

Sons of Norway District 5 Board Meeting Minutes- October 20 and 22, 2017

Camp Lake, Wisconsin

Approved

President Andrew Johnsen opened the meeting. The Pledge of Allegiance was given and silence observed for departed members.

Roll Call:

Andrew Johnsen, Joy Bashara, Zone 1 Alternate Robin Fossum (for Geoff Wodell), David Hermundson, Darlene Arneson, Christina Fairchild, Kathy Secora, Lucy Ghastin, Cheryl Wille-Schlessler, Michaela Decker, Mike Palecek, Esther Charlton, Zone 2 Alternate Dick Iverson (for Ron Iverson). Absent: Geoff Wodell and Tom Boudreau. Guests: International President Jon Tehven, International Director Jon Grinde, Vicki Rudh Jones, Don Hoffman, Oscar Krosnes, and Nelda Chandler.

There was a motion to accept Pat Hermundson's resignation as the Zone 1 alternate. Andrew welcomed alternates Dick Iverson (for Ron Iverson) and Robin Fossum (for Geoff Wodell). There was a motion to approve Robin Fossum as the Zone 1 alternate. 2nd. Motion passed.

There was a correction on the April minutes. There was a motion to approve the April 7 & 8 minutes. 2nd. Motion passed. There was a motion to pass the July 10, 2017 conference call minutes. 2nd. Motion passed.

District Five President's Report

Since our Spring Board meeting the necessary paperwork has been completed for the Fifth District Nordic Legacy Foundation. The Fifth Nordic Legacy Foundation's purpose is to support youth, heritage, culture, and education through presentations, programs, and foundation grants. This Foundation is 501c3 compliant with the U. S. Internal Revenue Code. My hope is that the Fifth District Nordic Legacy will continue to grow and provide benefits to the members and families of the Fifth District.

From its inception as an idea the President's Leadership Conference has come to be a reality through the work of the Executive Board. A special thanks goes to Mike Palecek for this diligence and tireless work in making all the arrangements. If the President's Conference is successful, and I am sure that it will be successful, another District Conference may be planned for 2019. The Conference will provide to its participants many worthwhile ideas to take back to their local lodges. The goal of the Conference is to help strengthen our fraternal at the local and district levels through education and comradery between its members.

The District's fund raisers are going well through the great work of the Fund Raising Committee. The District is presently financially sound. Being financially sound allows the District to give back to the District members. Hosting the President's Leadership Conference is one way that the District gives back to its members.

I have now been President of the District for almost a year and a half. During that time I have attempted to be a leader that does not micro manage. For we are all adults and we are all volunteers. Everyone should know what is required of them as they fulfill there various positions as District Directors and District Officers. There are deadlines that must be met and tasks that must be completed. These are things that the members of the Fifth District expect from their District Directors. If as a Board member you find that for various reasons, (such as your work or family circumstances),

you are unable to fulfill your obligations as a District Director or Officer, do not hesitate in contacting me in order to resolve the issue. In a worse case scenario you may need to find a person who is willing to fill your position on the Board.

In closing I look forward to continue serving sons of Norway and the members of its Fifth District.

Treasurer's Report/Budget and Finance Report

D5 lodge finances are overall in good health. Membership dues is down about \$2,300 over the same period a year ago, which would reflect a loss of 291 members. Masse Moro expenses (in 2017, a combination of Nordic Legacy Foundation and Masse Moro Expenses) is \$36,013 as compared to \$40,932 last year, an improvement of almost \$5,000. Some of this is due to the tax exempt status of the Nordic Legacy Foundation. Assigned lodge expenses are up \$546, from \$1,081 to \$1,628, meaning that zone directors are visiting assigned lodges more. Total D5 cash assets include \$69,324 deposited with Sons of Norway in a 1.9% interest bearing account, \$5,560 in regular checking, \$5,377 in the designated account. The designated account is probably too high, because some funds were deposited there, which should have been put into the regular checking account. More study will be made of this. Our cash position is about \$12,000 higher than a year ago, which is to be expected, since we are in a non-convention year, where there are cash reserves from dues, which are then spent on the district and international convention.

There was a motion to approve the committee report. 2nd. Motion passed.

Statement of allowable expenses for District Lodge Meeting: Travel \$.41/mile, rooms and meals are part of the registration, rooms booked outside of Camp Wonderland have worked with Mike. Meals on the way to and home are \$30/day with receipts.

Audit Committee Report

Christina Fairchild (chair), Joy Bashara and Dick Iverson

We found the books to be in order. Our recommendation would a better clarification of the debit card transactions on the reports and to continue with the money earners such as the Masse Moro fundraisers.

There was a motion to accept the report. 2nd. Motion passed.

Fundraising Committee Report

Mike Palecek (chair), Joy Bashara, Lucy Ghastin and Cheryl Wille-Schlesser

The committee discussed various fund raising ideas, many of which were discussed at last spring's meeting. The idea of jewelry was discussed further, as was logoed clothing. The Hidden Heroes book was considered a good success with profit to date of \$5300, including some participation by other districts. A Norwegian flag sale was discussed as a fund raising item for the Nordic Heritage Foundation, as the new project to take over for the Hidden Heroes book.

The committee discussed various fundraisers:

- A cruise to the Caribbean
- Running an ad each month in The Viking
- Fly Your Norwegian Flag- a Nordic Foundation fundraiser
- Bags, goat soap, jewelry, calendars and other items- what do people want?

There was a question as to whether the committee discussed putting in a bid for the 2020 District. There was no action.

There was a motion to approve the committee report. 2nd. Motion passed.

New Lodge Development Report

Darlene Arneson, Chair, Lucy Ghastin, Jon Grinde and Robin Fossum (alternate for Geoff Wodell).

