect an abundance of programs and activities such as; cultural classes, LOV weekends, fairs, picnics, reading circles, adopt a highway, chorus groups, bazaars, group activities in smaller lodges, heritage fairs, etc.. As you know, getting involved and staying involved is the key to preserving our heritage and our culture. Additionally, all of these functions contribute to the health of a lodge. And, any activity that exposes Sons of Norway to the outside element, is an important link to membership growth. To that end, I say to my lodges, MANGE TUESEN TAKK for all of your efforts in providing programs to both your lodges and your communities, for everyone to enjoy.

If you are looking for some new ideas, read newsletters from you sister lodges. Or, read Third District Today on line. Sharing information is like a partnership...it's fun, and it brings lodges together. Remember, there is the Third District Newsletter contest, the bowling contest, and the Sports Medal contest in place for 2011. We can only win, if we are part of it.

In closing..... Our lodges are happy, hopeful and fun,
With stars to be wished upon, and songs to be sung.
We have memories to treasure, and dreams that came true,
May the year 2011 bring the best to all of you.

Lodge Installations for Zone 3:

Bernt Balcheon	March 17, 2011	1:00 pm
Nansen	January 7, 2011	7:00 pm
Nor-Bu	January 15, 2011	6:30 pm
Noreg	January 7, 2011	8:00 pm

Zone 3 Meeting is Sunday, February 13th, 2:00pm at Noreg Lodge in Marlboro, NJ.

Zone 3 Memorial Service, Sunday March 20th, 2:00pm at Holy Trinity Church, Hibernia NJ. Host Lodge is Nor-bu.

Zone 3 Scholarship 50th Anniversary Dinner Dance is April 10th, 2:00 pm at Nor-bu Lodge, Hibernia, NJ..

ZONE 3 HOLIDAY GREETINGS TO ALL

May the joys of the holiday season warm your hearts and your homes. Wishing everyone a joyous Holiday Season and a New Year of peace and happiness.

Godt Natt Ar- Barbara Bensen, Zone 3 Director





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ZONE 4: Karin McCadam, Director



From snowy upstate New York, the seven lodges of Zone 4 wish you "Godt Nytt År". With so much snow, many of us are either bundled up outside shoveling snow, skiing, or inside keeping warm and looking over the most recent Viking magazine. We are also looking forward to many lodge activities over the next few months. We welcome you to come visit us this winter.

January brings a clean slate, so to speak and is the time for New Year's resolutions. With the New Year also comes Installations and in Zone 4 we have three lodges installing new Officers and new members. On Saturday January 8th 7:00 pm Hudson

Valley Lodge has their 2011-2012 Installation in Kingston, with former Zone 4 Director, Arnie Johnsen officiating. On Sunday January 16th 2:00 pm Oslo Lodge in Syracuse has their Installation with Third District Vice President Gail Ekloff officiating and Karin McCadam, Zone 4 Director assisting. And on Friday January 21st 7:30 pm, Norrøna Lodge has its Installation with Kari Williams, Zone 4 Assistant Director officiating.

If January is not a good travel time for you to come ski the slopes of upstate New York and visit one of our lodges, then why not come in February (when it may be even colder)? There are many great Valentine's Day parties, which you can read about next month. Until then, we wish you the best for this month and greet all of our brothers and sisters in the Third District.

Med vennlig hilsen, Karin Gudbranson McCadam, Zone 4 Director

ZONE 5: Gail Martinsen, Director

ZONE 6: Carol Goral, Director

Happy New Year to the Third District Lodges and Members. I hope that this is a wonderful, inspiring, and cultural year for all the lodges and also a time for growth.

Zone 6 Memorial Service will be held at the Old Swedes Church in Philadelphia on March 19, 2011 at 1pm. I would like many members of our Zone to be present to pay tribute and respect to those members of the Zone who have passed during 2010. The church is easy to find and steeped in history. There will be a time for fellowship following the service in the hall. Members are encouraged to bring cake or sandwiches to share. Please plan to attend. I will send directions to the lodges to include in their Newsletters.

Zone 7: Edward McCarthy, Director

I have visited Roanoke earlier this year and will be performing installations at Roanoke, Raleigh and Hampton Roads this January.



