

Golden Valley Lodge #616 Newsletter



Happy Mother's Day!

Springtime in Sweden is a much anticipated event. Flowers and trees are blooming after the cold winter months. Cherry trees are popular, both for their beautiful spring flowers and for the tasty fruit. Mona Looose/Imagebank.sweden.se



Dear Brothers and Sisters,

Our meeting this month will be outdoors on our patio and dinner served inside. I am excited to announce that Jennifer Lund and hubby and Cecilia Danhi will have a crawfish celebration. The usual time for this is August but since we do not meet in August, we get to celebrate in May. There will be an option for people allergic to shellfish.

Dorothy Burns and Kerstin Wendt will announce the news about our 75th Anniversary celebration which will be November 13, 2021. We have also finalized our Yosemite trip in April 2022. I hope everyone has received their shots, but we will still wear masks for another month. Hope to see you soon.

Delphine

If you have not paid your membership dues, they are past due.

Questions? Ask:
akaranling20@yahoo.com

Please send your checks to:

Ann-Kristin Karling
13752 Burbank Blvd.
Sherman Oaks, CA 91401

Reimbursement for an expense:

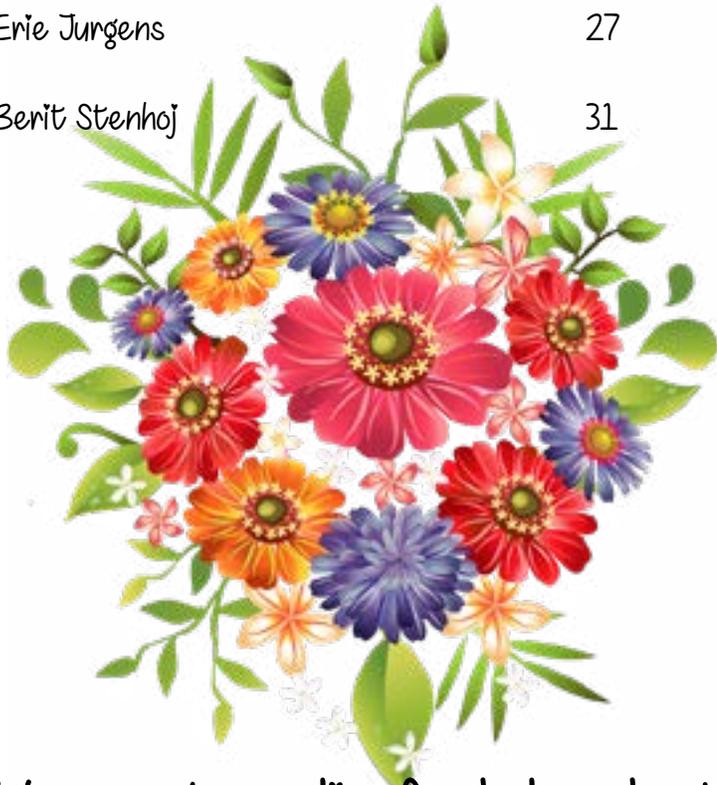
Dorothy Burns
8201 Glade Avenue
Canoga Park, CA 91304

or
gladegal2003@yahoo.com

GVL Happenings

Happy May Birthday!!!

Roland Gustavsson	1
Rebecca Thorsen	4
Anders Heinstedt	10
Kerstin Thorsen	11
Carter Lien	13
Lena Osman	17
Stefan Lundberg	17
Kayla Santana	21
Carolyn Manley	23
Roy Olson	24
Erie Jungens	27
Berit Stenhoj	31



Ha en trevlig födelsedag!

2021 Golden Valley Lodge Board & Service Positions

Chair: Delphine Trowbridge
Vice Chair: Andrea Tabanelli
Past Chair: Maidie Karling
Corresponding Secretary: Dorothy Burns
Assistant Secretary: Mona Steffen
Financial Secretary: Ann-Kristin Karling
Treasurer: Birgitta Clark
Chaplain: Beth Bunnell
Master of Ceremonies: Lucas Taylor
Assistant MoC: Dylan Olson
Cultural: Laurie Taylor (temp)
Chairman of Trustees: Kerstin Wendt
 Trustee 2 years Maria Jacobs
 Trustee 3 years Wenche Eklund
Chairman of Auditors Maidie Karling
 Auditor 2 years Britt Potter
 Auditor 3 years Ann Heinstedt
Membership Chair: Ann-Kristin Karling
Events Co-Chair: Maggie Connelly
 & Delphine Trowbridge
Scholarship Chair: Beth Bunnell
Financial Chair: Hubert Pitters
Historian: Laurie Taylor
Vasa Park: Richard Heinstedt
Bar: Roy and Hanna Olson
Newsletter: Laurie Taylor
Youth Group: Nicolette Taylor

Zoom meeting
information
will be in
a separate email!

Culture Corner: Shops return to rural Sweden but are now staff-free

By Maddy Savage/BBC News, Hummelsta

Lifvs store, Hummelsta

Dark clouds loom over the pine forest surrounding Hummelsta, a town of 1,000 people that hasn't had any local shops for a decade.

