

simonsen®



Dynasty Update 2008

December 2008

Dear Readers !

I usually give a few personal comments to the world situation at the beginning of our Dynasty Update.

For our company it has been a kind of "Annus Horribilis" as also expressed by Queen Elizabeth II of the United Kingdom a few years ago.

We have been facing unbelievable increases in raw material prices and energy costs. We have therefore — much against our will — been forced to ask for price increases for already established orders and contracts.

We have been battling the weakening dollar and have been and still are considering switching to the euro as the currency in which we shall do our future international business, as the euro is a much more stable currency than the dollar.

Worldwide there have been many complications like lately in Georgia — irrespective who is to be blamed, as usual in Palestine/Israeli area, the flooding in Myanmar and last but not least the terrible earthquakes in the Sichuan Province in China plus several other places.

Besides during the last months we have seen a near collapse of the world economy. Shares have fallen enormously, banks and financial houses going bankrupt, people saving for their pension are left with nothing.

The financial people in Wall Street are to be blamed for their greed but we have definitely seen the same greed and collapse of banks

in Denmark and also too many managers boosting their bank turnover to get a high and absolutely undeserved bonus. There is nothing wrong with capitalism but when a few indirectly steal and swindle from so many innocent (and maybe also stupid) people, I really get upset.

I think that the world-wide financial sector has really got itself a very bad but well-deserved reputation.

There are problems enough nearly anywhere you look in the world.

One of the more positive things was of course the 29th Olympic Games which took place in China in August.

Even not expressed directly it was probably the best Olympic Games we have ever experienced.

The global warming is still a threat and I think that people around the world in their everyday life feel that the warming creates and will create problems for the human being in the years to come.

But mankind has been through a lot of problems since our creation, so I firmly believe that we shall survive also in the future.

Again, I hope you will enjoy reading this **Dynasty Update** and I thank the persons who have been so kind as to contribute with photos, stories etc. to hopefully make it more interesting to read.

The 2008 *simonsen*® Tie

The quality of the tie is the same as before as it is produced by hand by our long-time tie supplier in Bangkok, NECKTIE SIAM INTER-TRADE CO., LTD. The colour you may find a bit unusual but if we want to follow the "trend" for ties, the pink colour seems to be in these days, so therefore pink is the dominating colour of the 2008 tie.

This year our female business associates will receive a small scarf in the same pattern and quality as the tie.

As usual our panda "SICA" is printed onto the tie as well as the scarf.



Our 2008 Christmas Card

Midsummer in Denmark, June 23rd

On June 23rd the Danes celebrate the midsummer night by making big bonfires along the coast lines which are some 7,000 kilometres long. The wood being fired has been collected by the local people and originates for instance from their gardens. This evening is a party evening in other Scandinavian countries but not in Denmark. We only gather around the bonfire and sing old traditional Danish midsummer "viser" (ballads).

The photo shows such a midsummer bonfire in Gammel Skagen which is on the very Northern tip of Denmark and continental Europe towards the North Sea.

In the old days — during the viking period and before that the bonfires were also used as a kind of signal from settlement to settlement.



There is always a special light up north at Skagen (the Skaw).

Just take a look at this sky.

Our Envelope 2008

Every year we have our envelopes containing the Dynasty Update printed with different motifs. I personally find that the first impression is important so when you receive these special envelopes you know that the annual Dynasty has arrived.

This year it is a photographer from our local newspaper who took this photo on the Limfjord of the "Sea Stallion" which is an exact replica of an approximately 1000 years old viking ship.

You can read more about the "Sea Stallion" (in Danish: Havhingsten) on page 23.



The Dynasty Update Cover

The cover of this Dynasty Update is another photo of the "Sea Stallion" photographed in the Limfjord after having returned to Denmark after its recent voyage from Ireland via England and Holland — sailing only by means of the wind or by rowing — exactly like the vikings did a thousand years ago.



Our family

Family – yes, nothing is comparable to your family and your close friends. My family is – thank God for that – still doing well in all respects. We are all sound and healthy and have a good life.

I walk my dog Sally every morning, afternoon and in the evening when I am not travelling and she is an uncomparable friend and always first class company. I simply love my dog and fortunately my wife Tove is also very fond of our black Labrador who is now 6 years old.

We celebrated my wife Tove's 70 years birthday in Skagen (the Skaw) on Saturday May 10th and the weather was fantastic.

During our stay in Skagen I took the below photo of our 5 grandchildren who seem to have a great time together (which they by the way always have).

The photo shows in the front:

Sara, Olivia and Laura and behind it shows **Nikolaj and Frederik**



Travelling

We travel a lot. All of us — Klaus, Morten and myself — are in total travelling some 350-400 days every year.

Normally we only travel by the usual planes, cars, trains and ships but sometimes we experience other ways of travelling even if it cannot be called travelling but at least a different way of transportation.

Morten spent his winter holidays in Sweden which is very close to Denmark (like Norway) and during that stay in winter-Sweden he and his family had a ride in a dog sledge which I by the way always wanted to do myself but preferably in Greenland — and someday I will.



Morten tells it was a fantastic experience and the family was very impressed by the sledge dogs.

Our STAFF

Louise Emanuelsen was employed as from March 2008.

Louise is pretty young but very good at computers. She works together with Mette as a kind of support when it comes to calculations, quotations etc. She is also registering all incoming orders, so fortunately Louise is pretty busy.



