

Norge Lodge 6-060

Vista CA (North San Diego County)

James Jerpseth, Past President Norge Lodge &
President, Norway Hall Foundation



Norge Lodge -- Membership Trends

Membership is on the rise and average age of our membership is going down. 40% are under 40 years old.

6 Key Factors:



Norge Lodge – 6 Keys to Membership Rejuvenation

6. Strong Support of Fellow Members – Sunshine

Norge Lodge President
Joey Hill thanking our
“Sunshine Lady” Barbara
Judd for years of Birthday
Cards to all – Get Well
Cards and countless
phone calls to our
homebound & ill
members.



We have had fundraisers to help member
families in need, especially during Covid.

Norge Lodge – 6 Keys to Membership Rejuvenation

5. Variety of Events & Times

6. Strong Support of Fellow Members –
Sunshine

Norge Lodge Lunches & Dinner include Live Music, Cultural Badges



Norge Lodge – LeifToberFest -- A Leif Erikson version of Oktoberfest



Chickens have 5lb. weights inside →



Weekly Wednesday Evening Activities

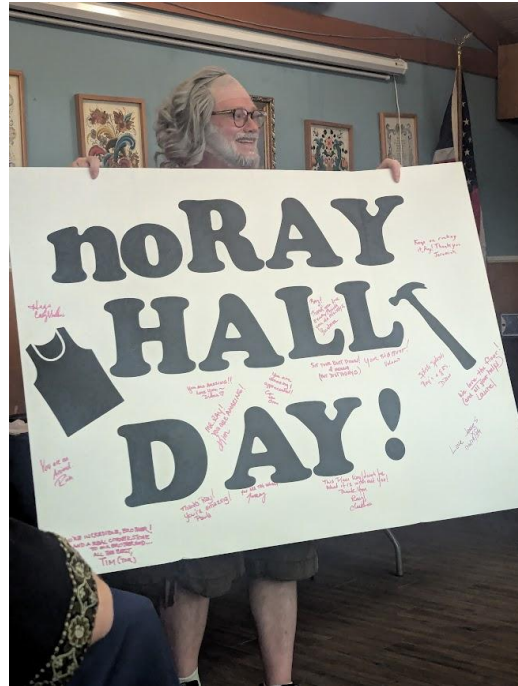
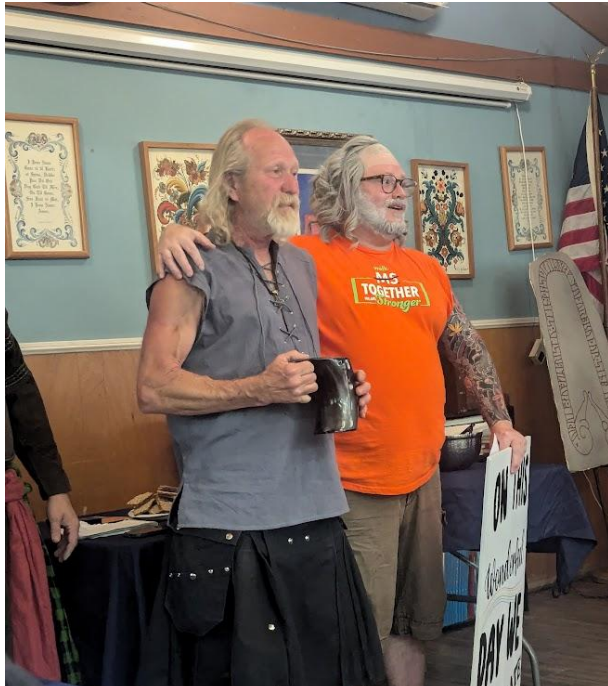


Bar, Forge, Weapons Range open for socializing & fiber arts group & other crafts.

Norge Lodge – 6 Keys to Membership Rejuvenation

- 4. Member Thank You and Highlights**
5. Variety of Events & Times
6. Strong Support of Fellow Members –
Sunshine

Member Appreciation – Jonsok 2024 “Dress as Ray Reifel” contest to thank him for replacing the original flooring at Norway Hall



Member Appreciation – Volunteer Thank You Dinner



Norge Lodge – 6 Keys to Membership Rejuvenation

- 3. Cultural Focus esp. Norwegian Menus**
4. Member Thank You and Highlights
5. Variety of Events & Times
6. Strong Support of Fellow Members –
Sunshine

Norge Lodge – Traditional Norwegian Crafts– Rosemaling Class (half are under 50) & Fiber Arts (teens to grammamas)



Norge Lodge – Keeping Traditions Alive

Juletrefest with Damekor Norwegian Women's Choir & "Saint Nick"



Norge Lodge – Keeping Traditions Alive



Lutefisk, Of Course



My dad's family homesteaded in Madison, MN.



