

Membership News

PROMOTING NORWEGIAN-AMERICAN BUSINESS RELATIONS

Message from the AmCham Staff

With over 200 members within 24 industry groups, there is no shortage of work for our dedicated staff of three. The hope is that these Membership News publications provide a snapshot of the issues and efforts we pursue each and every day – for you.

Our work here at the office is divided into three primary areas. As you will find within these pages, our **event calendar** has bolstered an active mix of business and networking pleasure – and will continue to do so in 2011.

Take a good look at the last few pages of this publication to get a sense of the member companies that you can interact with under our **member-to-member business building** initiatives. We are in regular contact with member companies to gauge and facilitate goal realization.

While interacting with members, issues that inhibit the free flow business and/or US-Norway exchange are brought to our attention. When these issues trouble a number of members, and when it is deemed that AmCham can effect positive change, our **policy efforts** swing into gear. Thus, within these pages you can read about our ongoing work to revitalize Norway’s most visited country showcase in N. America. Additionally, work on education exchange promotion, consistent and fair tax code, food and beverage market access, and respect for IP rights holders is ongoing and reaping tangible results – for you.

We wish you Happy Holidays and all the best in the New Year!

If your company wishes to advertise in this publication please do not hesitate to contact us at amcham@amcham.no.



Norway in Epcot- the Struggle for Renewal

Over several years, AmCham’s staff has been in contact with representatives from Disney when they have been in Oslo to recruit Norwegians to work in the Norway pavilion in Epcot at the Walt Disney World Resort. These meetings have resulted in some broad conversations about the Norway pavilion. Some of the facilities are original to the pavilion’s opening in 1988 and there’s an opportunity for Norway to update and enhance our country’s perception and appearance to the 11 million* guests who visit Epcot annually. The government of Norway has shown little interest in the pavilion. As some may remember, the original plan for the pavilion was for it to represent Norway, Denmark, and Sweden as a Nordic Pavilion. At that time, the government of Norway recognized the incredible opportunity to

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Replica of the Gol Stave Church.

► promote the country and agreed to provide funding for the project. They succeeded in securing the pavilion exclusively for *the story of Norway* and the pavilion opened its doors in 1988.

The Norway pavilion is one of 11 permanent country pavilions within the “World Showcase” at Epcot. The other countries represented are: France, Italy, Germany, England, China, Japan, Canada, Morocco, Mexico and the United States. The Norway pavilion is very popular, hosting the attraction Maelstrom. Due to the large number of guests who visit Epcot each year, the Norway Pavilion is one of the largest exhibitions that Norway has abroad. In fact, many Americans and visitors from North and South America have their first “hands-on” encounter with Norway while visiting Epcot.

After the visitors exit the attraction Maelstrom, they are led to a “post show” area. The post show features a movie that was made for the opening in the late 1980s and accordingly shows computers, cars, fashions and hairstyles from that era. The post show area offers an excellent opportunity for Norway to lift the veil of mystery and invite Epcot visitors to explore the culture and cities of Norway. Needless to say, a lot has changed since the late 1980s and the opportunity to display these changes in an environment as vibrant and entertaining as Disney is truly exciting. Many other countries in World Showcase have updated their pavilions to accurately reflect their modern culture and landscapes. Most recently, the Canada pavilion was refurbished to highlight the rural and urban



Two of many remaining original sponsor signs from the opening of the pavilion in 1988.

centers of this vast country. Comedian Martin Short, a Canadian, hosts the film and addresses many “myths” and “legends” to accurately reflect a modern Canada. The movie was shot with a special panoramic camera to give visitors a fully immersive, 360 degree experience. The funding for the upgrade was provided by the Canadian Tourism Commission (CTC). The CTC was extremely satisfied with the results and it has been well received by the visitors.

As an independent, non-profit membership organization working to promote Norwegian - US trade relations, this is a project that fits within AmCham’s framework. Over the past six months, discussions with Disney have been focused on the pavilion and finding solutions to better portray the story of a modern Norway. Disney is interested and willing to work with partners from both the government and private sectors in Norway to add credibility to the Norwegian story.

The process of updating the post show and creating a new film began in 2003 when a Bergen company, Bug, on its own initiative, approached Disney. They managed to get approval from Walt Disney Imagineering--the creative arm of Disney responsible for the design of all Disney



Products available at the Norwegian kiosk.



Article from TA Tuesday 30th November 2010.