Louise Emanuelsen

Birthe Boll is our new secretary and replaced Marianne who left us last year in December. Birthe has previously been working at Royal Greenland, a group within the seafood production of fish from Greenland, among other things.

Birthe has a lot of experience, is very efficient and an excellent support for the management, especially Morten and myself.



Birthe Boll

First Aid Course

During August and September all members of our staff have been attending a first aid course to be prepared just in case. According to the ladies it was a very educational and positive experience.

simonsen affiliate

Last year we informed you that as per the beginning of 2008 we would open our new office in Dubai under the name of ***simonsen al Arabia***. Unfortunately, this didn't happen irrespective our company has been properly registered in Dubai. But we are working on establishing this office and we hope to have employed a qualified person to run this affiliate during this or maybe early/mid next year.

Ladies Golfing



One of the last days of September we arranged a golf event on one of our very beautiful local golf courses for the ladies in our office.

9 of the ladies showed up to try to play golf more or less for the first time in their lives. If they will continue playing we don't know but one thing is for sure: the ladies had a fun and relaxing day on the golf course.

SICA



"The Lowest Tenderer"

"It's unwise to pay too much but it's worse to pay too little. When you pay too much, you lose a little money — that's all. When you pay too little you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought for. The common law of business prohibits paying a little and getting a lot — it can't be done. If you deal with the lowest tenderer it is well to add something for the risk you run and if you do that you will have enough to pay for something better".

John Ruskin (1819-1900)

Visit to DUBAL



This spring we had a few details to be clarified concerning some upcoming shipments. Therefore Connie and Susanne went to Dubai to have everything settled through a personal discussion with the staff of DUBAL and of course things were settled to everybody's satisfaction.

The persons participating in the meeting appear from the photo to the left.

From left to right:

Radhakrishnan E.C. — Adnan Maqbool Phool — Ashraf N.A. — Connie Haiedeh Marashy — Susanne — Kuruvilla Varghese

LIRR — SIMONSEN COOPERATION

During the TMS someone was so kind as to spread the rumours that our long-time (and outstanding) co-operation with LIRR/Sinosteel would come to an end.

In order to stop these unfriendly rumours Sinosteel (the LIRR mother company) wrote a letter for us to use. This letter was sent to our clients worldwide and was accompanied by our own letter.

It would be nice if our competitors would mind their own business and leave us alone.



Sheikh Zayed Grand Mosque

During a trip to Dubai we went to Abu Dhabi where we also supply some of our products to the EMAL smelter.

We took the time to visit an impressive building which probably ends up becoming one of the largest mosques in the world. Such a fantastic and rich building we had never seen before. The decoration inside and outside, the yard covered with small white tiles.

Simply unbelievable!

To give you an impression of this large mosque have a look at these photos.

The one to the right showing Tove, my wife, in one of the portals at sunset and the below photos show part of the pillar columns at sunset inside and outside.

A fantastic experience.



Visit From Hydro Aluminium



In January we had a visit from Hydro Aluminium in Norway to discuss certain issues concerning our supplies to Qatalum Aluminium in Qatar. A photo was taken at that occasion and even if I was not at the office that particular day I still appear on the photo which was taken in our conference room with the painting of myself.

Cooperation HYDRO-LIRR-SIMONSEN

In September '08 two gentlemen from HYDRO Aluminium visited LIRR's plant in Luoyang for inspection of an order for sicatec 75 silicon carbide blocks for Qatalum.

The inspection and the dimensional checking of the single block dimensions is done by **Svein Kaare Sund**, Production Manager, Sunndal and an employee from LIRR while **Oddvar Øyre**, Production Manager, Aardal is noting all the dimensions determined.

I assume it is needless to point out that each and every single block checked was within the allowed and very tight tolerances.



Brick measuring at LIRR IV Sep 08.

The two handsome Norwegian gentlemen expressed their satisfaction with the inspection in all respects and the assistance provided by LIRR.

They were also impressed by the production facilities, the cleanliness at the plant and the HSE, so all in all a very successful inspection.

The time of this visit was exactly 10 years after HYDRO — as the first aluminium group ever — visited LIRR in Luoyang to inspect LIRR's at that time rather limited production facilities.

The cooperation between LIRR and HYDRO has developed very positively during these 10 years and HYDRO has really contributed to LIRR's high quality and production control used today.



For this cooperation LIRR and *simonsen* is of course very grateful and during the dinner LIRR's staff presented a "10 year anniversary birthday cake" to our two friends from Norway seen on the photo above.

From the left you see **Svein Kaare Sund**, Sunndal Verk, myself and **Oddvar Øyre** from Aardal Verk.

Visiting ALUAR in Puerto Madryn in February



From left to right:

Jorgen, Carlos Bertolin, Diana Rodriguez, Carolina Clar, Emilio Lewkowicz, Diego Centurion and Pablo Navarro (all ALUAR)

This photo showing **Diana Rodriguez**, from the Purchasing Dept. of ALUAR and myself was also taken during my visit to Argentina.



Aluminium Flower (Floralis Generica)

During a trip to Argentina February this year where Tove and I went to Puerto Madryn we also visited Buenos Aires. Puerto Madryn is something of its own. Very interesting and a very special nature. We shall hopefully be going to Puerto Madryn again end next year during the whaling season to see the whales. Buenos Aires is a fantastic city. You feel that you are walking around in one of the well-known European cities like Vienna, Madrid and Barcelona, as especially the manor houses are pretty similar to those in Europe.

We made a city-tour in Buenos Aires and during that tour we saw the below aluminium flower which is a kind of decoration designed by an Argentinian architect.

