

Friendly Fifth Friday News January 29, 2021

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com. Feel free to share this with your lodge members!

From Vice President Cheryl Schlessner

District 5 All Zone Meeting, January 23, 2021

Many of our lodges have addressed business needs and maintained contact with their members using a virtual meeting platform such as Zoom, go to Meeting, or Google Teams. Some lodges have taped programs for posting on their YouTube channels. Several lodges have delivered goodie bags to their members. Some have sent greeting cards. Lodge newsletters have become a critical communication piece over the course of the last year. Others are placing personal phone calls to their members to let them know they are valued.

At the District 5 training meeting held on Saturday, January 23rd, lodge leaders from across the District shared the reopening plans they have planned for their members. I have included the Lodge name and location along with the name of a local contact for the activity. If you would like to connect with one of these members, please make me aware. I will be the intermediary person with the lodge and ask for permission for one to make a contact. In this way, I will maintain confidentiality of personal information.

Thank you,

Cheryl Wille-Schlessner
Zone 3 Director
District 5 Vice President
608-219-4464
rogcher@mhtc.net

Reopening Lodges in 2021...Suggestions for Making a Strong Comeback

1) Fagernes Lodge, Blair, WI-Reopening plans include asking the most veteran members to retell special family stories. The location of the event is uncertain, but should the weather be cooperative, this activity could be held outdoors. By recording or videotaping these stories, the lodge will preserve local history, as well as that from their lodge the same time. Contact: Lavonne Weir.

2) Fosselyngen Lodge, Milwaukee, WI-Fosselyngen Lodge plans to celebrate *everything* missed over the course of the pandemic by celebrating Christmas in July with a picnic! Members will provide their favorite Norsk food and join in the festivities. Contact: Lodge President, Sue Berg Roedel.

3) Wergeland Lodge, La Crosse, WI-Lodge members are ready to kick up their heels with a grand Syttende Mai party at Drugan's Castle Mound Restaurant in Holmen. Possibly, Wergeland's youth dancers will add a special flair to their event. Contact: Lodge President Ramona Johnson or Karen Broadhead, Zone 2 Director.

4) Edvard Grieg Lodge, Cincinnati, OH-Plans to celebrate their reopening by planning a special 20th Anniversary party for their members. Contact: President Jim Herman or his wife Susan.

5) Nordkap Lodge, the Detroit Suburbs- Reopening plans this year include a fundraiser for the Nordkap Scholarship Fund. Members will be kicking-off a fund-raising drive for the Nordkap Scholarship Fund via a Zoom video conference in March. The campaign, called "Kringles for Kollege," would award a Danish Kringle to members who contribute a minimum of \$25 to the scholarship fund. The kringles will be distributed at a drive-up location on a given day to those who qualify. Contact: Lodge President Erik Duus or Louise Giles, Nordkapen Editor and Publicity Director.

6) Mandt Lodge, Stoughton, WI-Members have already held small outdoor gatherings for members based on county laws. Friluftsliv events included skiing, snowshoeing, and hiking around the farm of Lodge President Darlene Arneson and husband John's farm. Bonfires were built, members kept a social distance, packaged snacks were provided, and libations were served.. Business meetings are done via ZOOM and we tape the lodge program meetings and post on our YouTube channel. Have done several community service projects including hosting two American Red Cross blood drives, gifts and craft bags for food pantry families, and donating milk through Second Harvest Foodbank. Also open up the lodge on certain dates for members to check out books and videos to use at home. Contact: Lodge President Darlene Arneson or Vice President Vicky Goplen

7) Vikings of the Smokies, Knoxville, TN-Members are gearing up for the Taste of Scandinavia, an event that highlights traditional foods of the Nordic countries. They hope to participate in a local parade decked in their finest Norwegian attire. Contact: President Jolene Dewald or Zone 6 Director Dee Bumpers.

8) Circle City Lodge in Carmel/Indianapolis, IN-The lodge has been holding small gatherings based on members' interests: foods, literature, and needlework, Contact: Nancy Anderson.

9) Idun Lodge, Madison, WI-When the doors are flung wide open, the members of Idun Lodge plan to celebrate with a catered dinner. Special entertainment will be provided, and surprises await those in attendance. Contact: Mary Zoroufy or Mary Bennett, Lodge Co-Presidents.

10) Nordlyset Lodge, Racine, WI-The Nordlyset Lodge has made concerted efforts during the pandemic to remember others. They held a food drive for a local church's food pantry, collecting many kinds of dry cereal that can be stored for an indefinite amount of time. The Lodge is promoting reading during the winter months. Members meet via Zoom to share and discuss the books they have read. Some plan to complete the paperwork required to earn literature pins. Contact: Connie Aiello or Beth Nelson, Lodge Co-Vice Presidents.

11) Vennelag Lodge-Mt. Horeb, WI-Members are anxiously awaiting their February Friluftsliv event at a member's farm. Snowshoeing, hiking, and cross-country skiing are on the agenda. Sub sandwiches and hot beverages will be provided by the Lodge. Frivolity and festivities will be enjoyed at a safe distance around a roaring bonfire. Contact Lodge President Allen Watrud.

12) Ostestaden Lodge, Monroe, WI-Reopening plans include touring the nation's oldest Norwegian Lutheran Church (177 years), Wiota Lutheran Church that will be celebrating its 177th year in 2021. Ostestaden also has a tradition of celebrating Midtsommer with a raging bonfire, singing and on occasion, dancing!

13) Jotunheimen, Viroqua, WI-The month of May is the goal for reconnecting with lodge members. They will meet in a local park and celebrate Syttende Mai! Contact: ReBecca Lewis-Clifton.

14) Shawnee Skogen, Carbondale, IL-We had an in person meeting in October 2020 at the Peachbarn Winery. We met outside on a beautiful day, which was wonderful.

In November we made lefse at our home and had 6 adults and 4 children. The kids loved it!!! It was so much fun teaching them to roll, pick up, and grill the lefse. Next year, we will all have aprons which I need to sew.

Our Julebord, was postponed and is now rescheduled for March.

Our Lodge has played bingo over Zoom. One interesting program was on Togo (the sled dog); our members loved it. This past month's program was on Ole Evinsrude (boat motor inventor).

I would love to share these presentations with anyone that is interested. Contact: Wendy K Winkelman, Vice President and Editor

Please keep your reopening ideas coming! Additions will be printed next week.

