



THE
SCANDINAVIAN
CLUB of TOLEDO



OLAV GJESDAHL, founder

NOVEMBER, 2014

ERIC SLAWSON, editor

PRESIDENT'S CORNER

I can hear the winter wind slowly easing its way to Northwest Ohio, and, unlike many in the area, to a certain extent I look forward to winter arriving. This comes, I think, from a youth spent in Eastern Ohio where the snow was deep and school called off on a regular basis, giving time for reading and other pleasures. The point of this all being, that the family friends were, for the most part, from Sweden or of Swedish ancestry, and told about how much colder it was when they were young.

The holiday season is fast approaching, perhaps too fast, from the advertising we see, but soon we will be looking forward to Julefest, and being indoors, warm with friends and giving our "Skål" to each other and wishing the best for the season. To that end, the Club will be heading to the Scandinavian mecca of IKEA on November 23, to stock up on glögg, herring, lingonberries and other assorted treats.

When I was younger the VASA Club, to which my father belonged, had a rousing Jul party complete with a Lucia with a candle crown, and much singing. Hopefully we can share such a time this year, and, I understand, at the Julefest there may even be aquavit, but I don't know who started the rumor. In any event, best wishes to all members and Scandinavian wanna-bees, and hope to see you at IKEA on the 23rd. We are meeting at Meijer on Alexis Road at I-75.

Tack så mycket
John



*Our November meeting
will be a group outing to
IKEA in Canton, MI,
on Sunday, Nov. 23rd, at Noon.*

Program :: Our program this month is a road-trip to **IKEA**. We will meet at, and car pool from, the parking lot of Meijer on Alexis Rd. as we have before. This trip has holiday gift-buying potential: inexpensive, practical products, meets good Scandinavian foods!

Menu :: We will be having a late lunch at the IKEA cafeteria at around 3pm, so be sure to get hungry at about that time! It'll be time for a Fika!

Reservations :: If you like, you may contact our treasurer, Kris Johnson, to let her know you're coming, but its not required this month. cjohnson143@woh.rr.com or 419-836-7637.

Location :: The trip to IKEA starts at **Meijer**. So that we can take as few cars as possible, we will meet in the parking lot of the Meijer store on Alexis Rd. near I-75, then all drive up to IKEA together.

DIRECTIONS: To Meijer: Take I-75 north to the Alexis Rd. exit, and turn left (west) onto Alexis. Meijer will be on the left after the stoplight at the bottom of the hill, less than a half mile. Meet in the outer spaces of the parking lot at Noon. **To IKEA:** From Meijer, we will hop on I-75 north, to I-275 north, passing the Detroit Airport, and exiting in Canton, Mich. at Ford Rd., exit 25. Turn left onto Ford Rd., and stay in the right lane as you pass under the highway. IKEA will be on the right. You can turn right at the next intersection then left into IKEA, or go straight through the intersection and turn right into IKEA. We'll meet just inside the entrance to IKEA.

Member News

The Arbor Day Foundation has received a donation in Memory of Raleigh Slawson. As a tribute, 100 trees will be planted and registered in the Superior National Forest, in northern Minnesota. This memorial was given by Ford and Phyllis Cauffiel.

IKEA

—noun

pronounced "eye-KEY-ah" in USA,
pronounced "ICK-ee-ah" in Sweden.

—a large interiors and furniture retail outlet chain-store concentrating design sense and product catalogue on the traditional and modern Swedish aesthetic. Developed over many decades by Ingvar Kamprad, who was born and raised in Småland, in southern Sweden, IKEA now has retail stores in roughly 48 countries or territories around the world.

Not a Member? Join Us Today!

Name(s): _____
Country: _____ @ \$15 per adult = \$ _____

Please make check payable to: **SCANDINAVIAN CLUB OF TOLEDO** and mail to: **KRIS JOHNSON, PO Box 355, WILLISTON, OH 43468**

Club Board 2014-2015

scandinavian-club@hotmail.com

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Disney's *'Frozen'* Brings a Blizzard of Tourists to Norway



These Mortal Beans

HELSINKI TIMES — Coffee remains Finns' favorite beverage, despite studies showing that it is not beneficial to health. A large French medical study found that people consuming coffee have a significantly higher risk of dying from cardiovascular causes than people who do not drink coffee or tea. Drinking tea, however, lowered the risk by 24%. In the study, the more coffee, the higher the risk. Interestingly, it is said that King Gustav III of Sweden banned coffee in 1746, thinking that the drink was lethal. It wasn't the first, nor the last, time coffee would be banned.