The International Board of Directors has passed a resolution that requires lodges owning property to file both one time and annual reports. A copy of the Resolution will be sent to Lodge Presidents whose lodges own land. The Resolution will also be available on the District Web Site.

<http://www.3dsofn.org/home.html>

This is an important report that needs to be filed in a timely manner.

Fraternally
Ralph Peterson

Founders of Sons of Norway

January 16th marks the 116th anniversary of the founding of Sons of Norway, which began as a simple, practical way for members to support each other through times of hardship. At the time it's likely that none of the founders would have guessed their fledgling group would go on to become the largest and longest-standing organization dedicated to promoting and preserving Norwegian culture.



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In commemoration of the day, Sons of Norway is encouraging all lodges to participate in the first official Founder's Day celebration. First, all members are encouraged to wear their membership pins, vests, or any other Sons of Norway clothing. In addition, for lodges interested in celebrating further, consider taking an ad out in your local paper acknowledging Founder's Day, or maybe hosting a festive lodge event commemorating the 18 founders. To learn more about Sons of Norway's history and about the founding of our 116-year-old organization, visit http://www.sofn.com/about_us/showPage.jsp?document=History.html

Celebrating the New Year and the End of Christmas

As in many countries, in Norway the change from one year to another is celebrated on both New Year's Eve and New Year's Day. New Year's Eve is celebrated with a party or get together either at home or out on the town, which often culminates with counting down to the New Year's beginning at midnight. On the table one typically serves among other things lamb ribs (pinnekjøtt), pork ribs or turkey on New Year's Eve. In olden times New Year's Day was an important day for the whole country to look for signs of how the New Year would be. The signs people looked for had mostly to do with how the crops would do, or what the fishing would be like. The weather on New Year's Day was also taken as a sign of how the weather would be for the rest of the year. Today New Year's Day is an official holiday and is usually celebrated at home and is for many people a day of rest after New Year's Eve. The Prime Minister gives a speech, called the New Year's Address. The thirteenth day of Christmas (January 6th) is called Helligtrekongersdag ("Three Holy Kings' Day") in honor of the three kings who came to Jerusalem to honor Jesus. In the Catholic era a pageant was performed on this day, a living demonstration of the three kings' journey, but today it is more of a symbol that Christmas has come to an end. *(Adapted from the book Merkedager av Ann Helene Bolstad Skjelbred)*

Ski for Light, Inc. is an all-volunteer, non-profit, organization founded in 1975. The mission of the organization is to teach blind, visually- and mobility-impaired adults how to cross-country ski, in an atmosphere that encourages participants to realize that the only true limitations that they face because of their disability are the limitations that they place on themselves.



The 2011 Ski for Light International Week The 36th annual Ski for Light International Week will take place from Sunday January 30 through Sunday February 6, 2011 in the Rocky Mountains at Snow Mountain Ranch in Granby, Colorado. Snow Mountain Ranch, near Winter Park and part of the YMCA of the Rockies, has 100 kilometers of wide and wonderfully groomed trails. It

is consistently rated one of the top Nordic venues in the country. Seven previous SFL events have been held there, dating from 1992 through most recently 2006. You can tell from our return to Snow Mountain Ranch in 2011 that we have had great experiences there in the past.

New this year will be the lodging arrangements. Instead of staying at a neighboring hotel and bussing to and from Snow Mountain Ranch each day for skiing, this year we will stay right on the grounds of Snow Mountain Ranch in three of their hotel and ski lodge buildings. This will allow attendees to ski directly on to the trail system from just outside their room.

If you have never before attended what many have called the experience of a lifetime, please read Information for Prospective First-Time Attendees to learn what the week is all about and how it works. If you are a veteran of previous SFL events, please proceed to the Details of the 2011 Event, and access the easy-to-complete 2011 online application. We look forward to seeing you in Colorado! For more information, visit www.sfl.org

Don't forget to:

The SON Foundation has given out multiple awards and grants this year to individualLodges for special events, activities and for the Communities they are in. The SON Foundation also helps with hardshipand other special needs after disasters orcrisis. **Please consider a one time giftthis year directly to the SON Foundation in support! SON Foundation , 1455 West Lake Street, Minneapolis MN 55408-2666**





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Financial News

Congratulations and Happy New Year! You made it to another year. The bad news is; last year was the “best” year to die because there was NO estate tax. The other bad news is taxation is as confusing as ever and the rules keep changing.