Updates were given on:

- Norse Valley- Darlene had contacted Judy Ghastin and she said things are going okay.
- Norronna- Darlene visited Roy & Marie Peterson in September. They have dropped their membership but remain a key contact. They reviewed the entire membership list (44 members) and discussed who might be able to assist. Carol Skamser is the key contact. Darlene has talked to her and they are going to have a Christmas Party but don't want to have business at it. There is a meeting on Wednesday, October 25, 9:30 am, at Barker's Island. Darlene will get information to them for the meeting and hopefully the group will decide when to have a meeting to discuss the future of the lodge. There hasn't been any communication from Robert Schuck.
- Southern Illinois- Darlene heard from Wendy Winkelman and they attended a meeting of Music City Vikings but it was a long trip and likely that isn't workable for them to join. Darlene attempted to try to sort out Central Lodge members by zip code but hasn't had much luck.

Robin shared information about how their lodge has tried to change meetings and trying to address distance members drive to meetings, what happens at meetings, and other factors. She also has lived in southern Illinois and experienced not being close to a Sons of Norway lodge.

The committee discussed whether we should start compiling information to share with lodges to help them identify possible members, to "push" them to invite others (especially family members), and how to look "outside the box" for reaching out to the community. The census data also helps to identify possible members and Jon has successfully used that. The group also discussed whether we can use social media to reach those "unpopulated Sons of Norway members" in the areas that our district doesn't have lodges in- i.e. southern Illinois, upper Wisconsin, our states with less than five lodges, and Mississippi and Alabama that are in our District (but no lodges).

The committee might suggest a name change for their committee at the spring meeting as they do more "lodge support" than New Lodge Starts.

There was a coffee break.

2018 Convention Steering Committee Planning Report

Presented by Eugene Johnson

1. Status and Convention Location:

We are ready for the 2018 Convention! We have been very busy.

Since the summer of 2016, the Wergeland Lodge Convention Steering Committee has been meeting on a regular monthly basis to plan and prepare for the Convention. Our most recent meeting was on Monday, October 16, 2017.

The Committee has various Subcommittees that meet outside of the regular monthly full Committee meeting as needed. The Co-chairs meet regularly outside of the monthly meeting as well.

The Convention will be held at the Radisson Hotel located in downtown La Crosse, Wisconsin on Wednesday, June 27, 2018 through Saturday evening, June 30, 2018. The Radisson overlooks Riverside Park and the Mississippi River to the west, and, to the east, historic downtown La Crosse.

The Radisson is a comprehensive convention facility providing hotel rooms with beautiful views, conference and meeting space for all of our convention needs, and in-house food and catering. The Radisson is handicap accessible. Ample parking at no cost is provided.

The Radisson is located in the heart of downtown LaCrosse. Convention attendees will have a multitude of interesting and fun places and events to explore, many within walking distance of the hotel. Some highlights include:

- Riverside Park with its incredible river and bluff vistas;
- Riverside International Friendship Gardens which will be in full bloom and has a Norway garden;
- Unique shops;
- Grandad's Bluff and the Hixton Forest park system;
- Local eateries and pubs.

2. Rooms and Room Rates:

As discussed with the Fifth District Board at its La Crosse board meeting, Wergeland Lodge negotiated, finalized, and executed an Agreement with the Radisson that governs the Lodge's and the Radisson's rights and responsibilities regarding the Convention. Copies of the Agreement were previously distributed to the Fifth District Board.

Pursuant to the Agreement, the Radisson is holding a block of hotel rooms for our Convention beginning on Tuesday, June 26, 2018. The Radisson is providing these rooms at discounted rates for SON convention attendees. The rates are, not including taxes, with standard occupancy:

Standard king bed room: \$125.00

Standard two queen bed room: \$135.00

The Radisson will provide the necessary Convention AV equipment at a 50% discounted rate pursuant to the Agreement.

3. Food

The Steering Committee had a tasting party at the Radisson this summer in preparation for selecting the meal menus. All meal menus and prices have been finalized with the Radisson.

Each meal and event that is ticketed will have a ticket color-coded for that particular day contained in a laynard pocket, thereby making it easy for attendees organize their tickets.

4. Entertainment

Wergeland Lodge will provide various entertainment and outings for convention attendees throughout the convention. A bus tour to Norskedalen is scheduled for Thursday, June 28, 2018. Norskedalen, located in a beautiful wooded coulee in Coon Valley, Wisconsin, is a nature center and a Scandinavian cultural center with a working historic Norwegian homestead farm.

The Wergeland Lodge Dancers will perform at the Friday dinner (June 29, 2018). After dinner, attendees can then enjoy an evening out on the Mississippi River on the LaCrosse Queen.

A bunad style show will be held at the closing banquet on Saturday, June 30, 2018. The Foot-Notes, a renowned Scandinavian folk music group from Decorah, Iowa, will perform at the closing banquet capping off the Convention. Their music is fun, lively, and very danceable.

Summer is a vibrant time in LaCrosse and in addition to all of the entertainment the Convention will offer to attendees, the attendees will have a multitude of events to partake in outside of the Convention including many that are within walking distance of the Radisson:

- Moon Tunes concert in Riverside Park on Thursday evening from 5:30 p.m. to 8:00 p.m.;
- theatrical performances at the LaCrosse Community Theater/Weber Center;
- weekly jazz and concert band performances in Riverside Park;
- walking tours (both guided and unguided) and trolley tours through downtown LaCrosse;
- art exhibits and artistic performances at The Pump House; and
- myriad golf courses throughout the LaCrosse area for those who like to golf.

5. Cultural events and classes

Wergeland Lodge shall be in charge of all cultural exhibits and cultural events.

Wergeland Lodge shall offer a variety of cultural classes and workshops at the Convention which will include: knitting, hardanger, genealogy, and bracelet making. Wergeland Lodge has also scheduled various speakers to present during the Convention on cultural topics.

