



Connect

March/Mars 2022

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Connect newsletter welcomes your submissions!

Send your news, ideas, photos, and articles to:
info@inlus.org

Connect newsletter is published quarterly.

Icelandic Organization Leaders Share Ideas

Challenging is a word that best sums up the past two years of navigating a pandemic. *Resilient* is a word that best sums up Icelandic organizations as they have creatively charted a course through these years. Rob Olason, President of the Blaine Icelandic Heritage Society, approached INLUS with the idea of bringing Icelandic organization leaders together to share ideas and discuss the innovative ways that organizations are overcoming challenges.

INLUS hosted a ZOOM meeting of Icelandic organization leaders on January 30. The leaders shared about their biggest organization challenges and their biggest organization successes in the past couple of years. While some have begun to return to the types of in-person events enjoyed before the start of the pandemic, others have been hindered by



restrictions that prevent moving forward with planning events. This initial discussion yielded ideas the leaders wished to learn about and discuss in greater detail.

February 27 INLUS hosted the second meeting of Icelandic organization leaders. The focus of this meeting was online auctions. In 2021 the Icelandic Communities Association of North Dakota held a successful online auction in place of their annual þorablót event, and they shared their processes and experiences. The next meetings will address the challenges and successes in growing club membership and maintaining engagement within the clubs.

In addition to hosting idea-sharing discussions, INLUS supports Icelandic organizations in other ways. INLUS assists with organization websites, ZOOM meetings, and advertising organization events on the INLUS website. To discuss how INLUS may be able to work with an Icelandic organization, contact INLUS President Dianne O'Konski at Dianne@inlus.org.

Beginner Icelandic Language Class Starts March 31

Although two classes are already underway, the Basic-1 introduction to Icelandic class will begin Thursday, March 31, 2022 at
8 PM Eastern
7 PM Central
6 PM Mountain
5 PM Pacific

These live classes are offered on Zoom video.

Registration fee for this six week series is \$60.

More information and the registration portal is available here:

<https://inlus.org/travel-culture/icelandic-language/language-classes-2022/>.

INLUS Leadership Message: Measuring Success

INLUS Secretary David Johnson

How do we gauge our personal success in life? What legacy of our existence will remain after we're gone? Is that kind of yardstick different than how an organization like INLUS should examine itself?

How many members do you have? How many dollars do you have in your bank account? How many programs did you put on this year? Those quantitative measures are commonly the focus for organizations like ours. There's no doubt those measures are important to

examine. If you want to see things like that, feel free to check out the Annual Reports we produce each year: <https://inlus.org/about-us/reports/>

Putting our funds into uses that help us meet our vision of heightening "Icelandic cultural awareness and unity by building a vibrant community through the United States" is so much more important than merely building up our bank balance. Over the past two years however, many of the typical opportunities we take to provide grants and scholarships vanished due to COVID cancelling cross-cultural programs like The Snorri Program. Even local Icelandic activities and festivals we have supported were suspended.

So then how do we measure our success in trying, unique times like these? The song "Seasons of Love" from the Broadway musical Rent that comes to mind. That song asks how you measure the value of a life. The answer resounds in each chorus -- "Measure in Love."

Over the last few years, I've been deeply touched by individuals simply expressing how things like our Kaffi Tími chats on Zoom have kept them from feeling isolated. Another indicated that offering Icelandic classes by bringing together people across our continent, creating new friendships along the way, "saved my life." I assert that our legacy and worth is measured in those simple one-on-one connections that we make, both as individuals and as an organization.



INLUS Membership: Join, Renew, or Gift!

Do you know someone who thinks all things Icelandic are cool? Encourage them to join INLUS! Give membership as a gift! To join, simply go to: <https://www.inlus.org/about-us/membership/>

Lögberg-Heimskringla

Enduring Community Record

For more than 135 years, *Lögberg-Heimskringla* has been the newspaper of record for Icelandic communities in North America. INLUS hosted *Lögberg-Heimskringla* Editor Stefan Jonasson for a February 8 webinar about the history and mission of one of the oldest continuously published ethnic newspapers in North America.

The newspaper can trace its origin to the launch of *Heimskringla* in 1886, shortly after the settlement of New Iceland in Manitoba. In 1888 *Lögberg* was established in direct competition. The two Icelandic-language weekly newspapers were fierce competitors, generally publishing content from opposite viewpoints of the political and religious spectrum. The newspapers published essential news in the Icelandic language and provided a forum for discussions about the controversial topics of the day. A testament to the importance of these publications in the early North American Icelandic communities was the subscriber base of the time. A subscription to either one of these newspapers cost a family about \$250 in today's dollars, yet each newspaper had over 1,000 subscribers. In the Icelandic settlements, it was typical for one family to subscribe to *Heimskringla* and another family to subscribe to *Lögberg*, with neighbors swapping newspapers after reading them.