*** A reminder...If you have not returned your meeting survey, please send it Karen Eberhardt at eber01dj@gmail.com.**



Nordic News this week...

On Tuesday, January 26's **Nordic News**, Connie Aiello presented on Syn slagene (seven types of cookies)... Fattigmann, Knekk-Kaker, Brune Pinner, Sandbakkel, Pepperkaker, Rosette, and Berlinerkranser. Listening to Connie's expert cooking advice, it was clear why the D5 Cultural Director selected her to teach the upcoming virtual Norwegian cooking class. Watch the D5 Facebook page and the weekly FFFN for more details. Here's the link to this very enjoyable Nordic News session (21:34): <https://www.screencast.com/t/xpK0T9DPmvE>



#1 Smultringer

Translated: Lard Rings

- Most popular of the "sju slags kaker."
- American fry-cake donut with cardamom.
- Apple glazed.

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"The Hardanger Fiddle Explained" will be the topic of the **February 2nd Nordic News**. Robin Fossum (Dovre lodge – Barron WI) will awe us with beautiful melodies from her Hardanger fiddle and teach us about this Norwegian heritage instrument. Robin is D5's International Board member.

Tune in at 6:20 PM (Central); 7:20 PM (Eastern) every Tuesday.

By computer: <https://gotomeet.me/SofN-D5>

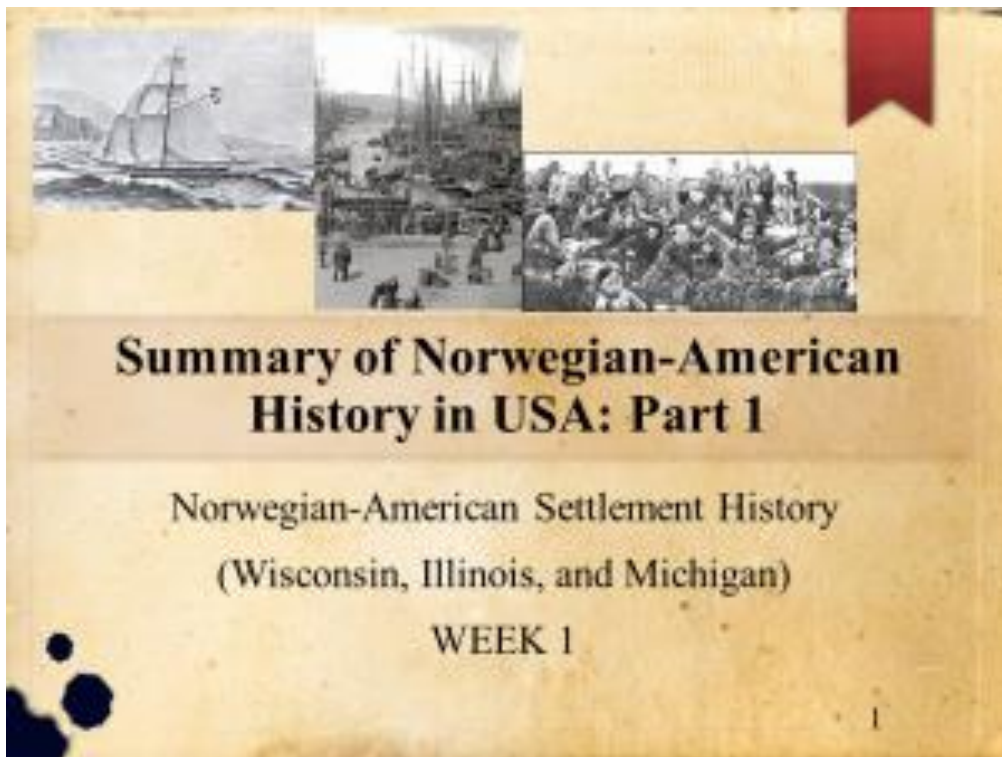
By phone: 646-749-3112 (access code: 509-077-557)

By iPhone, iPad, or Android tablet/phone: download the GoToMeeting app from the Apple or Google Play Store. Launch the app and enter the meeting code: SofN-D5

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You can watch past episodes of Nordic News at:

http://www.sonsofnorway5.com/programs/speakers_bureau.php



Sixty-five members throughout the district participated in online classes this past week in the **D5 Norwegian-American settlement history course**. There are currently 78 D5 members enrolled, some who are taking the course via “independent study.”

If you haven't enrolled, you can still view the presentations. New sessions will be posted every Sunday at:

http://www.sonsofnorway5.com/programs/norwegian_american_history.php

At the **Zone 3 Zoom meeting** last Saturday, zone directors Cheryl Wille-Schlesser and Karen Eberhardt gave out one each of the **D5 fashion items** (and 12 decks of D5 Scandinavian playing cards) to meeting participants. Thanks too, to Judy Ghastin for some other Nordic gifts for door prizes. If you won, your item is on its way via USPS.

If you didn't win, you can still **show off your Nordic pride** with these high-quality items. **All proceeds benefit Nordic heritage and cultural activities of the Nordic Legacy Foundation**, including the Masse Moro Norwegian heritage youth camp.



Sweatshirts are available in NAVY BLUE - sizes: M, L, XL, 2XL. I wear mine when dashing out to the mailbox in balmy 30-ish degree weather.



The embroidering will attract attention and is often a conversation starter.



This apron has been extremely popular. COLOR: NAVY BLUE



People really enjoyed the humorous message, with the very nice embroidery.



I was wearing my NAVY BLUE Norge baseball cap while out shopping this weekend. A store clerk commented about this cap, and struck up a conversation, telling me about her family's Norwegian-American history, emigrating to Colorado in the 1870s. I handed her one of our lodge's business cards, told her we were still meeting on Zoom during COVID, and encouraged her to check out our lodge website.



Norway

Our crossed-flag pins are a big hit. Some are still available.

District 5 Clothing and Flags Order Form

Name: _____ Lodge: _____

Address: _____

City/St/Zip: _____

Phone: _____ Email: _____

Nordic items purchased:

_____ Norge flag hat x 15 = _____

_____ Kiss the cook apron x \$23 = _____

_____ Explore your Nordic heritage sweatshirt x 25 = _____ (size: _____)

_____ Norwegian flag - 3x5 outdoor x \$25 = _____
(Get ready for Syttende Mai)

_____ Flag pin, country: _____ x 5 = _____

Prices do not include shipping

(\$5 shipping for any single product needing shipping.) = _____

(ADD \$3 for each extra item) (pins ADD \$2 to your order, any quantity)

TOTAL AMOUNT = _____

Tusen takk for your help in supporting Nordic heritage projects for the D5 Nordic Legacy Foundation. If you have any questions, or need additional items, please contact Mike Palecek, 262-886-5547 or mikep@sonsofnorwayracine.com

Checks to D5 Nordic Legacy Foundation. Send check and form to: Mike Palecek, SON D5 treasurer, 5747 Sandy Lane, Racine WI 53406

From Cultural Directory Judy Ghastin

HARDANGER EMBROIDERY VIRTUAL CLASS COMING SOON! Watch FFF News and D5 website for details.