Wergeland Lodge shall invite local and SON artists to display their cultural artwork and crafts at the Convention. This display shall be curated by Wergeland Lodge in a special area keeping the display items secure. If an artist desires to offer his/her artwork for sale, those items will be offered for sale with a sales commission of 20% of the sale price to be retained by the Wergeland Lodge Convention Committee.

Vendors with Convention appropriate wares for sale shall be located in the Radisson lobby, which will provide maximum exposure for the vendors and easy access to the vendors by all Convention attendees. To date, we have commitments from nine vendors, which represents a full contingency of vendors. There are no duplicate wares amongst the vendors who have committed.

6. Registration

We have identified three categories of attendees: Delegate, Non-delegate, and Walk-in. A "Delegate" is a person who has been designated as an official delegate to attend the Convention. A "Non-delegate" is a person who either attends the Convention with a Delegate or is a SON Lodge member who attends the Convention (not a Walk-in). A "Walk-in" attendee is defined as someone who is not affiliated with a SON Lodge and comes to the Convention to participate in one or more classes. A Walk-in attendee shall pay a class cost for each class at the registration desk.

After carefully considering all of the costs associated with the Convention and other relevant economic considerations, the Steering Committee shall set the Convention registration fees as follows:

Delegate: \$95.00

Non-delegate: \$25.00

Walk-in: Cost of each class he/she chooses to attend.

This registration information was sent to the Fifth District and a questions was raised regarding the Non-delegate registration fee and whether this fee is too low.

In calculating the Non-delegate registration fee, it does not include any meals for the Non-delegate attendee. We know that historically the Non-delegate registration fee has included two meals, but given the location of the 2018 Convention and the unique, multitude of dining and entertainment opportunities for Non-delegates, we believe it would be unfair to lock the Non-delegates into a meal schedule. Also, not including meals keeps the Non-delegate registration cost down and will help to promote more Non-delegate registrations. For those reasons, we are sticking with the \$25.00 Non-delegate registration fee. The Steering Committee will finalize the registration form shortly.

7. Convention Logo and Slogan

The Convention logo is a design created by Dave Glomstad of a Viking ship sailing on the Mississippi River with the iconic LaCrosse blue bridge and bluffs in the background. We are asking our Lodge members to submit ideas for a slogan. The Committee recommends not using the slogan “Be all that you can be” because that slogan was used by the U.S. Army as its recruiting slogan.

The logo will appear on all Convention items including pins, t-shirts, banners, publications, correspondence, and publicity. Once a slogan is selected, we will finalize and order the pins and t-shirts.

8. Further to do items:

Wergeland Lodge continues to sell raffle tickets for prizes to be awarded at the Convention. Raffle tickets for distribution to the Fifth District Lodges will be printed shortly.

The Fifth District stated at its LaCrosse board meeting that it would assist us in creating a Convention website. December 2017 would be a good time to start working on a website because we will be finalizing and getting ready for distribution of the registration packets.

The Steering Committee is going to create a FaceBook page for the Convention.

The Steering Committee has several questions that would best be addressed with Darlene Arneson as soon as possible. The Co-chairs and Darlene are working on scheduling a meeting.

9. An on-going and long-term Convention challenge:

The Steering Convention Committee wants to bring to the Board’s attention an on-going and long-term challenge relating to the structure of the convention. Planning cultural classes and workshops is difficult because the majority of convention attendees, the delegates, are not able to attend these events due to the business meeting time commitments. This problem is evidenced by historically low attendance rates for cultural classes and workshops. There are not enough non-delegate attendees to fill the classes and workshops.

The Convention, as currently structured, attempts to combine two very diverse components: the business meeting and Scandinavian cultural events (like a Stvne in this respect). These two components do not dovetail with each other because of the delegate issue—the majority of convention attendees simply do not have time to attend cultural classes and workshops.

Wergeland Lodge has expended considerable time and energy, and will continue to do so, in creating and offering a variety of cultural classes and workshops. We are concerned that there will be insufficient attendance of these events because the delegates will be committed to the business meeting and there will be low non-delegate attendance (based upon historical figures).

A consideration for the future is restructuring the business meeting so that delegates have more time flexibility. Perhaps the business meeting could be streamlined.

Please let us know if you have any questions.

Respectfully submitted,
The Wergeland Lodge 2018 Convention Steering Committee

There was a motion to accept the motion to approve the \$95 delegate registration fee. 2nd. Motion passed.

Heritage and Grants

Cheryl Wille-Schlesser (Chair), Kathy Secora, Mike Palecek, David Hermanson, and Michaela Decker

Heritage Camp-Masse Moro-Post Camp Report

The Masse Moro team consisting of Kaia Ellis, Co-Administrator, Sarah Barnes, Co-Administrator, and Cheryl Wille-Schlesser, District 5 Youth Director would like to share that Camp was very successful this past July. Many thanks are extended to District 5 Board of Director David Hermundson and to other members from Løven Lodge, Eau Claire, WI, for their continued and necessary support while Camp was in session. Their assistance in the kitchen was vital to our success this year, as the youth kitchen assistant hired was not experienced enough in food preparation to be of great help. Further training is needed.

In addition, District 5 Treasurer Michael Palecek completed a cost analysis and evaluation of our previous insurance plan coverage provided through the West Bend Mutual Insurance to determine whether it was the best plan available. Once approved, Director Wille-Schlesser signed for the policy, changed the in-effect date to cover staff training, and secured the insurance from the local agent, Terry Fischer of Esch Insurance in Mt. Horeb, WI.