Since December, a red wooden container, about the size of a mobile home, has offered a lifeline. It's a mini supermarket that locals can access round-the-clock.

"We haven't had any shops here during the time we have been here, and getting this now is perfect," says 31-year-old Emma Lundqvist who moved to Hummelsta with her boyfriend three years ago. "You don't need to get into the city to buy this small stuff," she adds, pointing to the packet of bacon she's popped in for.

There's a wide assortment of groceries available, from fresh fruit and vegetables to Swedish household staples like frozen meatballs, crisp breads and wafer bars. But there are no staff or checkouts here.

You open the doors using the company's app, which works in conjunction with BankID, a secure national identification app operated by Sweden's banks. Then, you can scan barcodes using your smartphone and the bill is automatically charged to a pre-registered bank card.

The store is part of the Lifvs chain, a Stockholm-based start-up that launched in 2018 with the goal of returning stores to remote rural locations where shops had closed down because they'd struggled to stay profitable.

In Asia several companies including Alibaba are testing unstaffed stores in more urban locations. Amazon has also opened supermarkets in US cities and this month in the UK, which use sensors and cameras to work out what you've bought, so there's not even the need for self-scanning.

But Lifvs co-founder Daniel Lundh saw the opportunity in rural locations: "There were food deserts where people had to travel to the next town or city to pick up their groceries and so we definitely saw that there was a need."

Alongside skipping the need to pay cashiers, the firm

also avoids pricey long-term rental leases. And if there's less footfall than expected in one location, the wooden containers can easily be picked up and tested elsewhere.

Sweden has a tech-savvy population that isn't known for small-talk, so it's easy to see why the model has taken off here, despite critics warning that it would make shopping a less sociable experience. And, during the pandemic when people have been encouraged to limit contact with others, its lack of staff has been a major bonus. The chain has opened 20 new shops in rural neighbourhoods since March last year.

"It's very safe during corona times," says Alexander Vidlund, 29, who works for a fishing company and regularly stops off to buy his favourite spicy sausage snack. "It's a good way to keep a further distance from people. And there's not the same kind of crowding here as in our big cities."

Since January, all Swedish supermarkets have, by law, had to limit customer numbers to ensure there's at least 10 square metres available per person. Lifvs' technology guarantees that only two people are let into the store at any time.

"Customers like to shop in our store because for one, they can be by themselves. They can come in the middle of the night. And the most important thing is it has less touch points," says Mr Lundh.

Since the company always knows the identity of who's in the store at any moment, this limits shoplifting. There are 24-hour surveillance cameras too, which alert the store's manager Domenica Gerlach if there's a break-in or a stock spillage.

She looks after four stores in the region, usually visiting once a week to clean, stack the shelves and put together click-and-collect orders made online. Lifvs uses artificial intelligence to work out what stock to order for each store, based on the data it collects about locals' shopping habits. Customers also receive digital coupons and special offers based on their previous purchases.

"If you go on an e-commerce site they track every 3

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movement, every click of your mouse... in a sense we are able to track that too but in a physical store,” explains Mr Lundh. “We don’t have to be here to look at the pineapples to know that it’s not selling, or if it’s selling a lot.”

That might sound a bit “Big Brother”. But Sweden already has one of the most cashless economies in the world and high levels of trust in businesses and authorities mean most people aren’t worried about sharing this kind of data.

“I don’t really care that much, I’m just buying potatoes, it doesn’t bother me,” says 21-year-old customer Alice Hellqvist, who’s out shopping for her parents.

Jonas Arnberg, managing director of HUI, a major Swedish consultancy that advises the retail industry, warns one challenge with the model is that it might not be accessible to vulnerable groups such as pensioners who aren’t used to this kind of technology. But he says the pandemic has been a major catalyst for increased digital awareness across age groups.

“The consumer has matured a lot in a digital way during the pandemic. We’ve been shopping online, we’ve worked through video calls and now to go into a store using a digital tool like a mobile phone - I think people are okay with that.”

“I think it’s very easy. It’s like two clicks on the phone,” agrees shopper Ms Hellqvist. “My parents are 60, but they don’t have a problem with it.”

As remote working and social distancing continue around the world, demand for local convenience stores is expected to remain high. A recent report for global firm Research and Markets predicted a 6.1% growth in 2021.

Lifvs is planning to launch hundreds more container stores in Sweden in the next few years, following heavy lobbying from other local communities who’ve lost their shops.

There is global interest in the idea, and the company’s mulling whether to share its technology with supermarket chains in other countries or launch more of its own container stores across Europe.

“Any country with a rural area or any country that has this type of lack of service has asked us when we can come to their country and expand... England, Spain, Portugal, Germany,” says Mr Lundh. “We’ll definitely expand outside Sweden in the near future.”

Elsewhere in Sweden, Lifvs has competition from the country’s major supermarket chains ICA and Coop, which have been testing both unmanned stores and hybrid models, with some shops going staff-less during off-peak hours only.