VIRTUAL NORWEGIAN COOKING CLASS - COOKING WITH CONNIE AND THE KITTLESONS

February 15-March 22, 2021 (six weeks) Monday evenings 6 pm to 7:30 pm central time
Sons of Norway members \$25 for 6 classes
Non-members \$50 for 6 classes
Registration deadline February 12, 2021

The District 5 Cultural Committee presents experienced Norwegian cooks sharing traditional and experimental approaches to Scandinavian cooking. Learn the traditions of making lefse and rullepølse from family heirloom recipes handed down through generations. Explore modern adaptations of recipes and learn about cooking styles of generations of the past. Some featured recipes are Lapskaus, Troll Cream, Knekkebrød, Viking Bread, Hjerte Vafler, Open Face Sandwiches.

Guidance toward earning the first level Cultural Skills Cooking pin will be offered. Work beyond class is required to earn an award. Recipes and cultural award program information will be sent to registered students prior to the first class. The Zoom connection will be sent to registered students close to the time of the first class.

In addition to recipes provided for the class, two cookbooks are available for purchase. **The Norwegian Kitchen** (email judy62ghastin@gmail.com) and **Baking the Norway Way** (bakingthenorwayway.com) are available in limited quantity.

MEET OUR COOKS

Connie Aiello has been cooking and baking for as long as she can remember. As a daughter of a restaurant owner and a home economics teacher, she could always be found in the kitchen learning traditional ethnic recipes from the skillful hands of family members. For the last 16 years, she has been honing her skills with traditional Norwegian dishes. Recently, she has been exploring contemporary Norwegian cuisine.

Connie currently serves as Vice-President and Cultural Skills Program Director of Nordlyset Lodge in Racine, Wisconsin. She enjoys teaching, mentoring, and guiding members as they complete specific cultural activities. She recently mentored a group completing their Norwegian Cultural Cooking Pin Levels 1 & 2. The group has one more entrée to complete for Level 3.

Connie has presented Norwegian cooking at local schools and cultural events. She was honored to present a Norwegian Cooking Demonstration at Marquette University's Innovation Kitchen. In August 2016, Connie led a Sons of Norway Youth Heritage Trip to Norway, where they explored the country, customs, and cuisine. While staying with relatives in Røros, she experienced local traditional foods. Connie was thrilled to come back home with 100-year-old family recipes!

Connie is currently an elementary/middle school substitute teacher. She enjoys teaching students at all skill levels, imparting the tips and tricks of the trade from her parents. Her enthusiastic and easy-going style inspires everyone to enjoy cooking.

Nancy and Duane Kittleson carry on cooking traditions from both of their families. They grew up in homes with lutefisk, lefse, krumkake (or stryll, depending on who you talk to) and Norwegian coffee.

They have been members of Vennelag 5-513 in Mt. Horeb, Wisconsin for more than 20 years and have served in various offices of leadership within the Lodge, have chaired major fundraising events, and have been delegates to many District and International conventions. The fundraising events involved making 10 or 12

rullepølse for many years for the fall breakfast (Frokost), organizing a crew of 12 or more making and selling about 45 dozen lefse for the Christmas holiday, and teaching at the lodge annual Norse baking workshop. In addition, Duane has served on the District Five Board as Publicity Director and as Treasurer.

Duane is interested in genealogy; Nancy loves Norsk baking and Hardanger embroidery. The Kittlesons are proud of their Norwegian heritage and have traveled to Norway three times.

Judy Ghastin D5 Cultural Director

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Cooking Class Registration Form

Name: _____

Street Address: _____

City: _____ **St** _____ **Zip** _____

Phone: _____

Email Address: _____

Lodge: _____

Membership #: _____

Non-Member: _____

Registration for the class is first come, first served by date received. The maximum number of students is 20. Arrangements will be made to accommodate more students at a different time.

The Registration Deadline for classes is February 12, 2021.

Class Registration Fee: \$25 Sons of Norway member _____

\$50 Non-member _____

Recipes and Cultural Awards information will be emailed upon paid registration.
Zoom information will be sent close to the time of the first class.

Make checks payable to Nordic Legacy Foundation.

Mail registration to Judy Ghastin, 7130 Century Ave., Middleton, WI 53562

Lodge Leaders:

Over the last few days, we've had a number of complaints of what seemed to be spam emails from various district or lodge leaders. These emails would typically seem as if they were coming from a lodge leader and would ask for money, a gift card, etc.

This is referred to as spear phishing. You likely have heard of phishing, which is when a bad actor sends an email asking you to do something (e.g. send gift cards or give out your password). Spear phishing is a more sophisticated type of phishing, which we experienced here, when the bad actor makes the email look more legitimate by using a familiar name and title, and by sending it to people likely to relate (in this case, lodge members).

One of the easiest ways to identify an email as a phishing attempt (which applied here) is that the sender's name and email address do not match. Another big giveaway is that they often come from out of the country and the emails contain broken English.

One reason we are susceptible to these types of phishing attempts is that the contact info for our district and lodge leaders is publicly available on our website. We have decided to temporarily disable this feature as we consider better alternatives. As of today, the Lodge Directory on the public website has been temporarily removed, and the page now redirects to a zip code finder for people looking for a lodge in their area.

We will continue to actively monitor this situation and take necessary steps to safeguard your data, while helping our members find the information they need. Please feel to reach out to me with any further questions or concerns.

