



Portuguese Heritage Publications of California,
Inc

Executive Committee Meeting - Jan. 15, 2013

M I N U T E S

Members present: Henrique Dinis, Isidro Espínola, José Rodrigues, Mary Alsheihk, Tony Goulart, José Luis da Silva, Lionel Goulart, Al Dutra, Joe Machado, John Ellis

Meeting was called to order by President Henrique Dinis at 7:12 p.m.

I. The 11/26/12 meeting minutes were read and approved.

II. Reviewed and approved the annual Treasury report Jan 1st. - Dec. 31st. 2012

III. *Power of the Spirit*

a) Sales - So far, upward of 150 *Power of the Spirit* books have been sold.

Tony asked what was the financial deal with the businesses who are selling the books for us. Henrique proposed that, other than the social organizations, businesses sell books on consignment. The price they sell books is their decision, but we set the amount we receive (\$35 for *Power of the Spirit*). Businesses collect and pay sales taxes to the state. Tony would like an updated list of the places where the books are sold in order to state them on the website.

FLAD pledged partial sponsorship for the publication of *Power of the Spirit*.

b) "Comp List" - Henrique stated we need to update that list. He will work with Joe Machado to make sure everyone who contributed to the book will receive one as a "thank you" gift.

c) PoS email blast campaign - almost completed

d) Book presentations update - A list of presentations was made available by Al. José Luis stated that during the LAEF Education Conference on March 23 in Turlock, the organizing committee would like to include a *Power of the Spirit* book presentation on in the program.

e) Marketing activities - Al reported on *Power of the Spirit* marketing activities. Tony stated that we had two major sponsors. Each should receive a couple of boxes of complementary books. He also said that universities that have Portuguese programs should also receive comp books. Tony shared the card for publicity that we will be sending out.

f) San Jose book launch - Looking for a possible date in February or early March in a local Portuguese hall, Saturday or Thursday.

g) Schedule mass mailing - John will be forwarded the database, we will print the invitations and get together one day to mail them.

IV. Committee's position on publication of children's books with historic content -

a) Henrique asked if there was interest in this (i.e., coloring book on Saint Isabel and the Portuguese festas by Liliane Sousa Kim). The consensus was that the Executive Committee was very much in favor of it.

b) José Luís mentioned that a while ago, we had received a manuscript from Joanne Câmara, entitled "Califórnia, Minha Madrasta/California, My Stepmother" which we had turned down because it was just a collection of letters. In order to be published, the material would have to be organized in order to tell a story. Prof. Deolinda Adão has offered to do that in order to have the book published since she thinks it is highly valuable regarding Portuguese-American women's experience in California. José R. stated he remembers the issue well and that, only after the material has been worked on, we should take another look at it.

V. Update on the *Portuguese Politicians* project -

José Luis reported that the evaluation committee has approved the book for publication with some reservations from some committee members. Tony stated that he has prepared a letter stating the partnership elements of publication. PHPC will share 50% of the printing cost. We will print a maximum of 1,000 copies. FLAD will take 200-250 copies for their events. José R. believes we can have the book out by May-June.

VI. Annual Board of Directors meeting

- a) Venue - José R. will contact Holiday Inn.
- b) Agenda -

John stated he could make a short presentation on e-publishing.

José R. stated we need to discuss the role of the members of the organization and what responsibilities they have.

Joe asked if we could use Skype for the people who can't attend.

John suggested we put together a page stating what it takes to be a board member.

Henrique stated he would like to have a social for young people in order to motivate them to be part of the organization.

c) Election of candidates - Al and Lionel were asked to come up with nominations.

The meeting was adjourned at 10:35 p.m.