Norge Lodge – Keeping Traditions Alive



17 Mai – Lefse
Classes – Norwegian
Language Classes



Norge Lodge – 6 Keys to Membership Rejuvenation

- 2. Community Involvement**
3. Cultural Focus esp. Norwegian Menus
4. Member Thank You and Highlights
5. Variety of Events & Times
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Sunshine

Norge Lodge – Community Outreach – Blood Drive



Norge Lodge – Sponsor Scouting Troop 799 (formerly Boy Scouts) & Host Church Youth Groups



Norge Lodge – Community Outreach – Vista Christmas Parade & Vista Meade in the Garden



Norge Lodge – Community Outreach – MS Walk raised \$17,172 in 2023 and \$9,145 so far for 2024



Norge Lodge – Community Outreach

Crafts & Lefse
Demonstration
Booths at
House of Norway in
Balboa Park



Norge Lodge – 6 Keys to Membership Rejuvenation

- 1. Vista Viking Festival**
2. Community Involvement
3. Cultural Focus esp. Norwegian Menus
4. Member Thank You and Highlights
5. Variety of Events & Times
6. Strong Support of Fellow Members –
Sunshine

Vista Viking Festival (VVF) www.vistavikingfestival.com

- Started small with one day and less than 500 guests
- Steady growth until 2013 when “Vikings” TV show doubled attendance overnight from approximately 2,500 to 5,000 – 2023 was ~7,500
- Community Effort – planning starts 6 months ahead
 - Sat & Sun of VVF almost 4,600 Volunteer Hours plus 3 setup & 1 takedown day (not counted)
 - Scouting, High School Sports Teams, Rugby Team,.....all given donations in return for hours
- Norge Lodge operates Food Booth – supplies all our needed revenue
- VVF Revenue is Gate, Bar, Food, Weapons Range & Vendor Fees
- Profit supports Norway Hall operating budget & improvements, for 2024:
 - Replace Original Flooring in Norway Hall
 - Concrete ADA Ramp for Norway Hall to replace wooden one
 - LED lighting for Rosemaling Class

Vista Viking Festival -- 22nd Annual Sept 21/22

- ~7,500+ Guests
- 400+ Volunteers
- 3 Live bands
- 6 Viking guilds
- Food booths
- Local breweries
- Weapons range with axes/archery/spears
- Strongman competition



- Rosemaling
- Fiber Arts
- Blacksmithing Forge
- Kid's Area
- Battles
- Slepnr Viking Boat
- 30+ Viking Vendors

Viking Festival – Live Entertainment



Viking Festival – Food Booth run by Norge Lodge



Vista Viking Festival – Local Brewers & Meade Makers

They bring professional bartenders both satisfying ABC rules and limiting our liability.



Viking Festival – Cultural Exhibits

- Rosemaling,
- Spinning, Weaving, Nålbinding, Knitting,
- Wood Working,
- Handi-crafts,
- Genealogy



Viking Festival –
Popular Vikings Theme
creates cultural
outreach opportunities.
Young members in
Rosemaling class &
Fiber Arts first contact
was Vista Viking
Festival.



Vista Viking Festival



Ancient
Strongman
Contest
(winner goes
to the finals in
Norway).
Largest US
crowd for an
event.



Viking Festival -- Kid's Zone

Run by a Scouting Troop Because their Adults are Background-checked in accordance with CA State Law.



Viking Festival – Viking Hoards & the Children’s “Army”



Vista Viking Festival – Blacksmithing Forge



Vista Viking Festival – Weapons Range



Viking Festival -- Vendors



Viking Festival -- Vendors



Vista
Viking
Festival
—
Working
Viking
Boat
built by a
member



VIKING SHIP SLEIPNIR

Maiden Voyage
March 12, 2023, 11 am
De Anza Cove Launching Ramp in Mission Bay.

VIKING SHIP SLEIPNIR
[HTTPS://VIKINGSHIP-SLEIPNIR.COM/](https://vikingship-sleipnir.com/)

©VISTA VIKING FESTIVAL

Vista Viking Festival – Viking Guilds



Vista Viking Festival – Viking Guilds



**50 Tickets available for 20%
off current price
Promo Code LasVegas6**



**QR Code of the
Presentation**



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