The 18 ton sculpture which is 23 metres high and has a diameter of 16 metres (32 metres with petals opened) automatically opens up during the morning and closes at night. During night a red brightness radiates from inside.



Aluminium can be used for many purposes but this flower is one of the more intriguing ones!

The 29th Olympic Games in Beijing



By now we all know the "Bird's Nest", the impressive Olympic stadium in Beijing.

It is quite interesting that most of the light show was provided by a Danish company, Martin Professional.

Martin installed more than 1,100 automatic spotlights onto the roof of the "Bird's Nest", a task which took more than 4 months.

The Para Olympic Games

Dr. Li Hongxia from LIRR was selected as one of the persons to carry the Para Olympic torch through Luoyang before the torch was dispatched to Beijing for the opening ceremony of the Para Olympic Games.



During Klaus' and my visit to Luoyang and LIRR I was photographed with **Dr. Li** — a long-time close friend — as Dr. Li had secured an original torch for herself as a memory.

To honour the Para Olympic Games LIRR provided me with an Olympic T-shirt. It is me holding the torch.

As you'll see **Klaus** was also one of the torch bearers at least in the office..



Wayne at the top!

On September 10, 2008 our good friend **Wayne Hale**, Executive Vice President of Century Aluminium, Monterey, succeeded in climbing Mount Rainier (4,392 metres), a composite volcano in Pierce County, Washington southeast of Seattle and he has sent us this photo.



Visit at HYDRO, Porsgrunn

At a technical meeting in September at HYDRO's Research Center, Porsgrunn, Norway, I met among others the 3 Norwegians shown on the below photo.



From left to right: **Eirik Hagen**, Ph.D., Principal Engineer and responsible for silicon carbide products, **Marvin Bugge**, Principal Engineer, responsible for designing upgraded pots and **Stanislaw Jarek**, carbon specialist.

Kräftor-Kalas (Crab Party)

It has slowly become a tradition that every year in August I pay a visit to our long-time friends at KUBAL in Sundsvall, Sweden.

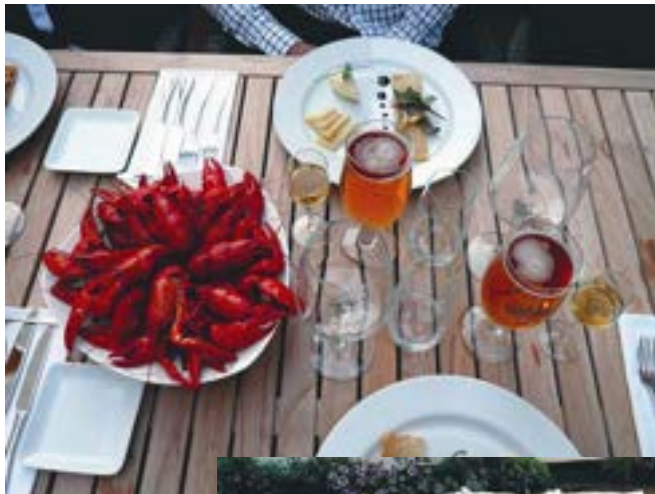
We have been their suppliers of insulating and refractory materials for many, many years for this smelter which is now part of the RUSAL Group of aluminium smelters.

In August it is time to eat Kräftor equal to Crabs as it is season for this kind of seafood. Together with the Kräftor you have Swedish aquavit (preferably Norrlands) and Swedish beer. Not a bad mixture.

This year I was joined by my long-time friend Hans Bertlin and two newcomers to the aluminium industry and to KUBAL.

On the below photo you see the dish with the Kräftor and the three gentlemen who are from the left: **Hans Bertlin**, **Niklas Eriksson**, who is in purchasing and **Jakob Sandwall**, who is a Process Engineer.

A very enjoyable get-together with our Scandinavian brothers.



European Football Championship 2008 (Soccer)



During the European Football Championships in June in Switzerland and Austria I visited our partners in Bad Lippspringe, CALSITHERM, our supplier of calcium silicate boards.

During this visit I was invited home to **Dr. Klaus Hölscher** and we enjoyed Germany playing against Turkey.

We watched the game on a beautiful summer evening on Klaus' terrace where we had some bottles of very good wine.

Klaus thought it would be most appropriate if we both wore the German national outfit which we did as you will see from the above photo.

A very nice evening with some very good friends, i.e. **Klaus, Sabine**, his 2 sons **Tobias** and **Benjamin** as well as Klaus' dog **Anton**.

"My Arrival in Heaven"

I was shocked, confused, bewildered
As I entered Heaven's door,
Not by the beauty of it all,
Nor the lights or its decor.

But it was the folks in Heaven
Who made me sputter and gasp.
The thieves, the liars, the sinners,
The alcoholics, the trash....

There stood the kid from seventh grade
Who swiped my lunch money twice.
Next to him was my old neighbour
Who never said anything nice.

Herb, whom I always thought
Was rotting away in hell,
Was sitting pretty on cloud nine,
Looking incredibly well.

I nudged Jesus, "What's the deal?
I would love to hear Your take.
How'd all these sinners get up here?
God must've made a mistake."

"And why's everyone so quiet,
So somber? Give me a clue."
"Hush, child," said He, "They're all in
shock.
No one thought they'd be seeing you.

Judge NOT

The TMS Conference in New Orleans March 2008

As usual as well Morten, Klaus, Neal and myself participated in the TMS Conference which is an ideal event for meeting friends and business associates from around the globe.

