



## UPCOMING EVENTS

SAFG is planning the following events for winter and spring 2012, dates to be determined.

### [Valkoinen Peura \("The White Reindeer"\)](#)

Screening of a rare critically acclaimed Finnish film from 1952 involving Lapland shamans and vampirism. Jan. 2012

### **Culinary Talk**

Vagn Nielsen, Chef, [Proof of the Pudding](#).

### **Swedish Crime Fiction**

Lecture by Prof. [Sara Kärrholm](#) of Lund and Malmö Universities.

### **Viking Games Day**

Featuring [Kubb](#) and other ancient games. At area park.

### **Symposium: What Can Georgia Learn from the Finnish Education System?**

Featuring panel of experts from Finland and GA K-12 education providers.

*For a full list of Scandinavian holiday activities, go to page 5. ♦*

### **inside this issue:**

- 2 . . . . President's Message
- 3 . . . . Chairman's Message
- 4 . . . . Mårtensson Concert
- 5 . . . . Scand. Holiday Activities
- 6 . . . . John Kelly Tribute
- 10 . . . Local Scand. Orgs
- 11 . . . Membership Info

## MEET JON RIIS ON SUNDAY, NOV. 20, 3 PM AT MODA

Our next program is provided by "Norwegian" Jon Eric Riis from Atlanta who is part of the Trilogy: "**The Opulent Object in Wood, Metal and Fiber,**" currently on display at MODA, The Museum of Design Atlanta



([www.museumofdesign.org](http://www.museumofdesign.org)).

Jon is a Fiber Artist and dealer of Asian Art, and his beautifully hand-woven fiber art can be found all over the world in museums and private homes. His tapestry works are rich in color, texture and complex forms and inspired by myth, beliefs and ideas of past cultures. He uses silk, metal, crystals and pearls and is a true magician artist, weaving ideas into life, the brain and hands working perfectly together!

Not only will we see Jon's fabulous art works; we will hear him

tell us about them.

*MODA—The Museum of Design in Atlanta—is located at 1315 Peachtree Street, across from the High Museum. There is a parking garage half a block North on Peachtree (btw. 16th & 17th St.) or you can park at the High Museum or in other nearby lots. Be sure to tell the MODA cashier you are with SAFG to get the Group Rate of \$8 per person.*

*For more information on Jon Riis's work, visit [www.jonericriis-studio.com](http://www.jonericriis-studio.com) ♦*

## LUCIA CELEBRATION 2011



Wherever Swedes are settled around the world, there is likely to be a Lucia celebration. The tradition goes back to early Christian persecution in Sicily where a young girl took food to the followers of this new religion. It is said that her hands were occupied with the burden of the food, so she

wore a crown of lighted candles since it was dark in the catacombs where they hid. The observance of her martyrdom was carried to the north where it coincided with the beginning of the Christmas season and the period of great darkness in the northern latitudes.

This festival is continued today with a girl in a white gown with a red sash and a crown of live candles. She is accompanied by a bevy of maidens and helpers including starboys and gingerbread men as they sing traditional songs to initiate the holiday season.

**Continued on Page 5 →**

## PRESIDENT'S MESSAGE

Those of you who attended the Magnus Mårtensson concert seemed to have had a great time. The VIP reception was pretty nice, too. I take this opportunity to thank the



Executive Committee members who helped out with the concert reception by contributing great food, setting up, monitoring, cleaning up. Thank you Christian, Gitte, Anne, Elin, Erik, Agneta, Jason and Dennis!

The next SAFG event will be on November 20 to hear Jon Riis tell us about his fabulous fiber art (See page 1). Be sure not to miss it. Several other programs are "in the works" including a screening of *The White Reindeer*, a rare Finnish film from 1952 which has now gained "cult status" due to its evocative scenes of Lappish shamanism and even vampirism; a culinary talk by famous Danish chef Vagn Nielsen (Proof of the Pudding); and a "lecture" about Swedish crime literature (think Stieg Larsson, Henrik Mankell etc. etc.) by Sara Kärholm from Lund and Malmö Universities. Prof. Kärholm will be teaching this topic at Harvard U. this spring, but is coming to Atlanta to give us a special lecture.

Viking Games Day is in the works, when we can play Kubb and other ancient outdoor games. We are also working on a Big Event along the lines of our Scandinavian Weekends. Keep checking our website ([www.safg.us](http://www.safg.us)) for

announcements about these and other events.

The other program the "previous administration" had preliminarily negotiated was the Nordic Singers, but this more expensive program has been taken over by the Scandinavian Festival Inc., so those of you who love the singers may still have an opportunity to hear them. The Festival is looking to host some kind of entertainment event in 2012 as they plan where to go next with the festival. If you'd like to see another Scandinavian Festival in Atlanta, I urge you to volunteer to help.

We are hoping for active help by our Board of Governors for a Fundraising Drive to pay for SAFG programs. Do send me any ideas you may have in this regard and sign up to help with this and also our Membership Drive. Tell your friends about our exciting program line-up and invite them to join SAFG. Dennis Carlson has more on this subject in his Chairman's Message (see page 2).

Do also read John Saunders' tribute to John Kelly, former U.S. Ambassador to Finland, who sadly passed away on September 15 and served for many years on the SAFG Board of Governors.

Finally, the position of **Treasurer** is still open. I've been filling in, but please, if any one of you could take that over even on a temporary basis, it would be a big help! Or if you know of someone with the right background, let me know and I will contact him/her. I love planning and arranging programs for SAFG, but it's very difficult to juggle being both president and treasurer as well.

Happy Holidays and hope to see you at an SAFG event soon! ♦

—Margareta Martin

## SAFG SUPPORT

By Dennis Carlson

Fundraising and membership drives may not be the most interesting topics, but the future of the Foundation is dependent on the support of individuals and corporations allowing us to fulfill the charge we have of promoting cultural, educational and amateur athletic exchanges between Scandinavia and Georgia. If you feel that anything in the Scandinavian culture is worth sharing here, or if you think anything of our American culture is worth sharing over there, then we should be working together to enable this to happen in some structured way.