Sincerely,
David Crabb
Fraternal Engagement Manager

Handouts from the Zone Meeting and a note about the video

Video- While I can do a few things well, I'm not very tech savvy and was having some issues with my computer during the ZOOM Zone meeting last week. Between the email scam and getting all kinds of messages about that as the meeting was going on, my MS Word froze, and then while converting the meeting video to a MP3 file, I managed to lose the file. Uff da. So we do NOT have a recorded version of the meeting. Uff da- Darlene Arneson

From International Vice President Mark Agerter

District 5 Zone Training Seminar
January 23, 2021

2020 YE membership report

- *Positive membership gains 22 out of last 26 months. April was only down month in 2020!
- ***As of December, 2020 -total membership 52,021.** First time solidly over 50K in years – since July
- *As recently as September 2018 was 47,975 a 4,046 member swing in just 2 years!
- *Members owning financial products at YE2020 was 32.1% - also highest in years
- ***Kudos to D5 for substantial membership gains in 2020 – 523 net new members! A 12.1% gain.**

2020 Recruitment Goals

Congratulations to these D5 lodges for achieving their recruitment goals for 2020:

- 5-168, Valhall in Rockford (IL)
- 5-378, Nordkap in Detroit (MI)
- 5-472, Polar Star in Aurora (IL)
- 5-490, Sonja Henie in Lansing (MI)
- 5-609, Myrmarken in Marshfield (WI)
- 5-610, Askeladden in Kalamazoo (MI)
- 5-662, Arctic Circle in Cleveland/Akron/Canton (OH)
- 5-677, Vikings of the Smokies in Knoxville (TN)
- 5-689, Shawnee Skogen in Carbondale (IL)

2020 Int Board Goals Results – All 2020 goals have been achieved, a first in a long time.

- *1500 new insurance members – Actual – 3167
- *\$2.725M in new life premiums – Actual – \$3.148M
- *\$10M in new annuity premiums – Actual – 10.301M
- *6,300 new members – Actual – 7815
- *\$240K in new Foundation funds – Actual – 386,640

Corporate Matters and Governance Committee

*Several referenda have been advanced and passed to assist lodge operations during covid and any potential future disruptions to lodge business:

- 1 - To allow local lodges to meet via electronic means and outlining a process with which to hold virtual elections.
- 2 - To allow district boards to hold referenda via electronic means in order to transact business during times like we are going through where in-person meetings are not possible.
- 3 - To allow local lodge boards to hold referenda via electronic means and outlining uniform procedures to be used.

*Other key issues addressed by the board in the past year include:

- 1 – An update to the Nominating Committee sections of the Constitution to conform with the guidelines and procedures that are already in place.
- 2 – To establish youth protection measures for all youth-involved activities.
- 3 – To define the process, whereby the International Board is able to appoint directors, in order to fill gaps in expertise as needed.
- 4 – To update the bylaws template to include dissolution and distribution of assets and compliance clauses. Special note – all lodges are asked to review their current bylaws to see if they include dissolution, distribution and compliance clauses and to revise as necessary, using the online template to make sure that they are in place. If the online template is not followed, any bylaw changes submitted will not be approved.

I want to share some notes from a SON leadership seminar I attended some 18 years ago!

Issues many of our lodges face:

- a) Lack of cooperation
- b) Lack of desire to change
- c) Tied to old meeting/governance culture
- d) Lack of visibility
- e) Lack of leadership
- f) Lack of growth

Sound familiar? Some things don't change or if they do, they can change very slowly!!

And from that same seminar – Are there any differences from then to now?:

6 ideas for stronger lodges and increased membership

- a) Create an alternative order of ceremonies – less business, more social – board transacts business, membership approves. **Actually implemented in many lodges today!**

- b) Retain past due members – personal phone calls work well, much better than emails.

Personal

contact always the best way to keep in touch – many lodges using phone trees during Covid

- c) Leadership training to develop quality leaders – make sure prospective leaders know what is

expected of them – keep surprises to a minimum. **Convention leadership seminars and district**

training, like today, are being done

d) Create family membership and family-friendly programs. **Done with ongoing updates!**

e) Provide financial incentive to purchase insurance. **We now have dues imbedded in several**

financial products. Other incentives include excellent financial products at very competitive prices!

f) Update website – include online dues renewal, chat rooms, adopt-a-school program. **Online renewals, social media, and a very updated website all in play.**

Harold Bohrmann, chair of Catholic Financial Life, made a wonderful presentation to the International Board a couple of years ago. Some of his main points were:

1. Fraternalists need to change what and how we do business and how we reach new members
2. Co-ops are embraced by all – fraternal benefit companies, like SON, are insurance co-ops
3. Millennials are our friends, they make us change and force us to modernize
4. Volunteerism is big with millennials – plenty of opportunities for volunteerism in SON
5. Fraternalists bring integrity, connection, trust and value to our communities, but must get faster, better, stronger
6. Fraternalists must embrace the future
 - a) Old can become new again i.e. virtual meetings
 - b) Distrust of big Wall Street firms works to our advantage – we have a personal edge
 - c) Millennials love us once they meet us – we do things they like
 - d) In a divisive society people are looking for ways to connect – **especially post-pandemic as happened after the 1918 pandemic!**
 - e) Fraternalists are well positioned but need to work together like never before

His final point:

THE FUTURE IS IN OUR HANDS – WE JUST HAVE TO GET OUR MESSAGE IN FRONT OF PEOPLE!

Scandinavian Hour – Just as a “good of the order” note, I would like to put in a plug for “The Scandinavian Hour” radio broadcast that comes out of Washington State. This program has been on the air since 1959, led by Doug Warne of Seattle and his late partner Ron Olsen. Doug is retiring and a young, but very capable member of Bothell Lodge in Bothell WA, Seth Tufteland, is taking over and hoping to continue the tradition. The show airs on 1150AM KKNW and can be streamed live online at 1150kknw.com/listen. The programs will also be available via podcast in the near future.

Parting thoughts

- *New building occupancy went well, no major disruptions – about 50% staff continue to work at home due to Covid concerns
- *David Crabbe’s special Leadership Resource video series have been very well received
- *Latest Leadership Resource just out Tuesday– be sure to check it out
- *Good things are happening at HQ. The mood is great and our dedicated staff and executives are doing a great job.