Here you will see a series of photos taken while meeting with our clients and suppliers:



Heinrich Kruse, CORUS Aluminium
and
David Eisma, TRIMET Aluminium

Neal Wai-Poi and
Eddy Magnusson,
KUBAL



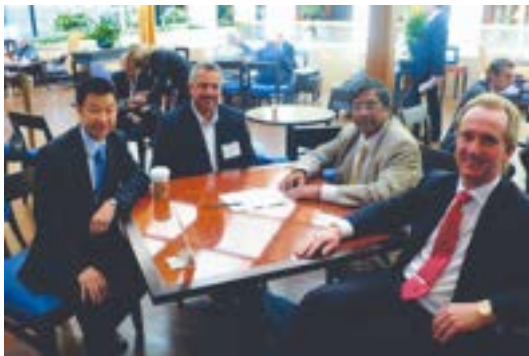
Thomas Pettersson,
KUBAL and **Jorgen**



Zlatko Cus, TALUM and **Morten**



Mr. Manaktala, ALRO together
with **Jorgen**

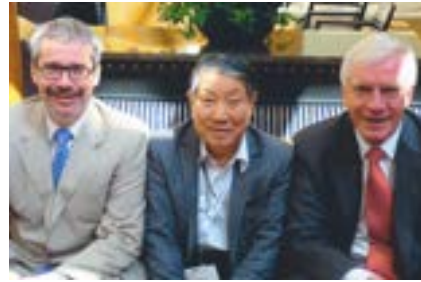


Neal Wai-Poi and **Morten** together with
Akeel Al-Awadhi and **Avinash Mittal**, ALBA,
Bahrain



Akeel Al-Awadhi, **Jorgen** and
Avinash Mittal, ALBA, Bahrain

Klaus, Scott States, Morten, Bill Brookhart, Neal Wai-Poi and Matt Powell,
CENTURY Aluminium, Monterey



Klaus, Koichiro Mashio, Japan and **Jorgen**



Rajiv Dhameja, CENTURY Aluminium, KY - **Neal Wai-Poi** and **Professor Mark Taylor** from The University of Auckland



Ramón Velázquez-Gaztelu, Patricia Mayhugh, Glen Goeres, ALCOA and **Neal Wai-Poi**



Neal Wai-Poi, Morten and **Klaus** together with **Vitaly Pingin, Max Isaev** and **Viktor Mann** (all from RUSAL)

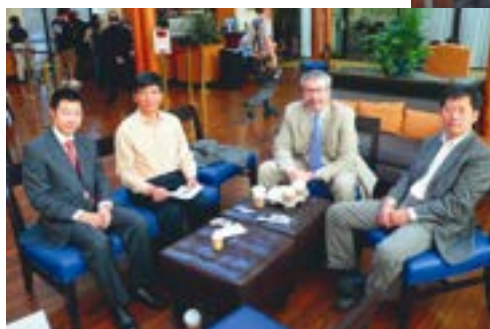


Klaus, Yousef Alfarsi, DUBAL, **Neal Wai-Poi** and **Morten**



Neal Wai-Poi, Chen Baoguo, WANJI, China, **Jorgen** and **Klaus**

Neal Wai-Poi, Chen Baoguo, Klaus and **Wang Jianxia,** WANJI, China



Jilin Carbon Co. Changchun Branch Update

In 2008 the Changchun cathode facility which supplies *simonsen* with graphitic blocks among others CCB-3 (30% semi-graphitic cathode) has embarked on a large modernisation of its production facilities. The modernisation of the plant includes:

- a new automated solids/liquids batching system
- a new vibro-compaction unit
- a new cathode machining facility
- a dedicated packing and storage warehouse



The total project will be completed by the fourth quarter of 2008 and deliveries resuming by the end of 2008.

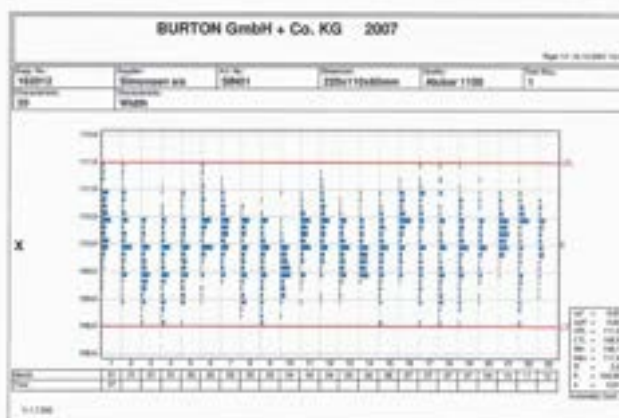
The photo shows the vibro compaction press

BURTON Alubar 1100 Barrier Brick SPC

Since several years we have published and distributed the SPC for our Chinese SICATEC 75 silicon carbide blocks.

Early this year we distributed to our clients the SPC for the barrier brick ALUBAR 1100 from Burton for the first time.

In the future this SPC will be distributed to all our relevant clients at the beginning of each year.



Real Letters

One of the ways to communicate is of course by e-mail or by fax.

However, I still believe in the good old postal system i.e. mailing letters. My experience is that letters nowadays get more attention than in the past as letters have slowly become a rarity.

Therefore when something new happens concerning our company and our suppliers and their products we send circular letters to all clients and friends worldwide.

In the past we have been informing you of our new products like cathode blocks and of the earlier mentioned SPC for Burton's blocks etc. etc.

