

Portuguese Heritage Publications of
California
Executive Committee Meeting
November 26, 2012

Meeting Location: POSSO, San Jose, CA

Time: 7:00 pm

Attendees: Henrique Dinis, José Rodrigues, Maria Alsheik, Isidro Espínola, Lionel Goularte, Al Dutra, Décio Oliveira and Joe Machado.

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

- I. Isidro Espinola presented the Treasurer's report, which was reviewed and approved.
- II. "Power of the Spirit":
 - a. The book is estimated to arrive between Dec. 13th. and Dec. 17th.
 - b. Lionel provided a report on the book sales at the annual *sopas* event of Holy Spirit church in Fremont.
 - c. Re-visited the book price and confirmed the prices previously approved. In addition, established the price for consignment opportunities and clergy special rate.
 - d. Al Dutra reviewed the Marketing activities timeline and Joe Machado to develop a PowerPoint presentation to be leveraged by the presenters of the various book introduction events. It was determined that due to shipping delays it is too late to schedule any book presentations before the Christmas Holidays as previously intended.
 - e. It was agreed that book sales activities should target churches featured in the book as a priority.
 - f. Need to develop a contact list for each church in order to start a rolling schedule of book presentations after Sunday masses at the various parishes and develop the materials to be sent to the Pastors seeking their approval for these activities.
 - g. A book presentation has been scheduled in Sacramento on January 20th as Marilia advertised on the "O Progresso"
 - h. San Jose book launch was tentatively targeted for early-mid February.
 - i. Reviewed the list of complimentary books and Henrique requested that now is the time to add worthy contributors who may have been accidentally left off the current list.

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

Minutes prepared by:
Joe Machado for Christina Ávila