We all are busy, and unless there is a specific thing presented to us, we tend to allow the status quo to remain. That is where the Scandinavian American Foundation of Georgia comes in. The intent is to establish a framework and a mechanism to preserve and show the best of each culture. In the pages of this publication through the years, we have learned of endeavors from exhibits, seminars and performances to competitions, studies and celebrations. Many of our members have pitched in to help make these things happen. We have been diligent from the beginning to make efficient use of the available funds, and we can be confident that our gifts will be used efficiently and effectively. **Continued on Page 3** →

## CONTRIBUTE TO INSIGHTS!

*Insights* welcomes articles and letters to the editor, about relevant topics. Because of space limitations, *Insights* reserves the right to edit material for content and length. Submissions must include writer's name, address, and daytime phone number. For articles adapted from other media, you must give source and date.

We also would like you to tell us about what is going on with you or other SAFG members, such as big birthdays, new babies, job promotions, and the like which would come under the heading: "Member News." Send to: [InsightsSAFG@gmail.com](mailto:InsightsSAFG@gmail.com)

### INSIGHTS Winter 2011

Published quarterly by the Scandinavian American Foundation of Georgia

**Editor:** Jason Goodman  
[InsightsSAFG@gmail.com](mailto:InsightsSAFG@gmail.com)

**Design:** Anya Martin  
[anya99@mindspring.com](mailto:anya99@mindspring.com)

This is where you can help. Please send in your basic membership dues and consider adding a donation that will bring additional benefits to your basic membership. The membership levels are:

Individual \$25  
 Family \$35  
 Supporter/Corporate \$100  
 Sponsor \$250  
 Patron \$500  
 Inner Circle \$1,000

And now we are proposing some further opportunities:

Silver \$2,000  
 Gold \$5,000  
 Platinum \$10,000

We invite your feedback on these donation categories. Let us explain some of the added benefits which we are considering. For donations of \$1,000 and higher, you will receive exposure of your logo on our website [www.safg.us](http://www.safg.us) and in our quarterly publication, *Insights*. And for each \$1,000, you would receive a VIP ticket to each event we sponsor in the donor year. The value of those tickets would be between \$150 and \$200 per \$1,000 donated for that year. There would be at least three (3) events in that year for which tickets would be sold. (Some events are free.)

As an example, if you donated \$4,000, you would be guaranteed four VIP tickets to each of at least three ticketed events where we are the major sponsor. Typically these would include a major banquet event, a performance event with reception and a seminar or conference. As we look to 2013, we will be organizing a very major event in observance of our 30th anniversary.

In addition, we are planning to develop a list of awards/gifts that will be of very high quality, and you would have your choice of qualifying collectables. We will also use our publication to highlight companies or individuals who have been wise enough to recognize our targeted audience, which is upscale and positioned to take advantage of such an opportunity.

On page 11 of this publication, or at [www.safg.us](http://www.safg.us) you will find the form to use in making your donation. If you make your donation in the last two months of 2011 you can claim your IRS deduction this year and the value will begin immediately and be carried through all of 2012. ♦

## CHAIRMAN'S MESSAGE

The seasons change, and with that we see changes all around us.

Some are for the good and some are challenging. As I look at the world scene, I



am alternately dismayed and encouraged. From terrorism, political name-calling and troubling indicators, there are glimpses of hope as evidenced by the stranger who gives a kidney because someone else needs it, or the boy who says the younger boy should have the baseball that the older boy claimed at a major league game. So I see encouraging signs, and at my age I should realize the cycles of life are merely playing out. But this means that things will be improving, and we should be able to turn our attention to those things which have been neglected in the recent past.

This is my way of introducing the membership/fundraising drive which we are about to initiate. It is no secret that it takes funding for us to put on the programs that we have become known for, and we are currently working on next year's agenda and lining up attractions that will hold your interest and further our purpose of sharing educational, cultural and amateur athletic exchanges between the Scandinavian countries and the State of Georgia.

But none of this can happen without the support of individuals and

companies who share our goals and stand to benefit from our efforts. Of course, this involves financial support, and there are several levels at which that support may be given. A program for ongoing support by corporations will be discussed elsewhere in this publication. We are striving to update our web presence and we have initiated a new web address, ([www.safg.us](http://www.safg.us)), but we are also on [Facebook](http://www.facebook.com/SAFG.us) ([www.facebook.com/SAFG.us](http://www.facebook.com/SAFG.us)) and I 'Like' that. We are also diving in to Twitter and expect that will add to the interest level within our audience particularly for short notice matters.

The new team is eager to get going in developing new ways for us to communicate and effective and easier ways for us to transact membership income, donations, ticket sales, etc. We are also looking to include Assistant Vice Presidents for each country and to designate the Committee Chairs on the order of what we had several years ago.

So, if you are a current member, have been a member, or would be interested to join us in our efforts to further the Scandinavian identity in Georgia, please go to [www.safg.us](http://www.safg.us) and you can check us out there. You may print out the membership form, fill it out and mail it with your check, or by the time you are reading this, we hope to have online payment options in place. Check it out. As a further incentive, if you pay during the last two months of this year, we will consider that your 2012 payment with an upfront membership bonus. ♦

## YOUR WELLNESS QUESTIONS ANSWERED

*Insights* has asked me if I would be interested in writing a column to answer questions and give suggestions about matters that could improve your health. Our overall health is strongly influenced by the environment and our mindset, and the roles of nutrition and exercise. The body needs these two things to be healthy. The thing that gets in the way of these natural processes of healing and regulation is called stress. Stress is anything to which the body has to allocate resources. There are chemical, structural and emotional stressors. When we are overstressed the body has to spend more time and resources defending itself and less time healing. I would not prescribe anything based on our interaction in this column, but we can have a dialogue on topics that are of interest to your health. *We invite your wellness questions to [InsightsSAFG@gmail.com](mailto:InsightsSAFG@gmail.com)*

— Dr. Sten Ekberg

## REVIEW: MAGNUS MÅRTENSSON'S ANTICS DELIGHT AT SAFG CONCERT

Atlanta audiences got an opportunity to enjoy Magnus Mårtensson's antics during a SAFG-sponsored concert event held at Emory University's Performing Arts Studio on October 8, 2011. The talented musician, composer, author, and conductor has become known as one of Scandinavia's funniest men, and SAFG audience members got a little taste of Mårtensson's humor last month during a 90-minute concert which included an exclusive backstage meet-and-greet book signing, and post-concert VIP reception.