From Karen Eberhardt-

Photo Reminders –

- Local Lodges will send their photographs to the lodge publicity director (or maybe lodge newsletter editor) who will forward them to your district publicity director. If your lodge does not have a lodge publicity director, please send submissions directly to the district publicity director via mail or email. Contact information for the district publicity directors can be found on the corresponding district page of Viking Magazine. [Lodges need to up-date their lodge officer job descriptions to include at least one or two officers in charge of taking photos and submitting to the lodge newsletter editor and District Publicity Director.]
- Sons of Norway Viking Photo guidelines are found on the International website [Go to Member Resources – Find listed the Communication Tool Kit and Under Lodge Forms find – Publicity Toolkit]
- Photo must contain Sons of Norway members and the caption information must relate directly to the content of the photograph.
- Photos must be visually interesting, well lit, and of good composition. It is best to avoid photos containing distracting items in the foregrounds (such as heads, chairs, backs of people obscuring the view of the subject) and photos taken in dim lighting conditions.
- Digital cameras and phones must be set to the highest possible photo quality setting and photo must be 'Actual Size'.
- Digital photos must have resolution of 300 dpi (dots per inch) or greater with no pixilation or blur and at least 3" x 5" in physical size.
- High resolution images will be a larger file size, often several hundred kilobytes (KB) or from one to ten megabytes (MB) and up.
- When emailing a photo from a tablet or smart phone, be sure to send the largest possible file size offered (which will likely require additional bandwidth/data).
- DO NOT Edit photos (Photo shop) and digitally altered or cropped photos will not be used. Only send the original untouched photos as the publishing company uses their professional software to crop and resize the submitted photos.
- Photos of inanimate objects only (handcrafts, food, murals, etc.) will not be used. [Must have a Sons of Norway member or attendee in the photo.]
- Limit the number of people in your photo. What you are capturing is going to be reduced to a much smaller print size and you will not be able to see the people.
 - Look at the photo sizes in the Viking Magazine. They are approximately 2 7/8" x 4 1/3"; 2 7/8" x 2 7/8"; 2 3/8" x 2 3/8"; 2" circle and the extra Member/Lodge photo is 1-1/8" square.
 - Are there too many people in your photo – would you see them in a smaller photo
 - Does the photo tell a story making it interesting?
 - Be creative – instead of sitting in a row have the group doing an activity
- Be creative in showing lodge activities to help 'invite people' to look at your photo and read about what you are doing.

Sending Photos –

- In District 5 photo submission from the lodges to the District Publicity Director are due by the 10th of the month so the District Publicity Director has time to review and select District 5 photos with their lodge descriptions to submit to the Sons of Norway International Viking Magazine Editor/team for magazine set-up.
- Lodge members/photographer will submit photos to their lodge publicity director/newsletter editor. They will select a photo(s) with photo description and send them to District 5 district publicity director. (If your lodge does not have a lodge publicity director or editor, please send submission directly to the district publicity director via email.)
- Contact information for your district publicity director can be found on the corresponding district page of the Viking Magazine.
- Emailed digital photo submission (preferred) should be sent as attachments along with a description of the lodge activity and identifying those in the picture (if desired). If the lodge cannot submit a digital photo, they can send a printed photo to be scanned by the District publicity director. Although scanned pictures may not show the correct coloring and dpi format needed for the photo to be printed in the Viking magazine.
- Photos of children need to have parental permission if you are publishing their name. If the child is a legacy member they can be listed as they are a member but still get parental permission and note that in the email description. You can get the parent's verbal permission at the time of taking the photo.
- Children can be identified as local children enjoying your event or grandchild or child of current member (with or without member name).

Also send your photos and articles to the District 5 webmaster, Christina Fairchild at the email: inputd5@sonsofnorway5.com

LODGE PUBLICITY

Publicity is an important component of a successful lodge. A successful publicity campaign can inform your surrounding community of your existence, increase attendance at lodge events and increase membership in your lodge.

1. **Establish a lodge budget** and then make it larger. You will need to cover expenses for newspaper ads in local newspapers, printed flyers for events, printing of photos, handouts, etc. Review what you have done and paid in the past two years to help increase more exposure of your events in your geographical location/area so the public is aware of your lodge which is open to the public and welcoming new members.
2. **Newspapers -**
 - a. Have the Lodge President, Editor and Secretary (at least two people together) visit the local newspaper office to make a personal contact and get their business card. Ask if the lodge could have a non-profit discount for ads placed in local newspaper or in combination with ads placed in other local newspapers that this company covers.
 - b. Discuss if there is a fee to submit an informational article before an event and then follow-up news pieces complete with at least one digital picture. Usually news articles placed on-line have no cost but check on their policy.
 - c. When you have a lodge event notify the newspaper about a month ahead of time so they can schedule a reporter/photographer to cover your event. Have a news story

already prepared and printed to give the news reporter for their article. If there is a charge for your event be sure to personally give the newspaper a ticket for admission at no charge to them.

- d. Create your 'news release' in a Word or Google Document and save it. Then when you go on-line to submit an article with the newspaper service you can 'copy and paste' the article and know that you have included all information. You can next 'up-load' a photo for the story.
 - i. If you know that you are going to submit your story in several newspapers and you don't want to re-write it every time, make it more generic. Make sure your photo (that can be staged) has someone of each town in the picture and have the people identified from each town. Save computer article and pictures.
 - ii. The newspapers usually only print news about people from their town so identifying them is very helpful or change the photo used for each town newspaper.
 - iii. Identify your article or photo by referring to 'Local members of '(lodge name) lodge of Sons of Norway will be meeting at 123 Street name, Town name' might help to get into another neighboring town newspaper.

3. **Community Calendar** for your community may be maintained by the Chamber of Commerce, local newspaper or Town/City government.

- a. Check to see who maintains the printed and the on-line calendar and put your lodge events on this service.
- b. Area TV and Radio stations also have local event calendars for free.

4. Use a **Guest Book** at lodge meetings.

- a. One can be purchased at local craft store, paper goods store or even at Goodwill or resale shop (un-used).
- b. On each page mark an area with dark lines for guests to write their information for the headings: Date, Name, Address, Email address, phone number.
- c. Use this for Membership recruitment and for major Lodge Event Advertisement via email and regular snail mail of your flyers.

5. **Lodge Lap Top Computer**

- a. Having a lodge traveling lap top has many advantages and is a central place to store your lodge information.
- b. Set-up a generic lodge email set-up so
 - i. The computer programs that you purchase can be updated when needed.
 - ii. Your members send their reports and photos to the one person who will use this lap top for their lodge office. Example could be 'Vennelagsec@gmail.com' Keep it simple with no computer sign-in password or have the password written on the keyboard for future reference.
- c. Lodge Rules, Guidelines, Minutes, Agendas, Officer Reports and photos should be in separate category folders and sorted by year.
- d. Why – Unless you keep a lot of paper copies does your lodge have that information kept in place where it can be accessed if current officers and their possessions are no longer available? Information from officers can be transferred to the lap-top via data-stick upload or via email.