A total of 55 campers were on-site from seven states: Arizona, California, Illinois, Indiana, Minnesota, Texas, and Wisconsin. In addition, three youth were in attendance from the District of Columbia. From a gender perspective, there were 31 female campers and 24 males. A 14 member counseling staff allowed for a 4:1 ratio of campers to staff. Each cabin contained between nine to twelve youth. There were two male cabins and 3 female cabins. At the end of Camp, there were ten 15 year old campers who aged-out. This is a concern for next year's enrollment, and it will be the task of the entire Board to encourage attendance from their local lodges. All Zone Directors will also have it part of their mission to share this news with the Lodges they serve.

There were 10 volunteers who assisted the staff, staying at camp from 2 days to 1 week in duration. District 5 Youth Director, Cheryl Wille-Schlesser was in attendance at the Camp, per the Board's request. She checked on the wellness of first-time campers early into the camping session, watched classes, and enjoyed camper interactions, and led a tour of the grounds for a visiting Sons of Norway Lodge from Stevens Point, WI. She was also present for the Camp social and dance and for the closing program. She brought registration sheets for the 2018 season and spoke of a brighter future

for Camp.

Due to a conflict with Beaver Creek Reserve, there has been a change in the dates of Camp for next year. The following information is now accurate: pre-Camp Counselor Training to be conducted by Sarah Barnes, will be held on July 13-14, 2018. Campers will report for their summer camping experience on Sunday, July 15, beginning at 2 PM. The cost for attending Masse Moro will remain at \$800.00 for the 2018 session.

Program Improvements:

- ✓ **Staff Development:** An earnest effort was made to mentor new counselors, which should reap rewards for future sessions. Our goal is staff improvement and retention.
- ✓ **Use of Google Drive and Wi-Fi Communication:** Implementation of these technology pieces afforded the staff more flexibility in accessing all documents they might need 24 hours a day. Staff could make real time changes to their lesson plans and could add other pertinent information into our records, improving accuracy.
- ✓ **Camp Evaluations:** All camp evaluations for staff, as well as campers were done electronically, allowing for quick and easy tabulation of results.
- ✓ **Camp Library Project:** Initial steps were taken this year to inventory the nearly 200 books in Masse Moro's library. This will be followed in 2018 with a cart and check-out system in place.
- ✓ **Social Media Posts:** We used our Facebook page during the duration of the session to keep parents informed about our programming, and it also provided an avenue to keep them engaged while their children were away from home. We did learn that social media posts left many parents wanting for more, so it will be necessary to set some guidelines for when posts will occur and their frequency.

Camp Highlights

- ✓ Pre and post assessments of language knowledge were given to campers during the duration of camp. Should a child attend in the future, our staff will have a more accurate measure of their abilities and will be able to make an accurate placement for further growth.
- ✓ Very few health issues were presented. One child was transported for care and was given a diagnosis of Strep. Following our camp session, a parent noted that their child had been bitten by a tick and was under his physician's care.
- ✓ The end of Camp Viking Games and subsequent Viking Olympics went well this year, having been organized by the new staff members.
- ✓ We offered one-week cultural classes, two day shorter cultural classes, night programming which educated campers about cultural events or other important aspects of Norwegian culture.
- ✓ Taking advantage of the resources available at Beaver Creek Reserve, the staff their provided opportunities for visits to the nature center, classes on reptiles, and additional staff made the telescopes available to our children for night sky viewing.

Two anonymous donors created a new fund for first year campers who were recruited by a current camper. We learned this this was not a popular recruitment tool this year, but we will evaluate it after next year's experience. More communication needs be shared from the Masse Moro staff.

District Treasurer Michael Palecek worked many hours to make a Foundation a reality for District 5. While this is not solely aimed at generating funds for Camp, the Foundation will allow our staff the opportunity to apply for more funding from a variety of sources. Many Scandinavian interest groups require the prerequisite of a foundation status before they award grants.

District 5 Scholarships

Scholarships for the 2018 funding cycle will remain intact, as previously offered. One change has been made to The Cyril K. Wittrock Book Scholarship offered by Skjold Lodge, 5-100, Arlington Heights, IL. The scholarship award has been increased to an amount of \$800.00. The Olav J. Eide Book Scholarship from Fosselyngen 5-082, Mikwaukee, WI remains at \$300.00. The Oslo International Summer School Scholarship is offered in the amount of \$1,000.00 with the understanding that prerequisites are met prior to application. In addition, funding is also available for two Norwegian Folk High School Scholarships in the amount of \$500.00. each.

There was a motion to accept the report. 2nd. Motion passed.

Cheryl provided the list of scholarship deadlines:

Adjusted deadlines for 2018 Grants and Scholarships available through the Sons of Norway Foundation

GRANTS

1) *Community Partnership Grant*, Max. Award up to \$1,000. DEADLINE: December 15, 2017. Share Norwegian heritage and culture through a project

2) *Helping Hands to Children Grant*, Max. Award: \$500.00 DEADLINE: December 31, 2017. Covers the establishment of educational or heritage programming for children, to include heritage camps

3) *Helping Hands to Members Grant*, Max. Award: \$1,000 NO DEADLINE. Offers financial assistance to member families who have suffered loss due to natural disasters.

4) *Lodge Culture and Heritage*, Max. Award: \$1,500, DEADLINE: December 31, 2017. Created to promote and preserve Norwegian heritage or culture

5) *Lodge Vitality Grant*, Max. Award \$1,000. This grant was created to give a boost to a lodge's operating budget for those lodges struggling with finances.