### 'Backwards' Piano

"Twinkle, Twinkle, Little Star" was a standout piece which showcased Mårtensson's ability to play both the piano and violin simultaneously. Most would agree that it would be difficult enough to perform the song on either piano or violin alone, but how about on both together? It was unbelievable to watch Mårtensson play one or two measures of 'Twinkle' on one instrument followed by a few measures on the other—and then easily switch back again! Incredible!

In other pieces, he played the piano "backwards"; that is, he literally played the piano using opposite handplacements (called "positions") while facing away from the piano itself! Anyone

who is even remotely familiar with piano technique knows how difficult it would be to use the 'wrong' hands for a particular piano arrangement—let alone facing in the opposite direction to the piano! This was truly amazing.

Between the many humorous and lighthearted comedic numbers were many serious and involved classical pieces which allowed

Mårtensson to demonstrate his technical mastery on the piano. The audience seemed in awe of Mårtensson's virtuosic ability on both the piano and violin and showered him with ovations following each musical selection.

### Would you rather play a 'Quiz' game?

"I will play a certain famous piano piece, but not on the piano but in the air" says Mårtensson. He starts off with Tchaikovsky's Piano Concerto and asks the audience to name the piece. "Anyone? Anyone?" The audience members are silent. After identifying the piece, he then follows with the Piano Concerto by Greig and then Beethoven's Moonlight Sonata. "We are now tied at zero points. Are you sure you want to play?" Mårtensson chuckles.

### Book Signing/Meet and Greet/VIP Reception

Following the concert, audience members had the rare opportunity to meet Magnus in person backstage during an SAFG-sponsored book signing where his CDs and his book, *Thoughts, Verse and Other Nonsense*, were made available. Mårtensson has also produced several short films including *The Dog and The Maestro* which screened at Scandinavia House in New York in 2008 and is currently working on a feature-length movie. For press, re-



Left-Right: Tuula Becker, Anne Hamalainen, Magnus Mårtensson and an audience volunteer.

cordings, bio info and additional tour details on Mårtensson, you can visit his website: [www.MaestroMartensson.com](http://www.MaestroMartensson.com)

The "VIP reception" allowed a special group of SAFG members to mingle with each other and Mårtensson and snack on some wonderful finger foods, hors d'oeuvres, international wines and cheeses, and a sampling of the delicious Kopparberg Cider ([www.arcticbrew.com](http://www.arcticbrew.com)). A fun and memorable time was had by all.

For upcoming concerts and other events, visit us at: [www.safg.us](http://www.safg.us). ♦

—Jason Goodman



Erik Kind and Magnus Mårtensson. All Photos courtesy of Anne Hamalainen.



Magnus Mårtensson and Jill Olander.

## LOCAL SCANDINAVIAN CHRISTMAS EVENTS

### Lucia Celebration (Swedish)

Fri. December 9, 7:30-10 PM, Trinity Presbyterian Church, 3003 Howell Mill Rd. Organized by Vasa Nordic Lodge 708. Free. See page 1 and below for more info.

### Lucia Gala (Swedish)

Sat. December 10, 6 PM-? The Commerce Club, 191 Peachtree St. NE, 49<sup>th</sup> floor. Organized by SACC. (770-670-2480) Members \$95, Non-members \$125.

### Christmas Luncheon (Danish)

Sun. December 11, 12 noon-6 PM, Olde Ivy Clubhouse. Organized by DACC. Members \$35, non-members \$55. RSVP to DACC by November 27.

### Julfest (Swedish)

Sun. December 11, 5-10 PM. Ansley Golf Club, 196 Montgomery Ferry Dr. NE. Organized by Vasa Nordic Lodge 708. Members \$40, Non-members \$50; \$55 at door, (children less). RSVP to [karlapauline@aol.com](mailto:karlapauline@aol.com)



Bettina and Elisabeth Bergöo with a tray of Swedish bulla at SWEA's annual Christmas bazaar.

### Joulujuhla (Finnish)

Sun. December 11, 2-6 PM, Crown & Cross Lutheran Church, 4276 Chamblee Dunwoody Rd. Organized by Atlanta Finland Society. Starts with church service by Pastor Seppo Hartikainen from Florida, followed by a Christmas buffet. Check [www.safg.us](http://www.safg.us) for details.

### Christmas Bazaar (Swedish)

Sun. December 11, 11 AM-4 PM. The Trolley Barn in Inman Park. Bake sale, traditional craft vendors, Swedish café, children's Lucia at noon, Traditional Lucia at 2:30 pm. Organized by SWEA. \$5 for adults, \$2 for youth 12-18, 12 & under free. [www.swea.org/julmarknaden](http://www.swea.org/julmarknaden)

### Finland's Independence Day Gala

Tues, Dec. 6, 6-10 PM, Country Club of the South in John's Creek. Organized by FACC. Members \$100, non-members \$125, Students \$50. RSVP at [www.FACC-Southeast.org](http://www.FACC-Southeast.org)

### Christmas Church Service (Swedish)

Sun. December 25, 7 AM. St. Luke Lutheran Church, 3264 Northside Pkwy, NW, Atlanta, 30327, [www.stlukeatlanta.org](http://www.stlukeatlanta.org)

### Winter Wonderland: Celebrations & Traditions Around the World (Various Countries)

November 16, 2011 through January 8, 2012. This annual holiday-inspired exhibition and programming series features decorated Christmas trees from around the world, including trees representing Danish, Norwegian and Swedish traditions. Special events include Viking stories and a re-enactment from Norway during the opening celebration weekend, Nov. 19-20; Event is included with museum admission or Martinis & IMAX cover charge. Fernbank Museum of Natural History, 767 Clifton Road, NE, Atlanta.