Parks around the world--to create a new movie in digital 3D. Bug had good dialogue with Disney, and was well on their way to finding sponsors to support the project in 2003. However, the project stalled in 2004 due to lack of government support (at that time from the Ministry of Foreign Affairs and Innovation Norway).

AmCham met with The Ministry of Trade and Industry in May of this year. The meeting went well and the senior deputy was very positive. We were promised necessary funds to enhance the pavilion. The application was submitted May 27th and after numerous reminders, we received a verbal response November 1st. The application was rejected in its present form. The argument was that Bug's involvement in the project would be contrary to EEA rules in terms of bidding and competition. Disney has extremely high standards of quality and innovation. Attaining third-party approval from Walt Disney Imagineering (WDI) is a lengthy process and there is no guarantee that any certain company would receive such approval if they apply for it. Any government funding would be a portion of the total sum of money contributed by other, private corporate sponsors.

Creating a new post show experience

would take a few years. The pavilion's 25th anniversary will be celebrated in 2013. This is a great milestone for the Norway pavilion. In its 25 years, it has welcomed hundreds of millions of guests and enchanted them with its mystery and beauty. A wonderful way to celebrate this anniversary would be to update the pavilion's story to educate, inform, and entertain Epcot visitors with the story of modern Norway.

We are still working with Innovation Norway and the Ministry of Foreign Affairs, but there have been some indications that this project is not a priority for either of these government bodies. In the meeting with the Ministry of Trade and Industry, we used Expo Shanghai as an example. The total budget was 150 million NOK for an exhibition which lasted 6 months (May to October 2010) and only had 3.4 million visitors. World Showcase at Epcot, however, is like a stationary, permanent World Expo. There is also reason to believe that the millions of Epcot visitors have significantly more combined purchasing power and more ability to travel to Norway than the Shanghai Expo visitors.

Promotion potential is enormous. As noted earlier, 11 million guests visited Epcot last year from all over the world. As

Disney's "discovery park", Epcot is a very unique in that it celebrates technology, science, and world cultures. It challenges guests to experience new concepts and traditions in an environment that only Disney could create. Using this platform to promote Norway, our traditions, and our businesses only makes sense. Looking at the numbers, an investment the pavilion at Epcot would bring far more benefits for years to come than a temporary exhibition.

In addition, Disney has been extremely responsive to suggestions of new Norwegian brands and companies to include in the pavilion's merchandise shops. AmCham continues to promote business between Norway and the United States, and is happy to say that Disney will be introducing several new Norwegian brands based on our referrals. In the spring of 2011, Moods of Norway will begin offering products in the pavilion. Other companies are currently in discussion with the Disney merchandise team.

Please contact AmCham's Tone Nymoen (tn@amcham.no) for further information.

*Numbers from TEA (Themed Entertainment Association) publication.

Political Cross Currents

Greetings to my friends at AmCham! It is certainly an interesting time to be home in the US. I am not sure all Norwegians always appreciate how very sensitive Americans are to their economy and how this downturn deeply concerns them. Partly it is because we choose relatively greater economic

freedom over a greater safety net but it is also because the economy is where our dreams and hopes are. It is a lot harder to believe your children will do better than you when your own prospects are shrinking.

The President and the Congress face terrifically complex economic policy challenges – high unemployment, slow economic growth, deep concern about massive debt and deficits, no appetite in Congress for more stimulus, and an embattled Federal Reserve that has pretty much shot all its monetary bullets. The only thing more complex is the political environment. Both parties have difficult cross currents – a highly ideological Tea Party for the Republicans that may find compromise unacceptable and a Democratic party struggling to motivate a dispirited base but the simultaneous

need to re-attract the independents that abandoned them in November. The President faces election in a short two years, leaving really only one year before the typical election year conflicts.

What does this likely spell? GRIDLOCK. I do not say this happily but honestly. When you combine tough issues with tough politics that is what you likely get. In the margins there will be some action – an extension of the Bush tax cuts, maybe a free trade deal with Korea or Columbia (but even that will face not just liberal opposition but also the new Tea Party folks who are far more suspicious of trade deals than traditional Republicans.) I think the White House will try to cultivate a better relationship with business. I just do not see serious progress on the really big issues – deficit reduction, Social Security reform, Medicare. I hope I am wrong.