We shall now soon give you more information via ordinary mail (not e-mail) about the progress in the production of our semi-graphitic blocks from Jilin Carbon in Changchun, about the production of fully graphitized blocks by Wanji and of course also about the new generation of sicattec 95 silicon carbide blocks from LIRR with even better properties than the sicattec 75.

Of course our Dynasty Update will also always be sent to you via airmail.

Datasheets

We always used to update our datasheets successively.

We have now introduced a procedure which means that every March and September our datasheets will be updated based upon any possible change informed to us from our suppliers.

This means that if in July you see one of our datasheets dated March you will know that your copy is the latest version and if in December you see the same datasheet there might be a newer version namely a revised datasheet dated September.

In case of important changes we shall of course keep you informed directly — however we don't expect this to ever happen.

A Visitor

On a spring day in April we suddenly got a visit on our terrace table from this beautiful male pheasant.



The Black China Conference on Hainan Island, China

early June 2008 was arranged by Paul Adkins from AZ China Limited in Beijing. The conference lasted 2 days and touched various issues like:



The Chinese economy—where is it headed?

China and energy — dangers ahead.

Status and Prospects of China Aluminium Industry.

Anodes — where to from here? China in the world.

Crude oil and oil refining in China.

The undersigned gave a presentation on our experiences dealing with Chinese companies which always has been and still is a 100 percent success story.

This conference which will probably be repeated is recommendable.

Golfing on Hainan Island

*Tove at Aylong Bay Golf Club,
Sanya, Hainan Island*



1937

Last year I celebrated my 70th birthday, as I was born on April 20, 1937.

But did you know that the same month 70 years ago the first animated cartoon electric sign displayed in New York City?

That in 1937 the Spanish town of Guernica was destroyed by German bombers?

That Japan invaded China capturing Beijing, Shanghai and Nanjing?

That the Golden Gate Bridge opens in San Francisco?

That Colin Powell was born on April 5, that Jack Nicholson was born on April 22 and that Dustin Hoffman was born in August?

Message from Ingvar Palsson, ISAL

Formerly Ingvar Palsson was at the Eng. Cathode Repair Shop & Anode Rodding Plant, ISAL smelter in Iceland. We have known Ingvar for many years. Unfortunately he has now retired and we miss the regular contact with him.

For Christmas last year Ingvar was so kind as to send us an e-mail with the following content:

Dear Jorgen!

Thanks a lot for the nice tie and the annual Dynasty magazine which I always find very interesting and fun to read. As an ex-ALCAN member I was very pleased to be included in Dynasty Update. Summarising my contact to suppliers world-wide for 40 years I can conclude that trading with simonsen has been the best. I thank you for a fine cooperation and I wish a bright and prosperous future for simonsen and sons.

Please send warm Christmas greetings to Tove, Morten, Marianna, Klaus and Susanne from me and Erla and we wish you a happy New Year.

Greetings from Ingvar

The Royal Danish Life Guards 350th anniversary

On June 30, the Royal Danish Life Guards celebrated their 350th anniversary. The Life Guard was established the same year as we lost the southern part of Sweden to the Swedes which is by the way the nation with whom Denmark has been at war the longest time and the most often. The Life Guard was established by one of our former kings, Frederik III.

I joined the Royal Life Guards as a recruit in May 1958. See the photo of myself in red galla uniform taken in 1958 where the Life Guards celebrated their 300 years anniversary.



Since it was 50 years ago that I joined the army I wanted to participate in the 350th anniversary and I can tell you that it was a special experience to meet my old buddies from when I was young and a soldier 50 years ago. Most of my old friends I had not seen in all these years so it was not at all that easy to recognise all of them again. But we succeeded in finding out who we all were and then it went: *"Do you remember, do you remember?"* - Yes, we did remember! Fantastic!

We met in Tivoli — the amusement park in the middle of Copenhagen — and then all the approx. 8000 participating ex-life guard soldiers marched through Copenhagen where we had a fantastic reception by the public. It was as if we were returning after having won a war but one should of course remember that the Royal Danish Life Guard is the regiment of Copenhagen and therefore



very popular not least because the guards march through Copenhagen every day at noon and are always present as soldiers protecting members of the Royal Family and their residence Amalienborg in Copenhagen.

Having marched through Copenhagen we ended up by the barracks of the Life

Guards and at the castle of Rosenborg where we were all saluted by the entire Royal Family and thanked for our protection of the Royalties for centuries.

At such occasions one really becomes a true royalist!



Sponsorships

We are as you may know — otherwise see our home page — supporting various purposes, animals and clubs.

The last sponsorship is the sponsorship for 1 hole — hole number 11 — of the brand new 18 holes of Nykobing Golf Club inaugurated on August 24, 2008. At 13:00 hours that particular day all the players who wanted to could send their first ball from their tees by the signal of a cannon being fired.



We had a lot of players lining up on "our" hole number 11 for playing their first ball on this new course. See the photo above.

We also support the junior players of this our local golf club.

Come and play some golf with us!