Call 404.929.6300 or visit

[www.fernbankmuseum.org/winter](http://www.fernbankmuseum.org/winter)

For more information and verification visit [www.safg.us](http://www.safg.us) under "Events." For contact information of the various organizers, see Organizations Page in this Insights. ♦



Last year's Christmas trees from around the world display at Fernbank Museum of Natural History's Winter Wonderland. Photo courtesy of Fernbank.

### LUCIA CELEBRATION Continued from Page 1

This year the Nordic Lodge #708 of The Vasa Order of America is presenting their annual Lucia celebration on Friday, December 9, at 7:30 p.m. at Trinity Presbyterian Church, 3003 Howell Mill Road NW, Atlanta 30327. This is easily accessed from I-75, exit #254, Moores Mill Road and from Northside Parkway. There is plenty of parking on the church campus. The service will be followed by coffee and traditional holiday goodies in the church parlors. This event is free and open to the public. ♦

## TRIBUTE TO AMBASSADOR JOHN H. KELLY

It is with much sadness that we report to the friends of Finland and members of the Finnish American Chamber of Commerce of the Southeast the recent loss of Ambassador John H. Kelly, who passed away on September 15, 2011.

Ambassador Kelly was a native of Atlanta who entered the U.S. foreign service in 1965. He had a highly distinguished diplomatic career including serving as Ambassador to Lebanon from 1986 to 1988, and Assistant Secretary of State for Eastern and South Asian Affairs from 1989 to 1991, which included the period of the Gulf War. He concluded his diplomatic career after service as the United States Ambassador to Finland from 1991 to 1994, an interesting and challenging time in Finland with the dissolution of the Soviet Union, and the changing political climate not only in Finland, but in all of Europe.

After his retirement from diplomatic service and return to Atlanta in 1995, he joined the Finnish American Chamber as a member of its Board of Directors. His relationship

with the senior political, business and other leaders of Finland proved to be an invaluable asset to the Chamber. He was able to arrange for high ranking members of the Finnish military and prominent political figures in Finland to travel to Atlanta to speak at the annual Finnish Independence Day Celebration held December 6 each year.

Whenever the Ambassadors of Finland to the United States visited Atlanta, they always made a point of arranging a meeting with Ambassador Kelly. He was the speaker at the 1996 Independence Day Celebration of the Chamber, and that speech remains a treasured archive of the Chamber. His great depth of knowledge, vast experiences, and genuine warmth and admiration of Finland were readily evident.

While he served as Ambassador in Residence at the Sam Nunn School of International Affairs at Georgia Tech he was a vital and vigorous member of the Board of Directors of the FACC and very actively promoted Finland and provided invaluable guidance to the

Board. He continued to serve on the Board of the Chamber until November of 2010 when he resigned due to his failing health.

It was a unique experience to spend time with John Kelly and discuss matters on a personal level with someone who had flown on Air Force One with seven U.S. Presidents, and was counsel to many foreign dignitaries throughout his long career. He had that rare and great gift – he could walk with kings but never lost the common touch.

We at the Finnish American Chamber will always remember his character, his love of Finland and the contributions he made to Finnish-American relations and the Finnish American Chamber of Commerce of the Southeast. ♦

—John D. Saunders  
Secretary and Past President  
Finnish American Chamber of  
Commerce of the Southeast  
Honorary Consul of Finland,  
Atlanta, GA

(Used by permission of John Saunders)

*Want to reach Scandinavians  
across the Southeast and support  
SAFG's programs?*

### ADVERTISE IN INSIGHTS

Our reasonable advertising rates are:

Full Page:	\$150
Half Page:	\$100
Quarter Page:	\$ 75
Business Card	\$ 45

Next deadline is January 15, 2012

New advertisers, please reserve as early as possible.

**Contact:** Jason Goodman  
InsightsSAFG@gmail.com

### NEWSWEEK'S BEST PLACES FOR WOMEN

The September 26 issue of *Newsweek* magazine was devoted to how women are doing around the world. They rated "The **best** places to be a woman," based on five measures that affect women's lives: Justice, Health, Education, Economics and Politics, using a scale of 0-100. Based on these factors, the "best countries" are: Iceland (1), Sweden (2), Canada (3), Denmark (4), Finland (5), Switzerland (6), Norway (7), U.S. (8).

What is surprising is that in Education Finland rates 91.3 (fifth), in spite of another survey rating Finnish school children number one! Is the implication that Finnish girls don't get the same education as boys? What nonsense! Usually girls do better than boys, and this probably affects the high rating for the U.S. But I seriously question the figures, especially as Education in Norway is rated 74 and the U.S. is rated 97.3, a smidgen below Denmark at 97.6!

—Margareta Martin

## THE KOHTALAS: ONE BUSY FAMILY

Several years ago *Insights* interviewed the Kohtala family: Jukka and Anne, daughter Mareena and twin boys Joonas and Matias. In those days (1998), Jukka was Director of Sales of Nokia Cable Machinery, and his area covered the world. He was constantly traveling. At the height of business, Nokia Cable Machinery had 35 employees in Atlanta and annual sales of tens of millions of dollars. Then the optical cable business crashed globally.

Even though he believes that the optical transfer of information will continue to grow, Jukka had to refigure his future, and *today* he has four high tech companies to serve: Finoptics (cable raw materials), Nextrom (machinery for cable industry), Beneq (nanotechnology for solar, fuel cells and barrier technologies), Cersa (optical instruments for process control ) and a fifth—

[Arcticbrew](#), importer of *Kopparberg Premium Cider*, produced by a Swedish company, and it is the family's pet project.

After a lot of paperwork, the Kopparberg ciders are now for sale in Georgia and Alabama in several stores and restaurants, and the Kohtalas are focusing on Florida—20 million prospective customers and 80 million tourists annually. The boys, now 24 and with busi-



*Anne and Jukka Kohtala.*



*Left to Right: Joonas, Matias, Jukka, Mareena and Anne Kohtala.*

ness degrees, are in charge of the cider business.

The Kohtalas don't employ people beyond the family to run their businesses but have lots of contractors and collaborators. They work globally in three time zones, so Jukka has to be available around the clock, since someone is always awake and ready to do business. He travels on business well over a hundred days a year. In our last issue you saw an ad for *Kopparberg Cider*. Hope by now you have tasted it and fallen in love. The importer for this "brew" is Arcticbrew, Inc., owned and operated by the Kohtala family, well known to many of us Scandinavians.

