



# Budstikken



Wergeland Lodge #5/028 P.O. Box 3591, La Crosse, WI 54602-3591

January 2017

Volume 52, Issue 1

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## Fra Presidenten



Godt Nytt År! I hope that all of you had an enjoyable Christmas season and were able to spend time with family and friends.

December was a busy month for us here at Wergeland. We started with our Christmas banguet at Drugan's (you can see some pictures on page 5) which included a performance by our Wergeland dancers. Sandra Kawatski and her dancers put on a great show for us as they took us back in time to a typical Norwegian barn dance from the 1800's. Thanks again to the Sandra and the dancers.

We also ushered at two showings of "A Christmas Carol" (photos on page 3) at the La Crosse Community Theatre. Those of you who participated got to see a wonderful production while at the same time helping to make Wergeland lodge known in our community. We also again hosted an evening at the Rotary lights and decorated a tree. I have received quite a few compliments on our tree and I hope everyone got down to the park to see it.

Looking forward to 2017, we will be participating in a new event this year. The board voted at the December meeting to take part in "Family Fest" at the La Crosse center on Sunday, February 26. This event is aimed at young families in the La Crosse area looking for family activities. You will hear more about this at the January meeting. And speaking of the January meeting, don't forget that we will be installing new officers that night so be there if you can.

Happy New Year to all, stay warm and I will see you at the next meeting.  
Dave

**Next meeting: Thursday, January 5, 2017, 7:00 PM**

**Harry J. Olson Center, 1607 North Street, La Crosse**

## Program for January

### January 5, Wergeland Lodge officer installation

Our program for January will be the installation of officers for 2017. If you have been elected to an office for this year, please try to be at this meeting. To assist with the installation ceremony that evening, all officers from 2016 need to return their King Harald necklaces before the ceremony so that they can be passed on to the next officer in their positions. Also, officers should bring any regalia they have at their homes.

We will also welcome Norway exchange students going to school in the La-Crosse area. Lee Grippen is bringing student Elida Lorentzen, from Helgoya, Norway, Ralph and Kim Schacherl will bring Amalie Tennøy and Emma Simonson and Hermann Henriksen is coming from UWL. Please be sure to give a warm welcome to our visitors.

## Wergeland Kalender

- ♦ January 5, General meeting at Harry J. Olson center, 7:00
- ♦ January 10, 8:30 am, Board meeting at Perkins on Hwy 16 near the mall
- ♦ January 16, Deadline for Budstikken articles
- ♦ January 25, Budstikken mailed to members.
- ♦ February 2, General meeting at Harry J. Olson center, 7:00
- ♦ February 26, Family Fest at La Crosse Center, 10:00 am-3:00 pm



## January Birthdays

- 1 Eva Dahl
- 1 Kierra Rudser
- 3 Elverda Guberud
- 3 Margaret Moe
- 5 Calla Harter
- 7 H. Ray Nereng
- 7 Carlie Burkhardt
- 9 Peter Linnert
- 10 Samuel Stromwall
- 12 Laura Ira
- 13 Brian Kirby
- 16 Gary Corbisier
- 17 Rita Sanger
- 18 Marissa Langaard
- 19 Vickie Docken
- 20 Char Vangen
- 21 Roland Solberg
- 21 Roger Olsen
- 21 Dorothy Paulikas
- 21 Dennis Sprain
- 22 Jarvis "Doc" Brudos
- 22 Randolph Eddy
- 23 Janice Johnson
- 24 Michaleen Melby
- 26 Liesl Allen
- 28 Sarah Hubbard
- 30 Gene Gaarder
- 31 Bernice Herder



## Program for February

Our February program will be "WW2 relative was a spy in the book Shadow on the Mountain" written about experience by Sandy Iverson, President of Westby Sons of Norway. That book was also donated to our library.

## Sekretær Notater...

### Minutes of the December 1, 2016 meeting

#### CHRISTMAS BANQUET AT DRUGAN'S

President Dave Glomstad commenced the meeting at 5:50 p.m. after the social hour concluded. He made opening remarks and welcomed the members and guests. Ann Kathan introduced her guests Roy Munderloh from Holmen, Wisconsin and Bridget Olson from La-Crosse, Wisconsin. Skip Temte introduced his daughter Kristin Krug from Los Angeles, California. The President introduced Ron and Sandy Iverson from Westby, Wisconsin; Ron is our District 5 Director.