6. **Facebook, Snap Chat, Twitter, Web site**

- a. Setting up a lodge presence in these media formats reaches more people and has no cost to the lodge except maybe the lodge web site. Many people re-post info.
- b. If needed, engage some of the younger members to help facilitate and manage these entities.

7. Photos

- a. Photos show fun lodge activities that can be used in many ways. Many can be 'natural' photos but also 'stage' photos to get specific people or events collected to be used later.
- b. Take many photos at lodge meetings and activities as you can always delete what isn't used or save to be used for future promotions.
- c. Designate someone in the lodge to take photos either as part of their job or appoint someone.
 - i. Your local high school students might have optional service or volunteer hours that can earn toward graduation 'silver cord' recognition.
 - ii. 4-H and scout groups may have someone interested in taking photos toward badges or troop service.
- d. Printed or Digital Lodge scrapbook on display at lodge meetings or events can help facilitate conversation about what the lodge does.

To find International Sons of Norway documents - Log into International website – Go to Member Resources –

- 1) Find listed Communication Tool Kit and 2) Under Lodge Forms find – Publicity Toolkit

By Karen Eberhardt, District 5 Publicity Director

January 13, 2021 Article based on Sons of Norway District Photo Guide

From Idun Lodge- District 5 Sons of Norway Convention 2022 Update

Date: June 15-19, 2022

Sunday, June 19 is only for D5 Board members (new members & retiring ones)

Location: Madison Marriott West
1313 John Q Hammons Dr.
Middleton, WI 53562

Room Rate: \$132 per night (2 queen beds, up to 4 people per room)

Hosted by Idun Lodge 5-074, Madison, WI

Judy Ghastin- Cultural Committee Work in Progress--January 2021

The Cultural Committee is working on virtual classes highlighting some of the cultural skills which can result in members earning cultural pins.

For details, go to sonsofnorway5.com and look for upcoming events. Also check the Friendly Fifth Friday News each Friday on the same website. Back issues of FFFNews are at the same location.

- Genealogy virtual classes have finished.**

- Norwegian-American Virtual history class** begins today, Sat., Jan. 23 and is repeated

- Mon., Jan. 25

- 16 weeks long

- Instructors -- Bill Injerd, Kirk Mies, Dave Johnson, Dana Kelly, Mike Palecek

- Carving Virtual Class** coming Feb. 4, 11, 18

- Instructor James Ray Miller, Vesterheim Gold Medalist

- guidance toward earning level 1 pin

- Rosemaling Virtual Class**

- Choice of Session #1 or #2

Session #1: Saturdays February 20, 27 and March 6

Session #2: March 1-3, Monday, Tuesday and Wednesday

9:00 am to 4:00 pm central time each day with a break for lunch

- Instructor Lois Mueller, Vesterheim Gold Medalist

- 3-day class; earn level 1 pin

- Cooking with Connie & the Kittleson's**

- SNEAK PREVIEW: coming Feb. 15

- seven weeks long

- Mon. evenings 6-7:30pm central time

- Instructors -- Connie Aiello, Nancy & Duane Kittleson

- guidance toward earning level 1 pin

- Planning to offer**

- Hardanger Embroidery

- Norwegian Language

- if instructors and Zoom managers can be arranged

ZOOM MANAGERS NEEDED -- CONTACT JUDY GHASTIN if you can help.

ALSO COMING:

Rosemaling Demonstration

Saturday, January 30, 2021: 1-3pm. No fee.

Open to all members and friends. Details and Zoom contact information on the District 5 website, sonsofnorway5.com.

The Cultural Committee is also working on a user guide for the Viking Chest cultural artifacts collection. There will soon be a replica model of an immigrant trunk added to hold part of the collection.

Judy Ghastin

D5 Cultural Director



Barnebirkie Update

The children's skiing will be spread over the two days of Thursday, February 25 and Friday, February 26 from 11 a.m.-2 p.m. at the Korte Stadium on Hwy 00 north of Hayward. It will be an open track style event with no official start time. It will still feel like an exciting place to ski.

No spectators are allowed at any 2021 events. A limited number of volunteers are needed at this venue; therefore, ***Sons of Norway District 5 will not be providing cookies or volunteers.***

Families may also choose a virtual option near their home trails. Parents provide a 30-minute time slot for their children to begin and finish their race. Parents may ski with their children.

The D-5 Board had budgeted money for the event which will now be used as a sponsorship to provide a Clif Z-Bar for the children as a treat in their Registration Bag. The Ski Expo, held previously at Hayward High School and where District 5 had provided our cookies and coffee in the past, has been changed to an online presentation.

Our sponsorship will enable us to have a virtual online booth for the Sons of Norway and Masse Moro Camp. This is the shape of the COVID-19 year of the Barnebirkie for the Sons of Norway District 5 participation in 2021.

In years past, individuals, families, and Sons of Norway Lodges have sent monetary support for the Barnebirkie. Should you wish to do so, your donation is certainly welcome. Monies will be deposited in the District 5 treasury, with a special designation noted for Masse Moro.

Audrey Severson

Sports & Recreation Director

apseverson@gmail.com

715-273-5019





Robin Fossum
International Director, District 5
SONS Foundation, Board of Governors
Dovre Lodge 5-353, president
630 28th St, Chetek WI 54728
715-642-2414 rkfossum@gmail.com

REPORT FROM INTERNATIONAL DIRECTOR – DISTRICT 5

Sons of Norway International Board

The past year has been quite unusual for most of us, trying to stay safe from Covid-19. Though it has been challenging, the International Board has been working as usual via email and video conferencing. The huge loss is not seeing our friends and colleagues during these past months. Currently, it is not practical to do a PowerPoint report, so here it is in letter form.

The last meeting of the Sons of Norway International Board of Directors was held via video conference on November 16-19, 2020, meeting for over three hours each day. The full board was present along with CEO Chris Pinkerton and Executive Assistant Lonna Hanson. Staff members who gave reports were; CFO Erica Oberg, CIO Dan Seyfried, Matt Roedel (Insurance Sales and Operations Director), Connie O'Brien (Fraternal Development & Marketing Director), Elizabeth Halva (Human Resources & Business Integration Director), Kevin Cassidy (General Counsel and Chief Compliance Officer), and David Crabb (Fraternal Engagement Manager). Outside Legal Counsel Dave Ness from Fafinski Mark & Johnson, P.A. also attended parts of the meeting.