Anne takes care of the marketing and manages the office work. Without her input, their ventures would not be successful. She has helped other Finnish firms with their marketing, too. Still, Anne finds time to be a substitute teacher at a nearby school. (Daughter Mareena, who started studying International Business at Auburn, switched to Education and is a teacher, too.)

During the 1996 Atlanta Olympic Games, Anne was a hostess for the Fin-

nish Olympic Team and an Envoy for the Paralympic team. She was President of the Atlanta Suomi Finland Society and represented Finland on the Scandinavian Festival Board. Lately you can find her promoting Kopparberg cider at events such as SACC's Midsummer party and the like.

Jukka and Anne hail from the small town of Teuva in Finnish Ostrobothnia, and they visit there at least once a year. Recently Jukka spoke about his business ventures to a Teuva HiTech conference. Before Atlanta, the family lived in Germany and France where Jukka studied physics and engineering.

Starting a business in the U.S. is fairly easy, Jukka and Anne say, once you have formulated a plan. "This is a very pro-entrepreneurial country, and American values are based on personal entrepreneurship. You can register your new company via the internet and get it confirmed within an hour. But there are not the same social services for startups available as in Finland," Anne says.

—Margareta Martin

*(Based in part on an article by Pirjo Latva-Mantila in **Pohjalainen Yrittäjä**; permission granted.)*



Like SAFG's Facebook Page!

[www.facebook.com/SAFG.us](http://www.facebook.com/SAFG.us)

## CHRISTMAS MEMORIES

It's that time of year again when we remember holiday celebrations from childhood. In my case, our family gathered in Erie, PA. Uncle Walter and Aunt Linnea came from Cleveland. When my sister lived in Chicago, she would come home, other friends typically arrived from far and near, and we always had room for all the guests, no matter how many.

Mormor had begun the preparations for the grand Christmas Eve dinner a month earlier by starting the curing process for the *lutfisk*. The dried fish arrived and was as hard as a board; she put it in the basement in a large crock filled with lye water, and from then on she changed the water every day. It's a wonder that the odor didn't drive us out of the house.

She also made *kubb*, a sort of crisp sweet biscuit topped with pearl sugar and leavened with ammonia salts. That probably counteracted the smell of the fish in the basement. This method of leavening pastries was also used in *pepparkakor* (ginger snaps), *spritz* and various other butter cookies. It created a very crisp cookie and also cleared the house of living beings for a while.

There was also a pig's head which she cleaned (including brushing its teeth) and boiled in the process of making headcheese. She also made pickled pig's feet. There was a cow tongue which was used to make a type of luncheon meat. I cringed and grit my teeth when I saw them slice it. Another item was the *kalvsylta*, which was jellied veal placed in a mold, and *rullsylda*, a rolled larded pork dish



spiced with coarse ground pepper, allspice, cloves and ginger and then jellied. There was always a fresh baked ham with a honey, mustard, clove and brown sugar glaze. When it was cold, I thought it tasted as good as candy.

Toward the end of the meal, we had rice porridge sprinkled with sugar and cinnamon. Hidden in there was a whole almond. Whoever got that was supposed to be lucky in the coming year, and if you were single, it probably indicated you would be the next to marry. I figured that if I got it I would just chew it up and swallow it. At the very end of the meal, we had seven sorts of cookies and good strong coffee, and as a kid, I got to sip some of that elixir. I'm still sipping.

We always had to wait for *Jultomten* (Santa Claus) who would never come until the dishes were

washed and put away. We kids joined in gladly to finish the dishes. Then, sure enough, we could hear bells at the front door. It was Santa. I guess he left his reindeer or goat, or whatever he had, somewhere in the neighborhood, since I never saw them. As I got older and became more sophisticated, I noticed that Santa was wearing the shoes that belonged to Mrs. Crane who lived next door. Very strange of Santa.

Some years we went to *Julotta* late on Christmas Eve, and alternate years we had to get up early on Christmas Day to attend that traditional worship service. The church was always aglow with candles, lots of candles. And at some point, I became part of the choir and felt I had to do well since my sister was the choir director. Then I could go home and play with my new toys and try on the cloths I invariably received. I always got pajamas from Aunt Linnea and a knit cap or scarf from Mormor. Other family and friends were less predictable.

When I grew up in Pennsylvania, the winters were severe and long and they invariably had a lot of snow. But that meant we enjoyed the rest of our holiday building snow forts, throwing snowballs, walking through the falling snow which would catch on your eyelashes and crunch under your feet. Ice skating and skiing were also popular. On a night with a bright moon, you might see the snow sparkling as you walked home, where the smell of hot chocolate or cider would greet you. Ah yes, memories of Christmas.... ♦

—Dennis M. Carlson

### MORMOR'S CORNER

My maternal grandmother (Mormor) was the primary caretaker for me from age five until I was 15. She was the only grandparent still alive when I was born, and so she became my connection with my heritage. My parents were busy making their American Dream come true, and they did that very well, but all those day-to-day life lessons were shared with me by this woman who spoke broken English but spoke truth and wisdom beyond measure. An example was that she would say, "Come

here, I learn you something." I tried to explain to her the misuse of the words, but in retrospect, she was very right in that it is when you teach something you really learn, especially if you keep an open mind and heart.

Mormor has been gone for over 50 years, and yet to this day things she explained take on new meaning and I appreciate all the more her insight into the human condition. Having survived difficult times in Sweden, she was used to making the most of everything, and to this day I try to be conscientious about avoiding waste. My efforts to recycle,

compost and use the resources nature has provided are evidenced as I operate my home with those admonitions in mind. I will even try to use a stock pot, make my own bread crumbs, trim and cut basic cuts of meat, and pickle my own vegetables.