Golf at Ledreborg Palace



From left to right: A Finnish golf coach, **Uwe Balshüsemann**, Techno-Physik and **Klaus Hölscher**, Calsitherm

Klaus Hölscher together with **Morten**



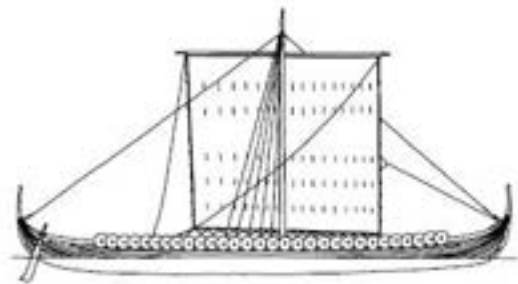
The Sea Stallion

A Viking ship, a dream – and an enormous challenge. The Sea Stallion from Glendalough has sailed across the North Sea to Dublin in 2007 and returning to Roskilde in 2008 via the Limfjord. The voyage has marked the climax of the project known as Thoroughbred of the Sea, the most ambitious ship archaeology research project ever undertaken. His Royal Highness Crown Prince Frederik was patron of the expedition.

The Sea Stallion from Glendalough is a reconstruction of the 30-meter-long warship exhibited in the Viking Ship Museum. Representing the pinnacle of Viking technology, she is one of the ocean-going longships whose praise is sung in sagas and skaldic verse. The original vessel was built by Vikings in Dublin and ended her days in the late 11th century when she was scuttled to block Roskilde Fjord.

The Sea Stallion from Glendalough was built at the museum's boatyard in 2000-2004. She was built with replicas of Viking tools, using the same methods and materials as in the original ship and the result is spectacular. Form, function and aesthetics are taken to a higher level in synergy with the materials and traditional craftsmanship. A design that was admired and revered a thousand years ago and continues to attract attention to this very day. The ship is among the twelve representatives of outstanding Danish design and craftsmanship singled out in the Cultural Canon recently compiled by the Danish Minister for Culture.

Længde:	30 m	Length:	30 m
Bredde:	3,8 m	Breadth:	3,8 m
Dybgang:	1,0 m	Draught:	1,0 m
Sejlareal:	118 m ²	Sail area:	118 sq.m
Årer:	min. 30 par	Oars:	min 30 pairs
Plads til:	60-100 mand	Crew:	60-100 men



The Sea Stallion from Glendalough was to be sent on this expedition to the very same waters her ancestor crossed – the North and Irish Seas. The purpose of the voyage was to test and document the seaworthiness, speed and manoeuvrability of the ship on the rough open sea and in coastal waters with treacherous currents. The crucial question was how the long, narrow, flexible hull would withstand the onslaught of ocean waves. The expedition not only allowed a test of the ship herself, but also provided valuable new information on Viking longships and society.

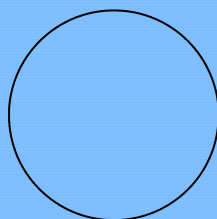


The ship was manned by members of the Viking Ship Museum staff and 120 volunteers who took turns in joining the 70-man crew. The project also casted new light on the organisation necessary for a crew to function satisfactorily, both aboard the vessel and on land. In addition, the expedition was an interesting social experiment – how would 70 present-day individuals react to being confined to an open-decked ship, with little room for private life or home comforts, on the open seas, where anything could happen. The voyage thus provided new insights into the hearts, minds and spirits of the Vikings – while teaching us a thing or two about ourselves.

I can inform you that the trip from Ireland to Denmark went very well and that the ship averaged some 7 knots per hour which is quite impressive. One must conclude that the vikings were not amateurs when it came to shipbuilding.

In celebration of the building of the "Sea Stallion" and the successful trip to Ireland and back again via England and Holland the Royal Mint has issued a limited number of coins with a value of DKK 20.– approx. 2.70 Euros. Probably the first time a coin was ever made with a viking ship as motif.

We got hold of so many of these coins that we can send you one as a token, since we feel that all our business associates really deserve just a little extra due to all the externally imposed troubles we have been presenting you this year.



Trust

In our company we have always shown trust in our business partners. If you don't show trust and faith in people I don't think that people will trust you.

The below article about how the Danes generally trust each other and business partners recently appeared in the Danish newspaper 'Jyllands-Posten'.

The Vikings founded the fortune of the Danes



When Christian Bjornskov is lecturing at international conferences abroad people always ask him "Is it really true that Danes have such faith in each other or is it just what everybody says?"

Then I always provide the example that in Denmark you can buy a tray of strawberries along the roadside and pay by putting a coin in a cigar box next to the strawberries. This should be the answer to their question, Associate Professor Christian Bjornskov of the Institute of Economics smiles.

Christian Bjornskov is part of a new interdisciplinary research project at the Institute of Economics of the Aarhus University Business School and at the Institute of Political Science of the Aarhus University. The project goal is to understand why some countries have very trusting populations while other countries have very little trusting populations.

In Denmark 66 percent believe that other people can be trusted, in France it is 22 percent and in Brazil it is 3 percent. Therefore, we have now started studying the secret of this.

And that is where the Vikings come in, Bjornskov informs. The Vikings traded large quantities over long distances. A Viking in Ribe could not be sure that the man in Reykjavik would pay for the merchandise. Trust was the only security.

The more confidence you have, the easier it is to solve collective commercial problems or complex logistics tasks.

QUITE INTERESTING — ISN'T IT ?

Denmark World's Happiest Country

According to Reuters article July 1st 2008 Denmark should be a very happy country according to a recent survey.

The article goes like this:

WASHINGTON – Denmark, with its democracy, social equality and peaceful atmosphere, is the happiest country in the world, researchers said on Monday.

Zimbabwe, torn by political and social strife, is the least happy, while the world's richest nation, the United States, ranks 16th.

Overall, the world is getting happier, according to the U.S. government-funded World Values Survey, done regularly by a global network of social scientists.

It found increased happiness from 1981 to 2007 in 45 of 52 countries analyzed.