SONS OF NORWAY SCHOLARSHIPS

1) *King Olav V Norwegian-American Heritage Scholarship*-open to members over age 18 who wish to explore Norwegian heritage, culture, or modern Norway at a university, Awards up to \$2,000. DEADLINE: January 15, 2018

2) *Astrid G. Cates/Myrtle Beinhauer Fund*-Awards: Typically \$1,000. and up to \$3,000. respectively, Presented in tandem for college study in any discipline at a U.S. college or university, DEADLINE: March 1, 2018

3) *Nancy Lorraine Jensen Memorial Scholarship*-open to women only wishing to pursue a degree in physics, chemistry, or engineering: mechanical, electrical, or mechanical, Applicants must be between the ages of 17-35, and other prerequisites apply. Award to cover a percentage of tuition costs by semester. DEADLINE: April 1, 2018

4) *Oslo International Summer School-2 Awards* of \$1,500., each, DEADLINE January 15, 2018

5) *Helen Tronvold Norwegian Folk High School-scholarships* to attend Norwegian Folk High School in Norway, Awards: up to \$3,000. DEADLINE: January 15, 2018

6) *Helen Tronvold Adult Learner Scholarship*, Providing cross cultural experiences for adult learners, Awards up to \$3,000. DEADLINE: January 15, 2018

7) *Lund Fund Scholarship-Awards* up to \$2,500.00 for Americans studying abroad, DEADLINE: January 15, 2018

8) *Warne-Eng Scholarship-Awards* up to \$3,000. Creates an opportunity for qualified applicants to attend educational institutions in Norway and assists with major costs of tuition, room, and board. See further prerequisites and details. DEADLINE: January 15, 2018

9) *Orel and Marie Winjum Memorial Scholarship*, One award of \$2,000., DEADLINE: March 1, 2018

10) *Bernt Anker Scholarship-SUSPENDED UNTIL 2020.*

*For more information, contact Foundation Director Corrie, Maki-Knudson. Her direct line is: 612-821-4632.

Cultural and Viking Chest

Meeting by Telephone – 10-16-17

Chair- Esther Charlton, Robin Fossum, Lucy Ghastin

Cultural Skills Contest

For the time period of January-June 2017, only 17 people submitted projects for the cultural skills pins. This is way down in numbers from the last two time periods: Jan-May 2016 = 40 people and June –December 2016 = 43 people

As it had been decided to give prizes for a winner in each zone here are the winners.

Zone 1 did not have anyone submit for a cultural pin.

Zone 2 = Elaine Anderson #627

Zone 3 = Sharon Vance #314

Zone 4 = Mike Palecek #183

Zone 5 = Sheila Gunderson #525

Zone 6 = Jean Bittner #614

Jeannette Liviely #677

Lodge Winner = Elvesand #593

We will need to draw a name or flip a coin for zone six for their winner. International President Jon Tehven drew Jeannette Liviely.

It was suggested for the prizes \$10.00 for the individuals and \$25.00 for the lodge winner. The prizes will come to around \$150.00 which is in the budget for Cultural.

The contest will need to be highlighted in the Friday news to stimulate renewed interest.

2018 Convention

We are in favor of a Folk Art Exhibit. Those that bring something for the exhibit should write

something about their item. Examples: What drew their interest? How long did it take to make? What are other details about the item?

In the business meeting room there will be a table with a display of items submitted for cultural skills pins along, with a stack of brochures about cultural skills. This will give people an overview of the cultural skills program.

Viking Chest Rotation

- The rotation will begin again with this rotation.
- The zone directors are responsible for keeping track of the whereabouts and letting their lodges know that the chest is in their zone for that time period.
- The chest should be brought back to the District Board Meeting to be given to the next zone.

Time period	Zone with chest
October 2016-April 2017	5
April 2017- October 2017	2
October 2017-April 2018	4
April 2018-October 2018	6
October 2018-April 2019	1
April 2019-October 2019	3

There was a motion to accept the report. 2nd. Motion passed.

Publicity Committee

Christina Fairchild (Chair), Richard Fairchild, Cheryl Wille Schlessler. Darlene Arneson

The Publicity committee met via a Tele-conference on 10/14/2017. We began the conversation by reviewing our April Publicity goals. From there, we laid out our long and short term project goals.

Note: Most of these goals involve the District 5 website.

Short term goals:

- 1) Add a text display function and arrow tabs to the Banner images page of the District 5 website so that we can highlight important events. We should also have the capability of making the text into a hyperlink to send members to other addresses in order to view additional information.
- 2) There are 14 lodges with no history on the District 5 website. Darlene will post the list of lodge in the FFFN for the Zone Directors.
- 3) Add leadership workshop tab under "Programs" on the District website. This can be used to promote Zone meetings, President workshops, etc.
- 4) Find a method of getting event information for the District 5 calendar. We are actively entering events in the calendar, but we have to prompt the people to send in that information or we have to read the Newsletters to locate the information. We set a website/photo deadline as being the tenth of the month. A monthly reminder will be sent out to the lodges. We'd like to thank those who have actively sent in newsletters, calendar events and have responded with the Lutefisk dinner request.

- 5) We will begin entering new information into the D5 website for the 2018 convention. We will be inactivating all 2016 information except for the minutes to prepare for the new data. We would like to ask the convention committee to utilize the D5 website to help publicize the 2018 convention. Our webmaster Richard Fairchild has implemented a district convention tab on the website.
- 6) Encourage lodges to create a lodge banner to display for publicity purposes. – Lodge events, Conventions, Booths, etc. We will provide the members with the dimensions and implementation method to maintain a standard for lodge banners. We will send out information encouraging lodges to participate in a contest and display their banners at the 2018 Convention where they will be voted on.
- 7) Add a paragraph and a link to the Photo Gallery page detailing the Photo submission requirements for the website and the Viking magazine. We cannot use Photo's that are resized or cropped. We are unable to use Photo's sent by PicMonkey for Viking Magazine photo submissions.. That app resizes the photos for webpage prior to transmission.
- 8) We need to update the Presidents/Publicity Directors contact information.
- 9) We need to fix the website contact problem. The webmaster is getting put into the middle of members personal E-mails.
- 10) We have added a speakers list to the D5 website. We would like all lodges to help expand this list with their speakers and contact information.
- 11) Encourage lodges to publicize on the lodge websites and facebook pages the district convention to help in recruiting delegates and to encourage lodge members to become benefit members prior to the convention