The President informed the group the Minutes of the last general Lodge meeting were approved and filed in the Minute Book.

Treasurer Marilyn Rudser thanked all those who donated new Christmas cards with envelopes. We have given 1,000 cards for the soldiers for Operation Homefront and collection is still being made at the Harry J. Olson Center. Marilyn announced she is still collecting used greeting cards on which messages are then written to Veterans. Keep your cancelled stamps for the *tub frim* program! Cut them off and place them in the collection box at the Harry J. Olson Center. She has 3 Norwegian calendars for sale. When they are gone, they are gone.

Ron Iverson gave greetings from the Fifth District. He thanked our Lodge for taking on the challenge of hosting the 2018 Fifth District Convention. With 391 members, we are the largest Lodge in the Fifth District. Ron wished us a Merry Christmas.

The President recognized all those with December birthdays. The group sang Happy Birthday in honor of their birthdays.

The President will place an order with the Fifth District for the book *Hidden Heroes* next week. 16 books are on the order sheet right now.

The President announced Norskedalen is holding its Norwegian Christmas this coming Saturday.

He announced Thursday, January 5, 2017 is the next Lodge meeting at which new Officers will be installed. The next Board meeting is Tuesday, December 13, 2016 at Perkins by the Mall.

The members recited the Norwegian Table Prayer led by Pastor Ron Nowland.

The banquet was held and delicious food was enjoyed by all.

Counselor Adrian Johnson collected dinner tickets for the raffle drawing. Three tickets were drawn by Ramona Johnson. Each winner will receive 5 raffle tickets at the next Sons of Norway meeting he/she attends. The winners were: Jean Davis; Elaine Nelson; and Mary Everson.

Ramona Johnson asked people to sign up to provide sandwiches, cakes, and pickles for the January 2017 Lodge meeting.

The group thanked Drugan's for the wonderful food. The President thanked all Officers and volunteers for their contributions and work in 2016.

Co-cultural Director Mary Sween announced that at the January Lodge meeting there will be an installation of Officers program and attendance by exchange students from Norway. She introduced the evening's cultural program: The Wergeland Dancers led by Sandra Kawatski. The dancers reenacted a traditional Norwegian Christmas barn dance.

## God Bedring til...

**Trygve Mathison** who is recovering from back surgery.

## Gratulerer til...

**Art and Beverly Mahlum** who celebrated their 60th anniversary on November 24.

## Til minner om...

**James Anderson**, age 92, died on December 18, 2016. Jim and his wife **Ruth** joined our Sons of Norway lodge 15 years ago. Our sincere sympathy to Ruth. Jim graduated from Luther College and also University of MN. He was active in many organizations, including being on the board at Norskedalen and English Lutheran Church. He was a good friend of many in our lodge and elsewhere.

## Tusen takk...

Thank you to members who participated in Rotary lights including putting up the Wergeland Lodge tree and joining us for our night in the warming house.

Thank you to all members who participated in ushering during the La Crosse Community theatre's production of "A Christmas Carol".

To all who ordered the book "Hidden Heroes: World War II in Norway". \$5 from each sale went to support Mosse Moro and the sale was a tremendous success.

## Norwegian retains chess title

Norwegian chess grandmaster Magnus Carlsen overcame the challenge of Russian opponent Sergey Karjakin to successfully defend his world chess title in New York City. After falling behind after eight games, he was able to win game 10 to tie the 12 game match. Draws in games 11 and 12 led to tie breaker matches. Both games in the first set ended in draws but Carlsen was able to win the first game of the second tie breaking set. This forced Karjakin to have to play more aggressively for the win and Carlsen was able to take advantage and claim the title. The victory in the title match occurred on November 26 which happened to be Carlsen's 26th birthday. Happy birthday and congratulations Magnus.

**Wergeland  
Lodge at LCT**

**LA CROSSE  
community  
THEATRE**



Young actors and actresses from LCT's production of "A Christmas Carol"



Wergeland Lodge ushers at the December 15 show.



Becky Glomstad and Shirley Schoenfeld manning the "Will Call" window.