Outside professionals are involved with the meetings and all reports are reviewed: investment advisor portfolio reports, IT strategic planning, Anti-Fraud Statutes from MN, 3rd Quarter financial statements, budgets, Viking Magazine, 10-year actuarial projections, updates from the American Fraternal Alliance, Human Resource and new building updates, Insurance recruiting and product updates, Code of Ethics review, governance structure, and life insurance logos. SONS Officers and Committees gave reports regarding; the Board Policy Book (ongoing reviews), lodge owned real estate, lodge liability insurance, Finance Committee Resolutions, Audit Committee, board member expenses, document signing authority by home office, 2022 Convention in MN.

Following the meeting there were several staffing changes at the home office. SONS has been operating many years in a regular pattern of business that has not kept up with the latest technology to operate efficiently and effectively. However, even during the past year of difficult times when lodges are unable to meet, membership has grown, and sales of insurance policies are moving upwards. Social media has kept many in touch with their SONS roots, we are optimistic about our future growth and sustainability.

Sons of Norway Foundation Board of Governors

The SONS Foundation Board of Governors has been meeting via video conferencing for the past year. The board last met on Wednesday, January 20, 2021, for a 4-hour meeting. The new board is: Merv Eriksson, chair; Jon Tehven, vice chair; Ernie Fosse, treasurer; and Christy Olsen Field, secretary.

I was appointed last year to a two-year term by International President Ron Stubbings. My committee appointment is chair of the Development Committee.

The board participated in a strategic plan workshop hosted by Jaime Rate, Keystone Group. Following the workshop, Committee reports were reviewed; Executive Governance Committee (Merv), District Foundation Directors (Jon), Development Committee "Together We Are the Future" update, (Jon & Robin), Finance Committee (Ernie), Disaster Relief/Extreme Illness (Allison). Ron Stubbings gave a brief International Report, and Connie O'Brien reported on the Foundation general updates. Goals were discussed.

The Development Committee designed the Together We Are the Future campaign for October Foundation month. Our goal was to share awareness of the SONS Foundation and involve members, lodges, Districts, the International Board and Board of Governors, and corporations. We started work with Anne Olson, Foundation Director (resigned) and continued with Connie O'Brien at the Home Office. Our goal was to raise \$100,000 for SONS scholarships and Humanitarian funds. As of this week, over \$210,164 was brought in from 113 lodges, 837 personal donations. These gifts came from the direct mailing envelope, Viking Magazine article, and personal giving to scholarship accounts.

I personally would like to thank former International President Jon Tehven, Connie O'Brien, and our District 5 Foundation Director Darlene Arneson for all their work and perseverance in completing this successful campaign. We have developed a general template for the fund-raising effort, our future goal is to have the Futures campaign annually from October 1 - January 1, to raise awareness for the Foundation.

Darlene Arneson's Handout- Zone Meeting- January 23, 2021

What's new and coming up?

International-

- Deadlines- you will find the list at https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/important_deadlines/
- Changes in forms and due dates! https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/lodge_forms/ is where you find them all!
- Training videos- https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/training_and_presentation_resources/leadership-resource-videos/
- Leadership PowerPoints- https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/training_and_presentation_resources/presentations/

- Governance resources- International Charter & Constitution, How to write resolutions and Nominating committee guidelines-
https://www.sofn.com/member_resources/lodge_leadership_resources/governance/
- Local Lodge Leadership Guides (most are updated) for local lodge officer training-
https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/leadership_roles_guidelines/

District-

- District Directory will be done as soon as we get the new list of lodge officers from Sherry Gorse. It will be sent to Lodge Presidents and Secretaries.
- Where to find forms? We have been putting the forms on the District website keeping in mind that International is changing some!
http://sonsofnorway5.com/about/district_five_documents.php
- FFFN- reminder sent to all local lodge officers who have an email. Feel free to share.
http://sonsofnorway5.com/news/friendly_fifth_friday_news.php
- District training videos and updates found on SN Mandt Lodge's YouTube Channel- District 5 Training Video Playlist-
<https://www.youtube.com/playlist?list=PLvR2Moina2oJqv8mUoXoFky-Hp8LApKz>

Nominating committee process- <https://www.sofn.com/wp-content/uploads/2019/06/SON-Nominating-Committee-Guidelines-2019-2020.pdf>

The District nominating committee will be elected at the spring 2021 board meeting. Please refer to the document that outlines who can serve and other details. The committee will need your help in surfacing candidates for zone directors, District officers, and alternates. Although a member does NOT have to be a benefit member to serve as a delegate to the District Lodge Meeting, they must be in order to serve on the District board, as an alternate, or as a delegate or alternate to the International Board.

There are applications that must be filled out to run for the Board. We also will be electing an alternate for the International Director. Robin Fossum's term as International Director continues through 2024 due to the extension of this biennium due to the pandemic. The alternate's term is for two years and the director's term is for four.

Timeline for Nominating Committees NON-ELECTION YEARS (from the guidelines)

March-April-May in non-election year District Nominating Committee

- *Consist of no fewer than three (3) members*
- *Elected by District Board (3.7.7.)*
- *Committee may include current and past District Board members who are not candidates for election*
- *Only one (1) member per zone*
- *Nominating Committee election to be held by spring board meeting of non-election year*

Zone Alignment Update

The delegates, AKA District 5 Lodge Members, who served in 2018 in La Crosse at the District 5 Lodge meeting continue their work through the 2022 District Lodge Meeting when the new delegates are seated. There were 109 delegates who served and since that time, two have passed away.

The bylaw proposal to “clean up” the bylaws passed by the required 2/3 vote in December. The vote was done by postcard. There were 81 postcards returned with 79 in favor and 2 opposed. The new bylaws will be posted on the District website, emailed to the 2018 delegates/District 5 Lodge members, and will be included in the 2021 District 5 Directory.

The Zone alignment committee has discussed, had ZOOM calls, conducted surveys and asked the Zone Directors to help collect information on the process of a major zone alignment. There are several options the committee still feels are options but if changes will be made, ideally they would be done by mid-2021 so the Nominating Committee knows what our zones are and where they need to find candidates from.

The discussion shifts from group to group and we have found that ideally its best to have the debate when everyone is in attendance so they can hear all the discussion, share ideas, offer suggestions, and everyone has the same information.

Our questions to you today-

- Do you feel a major realignment is needed?
- Has your lodge discussed the proposed changes that have been shared?
- Is it better to act on this at the 2022 District Lodge Meeting or now in 2021?
- Your suggestions, comments and thoughts?