*Benson K. Whitney,
Ambassador
Retired, reporting
from Washington
DC.*

A view from higher ground

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US Steel on US Marcellus Shale



With the advent of new and more efficient exploration and recovery technologies, tight gas sands, methane coalbeds, and gas shales around the world are contributing to natural gas supplies as never before. One US shale play in particular is generating international interest. The Appalachian basin's Marcellus Shale formation - believed to have the largest potential of all the US shale plays - is reportedly the largest unconventional natural gas reserve in the world, holding conservative recoverable estimates of at least 489 Tcf (trillion cubic feet).

The Marcellus Shale fields span more than 60 million acres (95K square miles) in Ohio, West Virginia, Pennsylvania and New York - the heart of the Mid-Atlantic/Northeast gas market - which comprises 22 percent of US domestic natural gas consumption.

In recent years, many domestic and international companies have been exploring and establishing themselves in the Marcellus region. Norway's Statoil, for example, a significant player in the EU internal energy market, was an early mover into the Marcellus region, acquiring a 32.5 percent of Oklahoma City based-Chesapeake Energy Corporation's acreage. Earlier this year, Statoil added another 59,000 acres, bringing their Marcellus portfolio total to 600,000 acres. Other significant international investors include Shell, Reliance, Mitsui, and BG Group.

Those arriving early have used their discovery time to become more proficient in addressing the region's issues, including drilling techniques (*horizontal drilling*), geological studies (*seismology*), hydrofracturing, logistics (*gathering/processing*) and proceeding through a myriad of environmental regulations (*water supply protection*).

The impact of this shale play within the US gas market is, and will continue to be, monitored and debated. Initial estimates indicated that the Marcellus fields held about 50 Tcf of recoverable gas. By late 2008, after Chesapeake Energy released production information, those initial figures were increased to 363 Tcf. Most recently, Terry Engelder, a Geoscience professor at Penn State University, stated, "If the natural gas from the Marcellus could be extracted on demand, the Marcellus alone would last the USA more than 19 years, producing more than 489 Tcf of gas."

The US Geological Survey estimates that the Appalachian basin contains the fourth largest deposit of undiscovered gas resources, and Bernstein Research believes this region will be the main focus of activity for the next 20-plus years. Based on estimates of US gas consumption from the US Energy Information Administration of roughly 23 Tcf per year, we should see the Marcellus Shale play activity continuing for many years. Although natural gas pricing, infrastructure and policy will continue to effect Marcellus play development, US Steel, with its new premium connections, and other oilfield suppliers around the globe, view it as an incredible business opportunity.

Submitted by US Steel Tubular Products

Where is the Marcellus Shale?



[Source: US Department of Energy – Modern Shale Gas: April 2009]

The Marcellus is an extension of the Devonian Black Shale and extends through portions of Ohio, West Virginia, Pennsylvania, New York, Tennessee, Maryland and Virginia. See the US Department of Energy map above for a United States view of the Marcellus Shale footprint.

Regional View – Marcellus Shale area



[Source: Credit Suisse – 7-15-2009]

The heart of the Marcellus Shale play is located from Western Pennsylvania up through the north central part of the state, and is where the majority of the current activity is focused. Estimated depths for production range from 4,000 – 8,000 ft. and the thickness of the Marcellus Shale is estimated at 50 – 250 ft.

AmChams in Europe Confer on Transatlantic Trade and Midterm Elections in D.C.

Directors from 28 AmChams met in Washington D.C. for the 2010 AmChams in Europe Transatlantic Conference. The delegates met with key US Chamber of Commerce and Department of Commerce (DOC) officials during the three day conference that took place from October 18-20. Among the highlights: insider views on the US midterms; a luncheon and executive roundtable at the Department of Commerce; a visit to Lockheed Martin's Global Vision Center; a White House tour, a high-level business reception; and an executive training session at Georgetown University.

Midterm elections and US economy

Two weeks before what would prove to be one of the greatest mid-term election upsets in recent history, conference attendees had the opportunity to discuss the elections, potential outcomes and impact on international trade and the economy with Washington D.C. experts. US Chamber President and CEO Tom Donohue headlined the impressive cast of presenters. He provided frank commentary on issues ranging from the healthcare reform



US Chamber headquarters at H and 16th Streets.

package to capital markets legislation. The Chamber's message is very clear when it comes to economic recovery priorities: J O B S as adorns the Chamber's stately columns facing the White House lawn.

