

Portuguese Heritage Publications of  
California  
Executive Committee Meeting  
October 16, 2012

Meeting Location: POSSO, San Jose, CA

Time: 7:00 pm

Attendees: Henrique Dinis, José Rodrigues, Maria Alsheik, Isidro Espínola, John Ellis, Tony Goulart, Lionel Goularte, Al Dutra, Décio Oliveira

Meeting called to order by president, Henrique Dinis, at 7:10 pm.

- I. On this meeting the Committee bypassed the reading of the minutes from the last meeting and the treasurer's report in order to focus solely on the *Power of the Spirit* marketing plan.
- II. Projects:
  - a. Henrique and Tony provided an update on the status of the Tuna Fishing project.
  - b. José Rodrigues provided a brief update on the status of the *Portuguese Politicians* project.
- III. *Power of the Spirit* - The team arrived at the conclusion that given the delays experienced in the latter phases of the project due to multiple editing required, it is apparent that the book will not be available until the first week in December - pending confirmation within the next day or two. It was generally understood that in order to capture the Holiday Season sales momentum, our planning and execution around marketing, book launch, and regional/parochial book presentations must be flawless or we'll jeopardize a major opportunity.
- IV. The team reviewed the expenses incurred to-date with the *Power of the Spirit* project, and estimated those expenses still to be incurred, in order to determine the book's break-even sale price based on a 1,500 sized edition. This process included a conservative assumption that sales volume over time will not exceed 1,100 books.
- V. The Book Presentations schedule was addressed and general concern expressed with the lack of a presentation template to be used by the various presenters, customizable to specific audiences as needed. Al Dutra will reach out to the project coordinator Joe Machado, to assess his progress on developing a comprehensive book presentations schedule and materials.

VI. The Team reviewed the table of Marketing activities and ownership for same. Final timeline for each specific task is dependent upon book ETA from China, which should be determined before week's end.

The meeting was adjourned by President, Henrique Dinis, at 10:10 pm.

Minutes prepared for Christina Avila,  
by Henrique Dinis