Since the last options were formulated, we have two lodges that have requested information about disbanding- Trollhaugen (IL) and Vakkertland (Wisconsin).

I plan to have the Zone Alignment Committee meet after this zone meeting to discuss what we hear!

Best Practices to consider

COVID related

- Follow your county’s health department’s guidelines, restrictions and information as that takes precedence on indoor/outdoor gatherings.
- Food- also check with your county’s health department. Depending on what type of food license you have. Your lodge’s re-opening process and requirements may be different than another’s. Work with your food inspectors for templates for COVID forms.
- The need for Personal Protective Equipment (PPE) will vary depending on your meeting venue, what they have, and what you need to bring in.

Other best practices to help your lodge stay connected

- Communications with your lodge members- emails, virtual calls, newsletters, phone calls

- Forms and deadlines- have them on your lodge's agenda, delegate who does them, and follow up. Ask for help if you aren't sure. If an officer with reporting duties does not have email, work with that person as most forms and instructions are being emailed by International and not sent hard copy.
- Read the FFFN, emails from International, and watch videos from International to keep up-to-date on what's new, changed and reminders
- Reminding members to take advantage of the many virtual offerings.
- For those not online- Can you lodge have a calling tree to reach them, have books/articles/magazine drops (i.e. those who get *Norwegian American Weekly*, *Vesterheim*) share old issues, or trimming stamps for Tubfrim?
- Working on cultural skills or sports medals. Do your members have the updated forms?
- Small group structure may be helpful to keep people engaged who have similar interest. Examples are rosemalers, book clubs, knitters, carving, or just a "coffee clutch"!
- Online SN language lessons- written on public part of website but the audio is on the Members Only section. Is there someone who can lead a virtual weekly class using the lessons?
- Does everyone know how to log into the SN website and update their Membership Profile?
- Meetings are important! Work with the District if you need help but the need to conduct business, review financials, membership work, and activities is critical.
- Outdoor events- great way to involve your younger members and take advantage of less restrictions. Do members want to meet to walk together? Ski? Snow shoe?

From Sandra Olson

- Shared updated Masse Moro flyer and registration forms
- Shared the new District Five Scholarship form
- All are on the District website and Masse Moro websites

http://sonsofnorway5.com/financial/district_scholarships.php

http://sonsofnorway5.com/financial/youth_scholarships.php

Deadlines and Dates!

Changes in red!

Nordic News Weekly Program- Every Tuesday night

Tune in at 6:20 PM (Central); 7:20 PM (Eastern) every Tuesday.

By computer: <https://gotomeet.me/SofN-D5>

By phone: 646-749-3112 (access code: 509-077-557)

By iPhone, iPad, or Android tablet/phone: download the GoToMeeting app from the Apple or Google Play Store. Launch the app and enter the meeting code: SofN-D5

January 30, 2021

- Rosemaling demonstration 1-3 PM Central

February 4, 11 and 18, 2021

- Jimmy Miller's Woodcarving class

February 5, 2021

- Registrations due for rosemaling classes

February 12

- Registrations due for Virtual Norwegian Cooking Class

February 15- March 22

- Virtual Norwegian Cooking Class- Cooking with Connie and the Kittlesons

February 15, 2021

- Deadlines for Lodge Achievement, Family Lodge of the Year and AFA Reporting have been extended to 03/15/2021.

February 20, 27 and March 6, 2021

- Rosemaling session #1

February 25-27, 2021

- Barnebirkie and Birkie Ski Races Hayward, WI. Cookies will not be needed this year from the lodges.

March 1, 2021

- Deadline — Domestic scholarship applications due to Sons of Norway Foundation:
 - Astrid G. Cates Scholarship**
 - Bernt Anker Scholarship
 - Dan and Betty Rude Scholarship
 - Myrtle Beinhauer Scholarship**
 - Nancy Lorraine Jensen Memorial Scholarship**
 - Orel and Marie Winjum Memorial Scholarship

March 15, 2021

- D17 financial form is due from the lodges to Sons of Norway Headquarters.
- D18 property association financial form is due from the lodges to Sons of Norway Headquarters.

- Lodge Achievement and Family Lodge of the Year forms are due to Membership Services at Sons of Norway Headquarters.
- Community and Fraternal activities and hour totals, using AFA Year-end report form or online reporting at Fraternalgive.org, are due to Membership Services at Sons of Norway Headquarters.
- Fraternal Funds packet is sent to the district treasurers.

April 16-17, 2021

- District 5 Board Meeting- Tentatively planned for Nashville, TN- watching COVID restrictions

May 15, 2021

- Fraternal Funds Report due to Sons of Norway Headquarters
- IRS filing deadline for tax form 990. Lodge treasurer needs to notify Sons of Norway Headquarters when 990 has been submitted.

*Insurance membership with Sons of Norway required

**Membership with Sons of Norway required (social or insurance)

DISTRICT FIVE LODGE MEETING

Idun Lodge will host the meeting on June 15-19, 2022 at the Madison Marriott West in Middleton, Wisconsin.

INTERNATIONAL LODGE MEETING

The International Lodge Meeting will be held in 2022 in Minneapolis, MN.

Viking Chest Rotation

The Viking Chest has not traveled since the health emergency began, and the new schedule cannot be announced until it is safe to hold in-person meetings. Therefore, the rotation schedule is suspended until further notice.

Note:

- Check correspondence from the International and District and the International (www.sofn.com) and District (www.sonsofnorway5.com) websites for any updates and changes.
- Additional deadlines for the District 5 and International Conventions/Lodge Meetings will be added as those dates are established. Watch for future mailings and the District 5 website.

Compiled by Darlene Arneson, SN District 5 Secretary (arnesonfamily5@gmail.com or 608-873-7209)

FFFN Basics

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly "Friendly Fifth Friday News" email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me

included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge's use!**

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com With our new arrangement, I actually send the FFFN pdf to our webmaster on Thursday morning before I go to work. So if you have anything you'd like me to consider putting in, please send it by Wednesday night. Please do not send pdf's as I have a hard time cutting and pasting them. The Word Document works best for me. Don't forget that lodge events should be submitted to inputd5@sonsofnorway5.com as I have a hard time keeping track of all lodge activities. I'll put some in but that is more the role of the website event calendar.

If you would like to get the MS Word document, just shoot me an email and I'll add you to the list. I send it out right after I send the email to the large group.

Darlene Arneson – arnesonfamily5@gmail.com