US Chamber Chief Economist Martin Regalia was particularly enlightening, offering his perspective on the state of the US economy and President Obama's stimulus package. Regalia pointed out that two-thirds of the US economy is based on consumption and, regrettably, the President's stimulus package is not adequately encouraging such spending. 8.5 million jobs have been lost since the crisis began and recovery will be slow. Whatever

happens, he said, US tax reform is a real possibility in the near term.

Tremendous insight on the midterm elections came from several experts during the conference. Rolf Lundberg, Senior Vice President for Congressional & Public Affairs for the US Chamber, examined the mechanics of the elections and potential challenges to the administration that could arise from a shift in congressional power bases.

US DOC plenary session

In an afternoon session with the International Operations team of the US Department of Commerce, delegates had the opportunity to meet and discuss key DOC programs,

including the National Export Initiative (NEI). Summed up by Juan Verde, Deputy Assistant Secretary for Europe, Market access and Compliance, the NEI is the first time that the US government has rallied forces to develop a collective strategy for exports. Its three priorities are to provide:

- More technical support and more resources to identify opportunities
- Increased access to capital for SMEs looking to export
- Increased focus on market compliance, making sure that trade laws are respected and enforced

He also mentioned that the Transatlantic Economic Council (TEC), which has been virtually non-existent for the last 18 months, will have a new go-forward strategy with renewed focus on critical green energy and renewables initiatives. Other DOC officials participating in the roundtable discussions included Karen Zens, Deputy Assistant Secretary for International Operations, Pat Kirwan, Director Trade Promotion Coordinating Committee and James Koloditch, Regional Director for W. Europe and former Norway Senior Commercial Officer.

The highlight of the session was the keynote from Assistant Secretary of Trade Promotion and Director General of the US and Foreign Commercial Service, Suresh Kumar, who underscored the importance of the Department's close

partners – AmChams spread across the globe. He views the AmChams as true experts, “the feet on the street with the best and most in-depth knowledge of both the issues and the opportunities that exist in their respective countries.”

Lockheed's global vision

For aerospace buffs and anyone who is intrigued by space travel or the history of flight, the Lockheed Martin Global Vision Center is an incredible place to visit. Just ask any one of the delegates that participated in the guided tour of the center during the conference. President for Continental Europe in Lockheed Martin's Global operations, Scott Harris, led a tour that included the Fighter Demonstration Center, the Space Experience Center and the Tactical Solutions Center.

Transatlantic Reception

The official conference program concluded with a Transatlantic Business Reception co-hosted by AmChams in Europe and the US Chamber of Commerce. Keynote remarks were delivered by Michael C. Camuñez, Assistant Secretary for Market Access and Compliance, US Department of Commerce and Hiddo Houben, Trade Minister for the European Union Delegation to the US. The more than 150 guests included ambassadors and embassy representatives, senior trade officials as well as representatives from US and European businesses.



Suresh Kumar, Assistant Secretary & Director General at US Foreign Commercial Service (middle).

Georgetown University

European AmCham directors gathered the day after the official conference close for executive training at Georgetown University's renowned campus. Professors from the McDonough School of Business, School of Continuing Studies and School of Foreign Service enlightened student directors on US government structure and legislative process within the context of international business. Of specific focus was the corporate manager's perspective on global trade and investment with respect to current and coming US international trade policy.

This article is submitted in collaboration with AmCham Denmark

Coming Events

Patron Member Dinner:

Hurtigruten – The World's Most Beautiful Voyage

Thursday, January 13th, 17:30 – MS Trollfjord, Oslo harbor

Additional event details will be provided

Study in the USA – Welcome to an Inspirational Day

Thursday, January 20th, 17:30 – Oslo

Additional event details will be provided.

Winemaker's Dinner

Thursday, February 17th

Oslo

Grand Hotel's Julius Fritzner Restaurant

Please check www.amcham.no/event for regularly updated AmCham and member event information



US Special Orders from Vinmonopolet

Placing special orders through Vinmonopolet is relatively straightforward - and decidedly worth it! – for the unique US wines listed below. You first contact the import company, preferably by email. The importer will then send you a purchase form with the wines in question listed. You will then fill in your contact information: name, telephone number and preferred Vinmonopol pick-up location. Then you simply send the form on to Vinmonopolet's Service Center at spesialbestilling@vinmonopolet.no.

Vinmonopolet will oblige by contacting the importer directly and, once the order has been accepted, the bottles will be sent to your preferred Vinmonopol for pick-up. You should be enjoying your specially ordered US wines within two weeks.