The idea of this column will be to present some of the concepts and practices Mormor instilled in us. If you'd like to respond or share some pearls of wisdom of your own, feel free to send that to [InsightsSAFG@gmail.com](mailto:InsightsSAFG@gmail.com) ♦

—Dennis M. Carlson

## SCANDINAVIA CUISINE GAINING RECOGNITION

In recent years, Scandinavian cuisine has made a notable impact on the culinary world. Restaurants in Copenhagen and Stockholm have been granted coveted Michelin Stars and chefs throughout the region have gained recognition. Most notably the Copenhagen restaurant, *Noma*, headed by chef Rene Redzepi, has taken a lead in this Scandinavian culinary explosion, being nominated by Britain's *Restaurant* magazine as the best restaurant in the world in 2009.

A recent feature in the *New York Times* discussed the emergence of Scandinavian cuisine and attributed it to the mindset and approach to cooking, "[The style of cooking] is sometimes called 'new Nordic.' It is earthy and refined, ancient and modern, both playful and deeply serious. Instead of the new (techniques, stabilizers, ingredients), it emphasizes the old (drying, smoking, pickling, curing) with a larger goal of returning balance to the earth itself."

Diners can watch for the telltale signs of Nordic haute cuisine, including "cellared vegetables, unripe fruit, conifers, buttermilk, and whey; shells and twigs used as serving pieces; garden scraps like radish leaves, turnip tails, and nasturtium pods whorled, piled, and clustered on the plate as if by waves or wind." ♦

(Source: *Associated Press*)

## REYKJAVIK DECLARED A UNESCO CITY OF LITERATURE

Iceland's capital, the City of Reykjavik, has been declared a City of Literature by the United Nations' culture agency, UNESCO.

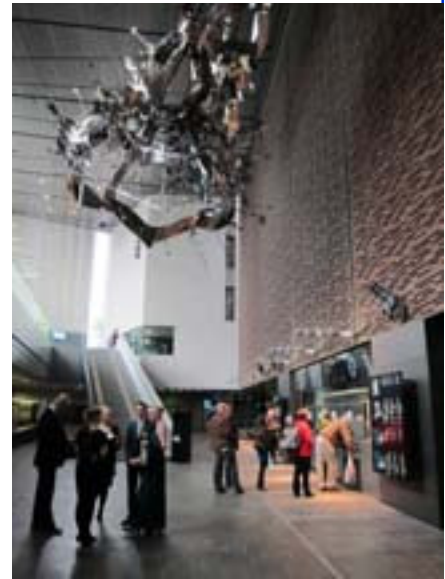
The UNESCO announcement says that Reykjavik boasts an impressive literary tradition in the form of unrivaled Medieval literary production, which is still treasured and preserved in the city. The sagas, the Eddas and the Gook of the Icelanders, were specifically named.

## HELSINKI'S NEW CONCERT HALL

Helsinki Music Centre opened on August 31, 2011, in an historic event in Finland, a nation largely defined by strengths in classical music. The new concert hall in the nation's capital is slated to alter the music landscape of the city and country, and it is poised to raise the status of Helsinki as a classical music capital. The concert hall will focus and expand the classical music offering in the city, and it will enable increasingly high artistic standards.

This new center will be home to Finland's leading symphony orchestras, the Helsinki Philharmonic Orchestra and Finnish Radio Symphony Orchestra. It will house Sibelius Academy, Finland's only and Europe's largest music university. The center will be hosting a wide range of other ensembles in its main orchestra hall and five smaller halls. The smaller halls are custom-designed for opera, acoustic music, organ recitals, amplified music, and musical theatre.

Helsinki Music Centre will be a "citizens' meeting place" by the nature of its day-to-day operation and architecture. The building is open throughout the day, and offers a passage from the main street of Helsinki to the adjacent Finlandia Park. The vineyard-style main orchestra hall and the foyers are



*The dynamic interior of new Helsinki Music Centre. Photo by Robert Luke.*

separated by a glass wall, offering the public a view to the hall. Acoustic design was by Nagata Acoustics of Japan, which is led by Yasuhisa Toyota.

For the past 40 years, Helsinki's main concert hall has been Finlandia Hall, designed by Finnish architect Alvar Aalto. Finlandia Hall will now give up its role as a classical music venue and focus on conferences and events. ♦ (Source: *Jetsettersblog*)

Reykjavik is the fifth city in the world to be named City of Literature. It follows Edinburgh, Iowa City, Melbourne, and Dublin.

As well as many planned events and celebrations taking place in Iceland, Reykjavik will also now play a part in the Frankfurt Book Fair (October, 2011), where Iceland will be the special guest of honor – the first Nordic nation to be given this distinction.

As a UNESCO City of Literature, Reykjavik and its partners will seek to reinforce literary culture in the city in various ways. Among them will be the opening of a word-craft center, which will become a dynamic and open venue for literary events of all kinds. ♦ (Source: *Icenews*)

## FINNISH CITIES COMBAT GLOBAL WARMING

Finland's six biggest cities have vowed to decrease their cities' energy consumption. Among proposed measures are energy-efficient building plans, supporting citizens' climate-friendly actions and developing the cities' own operations. Mayors of Helsinki, Espoo, Vantaa, Turku, Oulu, and Tampere made the joint declaration committing themselves to measures to lower energy consumption. The mayors emphasized cities' responsibility to combat global warming and hope their example will inspire more cities to develop ecological efficiency. ♦ (Source: *Eye on the Arctic*)

***These Scandinavian organizations in Georgia welcome your interest and invite you to contact them for more information:***

**ATLANTA FINLAND SOCIETY, Inc.** is a chapter of the Finlandia Foundation National, a member of Suomi-Seura and a social and cultural organization for persons interested in Finland and Finnish culture in the Atlanta area. Katriina Naukkarinen, President, Email: [katriina.naukkarinen@comcast.net](mailto:katriina.naukkarinen@comcast.net) Phone: 404-353-2898 [www.atlantafinlandsociety.org](http://www.atlantafinlandsociety.org)

**DANISH AMERICAN CHAMBER OF COMMERCE (DACC):** Michael Haagen Jensen, President and Chairman, Email: [info@daccusa.org](mailto:info@daccusa.org) Phone and FAX: 1-877-234-7679 [www.daccusa.org](http://www.daccusa.org)