### KAREN'S KORNER

I did not write a formal book report this month. I am eager for a little road trip (not today when it is below zero and the wind is howling) but when the weather is milder. We are all blessed to live in this area where we are surrounded by the beauty of the Coulee Region, similar to parts of Norway, and we have easy access to Scandinavian history, books, food, festivals, etc. I thought I could provide for you a list of places to check out when you experience a day of wanderlust. I am sure that many of you, including our President, David Glomstad, and Shirley Schoenfeldt, have an extensive list but here are some ideas that come quickly to mind and might make it onto your day-trip bucket list!

### BOOK STORES/GIFT SHOPS:

Hayward, WI – **Nordic North-**

**woods;** [www.nordicnorthwoods.com](http://www.nordicnorthwoods.com); (715) 634-3903

Minneapolis, MN – **Ingebretson's Scandinavian Food & Gifts;** (612) 729-9331

Red Wing, MN – **Uff Da Shop;** [uffdashoponline.com](http://uffdashoponline.com); (651) 388-8436; (800) 488-3332

Rochester, MN – **The Nordic Shop;** [www.thenordicshop.net](http://www.thenordicshop.net); (507) 285-9143

Westby, WI – **Dregne's Scandinavian**

**Gifts;** [dregnesscandinavian.gift/](http://dregnesscandinavian.gift/); (608) 634-4114; (877) 634.4414

### FESTIVALS/CELEBRATIONS/EVENTS:

Cable, WI – **Birkebeiner Ski Race/Junior Birkie/**

**Barnebirkie;** [www.birkie.com](http://www.birkie.com)

Decorah, IA – **Nordic Fest;** [www.nordicfest.com](http://www.nordicfest.com); (800) 382-FEST

Decorah, IA – **Syttende Mai;** [vesterheim.org/events/annual/syttende-mai](http://vesterheim.org/events/annual/syttende-mai); (563) 382-9681

Spring Grove, MN – **Syttende Mai;** [springgrovemn.com/heritage/](http://springgrovemn.com/heritage/); (507) 498-5221

Stoughton, WI – **Syttende Mai;** [www.stoughtonwi.com/syttendemai/](http://www.stoughtonwi.com/syttendemai/); (608) 873-7912; (888) 873-7912

Westby, WI – **Syttende Mai;** [vesterheim.org/events/annual/syttende-mai](http://vesterheim.org/events/annual/syttende-mai); (563) 382-9681

Westby, WI – **Snowflake Ski Jump Tournament;** [snowflakeskiclub.com](http://snowflakeskiclub.com); (608) 634-3211

### MUSEUMS/LIBRARIES/RESEARCH/GENEAOLOGY:

Decorah, IA – **Preus Library, Luther Col-**

**lege;** [www.luther.edu/library](http://www.luther.edu/library); (563) 387-2000; 800-4-Luther/(800) 458-8437



## Looking back through the Budstikken by Historian Karen Broadhead

### Fem år siden (5 years ago)2011

Wergeland Lodge officers for 2002 were installed. Eugene Johnson is the new president.

For the January program, lodge members shared some of their special artifacts and mementos representing their Norwegian heritage. The articles shared included Norwegian Bibles from the 1850's, rosemaled items, tools, utensils, and even a logbook of one person's grandfather's trip from Norway to America.

Scholarships were awarded to nine college students.

### Ti år siden (10 years ago)2006

Scott Wolter, a geologist, was the speaker for the January program. His topic was the Kensington Rune-Stone, and whether or not it was genuine. After extensive testing, he determined the stone had been buried more than 200 years, and he also compared the carved letters with 14<sup>th</sup> century tombstones in Sweden. He has authored a book with his findings.

Dr. Eva Dahl was elected president of the Wisconsin Dental Association.

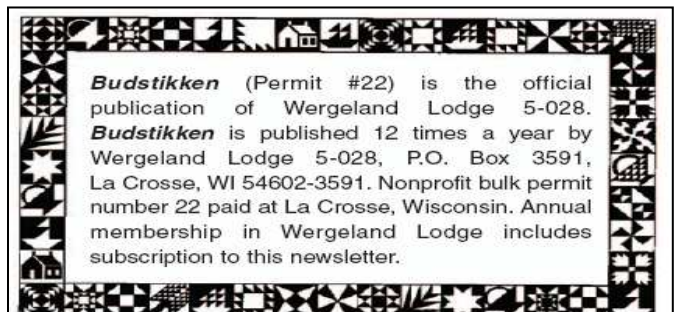
Phyllis Branson was awarded the Iverson Freking Ecumenical Recognition Award for her ecumenical endeavors and commitment to the Coulee Region.