Joseph Phelps

The winery was established in 1973, completed in 1974, and first wines were produced this year. Nearly four decades later, the flagship wine – Insignia – is recognized as one of the world's greats. (Thirty vintages have been rated 90 points or more by various wine publications). Joseph Phelps Cabernet Sauvignon is regarded as a great value and can easily match competition from great wines with a much higher price tag.

Available via special order from Vinmonopolet:

- Cabernet Sauvignon 2006
- Insignia 2006
- Backus 2006
- Freestone Sonoma Chardonnay 2007

WINE TAILOR
Den totale smaksopplevelsen

- Fogdog Chardonnay 2008
- Fogdog Pinot Noir 2007

Dunn Vineyards

Dunn Vineyards is located east of St. Helena in the town of Angwin on Howell Mountain. Randy and Lori Dunn purchased the property in 1972 and the vineyard was established in 1979. In 1981, the first release offered 600 cases of 100% Cabernet Sauvignon from the Howell Mountain Vineyards. Then, in 1982, Dunn released the Napa Valley Cabernet Sauvignon. Today's production is around 2500 cases of Howell Mountain and 1500 cases of the Napa Valley wine. Dunn Vineyards is among the very top producers in Napa.

US WINE FACTS

DID YOU KNOW:

- That it was not Christopher Columbus who discovered America, but the Norwegian viking Leif Eirikson on the 9th of October in the year 1000?
- That California's own signature grape is the Zinfandel? Scientists now seem to agree that the origin is the Primitivo grape from the south of Italy.
- That California Pinot Noir wines really got a boost after the movie *Sideways*? Also if you haven't seen *Bottle Shock* (Vin i vrangstrupen) you should – it is really good!
- That the US is counted as part of the "New World," even though the vines came to USA already in 1626? One source even claims wine was first made from wild grapes in Florida as early as 1564!
- That the first vines came to the US with Franciscan monks from Mexico? The first vines came to Mexico in 1596.
- That the first variety called "Mission" came from Spain, a grape that is hardly grown today. Another name for it is "Criolla" which means "born in the New World of European origin."
- That during *Prohibition time in the US* from 1920 to 1933, wine was only allowed to be produced for medicinal purposes?
- That the Volstead Act – which established Prohibition in the US – was written by Norwegian-American Congressman Andrew John Volstead?
- That today, Napa Valley is the second most popular tourist attraction in California after Disney World?



Available via special order from Vinmonopolet:

- Napa Valley Cabernet Sauvignon 2002
- Napa Valley Cabernet Sauvignon 2005

Duckhorn Vineyards

Co-founded by Dan and Margaret Duckhorn in 1976, Duckhorn Vineyards has spent a quarter century establishing itself as one of North America's premier producers of Bordeaux varietal wines. From its modest inaugural vintage of 800 cases of Cabernet Sauvignon and 800 cases of Merlot in 1978 to its addition of Sauvignon Blanc in 1982, Duckhorn has crafted a tradition of quality and excellence that continues today.

Available via special order from Vinmonopolet:

- Goldeneye 2007
- Gowan Creek 2007
- Howell Mountain 2005
- Migration Point 2008
- Napa Valley Merlot 2007
- Paraduxx 2007
- Three Palms Merlot 2007

Bergstrøm Vineyards

John and Karen Bergstrøm, founders of Bergstrøm Vineyards, started their business in 1997 by buying 6 ha (15 acres) of land on south-east facing slopes overlooking the Willamette Valley (in Oregon). From the very beginning they focused on Pinot Noir.

The company remains a family owned

business, today with four estate vineyards. Total production is 10000 cases of ultra premium Pinot Noir, also some Chardonnay and Riesling.

Available via special order from Vinmonopolet:

- Pinot Noir Bergstrøm Vineyards 2007

Importer for all listed wines: WineTailor
winetailor@winetailor.no



Past Events Summary

(selected)

Ambassador's Reception

September 21st, 2010

US Ambassador's Residence, Oslo

In keeping with warm tradition, Ambassador Barry B. White and his wife Eleanor hosted an annual reception for AmCham members on September 21st. The reception underscores the strong partnership between the US Embassy and AmCham Norway. Over 130 executive members mingled and enjoyed the sunny autumn weather on the Ambassador's spacious terrace. AmCham Chairman Jan Grønbech thanked the Ambassador for the Embassy's support as both organizations continue to work together in developing Norwegian-American business ties. Grønbech also used the opportunity to highlight an AmCham push to have the Norway pavilion at the Epcot Centre renovated and brought up to date. Minister of Trade and Industry Trond Giske attended the event, as did a number of other government representatives. Tesla Motors had its *Roadster* – an electric sports car – on display outside the residence, drawing lingering looks and attention.