**DANISH TRADE OFFICE:** Carsten Rosendahl, Trade Commissioner, Email: [tradecouncilat@gmail.com](mailto:tradecouncilat@gmail.com) Phone: 404-588-1588 [www.dtcatlanta.um.dk](http://www.dtcatlanta.um.dk)

**FINNISH AMERICAN CHAMBER OF COMMERCE (FACC):** Eric Estroff, President, Email: [eric.estroff@nokia.com](mailto:eric.estroff@nokia.com) Phone: 404-219-5088 [www.facc-southeast.org](http://www.facc-southeast.org)

**FINNISH LANGUAGE SCHOOL OF ATLANTA** has merged with the ATLANTA FINLAND SOCIETY, Inc. The purpose of the school is to maintain our native language and culture and also meet and socialize with other Finnish people. There are classes for children as well as adults. Eveliina Russell, Principal, Email: [eveliina80@yahoo.com](mailto:eveliina80@yahoo.com) Phone: 404-287-1704 [www.atlantafinlandsociety.org](http://www.atlantafinlandsociety.org)

**ICELANDIC-AMERICAN ASSOCIATION OF GEORGIA:** Elin Griffin, President, Email: [iclnd@hotmail.com](mailto:iclnd@hotmail.com) Phone: 770-421-9129

**NORDIC LODGE #708 OF THE VASA ORDER OF AMERICA** is a Swedish-American cultural and fraternal organization for persons of Scandinavian birth or descent and their families. Karla Olterman, Chairperson, Email: [scandinavianfest@aol.com](mailto:scandinavianfest@aol.com) Phone: 404-403-1163 [www.vasaorderatlanta.com](http://www.vasaorderatlanta.com)

**SCANDINAVIAN AMERICAN FOUNDATION OF GEORGIA (SAFG)** promotes cultural, educational and amateur athletic exchanges between Denmark, Finland, Iceland, Norway and Sweden and the State of Georgia. Membership is open to anyone who is interested. Margareta Martin, President, Email: [margaretamartin@att.net](mailto:margaretamartin@att.net) Phone: 404-373-9919 or Dennis Carlson, Chairman, Email: [dennis.carlson@emory.edu](mailto:dennis.carlson@emory.edu) Phone: 404-983-7305 [www.safg.us](http://www.safg.us)

**SCANDINAVIAN FESTIVAL ATLANTA:** Vibeke Petersen, President, Email: [Vibeke\\_Petersen@att.net](mailto:Vibeke_Petersen@att.net) Phone: 404-695-4478 [www.atlantascandinavianfestival.org](http://www.atlantascandinavianfestival.org)

**SONS OF NORWAY, VENNEKRETSEN ATLANTA LODGE 3-678** started February, 2008. Meetings first Sunday of each even numbered month, 3 p.m. at St. Luke Lutheran Church, 3264 Northside Parkway NW, Atlanta, GA 30327. Erik Kind, President, Email: [eriktheviking3678@comcast.net](mailto:eriktheviking3678@comcast.net) or [erikkind@vennekretsen.com](mailto:erikkind@vennekretsen.com) Phone: 404-934-6942 [www.vennekretsen.com](http://www.vennekretsen.com)

**SWEDISH AMERICAN CHAMBER OF COMMERCE – GEORGIA (SACC):** Benedikt Ibing, Vice Chairman, Email: [benedikt.ibing@sacc-georgia.org](mailto:benedikt.ibing@sacc-georgia.org) Phone: 404-941-9430 [www.sacc-georgia.org](http://www.sacc-georgia.org)

**SWEDISH SCHOOL OF ATLANTA** has the objective to teach the Swedish language, culture and traditions to children aged 3-18 with some prior knowledge of Swedish and at least one Swedish parent. Susanna Hammontree, President, Email: [susannahammontree@yahoo.com](mailto:susannahammontree@yahoo.com) Phone: 770-795-7640 [www.swedishschoolatlanta.org](http://www.swedishschoolatlanta.org)

**SWEDISH WOMEN'S EDUCATION ASSOCIATION (SWEA)** is an international organization for Swedish and Swedish-speaking women to promote Swedish culture and foster friendship and personal growth. Camilla Gustavsson-McKinney, President, Email: [bamseusa@att.net](mailto:bamseusa@att.net) Phone: 404-402-6261 [www.chapters-swea.org/atlanta](http://www.chapters-swea.org/atlanta)

**VASA DRÄNGAR** is the Swedish Men's Choir in Atlanta, founded in 1996. Göran Rygert, Founder-Conductor, Email: [rygert@bellsouth.net](mailto:rygert@bellsouth.net) Phone: 770-977-8537. Sten Ekberg, President, Email: [doc@sten.us](mailto:doc@sten.us) Phone: 678-638-0898 [www.vasadrangar.org](http://www.vasadrangar.org)

**DENMARK LAUNCHES  
NEW ARTIC STRATEGY**

The Kingdom of Denmark (Denmark, Greenland, and the Faroe Islands) recently launched its new strategy on the Arctic for the 2011-2020 period. With rapid changes in the Arctic, primarily caused by climate change, the Arctic is opening up to the world bringing about new challenges and new opportunities.

The main goal of the Arctic strategy is to ensure a peaceful, secure, and safe Arctic with self-sustaining economic growth and development. The strategy emphasizes respect for the vulnerable Arctic climate, environment, and nature, while working in close cooperation with international partners.

The aim of the strategy is to strengthen the Kingdom of Denmark as an active and serious actor in the international cooperation on handling the new challenges and possibilities in the Arctic. ♦

(Source: *Ministry of Foreign Affairs of Denmark*)

**NORWAY ON THE BIG SCREEN**

The entire country was reflected on the big screen during the Norwegian International Film Festival, held in Haugesund during August. The festival showcased new, regional short films and documentaries in a brand new program.

“We have a special responsibility to draw attention to the film production of the entirety of our stretched-out country,” Festival Director Gunnar Johan Løvvik said. “We have therefore established a brand new program where new short films and documentaries from all the parts of our country can be screened.”