Long term goals:

- 1) Write a work instruction on how to use the admin program to alter the website. Upon completion, we will update the District Policies and Practices document with this new instruction.
- 2) Create a template that members will use to submit information for the website. Arriving E-mails will have the content topic listed in the subject line to help us better sort messages. Viking Photo submission, General questions, Calendar events, etc.
- 3) Create a Scavenger hunt contest which will teach the members how to navigate the website. Those that return the information will have their names submitted for a drawing and prize at the 2018 Convention.
- 4) Add website automation to automatically drop off certain documents that are older than two years.
- 5) Learn how to use and interpret google analytics. The analytics will show that members use the website for certain functions. We need to drive members to the site and keep their interest.
- 6) Find a method to encourage all lodges to submit Photo's.

See Power Point Addendum

Mike Palecek made announcements about the President's Conference.

There was a motion to adjourn the meeting until Sunday at 12:30 PM.

Executive Committee

Chairmen Andrew Johnsen, Mike Palecek, Kathy Secora and Darlene Arneson

The committee covered a few items about the President's Leadership Conference and thanked Mike for his coordination of the conference.

Andrew discussed strategic planning and how to continue to follow-up on the work that Diane Hesselt van Dinter started. The President's Conference was one action item and hopefully will give lodges the resources that they can use to strengthen their lodges, zones and the District. Helping lodges look at what they can do to improve and strengthen lodges is so important. The Nordic Foundation has been a great initiative as well. The committee discussed that a two-year strategic plan is ideal for the biennium but there needs to be longer planning done too in order to have a smooth transition between one board to the next, one officer to the next, and one zone director to the next.

Ann Kathan has sent the convention report for the board to review along with the proposed delegate package price. The convention committee is doing an excellent job with the planning. Eugene Johnson will present their report to the board. The committee does recommend that the convention uses the District website for convention information vs. a stand-alone website.

The Fifth District Nordic Legacy Foundation was discussed. There was a \$13,000 transfer from the District treasury in August to cover the Beaver Creek invoice. There was discussion about how the Foundation will handle expenses and future deposits such as Masse Moro, the President's Conference, and other activities that fall under the mission of the Foundation.

Mike presented the "Fly your Norwegian colors" as a fundraiser for the Foundation. This will be started upon approval by the Foundation Board. After the fall board meeting, we will have time to focus on developing promotional materials. It will be good to have a display table at the District Convention.

The spring board meeting was discussed. Lodges have until April 1 for proposed bylaw and resolution submissions and bids for the 2020. The Board needs to discuss whether we want to submit a bid.

The zone alignment committee will focus on zone isolation, needs of lodges, zone meetings and lodge visits.

The committee members discussed declarations. There was a question whether the zone directors have to move into an officer position after two terms. We will clarify it with the bylaws.

Zone meetings were discussed.

The meeting resumed on Sunday, October 22, 2017.

President Johnsen called the meeting back to order.

Roll Call:

Andrew Johnsen, David Hermundson, Darlene Arneson, Christina Fairchild, Kathy Secora, Lucy Ghastin, Cheryl Wille-Schlesser, Michaela Decker, Mike Palecek, Esther Charlton. Absent: Geoff Wodell, Ron Iverson, Joy Bashara, and Tom Boudreau. Guests: International Director Jon Grinde, Oscar Krosnes, Nelda Chandler.

Sports and Recreation Report

The 2017 District 5 bowling tournament was a success with 120 bowlers from 9 lodges raising \$650 for the foundation.

The winners were:

- Wii high bowler, Byron Britten from Fagernes Lodge.
- Youth 11 & under bowler, Jackson Wigant from Valkyrien Lodge.
- Youth 12-17 high bowler, Carson Murphy from Mandt Lodge.
- Female high bowler, Sandy Bliss from Nordkap Lodge.
- Male high bowler had a tie, Lars Arneson and Brandon Miles both from Mandt Lodge.

The next tournament will run from Jan. 1, 2018 – April 30, 2018.

The 1st annual chili cook-off was also successful with 13 lodges participating. The next chili cook-off will run from Jan. 1, 2018 – April 30, 2018.

The next Barnebirke will be held Feb. 22, 2018 in Hayward. We will email lodges in the 1st week of Jan. asking for cookie bakers for the event. We will send out a follow up email in the 1st week of Feb.

Looking ahead to the convention next June...do we want to attempt a golf outing? There was discussion about kubb as a fundraiser.

Andrew shared that Sons of Norway will be featured in the Birch Scroll, publication of Birkebeiner, and District 5 has been nominated for an award from the Birkebeiner Association for our years of involvement.

There was a motion to approve the report. 2nd. Motion passed.

Executive Committee Report- October 20, 2017

Attending: Andrew Johnsen, Kathy Secora, Darlene Arneson and Mike Palecek. The committee covered a few items about the President's Leadership Conference and thanked Mike for his coordination of the conference.

Andrew discussed strategic planning and how to continue to follow-up on the work that Diane Hesselt van Dinter started. The President's Conference was one action item and hopefully will give lodges the resources that they can use to strengthen their lodges, zones and the District. Helping lodges look at what they can do to improve and strengthen lodges is so important. The Nordic Foundation has been a great initiative as well. The committee discussed that a two-year strategic plan is ideal for the biennium but there needs to be longer planning done too in order to have a smooth transition between one board to the next, one officer to the next, and one zone director to the next.

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Johnson will present their report to the board. The committee does recommend that the convention uses the District website for convention information vs. a stand-alone website.

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The spring board meeting was discussed. Lodges have until April 1 for proposed bylaw and resolution submissions and bids for the 2020. The Board needs to discuss whether we want to submit a bid. We proposed that April 13-14, 2018.