Jaye Smith, American Holidays, Arild Honningsvåg, Hotel Continental, Elisabeth Andonov, Icelandair and Widar Jensen, American Holidays.



Einar Lunde, First House and Ed Gibson, PwC (DC).

Torgny Gunnarson, Norman

Corporate Cybercrime Seminar

October 12th, 2010

Radisson Blu Scandinavia, Oslo



How can social media threaten more than simply your employees' efficiency? How safe is your critical corporate data *in the cloud*? How can your company regain client trust after experiencing electronic fraud? Answers to these critical questions were provided by five top-notch panelists during AmCham's strongest-ever corporate security seminar.

PwC's Director of Forensic Technology Solutions, Edward Gibson – a 25-year corporate security veteran – journeyed from Washington, DC to share his remarkable insight and experience. From London we were joined by Ron Brown, CSC's Director of Cloud Computing Services – EMEA, and Mark Oliphant, US Secret Service Attaché. Both presenters contributed greatly to understanding IT security myths vs. realities. Senior representatives from both First House and Norman also lectured, making seminar moderator Einar Lunde's first post-NRK engagement "an absolute pleasure."



Torgny Gunnarson and Ed Gibson during the panel discussion.

Business After-Hours: Google & California Wine Tasting

November 11th, 2010

Rosenkildehuset, Stavanger



It is well known that the cities of Houston and Stavanger have a unique bond. Californian expertise, however, was on display in Norway's Petroleum Capital in mid-November – namely business innovation and winemaking. Menlo Park-based Google, now a \$190 billion company, is in the business of “organizing the world's information and making it universally accessible and useful,” as explained by Norway Country Manager Jan Grønbech.

Jan explained to AmCham and Stavanger Chamber members

that every minute, 35 hours of video content is uploaded to Google-owned YouTube. He also underscored that YouTube is now the second largest search engine in the world – after Google – and showed a creative Tipp-Ex video that exemplifies YouTube as an advertising medium. During his presentation, Jan announced the release of Google TV in the US, a product expected to come to Norway perhaps in 2012.

Import representatives were on hand to subsequently enlighten on Napa Valley's Robert Mondavi and Ravenswood wineries. Guests tasted and learned about several of the fine wines these famed houses produce – within the Stavanger Chamber's fittingly unique premises.

Thanksgiving Charity Dinner

November 18th, 2010

Akershus Festning, Oslo



A full-house of AmCham members gathered to celebrate a traditional Thanksgiving dinner, taking place this year at Akerhus Festning's Artillery Loft. The 144 guests enjoyed turkey with mashed potatoes, gravy, cranberry sauce, green bean casserole and sweet potatoes. To top it all off, delicious pumpkin pie was served for dessert. The ample meal was complimented by Ravenswood Lodi Zinfandel wine from California.

Throughout the evening guest speakers addressed the enthusiastic crowd. Visiting Ravenswood Wine Maker and Founder, Joel Peterson, shared some of his Thanksgiving memories and experiences. Dinner sponsors Hans Rood of Hurtigruten and Olav Sandbakken of CSC also provided memorable remarks.

Dinner was followed by a charitable raffle drawing for Kirkens Bymisjon. Icelandair's roundtrip tickets to Boston and Hurtigruten's six day cruise for two were among the most sought-after prizes.

AmCham would like to thank members, guests and sponsors for



Frank Grønsund and guests eagerly await Thanksgiving dinner.



AmCham members generously donated charity raffle prizes.



Ravenswood's Joel Peterson carves the ceremonial turkey.

making it a memorable evening. Raffle proceeds – totaling 40 000 NOK – were donated to Kirkens Bymisjon's campaign *Lys i Mørket*.



Margrethe and the Jetlags performed with backdrop photography by Nancy Bundt.