"I strongly suspect that there is a strong correlation between peace and happiness," said Ronald Inglehart, a political scientist at the University of Michigan's Institute for Social Research, who directed the study.

And, said Inglehart, there is a strong correlation between happiness and democracy.

"Denmark is the happiest country in the world in our ratings," Inglehart said in an audio statement released by the National Science Foundation, which paid for the analysis.

"Denmark is prosperous - - not the richest country in the world but it is prosperous".

Puerto Rico and Colombia also rank highly, along with Northern Ireland, Iceland, Switzerland, Ireland, the Netherlands, Canada and Sweden.

"Though by no means the happiest country in the world, from a global perspective the United States looks pretty good," Inglehart said. "The country is not only prosperous; it ranks relatively high in gender equality, tolerance of ethnic and social diversity and has high levels of political freedom."

The survey, first done in 1981, has kept to two simple questions:

"Taking all things together, would you say you are very happy, rather happy, not very happy, not at all happy?" And, "All things considered, how satisfied are you with your life as a whole these days?"

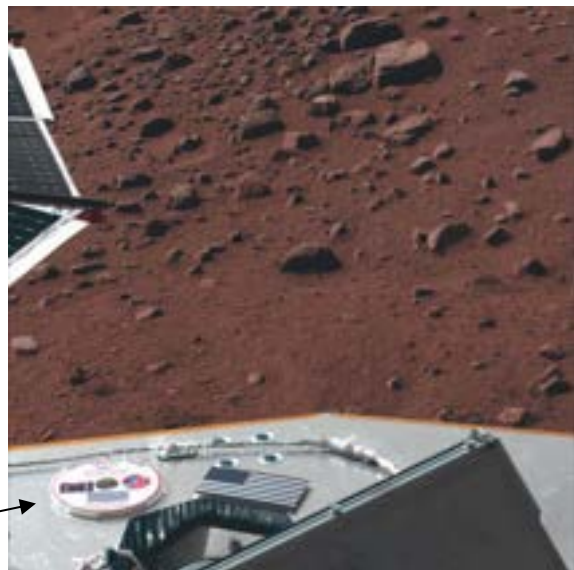
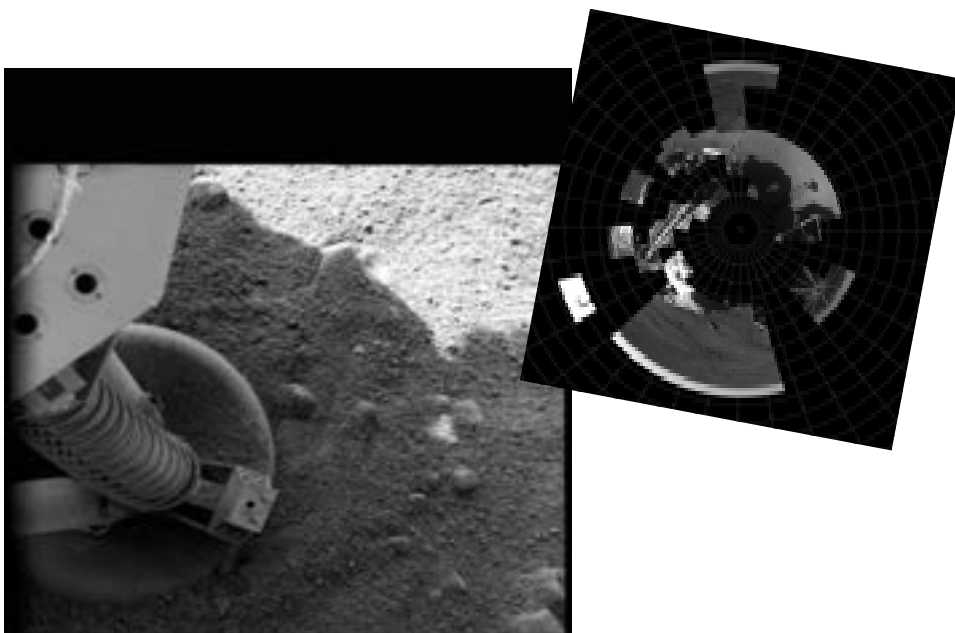
Writing in the journal Perspectives on Psychological Science, Inglehart's team said they have surveyed 350,000 people.

"Ultimately, the most important determinant of happiness is the extent to which people have free choice in how to live their lives," Inglehart said.

The Mars Lander "Phoenix"

In our 2007 Dynasty Update we informed about our name being on Mars, placed on a DVD, by the Mars lander "Phoenix" in August this year.

"Phoenix" arrived safely on Mars and below you will find a few photos taken by "Phoenix" and sent back to earth.



The DVD

Last Man Leaving The Plane

Occasionally American air crews and cabin attendants try to sound informal when addressing the passengers on the speaker system. These examples were found on the internet:

The captain in his welcome to the passengers: "We have some of the best cabin attendants within the aviation industry... Unfortunately, none of them is joining us on this flight."

Another captain in the speaker: "Folks, we have now reached the cruising altitude of this plane, so I'll turn off the "Fasten seat belt" sign. You may leave your seats but please stay onboard the plane until we have landed.... for one thing it is rather cold outside and if you walk on the wings we'll have difficulties steering the plane."

Steward in the speaker after a landing anything but perfect: "Please be seated with your seat belt fastened, while the captain is jumping us the rest of the way to the arrival terminal."