The zone alignment committee will focus on zone isolation, needs of lodges, zone meetings and lodge visits.

The committee members discussed declarations. There was a question whether the zone directors have to move into an officer position after two terms. We will clarify it with the bylaws.

Zone meetings were discussed.

There was a motion to accept the report. 2nd. Motion passed.

Membership Committee Report

Kathy Secora, Chr., Darlene Arneson, Michaela Decker, Christina Fairchild, Dick Iverson, Robin Fossum

Background

We all know that Sons of Norway is facing some membership challenges. As an example, Jan 1, 2017 -Nov. 1, 2017 D5 SON down by 110 members (adult and juvenile), -2.4%.

Retention: In 2013 2,934 joined, but 41% did not renew by 3rd year
In 2014 2,834 joined but again 41% did not renew by 3rd year.

Lodge closings: D5 lost 2 lodges (Leif Erikson and Tre Elver) at the beginning of 2017 and a 3rd more seems likely to close.

Positive: Elvesund won small lodge and Vennelag large lodge recruitment awards for D5 (Prizes)
International is sponsoring a membership contest

Goals

International has a 2020 program with goals and awards. The goals they have set for 2017 are 375 new insurance members, 3,500 new members. They have set 10% goals for new adult members in individual lodges. Lodges who meet these goals will receive prizes including money, a banner, etc. You can check your progress on resources tab.

D5 Recruitment Goals:

1. Hold at least one FBC sponsored recruitment meal per zone per year.
2. Get 47 new insurance members, and 437 new lodge members.

D5 Retention Goals:

District 5 started 2017 with 4,356 adult members and as of 10/1/17 had 4,261 adult members: a loss of 95 adult members or -2.2%. Goal to reduce it by 25% : lose NO MORE than 130 members including by death. This effort should be led by the financial secretary and the vice president of each lodge; but, it is every member's job.

Recruitment & Retention How to: What can we, as leaders, do?

- *1. \$1000 lodge revitalization money is available to each district. The district has to write a request to International office for this money. *D5 is using it for this workshop this year.*
2. We regularly get a list of new members who signed up on-line. Follow-up by lodge is essential. By board members would also be nice. I am sending lists of people who signed up without choosing a lodge (999) to VP's suggesting contact with newsletters and invitations.
3. December could be a good month: *invite guests to your Juletreffest/Christmas Party. Encourage your members to give memberships as Christmas or Hannukah gifts.*
4. Get out in the community in person and with your money. Participating in Syttende Mai or other Nordic events is good. It is also important to be seen at some non-Nordic events. *What new and meaningful activities are needed to support causes within your community?*
5. *Push Fraternal benefits.* SON has good product. The Financial Products fund some of the benefits and costs for Sons of Norway and the lodges. Some benefits, e.g. scholarships, are only available to people with or related to people with financial product.
6. *Advertise discounts* (PerkSpot, Best Western & Carlson hotels, Avis & Budget rental cars, Icelandair & Borton Overseas) Some people have joined just for these benefits.
7. Lodges can make their own discounts for members on trips/activities.
8. Hold new member luncheons or breakfasts. FBC will pay up to \$400 for a membership meal. If you can, advertise in the newspaper (emphasize families) and by word of mouth. Ask recently joined members to be speakers. (They're usually very enthusiastic). Free to members if you bring a friend (and friend free), otherwise charge.
9. Publicity is important. Some suggestions: ads in paper, posters, member to non-member, community papers, McDonald's placemats, community calendars. ASK
10. Have small group activities outside of your lodge meeting without requiring membership: maybe someone will want to join after making friends and having fun at your book club, or Kubb game, or genealogy fair.
11. One idea that came up from a teleconference with other district VPs is to give pins or other rewards for lesser renewals, not only for the 25 or 50 year members—a free ? dinner, raffle ticket, etc. for 1, 2, or 3 years.
12. Emphasize personal contact; call and send cards to those who are not showing up.

13. The committee has decided to publish a Monday Membership Tips feature on the D5 Facebook page.

If you would like to see what our current numbers look like, go to this website and click on the most recent date. Remember to look for the D 5 numbers.

https://members.sofn.com/reports/page/showPage?pageName=Membership_Reports

You will notice that the numbers for Central Lodge 5-999 are way up. This is primarily due to lodges 5-97 (Leif Erikson) and 5-628 (Tre Elver) disbanding. Their former members, for the most part, have stayed in Central Lodge rather than transferring to the next nearest lodge. (Although I know some attempts have been made to encourage them to transfer.) Some of the lodges in Zone 5 (Skjold, Polar Star, and Elvesund) have benefited from a program by a local car dealership—no one seems to know why, but car discounts are based on SON (new) membership.

Unfortunately, most of these members will probably not stay, but we are sending them newsletters and they get the Viking, so you never know. Vennelag tells me that their big membership increase for last year will probably not last as many joined for a discount on a trip to Norway.

Kathy Secora,
VP and membership chairman.

There was a motion to award 3 copies of the games to lodges holding membership meals in 2017 or 2018. 2nd. Motion passed.

There was a motion to accept the committee report. 2nd. Motion passed.

Zone Alignment Report

Committee: Darlene Arneson, Chair, Lucy Ghastin, and Robin Fossum. Esther Charlton was in route.

Since there is not any plans for major realignment or changes in our zones or their make-up, we are focusing on how to service and help the lodges and strengthen the zone structure.