American Chamber of Commerce in Norway
Lille Grensen 5
0159 OSLO

Vår ref:
Ragnhild Østmo

Deres ref:
Tone Nymoen

Dato:
26.11.10



Dear Contributor,

Thank you so much for your generous contribution to Kirkens Bymisjon during this year's American Chamber of Commerce Thanksgiving Charity Dinner. Your contribution is very appreciated, and will help us in our work for people who struggle with drug addiction, poor psychological health, social problems and poverty in our society. This year we are focusing especially on children and youth in a vulnerable life situation. (More in Norwegian here: <http://www.bymisjon.no/Bover/Oslo/Stott-oss-i-kalside/Lys-i-Morket-Oslo/>)

Our vision is that everyone in the city will experience respect, justice and care. In order to make constructive changes in our lives we need to be met with positive expectations and be in a situation where we experience mastery of some sort. This is something we focus on in our daily work with people who struggle in different ways.

We experience that positive changes happen when we see the full potential in every individual and help them find the resources they have inside. We believe this is something we all have in common.

Thank you so much for helping us with this important work.

With regards,
Kirkens Bymisjon

New AmCham Members

Corporate:

CONCIERGE MASTERS

Concierge Masters specializes in hotels, restaurants and nightlife in the



US. The company has exclusive agreements and the lowest rates with the best hotels. They not only know which hotel to book, but which room is best for you. They work closely with hotels like Trump Hotels, Four Seasons, Gramercy Park, Morgans Hotels, Ace Hotels, Thompson Hotels and W Hotels to name a few. Concierge Masters partner only with hotels with an edge, from the most luxurious-, design- and chic- to affordable hotels. The company also recommends and makes reservations at the most trendy restaurants and provides tables at the hottest clubs based on their unique experience and personal network. For New York City they have a dedicated site: <http://www.kongenavnewyork.no/> or www.nychottest.com They have been featured heavily in the Norwegian press and Dagbladet wrote "getting access to New York's nightlife is as difficult as getting a tour into space. You should contact Kongen av New York!"

FACEBOOK

Facebook is an on-line social network launched in 2004. With over 500 million users worldwide today, the site lets its users share everyday life and connect with the people around them. The Nordic operations launched in 2009, with headquarters in Stockholm, headed by Martin Ingemansson.



GO STUDY

GOstudy is a student recruitment



agency operating in Norway, Sweden and Denmark. The company was established in 1987, making it the first Scandinavian organization to highlight the demand for qualified educational counseling following the increased interest for international education. GOstudy works on behalf of universities and represents a great number of selected institutions of higher education, primarily in Australia and Europe, but also in the United States and Asia.

GOstudy is continuously looking to expand the number of agreements as well as the countries it represents. A greater diversity of universities around the world means that GOstudy can provide prospective students a wider choice and better opportunities to find what they are looking for.

GOstudy has a close working relationship with several institutions in Scandinavia, including the Norwegian School of Creative Studies and the Oslo School of Management. Furthermore, GOstudy is part owned by the NKS Foundation, a large independent educational foundation.

HOTEL CONTINENTAL

Over four generations, a single family has built up and developed the hotel into the world-class business known today: Norway's only member of the *Leading Hotels of the World*.

Hotel guests from all over the world choose Hotel Continental when they visit Oslo. Companies of all sizes choose the hotel for their conferences and meetings, and many private individuals choose Hotel Continental as the backdrop for their special celebrations.

Hotel Continental's attention to detail,



discretion, first-class service, delicious food and drinks, unique art collection and their unusual history and special atmosphere all serve to make every stay a five-star experience. "The Continental Experience," has developed since the grand opening on December 22nd, 1900.

INTERNATIONAL CORPORATE ART

International Corporate Art is the link between artists and professional users - architects, designers and those seeking artwork for a business environment or public area.



Surroundings are an important contribution to a sense of well-being. Every space has its own special atmosphere in which art as decoration is a crucial factor. The selection and placement of art in a space must take into consideration the company image, the architecture of the area, its function and especially, the pleasure and stimulus of its occupants.

Choosing and purchasing artwork for public areas is a complicated process. Budgetary limits must be weighed against quality concepts, and the art decoration must appeal to and engage a range of tastes, ages and cultures. Furthermore, the chosen objects are often requested to qualify as good investments. ICArt represents extensive experience in this process; sensible purchase of art for decoration as part of a total package.

When requirements are focused and the budget is defined, ICArt assumes the management of the project. They commission or purchase the appropriate objects on behalf of the client, and they monitor progress closely to ensure that the artist

meets timetable, budget, and technical requirements. ICArt's in-house team provides for framing, logistics, placement and installation on site. Furthermore, ICArt's affiliated production company Spitting Image prints in all sizes on a wide variety of materials.