### Femten år siden (15 years ago)2001

Members shared Norwegian cards, gifts and emails received from Norwegian relatives and friends, as part of the January program. Officers for the new year were also installed.

Karen Kesselring became a Sons of Norway golden member. New 25-year members were Walton Ofstedahl, Einar Olson, and Laura Dunnum.

Twenty-three members participated in bell ringing for the Salvation Army at Festival Foods and Quillin's, and collected nearly \$1000 dollars in donations.





## Wergeland Christmas fun



Whether toasting the season, posing with the local troll, or enjoying conversation, a great meal and the Wergeland Dancers, the Christmas banquet was once again a great lodge event. Tusen takk to the social committee, dancers and all those who attended. Skoll!



(Continued from page 2)

The President thanked all for coming and wished us all a merry Christmas. The meeting concluded at 7:43 p.m. Attendance: 75 total persons paid for dinner, plus 20 dancers performed.

**Approved by the duly convened Board on December 13, 2016. A copy of the November 2016 Treasurer's Report will be filed with these Minutes.**

Ann N. Kathan, Lodge Secretary

## Karen's Korner (cont'd from page 4)

Decorah, IA – **Vesterheim Norwegian-American Museum**; [vesterheim.org](http://vesterheim.org); (563) 382-9681  
 Coon Valley, WI – **Norskedalen Nature & Heritage Center**; [www.norskedalen.org](http://www.norskedalen.org); (608) 452-3424.  
 Hamburg, WI – **Skumsrud Heritage Farm**; call Norskedalen for information.  
 Madison, WI – **Norwegian American Genealogical Center & Naeseth Library (NAGC & NL)**; [www.nagcnl.org](http://www.nagcnl.org); (608) 255-2224  
 Minneapolis, MN – **Norway House**; [norwayhouse.org](http://norwayhouse.org) /; (612) 871-2211  
 Minneapolis, MN – **Sons of Norway International Office**; [www.sofn.com](http://www.sofn.com); (612) 827-3611; (800) 945-8851  
 Minneapolis, MN - **Swedish Institute**; [www.asimn.org](http://www.asimn.org); (612) 871-4907  
 Northfield, MN – **Rolvaag Memorial Library/NAHA, St. Olaf College**; [www.stolaf.edu/library/](http://www.stolaf.edu/library/); (507) 786-2222  
 Spring Grove, MN – **Giants of the Earth Heritage Center**; [springgrovemheritagecenter.org](http://springgrovemheritagecenter.org); (507) 498-5070  
 Stoughton, WI – **Livsreise Heritage Center**; [www.livsreise.org](http://www.livsreise.org); (608) 873-7567

### CHURCHES:

Chicago, IL – **The Norwegian Lutheran Memorial Church (Minnekirken)**; (773) 252-7335  
 Minneapolis, MN – **The Norwegian-American Lutheran Memorial Church (Mindekirken)**; [www.mindekirken.net](http://www.mindekirken.net); (612) 874-0716

### RESTAURANTS:

Decorah, IA – **Ruby's Restaurant**; (563) 382-2558  
 Holmen, WI – **Drugan's Castle Mound Restaurant**; [www.drugans.com](http://www.drugans.com); (608) 526-4144  
 Osseo, WI – **Norske Nook Restaurant & Bakery**; [norskenook.com/restaurant/](http://norskenook.com/restaurant/); (800) 294-6665 (Osseo); locations also in DeForest, Hayward, & Rice Lake)  
 Westby, WI – **Borgen's Café**; [www.borgenscafe.com](http://www.borgenscafe.com); (608) 634-4003

### THEATER:

Lanesboro, MN – **Commonweal Theatre**, annual Henrik Ibsen Festival; [www.commonwealththeatre.org](http://www.commonwealththeatre.org); (507) 467-2525; (800) 675-7052

God Reisell! (Happy Journey)  
 Karen Scarseth, Librarian



## A little in English...

### The Smell of Cookies Boosts Coffee Sales

Pleasant aromas may tempt you to buy coffee or rolls, according to Swedish researchers.

