



Annual Members Meeting

September 23, 2017



Board of Directors

EXECUTIVE COMMITTEE

Angela Costa Simoes, Chair (CA)

Katherine Soares, Vice-Chair (NY)

Marie R. Fraley, Secretary (RI)

Fernando G. Rosa, Acting Treasurer (CT)

Manuel R. Geraldo, Assistant Treasurer (DC)

DIRECTORS

Odete Amarelo, Ph.D. (MA)

John Bento (CA)

Diniz Borges (CA)

Anabela DaCruz-Melo (NJ)

Manuel R. Geraldo II (DC)

Cynthia Russo, Esq. (NJ)

Research Consultant: Dulce Maria Soares Scott, Ph.D.

Staff: Gracielle Camilo, Executive Assistant



Agenda - Angela

- Call to Order and Welcome: Chair Angela Simões
- Roll Call/Attendance: Marie Fraley, Secretary
- Chair & Staff Report: Ms. Simões & Ms. Fraley, Managing Director
- Financial Report: Mr. Fernando Rosa, Treasurer
- Board Development: Marie Fraley, Secretary
- Call for Vote on Acceptance of Nominations: Ms. Simões
- Upcoming Events and Activities: Ms. Simões
- Discussion Topics
- Adjournment



Staff - Welcome, Graci!

Gracielle Camilo



- joined the PALCUS staff on July 24, 2017
- graduate of Santa Catarina State University, Brazil (USESC)
- fluent and bi-literate in Portuguese and English
- updates our website, curates social media
- Translated the PALCUS Index National Survey from English to Portuguese
- Standing by Mon – Fri, 9:00 a.m. – 5:00 p.m.

Home office staff of 1, does the job of 10!



Staff Report: Marie Fraley, Managing Director

- One staff member: Executive Assistant, Gracielle Camilo, 7/24/2017, 40 hrs. per week
- Duties include:
 - Answers all phone calls and directs incoming email as first point of contact with public
 - Directs inquiries to Chairman, Managing Director and appropriate committee chair
 - Prepares invoices, receipts, IRS documentation and letters
 - Monitors debits, credits and makes bank deposits
 - Establishes and cultivates contacts with congressional staffers
 - Maintains databases for membership, congressional delegations, sponsors, mailing list
 - Archives all documents of institutional history
 - Maintains and manages the physical office and its equipment
 - Assists with tracking all necessary gala records: sponsors, ticket sales, seating, etc.
 - Curates website and social media content
- Initiatives this year:
 -  memberplanet Piloting new membership tracking platform for improved record keeping, dues tracking, profile building and communication

Mission

At the strategic planning retreat in January, 2016 in Providence, Rhode Island, the board agreed on the following refinement of the PALCUS mission statement:

“The mission of the Portuguese-American Leadership Council of the United States is to be the national voice that advocates for and promotes the advancement of the Portuguese-American community economically, professionally, culturally and politically.”



Programs & Initiatives -Angela

Government Relations

- Launched a podcast, PAL/TICUS, to drive conversation and awareness of the importance of civic participation;
- Launched the first national Portuguese-American survey in U.S. identifying community needs and demographic information (forthcoming in December 2017);

Education

- 5 Scholarships in 2017; 22 total
- Revamping of Internship Program

Community Relations

- Maintained The Gateway, the ONLY online national database of Portuguese-owned businesses and organizations, with more than 800 entries
- Hosted 18 webinars to share important information with the community and drive awareness of issues such as foreign tax reporting to the IRS
- Published a regular online newsletter with important news and information about PALCUS and the community



PALCUS Index National Survey

- 1100 respondents, we'd like to reach 2,000
- English and Portuguese versions
- Consider conducting in-person interviews
- Support from RIC, PFSA, UMassD
- Need additional support
- Will conduct the survey bi-annually





PAL/TICUS Podcast

- Launched August 2017
- 4 Episodes Published, 280 Listens to date
- Elected and non-elected officials, Portuguese gov representatives
- On SoundCloud, iTunes and Stitcher

PAL/TICUS

Politics from a Portuguese-American Perspective



PALTICUS

Scott Silveira, City of Los Banos, California



Write a comment



1



Share



More



PALTICUS

Vasco Rato, FLAD



3



Share



More



The Gateway National Database

- Goal: Establish the most complete, up-to-date national database of elected and appointed officials at the local, state and federal levels who are Portuguese-American, as well as those that represent large Portuguese-American populations.
- Need support to grow the Gateway
- Already have 800+ entries

PALCUS GATEWAY

Alameda County (CALIFORNIA)

POPULATION	Source	Date
Alameda County	CENSUS	7/1/2016
Portuguese	Estimate	-/-/-
Portuguese Descent	Estimate	-/-/-

CLUBS	Type	Telephone	City
Newark Pavilion	Social Club	510-793-4062	Newark

BUSINESS	Contact	City
Red Roof Industries	Angela Simoes	Fremont

PALCUS GATEWAY

NEW YORK

POPULATION	Source	Date
United States	CENSUS	5/1/2010
Portuguese	CENSUS	5/1/2010
Portuguese Descent	Estimate	6/3/2017

SAGRES Restaurant

Name	Type
Sagres Restaurant	Restaurant

PALCUS GATEWAY



Congressional Reception

- Hosted by Cong. Jim Costa
- October 25, 2017, 5-7 PM
- Capitol Building, Washington, DC
- Sponsored by Anchor Construction (MD)
- Sponsor Levels
 - \$1,000 – 2 tickets
 - \$2,500 – 5 tickets
 - \$5,000 – 10 tickets