KILROY

KILROY Norway AS is the largest youth and student travel agency in Norway



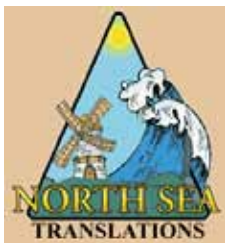
specializing in around the world travel for everyone young at heart. Currently the company has three stores in Norway: Oslo, Bergen and Trondheim.

A sub-division within KILROY - KILROY education - offers free guidance for any student who wishes to take full or partial education abroad. Working with over 40 universities worldwide, KILROY is Norway's biggest agency for studying abroad. KILROY education represents Boston University, Felician College, Hawaii Pacific University, New York Film Academy, San Diego State University, University of California - San Diego, and University of Cincinnati in the US. Additionally, in the US KILROY offers Sports Scholarships at several hundred different colleges.

The total turnover is approx. NOK 260 million annually and KILROY has approx. 45 employees in Norway. The company is 100% owned by KILROY International A/S which is Scandinavia's largest provider of youth and student travel with subsidiaries in Sweden, Norway, Finland, Denmark and the Netherlands. The Group has a solid economy with a combined turnover of over one billion NOK and more than 300 employees. KILROY was established in 1991 and next year will celebrate 20 years in operation in the Norwegian market.

NORTH SEA TRANSLATIONS

North Sea Translations is a small-scale translation agency specializing in the translation of documents of varied content



from Norwegian, Danish and Dutch into English and, to a smaller scale, from English into these three languages. More than a decade of experience has honed employee skills so that they can provide accurate and professional translations of a wide range of subject matter. Company specialties range from commercial, PR, advertising and marketing brochures to websites, tourism catalogs and instruction manuals. North Sea Translations works solely with university-educated translators - creative thinkers who are able to translate difficult idioms and catchy advertising slogans.

North Sea Translations was originally established in 1999 in the Netherlands by its owner and main translator Cindi Beckman and relocated to Norway in 2005.

O'LEARYS OSLO

O'Learys is a classic sports bar from Boston. O'Learys has a Good, varied menu, with classic American cuisine and tasty cocktails. With more than 60 televisions spread around the restaurant, sport is in focus at all times. One can choose to enjoy the game from a table in the restaurant, a stool in the bar or in O'Learys very own sports tribune by the big screen. O'Learys can show a total of 8 games at the same time. During the weekends O'Learys has a nightclub with some of the best DJ's in Oslo playing from 22.00. Drop by for a snack, or something to drink in the bar, and get to know O'Learys professional staff.

As a true American sports bar, O'Learys shows a lot of NFL, NHL, NBA and MLB. If you are wondering if your game is on, give them a call or check out their website.

Tell them about your AmCham membership, and get 10% discount on the food.



RADISSON BLU PLAZA HOTEL

The Radisson Blu Plaza Hotel is the



largest hotel and tallest building in Norway, featuring 676 rooms and suites on 37 floors. With its large capacity and strategic location

next to Oslo Central Station, the hotel is one of the leading venues in Norway for meetings and events. The Sonja Henie Ballroom caters for functions of up to 1 100 guests, while small and exclusive function rooms are available in Plaza Panorama on the 33rd floor. Major renovations have recently been completed, including guest rooms, function rooms and public areas. Bars and restaurants include the bustling Lobby Bar, the casual Irish pub Galway Bay and 34 Restaurant & Bar on the 34th floor. Plaza Pool & Fitness offers a swimming pool, saunas and a fitness room on the 34th - 37th floor with breathtaking views of Oslo and the fjord. All resident guests and meeting delegates enjoy complimentary wireless internet access.

QUALITYZEST

qualityzest is an Experiential Marketing



Agency specialising in connecting positive and uplifting experiences to certain target groups in order to drive sales and market share as well as to instigate brand loyalty. To do so you must firstly identify, and secondly, understand the core values of a group of people and then know how to build those same values into a marketing activity and campaign. This is what QualityZest does best.

qualityzest's coverage is nationwide. Their varied database of crew fits all assignments and through a network of agencies, they also provide a Nordic scope and have been doing so for brands such as Coca-Cola, Philips, Adidas, EA and Beiersdorf.

qualityzest focuses on result based structures and whether the activity is based inside a store or office, in the centre of town or surrounded by nature, they ensure a measurable return.

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