Norwegian films left a strong impression on the 2011 main program, where almost one fifth of the entries were from Norway and seven Norwegian feature films

received their premieres. “We had Norwegian premieres every day, with full houses, a great atmosphere, and great meetings between filmmakers and the festival audience,” Løvvik commented.



Despite the heavy Norwegian presence the main program was internationally diverse, featuring 22 titles from 13 countries.

The Norwegian International Film Festival, Norway’s major festival for film and cinema, takes place in mid-late August annually. The festival seeks to support Norwegian and Scandinavian films and distributors and films are selected based on artistic merit and interest to Scandinavian audiences. H.R.H. Crown Prince Haakon is the festival’s Patron and Liv Ullman is the Honorary President. ♦ (Source: *Norwegian American Weekly*)

**MEMBERSHIP APPLICATION/RENEWAL**

**Membership Categories (please write in amount):**

- Diamond \$10,000 \_\_\_\_\_
- Gold \$5,000 \_\_\_\_\_
- Silver \$2,000 \_\_\_\_\_
- Inner Circle \$1,000 \_\_\_\_\_
- Patron \$500 \_\_\_\_\_
- Sponsor \$250 \_\_\_\_\_
- Supporter/Corporate \$100 \_\_\_\_\_
- Family \$35 \_\_\_\_\_
- Individual \$25 \_\_\_\_\_

SCANDINAVIAN AMERICAN  
FOUNDATION OF GEORGIA  
P.O. BOX 1166  
DECATUR, GA 30031-1166

DATE: \_\_\_\_\_

In an effort to reduce paper, printing and postage costs, we will send out our newsletter (INSIGHTS) by email. If you prefer to receive a hard copy mailed to you, check here: \_\_\_\_\_.

For tax purposes, SAFG is a 501(c)3 nonprofit organization, and the value of your donation may be tax-deductible.

NAME: \_\_\_\_\_ SPOUSE: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
 BUSINESS AFFILIATION: \_\_\_\_\_

PLEASE CIRCLE AREAS OF INTEREST: Athletics | Communication | Culinary Arts | Dance | Education | Film | Finance | Literature | Membership | Music | Theater | Visual Arts

COUNTRY/COUNTRIES OF INTEREST: Denmark Finland Iceland Norway Sweden

## SCANDINAVIAN AMERICAN FOUNDATION OF GEORGIA

### EXECUTIVE COMMITTEE

#### CHAIRMAN OF THE BOARD

Dennis M. Carlson, '12  
404-983-7305

[dennis.carlson@emory.edu](mailto:dennis.carlson@emory.edu)

#### PRESIDENT

Margareta Martin, '12  
404-373-9919

[margaretamartin@att.net](mailto:margaretamartin@att.net)

#### SECRETARY

Christian Lodde, '13  
678-654-7503

[Christian.Lodde@Siemens.com](mailto:Christian.Lodde@Siemens.com)

#### TREASURER

Open, '13

#### LEGAL COUNSEL

Tom Rosseland  
404-351-1615

[trosseland@brawwlaw.com](mailto:trosseland@brawwlaw.com)

### TECHNICAL SUPPORT

#### INSIGHTS EDITOR

Jason Goodman

[InsightsSAFG@gmail.com](mailto:InsightsSAFG@gmail.com)

#### WEBMASTER

Tuula Becker

[tuula.becker@gmail.com](mailto:tuula.becker@gmail.com)

### VICE PRESIDENTS

#### DENMARK – Gitte Toben, '13,

770-977-7506

[gitte@mindspring.com](mailto:gitte@mindspring.com)

#### FINLAND – Anne Hämäläinen, '12

770-330-1148

[annhamalainen@hotmail.com](mailto:annhamalainen@hotmail.com)

#### ICELAND – Elin J. Griffin, '12

770-421-9129

[iclnd@hotmail.com](mailto:iclnd@hotmail.com)

#### NORWAY – Erik Kind, '13

404-934-6942

[erik.kind@dnr.state.ga.us](mailto:erik.kind@dnr.state.ga.us)

#### SWEDEN – Agneta Mimms, '12

770-649-6793

[agneta@charter.net](mailto:agneta@charter.net)

### EX-OFFICIO GOVERNORS

S. Stephen Selig III

Honorary Consul of Denmark  
404-876-5511

[sselig@seligenterprises.com](mailto:sselig@seligenterprises.com)

Christopher N. Smith

Honorary Consul of Denmark  
in Macon

478-477-8145

[mengalaw@mindspring.com](mailto:mengalaw@mindspring.com)

John D. Saunders

Honorary Consul of Finland  
404-815-3682

[jsaunders@sgrlaw.com](mailto:jsaunders@sgrlaw.com)

Marc D. Glenn

Honorary Consul of Iceland  
678-336-7175

[iceland@bellsouth.net](mailto:iceland@bellsouth.net)

John R. McDonald

Honorary Consul of Norway  
404-239-0885

[jmcdonald@mcdeco.com](mailto:jmcdonald@mcdeco.com)

Jill Olander

Honorary Consul of Sweden  
404-695-5212

[jill.olander@att.net](mailto:jill.olander@att.net)

### ELECTED GOVERNORS

#### TERM EXPIRES 2012

Jørgen Conradsen  
Laurie Fulton

Herbert (Ted) Johnson  
George Lane  
Anita Winje

#### TERM EXPIRES 2013

Hans Ehrmrooth  
Henrik Engel-Jensen

Elin Jonsdottir Griffin  
William Lambiase

Charlotte Nytoft  
Saga Terrell

Jukka H. Tiitinen  
Peter Westin

#### TERM EXPIRES 2014

Dennis M. Carlson  
Pekka Ignatius

Peter Kontio  
Charles Linden

Hannu Melarti  
Margareta Martin  
Marianne Woodyard



SCANDINAVIAN  
AMERICAN  
FOUNDATION  
OF GEORGIA  
P.O. BOX 1166  
Decatur, GA 30031-1166

INSIGHTS is published by the Scandinavian American Foundation of Georgia, Inc., which is a non-profit organization dedicated to the exchange of educational, cultural and amateur athletic endeavors between the countries of Denmark, Finland, Iceland, Norway, Sweden and the state of Georgia.