Is our desire to shop affected by smells on the street? Swedish researchers wanted to investigate whether consumers were more aware of shop signs when they were exposed to different scents.

They recruited 100 people on Kungsgatan, [a street] in Stockholm. They were equipped with special eye-glasses that can measure the eye's migration, so-called eye-tracking glasses. This enabled the researchers to see exactly what consumers' gaze fell upon.

Participants did not know that some of them were exposed to a steam machine, which pumped the aroma of chocolate chip cookies toward them as they unsuspectingly strolled past a certain café.

#### More attentive

The analysis of the goggles' data revealed what participants directed their eyes to, and for how long.

The participants who were exposed to the odor were 50 percent more attentive to the café signs than those whose noses did not smell delicious aromas, according to the researchers.

The researchers sprayed steam with the smell of chocolate chip cookies at the participants who passed by on the sidewalk.

A total of 27 percent in this group remembered that they had seen the signs on the sidewalk or on the wall afterwards. They were also more positive about the brand that sponsored the study.

In addition, their propensity to buy something at the café increased by 40 percent compared to the control group.

#### Fragrance in combination with signage

"The sign material is crucial for the smell to have any effect on sales. The scent must be combined with relevant information in the environment," says Professor Anders Gustafsson in a press release from Karlstad University.

"The insights provided through the eye-tracking study help us optimize how we hang signage," said Leif Sjöblom, who is responsible for innovations in [the café].

## Litt på Norsk...

### Duften av sjokoladekjeks kan øke kaffesalget

Godlukt kan gjøre at du bli mer fristet til å kjøpe kaffe eller boller, ifølge svenske forskere.

Blir kjøpelysten vår påvirket av lukten på gata? Svenske forskere ville undersøke om forbrukere ble mer oppmerksomme på butikkskilt når de ble utsatt for ulike dufter.

De rekrutterte 100 personer på Kungsgatan i Stockholm. De ble utstyrt med spesielle briller som kan måle øynenes vandring, såkalte eyetracking-briller. Dermed kunne forskerne se nøyaktig hva forbrukernes blikk falt på.

Deltakerne visste ikke at noen av dem ble eksponert for en dampmaskin, som pumpet duften av sjokoladekjeks mot dem mens de ruslet intetanende forbi en bestemt kafé.

#### Mer oppmerksomme

Analysen av brillenes data avdekket hva deltakerne rettet blikket mot, og hvor lenge.

De deltakerne som ble eksponert for lukt, ble 50 prosent mer oppmerksomme på kaféskiltene enn de som ikke fikk deilige dufter i nesen, ifølge forskerne.

Forskerne sprøytet ut damp med lukten av sjokoladechips-kjeks til deltakerne som gikk forbi på fortauet.

Hele 27 prosent flere i denne gruppen husket at de hadde sett skiltene på fortauet eller på veggen etterpå. De var også mer positive til varemerket som sponset studien.

I tillegg økte tilbøyeligheten deres til å kjøpe noe på kaféen med 40 prosent i forhold til hos kontrollgruppen.

#### Duft i kombinasjon med skilt

-Skiltmaterialet er avgjørende for å lukten skal ha noen effekt på salget. Duften må kombineres med relevant informasjon i omgivelsene, sier professor Anders Gustafsson i en pressemelding fra Karlstads universitet.

-Innsikten som studien med eye-tracking gir, gjør at vi kan optimalisere hvordan vi skilter butikken, sier Leif Sjöblom, som er ansvarlig for innovasjoner hos [kaféen].

-Excerpted and translated from: <http://forskning.no/2016/10/bolleduftfar-oss-til-kjope-mer-kaffe>

Sons of Norway  
Wergeland Lodge

#5/028

P.O. Box 3591

La Crosse, WI 54602-3591

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#### Norskedalen Activities

Throne Visitors Center:  
(January 1-March 31)

Monday-Friday: 8 am to 4 pm

Saturday: Closed

Sunday: Closed

Norskedalen 'Member's Use' Program in Place with Windshield  
Parking Pass Sunrise time to Sunset time



Norskedalen phone: 608-452-3424

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