In Stockholm, Coop recently opened an unstaffed convenience store in the same building as Epicenter, a chic glass-flanked co-working and innovation hub in the city centre. While quieter than usual during the pandemic, the idea is that its tech-aware members can feed back on their experiences using the store, and any other new retail technologies Coop wants to experiment with.

“The first time I used [the unmanned store] it took a while to get the idea how it would work,” says Jonny Josef, head of innovation for a Swedish bank based in the building. “I like the idea... it’s not seamless, but I think you could improve it, with face recognition.”

Cecilia Johansson, an entrepreneur working in tech and retail, says the store has been handy during long work days when she needs energy-boosting snacks.

She’s convinced unmanned shops could become mainstream in city centres within five years. “Even though the year of 2020 has been different and people are staying home, I think there is a need for people to have the opportunity to just do really quick and easy purchases while they’re on the run.”

Coop says it hasn’t yet decided how many more unmanned shops to open, but it insists its long-term strategy doesn’t involve mass job cuts. Instead, existing staff will be trained to focus on providing better customer advice and experiences in its biggest stores.

“If you think about an Apple store, if you have noticed how they are built, their ability to create a community - sort-of like a plaza - I think the future of supermarkets is something very similar,” says Amer Mohamed, Coop’s digital director in Sweden.

April Meeting - Thank you to Dorothy Burns for the pictures!



Inger Saffie and Ernie Jurgens being initiated.



Our newest member, Ernie, played piano during cocktail time, He used to play with Little Richard.





Walpurgis: What Is Valborg, And Why Do Swedes Celebrate It?

By Johanna Skytt -April 29, 2021

Photo credit: Henrik Trygg / Visit Stockholm
“Glad Valborg”, Happy Birthday to our king and welcome spring!

April 30th might just be a normal day to the rest of the world but to the Swedes, this mythological, traditional and fun day is called Valborgsmässoafton.

This old Swedish tradition is famously celebrated by lighting large bonfires, singing spring-themed songs, blasting fireworks, and for the young adults – partying it up a bit.

As with many Swedish traditions, they are religiously celebrated, but not many Swedes can tell you just why they celebrate these days so tirelessly.

This how our century-old tradition Valborg became one of Sweden’s most beloved traditions:

The Valborg tradition originated from Germany and was introduced in Sweden during the middle ages. Saint Walpurga, an abbess at a monastery during the 700s, was declared a saint on May 1 during the 1400s and has since then been celebrated on May 1 by the Germans, originally calling the holiday “Walpurgisnacht”.

The Öresund bridge now in the evening as a congratulation to king Carl XVI Gustaf on his 75th birthday.

The name, Walpurgis, inspired the Swedes to name the holiday, Valborg.

Why do Swedes light bonfires and use fireworks?

There is more than one theory about this – the most accepted one being that May 1 was considered a day in which evil spirits and creatures from hell, such as witches, would be among the people and more empowered.

Because of this, people would light big bonfires in the hopes that it would frighten the witches and satanic creatures away. Another theory claims that it originated from a time when people were forbidden to ring the church bells. In order to gather together, they would light large bonfires instead.

Nowadays, Swedes celebrate Valborg as a way to welcome spring. The day also happens to fall on the same day as our king Carl XVI Gustaf’s birthday, which is a celebration in itself.

Although this year Valborg will probably be celebrated differently, the largest outdoor zoo in Sweden, Skansen, lights a large fire and welcomes university choirs to sing for the Stockholmers who gather together to celebrate.

2021 Vasa Family & Friends Picnic

May 23th | Sunday | 10am - 3pm

Things to do:

- Alpine Tube Slide*
- Paddle Boats**
- Aquatic Sports
- Bingo

* Closed-toe shoes

** With sufficient creek water
(Activities subject to change)

Food, Fun, & Friends Lunch served 11am

In lieu of parking fee, we will be requiring emailed reservations. Day of reservations will **not** be permitted. Reservations must be in by May 18 or when capacity reached, whichever comes first. For reservations, visit link or scan QR below:
<https://forms.gle/NcQC3rKivxgT3MKF7>

Menu

Spicy Chicken Sandwich - \$15

Nashville-style spicy fried chicken topped with chipotle adobo aioli, slaw, and pickles on a brioche bun. Served with watermelon and mashed potatoes.

1/4 Grilled Chicken - \$15

Marinated and grilled with house seasonings. Served with mashed potatoes and Swedish slaw.

Grilled Chicken Sandwich - \$15

Grilled chicken topped with BBQ sauce, creamy slaw, and pickles on a brioche bun. Served with watermelon and mashed potatoes.

Grilled Chicken Caesar - \$14

Grilled chicken, romaine lettuce, parmesan cheese, croutons, and Caesar dressing.

Hot Dog - \$6

Served on a fresh bun with chips and watermelon.

We will also offer drinks and shaved ice and/or ice cream.

2854 Triunfo Canyon Rd., Agoura Hills, CA 91301

CDC Guidelines followed and bring your facemasks

Sorry, no dogs or BBQ allowed!

For more information: www.vasaDL15.org & vasapark.org

Sponsored by the Vasa Park Association