The challenges continue to be:

- Communications to the lodges from the zone directors, District and International
- Zone activities including meetings, joint activities, leadership training, visits by directors
- Zone isolation of lodges who are remotely located
- Challenge to get board members, delegates, alternates and interest in District activities
- Assisting the Nominating Committee in securing candidates for all positions, alternates and delegates to the International Lodge Meeting.
- Getting all lodges to attend the District Lodge Meeting

Social activities are helpful- Robin has used mini-field trips to get small groups traveling to places, stopping for lunch or a meal, and exploring new places of interest to all. Having a different type of structure of getting input (i.e. meeting at Culvers to talk about scholarships) has also helped.

There was discussion about what we can do to reach out to lodges, get engagement, provide information, and help. Perhaps the Nordic Foundation could provide support to lodges to send delegates to the District Lodge meeting as some just don't have funds to go. Perhaps its basic

education about how Sons of Norway is structured- what a District and zone are. Could a goal be to have every lodge in attendance at the District Lodge meeting?

There are many challenges but also many resources to help! It's taking time to reach out, to listen, to learn and to help the lodges for the improvement of the whole organization.

There was a motion to accept the report. 2nd. Motion passed.

Zone activities:

- 1- There are continuous challenges. The lodges may have disconnect with the District and International Sons of Norway. A number haven't attended District Conventions. There are also some dynamic lodges and people interested in moving their lodges forward. Løven is having a membership event. There are some changes in leadership in some lodges.
- 2- No report
- 3- The spring zone meeting will be January 27 in Janesville hosted by Nordland Lodge. We will focus on the upcoming election, strategic planning and dues. The zone 3 picnic will be on Sunday, August 26, at the Arneson farm in Stoughton. We also discussed having some small group meetings for delegates after the spring board meeting.
- 4- All the lodges have been visited at least once. The sale of Fosselyngen's lodges fell through. Joy's lodges are doing fine. Hafrsfjord's president has serious health issues. Norse Valley is doing better and they are on the upswing. The zone meeting for last October was cancelled. The zone meeting will be on April 21 in Sheboygan.
- 5- Their zone meeting will be on March 3 and are asking Polar Star to host it. They are making lodge visits but need to encourage them to turn in Lodge Achievement and other reports. They will have a focus on social media and websites. Valhall is doing much better. Cleng Peerson celebrated an anniversary.
- 6- A venue for a zone meeting poses challenges with the distance between lodges. They had a zone meeting last June at the convention.

Darlene has asked to receive a copy of the zone visit reports.

There was discussion about how to access the Lodge Revitalization Funds and Mike Palecek.

The 2018 Convention bidding process was discussed. There has been interest from Vikings of the Smokies. Jon Grinde has also planted some seeds for others to host. We also have to focus on the by-laws and resolution proposals for the April Board meeting. Andy proposed if we should have a By-laws and Resolutions Committee that could organize them. There was encouragement for all zones to discuss resolutions and by-laws.

2018 Board of Director Declarations

Michaela- not sure

David Hermundson- no

Kathy Secora- yes

Esther Charlton- no

Lucy Ghastin- yes

Christine Fairchild- unsure

Cheryl Schlessner- can't serve a 3rd term as Youth. Will continue on the board.

Mike Palecek- yes

Darlene Arneson- yes

Andrew Johnsen- at this time yes

There was a break. Esther Charlton left the meeting at 2:03 PM. Christina Fairchild left at 2:15 PM.

Sons of Norway Fifth District Nordic Legacy Foundation, Inc

Mike Palecek reported the initial purpose was to create the 501(c)(3). Masse Moro has been the primary project using the funds related to the Foundation. In 2017, the Masse Moro registrations were deposited in the District treasury due to the Foundation was being developed. In future years, the funds will be deposited in the Foundation. The President's Conference was the second project funded by the Nordic Legacy Foundation. We will work on the promotional materials to promote the Foundation. And we have the flag sale fundraiser going on to help awareness. The Foundation approved a membership for a Marquette Foundation database so we have access to more grants.

International Lodge Director Report and Nominating Committee Report

Jon thanked everyone for the weekend and thought it was fantastic. He hoped that the leaders picked up on the value of the meeting which is similar to what zone meetings are all about. This weekend was a great example of a zone meeting.

Nominating Committee (Sue Roedell, Jon Grinde, and Diane Overby) have had contact with each other. Sue Roedell is a snow bird and comes back between Thanksgiving and Christmas. Jon has made phone calls to local lodges. This weekend was a great opportunity to network with potential candidates. Once they have the full report of delegates, their work really starts. Darlene offered to put nominating committee messages in the Friendly Fifth Friday News. There was a motion that if she accepts, to elect Mary Bennett to the nominating committee. 2nd. Motion passed.

It was wonderful to have both Jon Tehven and Linda Pederson at our meeting. Eivind Heiberg has hired a marketing director. Their presentation on the new dues structure went well and was very clear. As the venue of the home office changes, it is exciting to see the developer sees the importance of Sons of Norway's presence.

Other items

There was correspondence from Owen Christiansen: I've been intending to send you this for some time, but time just seems to fly by. Since large numbers of people sign up for SoN online, and they want to participate online, let's create focus groups in the central lodge. A focus group might be woodworking, or travel, or cooking, or crafts. All we need is a moderator to coordinate with the members. The moderator could create a Facebook page which the members could contribute to. The moderator could coordinate FB with the district website to let people know what members are doing. The members could be members of central lodge, or guests with membership in local lodges. This would not need any new by-law changes, or changes to policy and procedures. However, it is not what the use the central lodge was originally intended for. Coordination across the SoN would require implementation at the International level. It's an idea to increase our on-line participation. Our future relies on a large on-line presence, and right now central lodge and our website is our on-line presence, so let's increase activity there. Maybe we can attract some younger members. Hope your board meeting is going well, Owen

There was discussion about this email which came on Saturday. Darlene will follow-up with Owen and keep the board updated.

Other items of business

The Spring Board meeting will be on April 13-14 in Stoughton, WI.

There was a motion to adjourn the meeting.2nd. Meeting was adjourned.