— more at [Helsinki Times](http://HelsinkiTimes.com)
— mentalfloss.com

Oldest Tree

Researchers in 2008 said they had found a tree in Sweden whose roots date back 9,550 years, making it the oldest known living tree.

— March 10, 2014, Time magazine

Viking Hoard

A large Viking Hoard of Buried Treasure has been found in Scotland. Objects include a large silver cross. It is suspected to date from the 9th century.

— BBC News 10-12-2014

Swede Wins World Poker

LAS VEGAS (AP) — A Swedish man, who got his start playing online poker after late restaurant nights while he trained to be a chef, is \$10 million richer after winning the top World Series of Poker main event prize last week. Martin Jacobson, 27, had three tens to beat Felix Stephensen, of Norway, and his pair of nines.

— more at <http://news.yahoo.com>
— Thanks to Willard Misfeldt for notice.



Martin Jacobson with his trophy, a World Champion of Poker gold bracelet.



Robi Strand, Bergen, Norway

Disney planned promotional tie-in long before film's theatrical release.

Norway has long had to compete for visitors with more fashionable European locales, but tourism is booming this year in the wake of Disney's enormously successful "Frozen," whose fictional snowy setting was inspired by the Scandinavian country. According to Innovation Norway, which promotes tourism in the country, travel to Norway from the United States jumped 37 percent between January and March, 2014, compared to the same period the year before. Website traffic to VisitNorway.com has tripled since the film's release in November, 2013, and the number of people searching for flights to Norway skyrocketed 153 percent, according to Flight Tracker.

Loosely based on a fairy tale by Hans Christian Andersen (a Dane, by the way), "Frozen" centers on the relationship between a fearless princess and her estranged sister. In addition to the musical soundtrack, Innovation Norway says American viewers are have become smitten by the film's stunning art direction, which presents digital renderings of Norwegian life, including charming stave churches, traditional "bunad" costumes and a sweeping mountainous backdrop. Like all things Disney, the destination synergy was more marketing foresight than serendipity. Disney's guided-tour division,



Elsa and Anna

Adventures by Disney, first approached Innovation Norway about a partnership in May, 2013, six months before the film's U.S. theatrical release. Although few could have predicted the runaway phenomenon "Frozen" would become, Hege Barnes, director of Innovation Norway's New York branch, said her organization didn't need to wait for box-office numbers before jumping at the chance to align with the Mouse House.

Barnes, who grew up in northern Norway, and who claims to have seen the film too many times to count, said it was clear from advance clips of it that the filmmakers had done their research: Michael Giaimo, the movie's art director, traveled to Norway in 2011 and gained much of his inspiration from the city of Bergen, on Norway's west coast. Barnes said that attention to detail boosted her confidence that the promotion would be a success.

And it has been, in almost every measurable sense. Since the "Frozen" [landing page](#) was launched on the Visit Norway website in November, it has received more than 270,000 visits, which Barnes said is **10 times** what a typical page receives. The movie has also boosted business for Norwegian Air Shuttle ASA, a low-cost carrier with routes from the United States to Oslo. In March 2014, the airline's passenger traffic increased by 52 percent compared to March 2013.

DISNEY'S NORWAY TOUR: And now you and your family can travel to Norway with a Disney tour group, with dozens of other Frozen fans, to see the highlights Norway that inspired the movie. From the Disney website: "The new itinerary guides families through an eight-day, seven-night epic adventure across the stunning lands of Norway, allowing them to follow the footsteps of the "Frozen" filmmakers by seeing the places, meeting the people and experiencing the beauty that inspired the setting and the look of the film. As with any Adventures by Disney trip, families can expect to partake in authentic activities that only Disney can provide, from discovering the fjord country by safari to learning Norwegian folk dancing." The sights included are Bergen, Voss, Undredal & Borgund Stave Churches, Lake Leon & Briksdal Glacier, Geirangerfjord, and finally a train ride from Otta to Oslo.

— get the full itinerary at <http://campaign.visitnorway.com/en/us/Disney-Frozen/Discover-Norway-in-the-footsteps-of-Frozen/>

— from <http://www.ibtimes.com/frozen-norway-disney-hit-brings-blizzard-tourists-1590853>