After an unusually rough American Airlines flight with much turbulence and wind and a not less difficult landing in Amarillo, Texas, you could hear in the speaker: "Ladies and Gentlemen, welcome to Amarillo. Please be seated with your seat belts fastened while the captain is piloting the last pieces of the plane to the gate."

Speaker announcement after landing: "We should like to thank you for flying with us today. And next time you get this crazy bent for rushing through the atmosphere, fastened inside an air pressure-adjusted tube of metal hopefully you will think of us the US Airways."

"Remember to bring all your belongings when leaving the plane. Forgotten things will be divided between the cabin staff. Please do not leave behind children or spouses."

Finally over the speaker: "Last man leaving the plane must do the cleaning."

After quite a rough landing the captain stood in the doorway with a somewhat apologetic smile saying goodbye to the passengers as they were leaving the plane. Among the passengers there was an elderly white-haired lady with a stick: "Tell me, Mr. Captain, did we land – or were we shot down?"

Kids are Quick

Just have to share these enjoy!

TEACHER: Maria, go to the map and find North America.

MARIA: Here it is.

TEACHER: Correct. Now class, who discovered America?

CLASS: Maria.

TEACHER: Glenn, how do you spell 'crocodile'?

GLENN: K-R-O-K-O-D-I-A-L

TEACHER: No, that's wrong.

GLENN: Maybe it is wrong but you asked me how I spell it.

TEACHER: Donald, what is the chemical formula for water?

DONALD: H I J K L M N O.

TEACHER: What are you talking about?

DONALD: Yesterday you said it's H to O.

TEACHER: Winnie, name one important thing we have today that we didn't have ten years ago.

WINNIE: Me!

TEACHER: Millie, give me a sentence starting with 'I'.

MILLIE: I is ..

TEACHER: No, Millie Always say, 'I am'.

MILLIE: All right 'I am the ninth letter of the alphabet.'

TEACHER: George Washington not only chopped down his father's cherry tree but also admitted it. Now, Louie, do you know why his father didn't punish him?

LOUIS: Because George still had the axe in his hand.

TEACHER: Now Simon, tell me frankly, do you say prayers before eating?

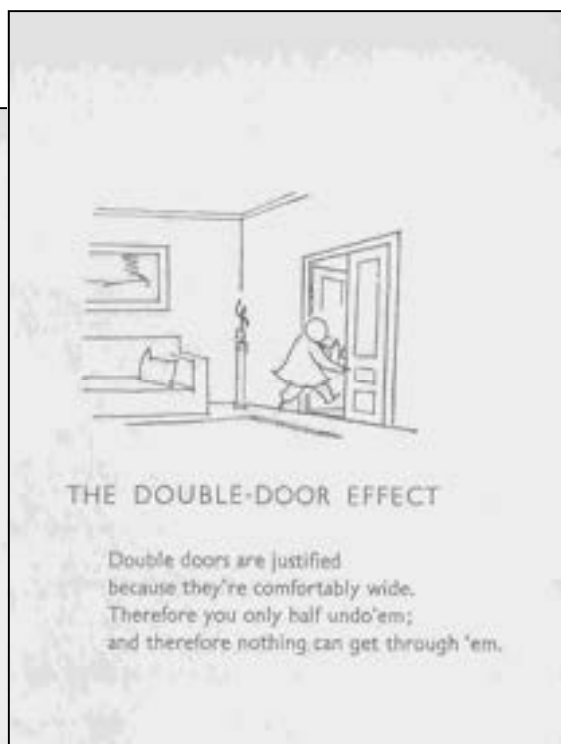
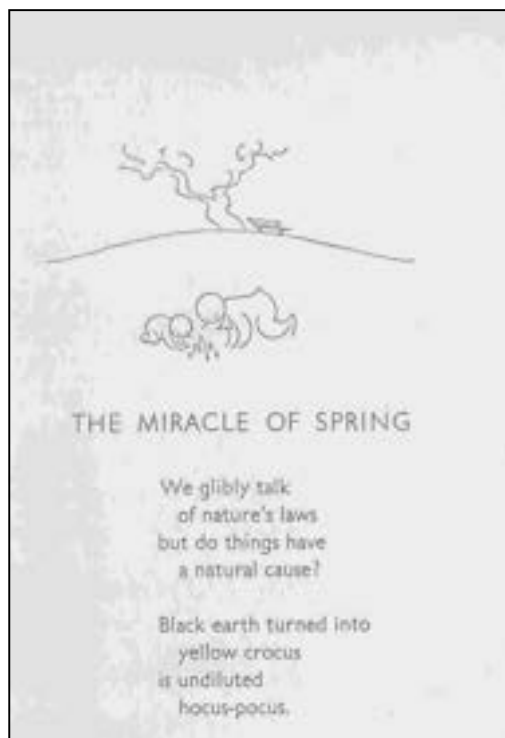
SIMON: No sir, I don't have to, my Mom is a good cook.

TEACHER: Clyde, your composition on 'My Dog' is exactly the same as your brother's. Did you copy his?

CLYDE: No, sir. It's the same dog.

TEACHER: Harold, what do you call a person who keeps on talking when people are no longer interested?

HAROLD: A teacher



A man was taken to court a few months ago accused of selling perpetual pills.

The judge asked: Have you been sentenced before?

Yes, the man replied.

Then the judge asked: When was that?

The man replied: Well, it was back in 1873 and 1937

That's the End of the Stories !

We wish you and your family a happy Christmas and a prosperous 2009 and remember always to treat others the same way as you would like to be treated yourself !

Warmest regards,