Don't let all of this uncertainty keep you from having a plan. There are two things that all of us face taxes and death. When the latter happens, your family will need additional capital and life insurance is the only asset that will guarantee a certain sum. The estate tax has been changed many times in this country and will be around in one shape or form in the future. It makes good sense to plan for what we know today and adjust that plan in the future. Doesn't it make more sense to leave your family with too much money rather than too little? Never has a family member complained that they were left too much life insurance.

The time to take action on your estate plan is now. Your Sons of Norway Financial Benefits Counselor can help you navigate a plan that works for you and your loved ones. Procrastination can cost you your insurability; it may be here today but gone tomorrow.

Ann Krause, FIC, LUTCF 701-852-5508
Financial Benefits Counselor 701-720-2755
Sons of Norway Email: boat@srt.com

Norwegians live longer Norwegians may now on average expect to live five years longer than in 1980. The main reason is a 50 per cent reduction in deaths from cardiovascular diseases and fewer deaths from cancer. A lower infant mortality rate and fewer suicides have also contributed in lifting the average life expectancy. This shown by a survey published by Statistics Norway (Statistisk Sentralbyrå - SSB). In 30 years, life expectancy for men has increased by six years, from a little over 72 to just under 79 years. For women the average life expectancy has increased by four years, from 79 to 83 years, SSB reports.



“Norwegian-American 17th May Committee of Greater New York Mission Statement”

“It is the purpose of the Norwegian-American 17th of May Committee of Greater New York, Inc. to encourage and develop a deep appreciation of the ideals of independence and freedom that the 17th of May and Norway’s Constitution signifies by holding an annual celebratory parade in Bay Ridge, Brooklyn, New York, on the Sunday closest or most appropriate to the 17th of May”

DATE OF PARADE: MAY 15, 2011

TIME: 1:30 P.M. PLACE: Bay Ridge, Brooklyn

Steps off at 1:30 p.m. rain or shine, and proceeds north along Fifth Avenue to 67th Street, turning right to pass the reviewing stand on the south side of Leif Ericson Park. Counselor’s Corner



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PICTURES FROM AROUND THE DISTRICT Who we are and what we do....
Family, Fun, Fraternalism





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Land of the Vikings (LOV) belongs to all members of Sons of Norway, District Three. Located in the tiny village of Sherman, PA, 8 miles south of Deposit, NY, and 35 miles east of Binghamton, NY, it has served as a Norwegian Cultural and Recreational Center for over 30 years. The main lodge consists of 26 bedrooms, all with private baths, dining room, kitchen, front lobby, a lounge area with a circular fireplace and a bar in the shape of a Viking ship, a game room, a library, and offices.

LOV needs your expertise: LOV has work weekends to do updates, repairs, and new installations. We will take care of your room and meals, you provide your expertise. Let us know if you are a plumber, electrician, carpenter or whatever your profession is and we will contact you about work days at LOV. We will be looking for other volunteers in the future but presently am looking for professional/semiprofessional construction related skills. Call or e-mail Arnie Johnsen if you can help. phone [845-246-8912](tel:845-246-8912), johnsens@hvc.rr.com or arniejohansen@hotmail.com



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Upcoming Events

Remember to post your events to the Events Calendar on our 3d website

<http://www.3dsofn.org/eventscalender/>

JANUARY

14th **Restauration** Souper Soup Supper/ installation

14th **Sun Viking** Installation of Officers.

14-16 **Hudson Valley** weekend at LOV

16th **Ski for Light** at LOV

21st **Bondelandet** Lutefisk/Meatball Dinner

28-30 **Hartford and Nordkap**- Vinterfest at LOV

30th **Zone 5** Memorial Service Hosted by Suncoast

FEBRUARY

11-13 **Nor-Bu** weekend at LOV

18-20 **Garborg** weekend at LOV

25-27 **Nansen** weekend at LOV

MARCH

3-6 3D/LOV Board Meetings

11-12 **Sarasota** Spring Ragatta

27 Rosemaling workshop week

APRIL

3-9 Rosemaling 2nd week



HAPPY NEW YEAR