In the early decades of the twentieth century, the evolving characteristics of *Heimskringla* and *Lögberg* influenced the editors of newspapers like *Morgunblaðið* in Iceland. *Lögberg* had leading-edge style. Reporting in both *Heimskringla* and *Lögberg* started to shift focus to the stories about what was happening in the North American Icelandic communities. The stories were written by and about everyday people in the communities, leaving behind a deep, broad record. For example, obituaries about all people were considered news, a concept that originated in North America and was replicated in Iceland. All of these stories are searchable today at timarit.is

During their third attempt at a merger, *Heimskringla* and *Lögberg* officially became *Lögberg-Heimskringla* in 1959. The newspaper today is published primarily in English and focuses on reporting about Iceland, Icelandic communities, and Icelandic culture from a North American perspective. In addition to continuing the tradition as a printed biweekly newspaper, *Lögberg-Heimskringla* can be found online at <https://www.lh-inc.ca/>. Jonasson welcomes writers to submit their stories and ideas to the paper at stefan@lh-inc.ca. Being the Editor of the newspaper is something that Jonasson considers a dream job. To view a recording of the INLUS webinar and Jonasson's brilliant enthusiasm for his work, see the [INLUS website](#).



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100 Tips for Visiting Iceland

In time for summer travel planning, INLUS Business Member Iceland with Kids has just launched a new book:

100 Tips for Visiting Iceland
by Eric Newman



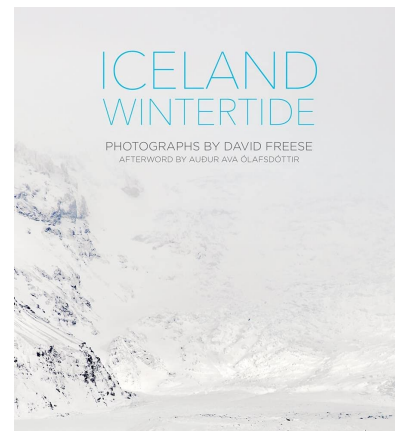
How long should you stay for? Should you go all the way around Ring Road? How do you get your cell phone working? What about if you get sick? Here are (more than!) 100 tips you won't find in most guidebooks. You can find both electronic and paperback copies on Amazon.com

Upcoming INLUS Events

INLUS has several online events scheduled for the next few months. For event connection details to all of these events, see <https://inlus.org/community/events-calendar/>

Author's Corner with David Freese March 14

David Freese will join us for an Author's Corner event Monday, March 14, 2022 at 8:00 PM Eastern (7:00 PM Central, 6:00 PM Mountain, 5:00 PM Pacific). David will share about the new photography book *Iceland Wintertide*. His latest book provides a fitting coda to his trilogy on climate change as seen in Iceland's iconic landscapes.



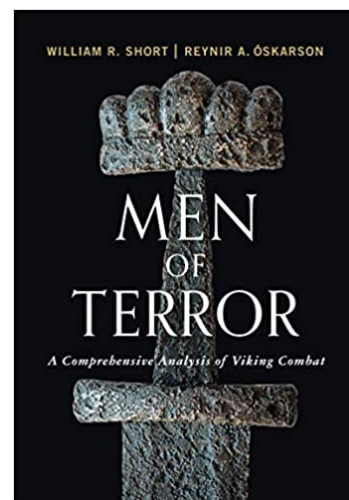
Hey Iceland Tourism Webinar March 24



Hey Iceland will share their outlook for tourism for the upcoming summer Thursday, March 24, 2022 at 5:00 PM Eastern (4:00 PM Central, 3:00 PM Mountain, 2:00 PM Pacific). Iceland emphasizes sustainability and eco-tourism. Learn what steps are being taken to support these initiatives. Also hear about Hey Iceland's 20% discount for self-drive tours. Bring your questions and get ready to book your trip!

Author's Corner with William Short and Reynir Óskarson April 11

The culture, values, and etiquette around Viking combat are the central topics of the Author's Corner event Monday, April 11 at 4:00 PM Eastern (3:00 PM Central, 2:00 PM Mountain, 1:00 PM Pacific). Authors William Short of Massachusetts and Reynir Óskarson of Iceland will talk about their new book *Men of Terror*.



Chocolate Easter Eggs—an Icelandic Tradition!



By INLUS President Dianne O'Konski

Iris Oskarsdottir-Vail grew up in northern Iceland and was the first woman to win the coveted Cake of the Year award from Iceland's National Association of Master Bakers. Now she is living in Dover-Foxcroft, Maine with her husband and young son and is the head (only) baker at Vail Custom Cakes. Iris joined us on February 28th for a webinar with Veronika Kolomichuk of Tucson, Arizona, an excellent cook in her own right.

Iris shared her chocolate skills by teaching us how to make Icelandic Easter eggs. A 30-minute training video was skillfully put together and a must-see for your inner chocolatier. The steps are surprisingly simple, but the different types of chocolate require slightly different techniques. She made the Easter eggs using different types of chocolate (high quality baking chocolate, store-bought chocolate, and chocolate wafers) and three different molds (solid plastic, flexible plastic, and silicone). The results were a chocolate-lover's dream. Thank you to Iris and Veronika for creating this webinar! The full video of the webinar can be found at [the INLUS website](https://www.inlus.org/webinars).



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