International Relations

- Hosted events for visiting Portuguese dignitaries
- Met with FLAD and other supporting organizations during trips to Portugal
- Continuing to monitor status of Lajes Air Base through Portuguese-American Congressional Caucuses
- Developing relationship with the visiting delegation with of the Democratic Republic of Timor-Leste
- IRS Foreign Bank Account Reporting webinar
- Hosted events to welcome new Consul General in San Francisco
- Met with Ambassador Glass in DC



Leadership Recognition

21st Annual Leadership Awards Gala

- Ana Ventura Miranda – Leadership in the Arts
 - Founder and Director of the Arte Institute, NYC
- Dr. Francisco Fagundes – Leadership in Scholarship
 - Professor Emeritus of Portuguese, UMass-Amherst
- Maria Lawton – Leadership in Entrepreneurship
 - Author of “Azorean Cooking” and PBS series on same topic
- Alan Tenreiro – Leadership in Education
 - 2016 National Principal of the Year
- Rosa Leal – Leadership in Community Service
 - Founder & President of “Daughters of Portugal”;
 - Multiple Community Service Roles
- Adam Costa – Young P/A “Promessa” Award
 - 2017 U.K. Fulbright Scholar



Internship Program

Class of 2017

- Sabrina Brum, Rhode Island College - Vice-Consulate of Portugal in Providence, Summer of 2017
 - Unpaid internship for credit at Rhode Island College

Placed over 120 interns since 1994

Program no longer funded by J.B. Fernandes but seeking funds to support 2 internships in Washington, D.C. and 2 internship/study abroad positions in Portugal through Study in Portugal Network (SiPN) for summer 2018

- Working with PFSA and LAF in California to fund two positions



National Scholarship

- \$8,618 Currently in Fund with \$2,500 expected shortly in matching funds from Merrill-Lynch
- Primarily funded by the Rosa Family and the Graciette M. Simão Rosa Scholarship Fund with matching funds from Merrill-Lynch, as well as donations from the community such as the Luso-American Fraternal Association of New Jersey which sponsors a scholarship for a Portuguese-American student from New Jersey
- Awardees are selected in a blind, merit-based process with graduate and undergraduate applicants evaluated in separate divisions
- Awarded 22 scholarships \$1,000 each since 2012



Education – Mentorship, Study Abroad & Adopt-a-School

- Online mentor program connects students with Portuguese professionals, partnering with YPA
- Adopted Espirito Santo Parochial School, Fall River, MA – helping with program structure and materials



Community - LUSUS Newsletter

- 32 Newsletters in 2017 so far
- 18% average open rate
- 13% average click rate
- 7127 Contacts



Community - Social Media

23,000+ followers

PALCUS Network (FB)

PALCUS (FB)

Jobs for Portuguese Speakers (FB)

Twitter

LinkedIn

YouTube



Upcoming Activities

- Bi-Annual Meeting of Portuguese-American Elected Officials (4th Meeting in 2018)
- Regular Lusitanian Forums
- Promote the development of dual language programs in public school districts In the U.S.
- National Convention and Awards Gala



Partnerships & Collaborations



CONSULADO GERAL DE
PORTUGAL
SÃO FRANCISCO



Global Strategic Innovation



aicep Portugal Global



Financial Report – Income

INCOME

40003-0 Dues Income	
40003-1 Associates Dues	3,800.00
40003-2 Charter Dues	4,900.00
40003-5 General Dues	940.00
40003-7 Youth Member	100.00
Total 40003-0 Dues Income	9,740.00
40004-0 Gala Income	
40004-1 Ads	915.00
40004-2 Sponsor	12,450.00
40004-3 Tickets	8,375.00
Total 40004-0 Gala Income	21,740.00
40006 Grant Income	
40006-9 Newsletter	6,150.00
40063-4 Scholarship Fund	6,000.00
Total 40006 Grant Income	12,150.00
40010 General Donations	1,550.00
40012 Networking Event Income	6,731.69
Total Income	\$51,911.69
GROSS PROFIT	\$51,911.69



Financial Report – Expenses

EXPENSES

60100 Advertising Expense	375.00
61500 Bank Charges/Credit Card Fees	127.00
61600 Paypal Service Charges	555.32
62600 Marketing Consultants	1,210.00
63800 Dues & Subscriptions	326.99
65000 Flowers & Gift Expense	762.59
6550 Salaries Expense	14,653.02
6555 Payroll Tax Expense	4,843.67
6560 Payroll Service Fees	1,411.64
66100 Insurance - Health - Employee	798.33
71000 Office Expense	541.05
72300 Utilities	773.48
72400 Rent	10,050.00
72600 Postage & Delivery Expense	272.35
77500 Telephone Expense	1,399.87
77700 Travel & Lodging	5,001.40
78000 Website/Internet	2,026.97
79000 Computer Technology	1,097.98
Entertainment	1,500.00
Total Expenses	\$47,726.66
NET OPERATING INCOME	\$4,185.03



Financial Report – Assets

ASSETS

	TOTAL
Current Assets	
Bank Accounts	
10001 Wells Fargo#1741 - Checking	755.88
10002 Cash - Petty Cash	0.00
10005 The Fauquier Bank-Internships	0.00
10006 BOA #7882 - Checking	24,397.15
10006 Cash - PayPal	6,235.76
10007 Citizens BK #9112 - MM	0.00
10008 Citizens BK #1443 - Checking	11,914.20
10009 Citizens BK #3010 - Scholarship Fund	8,618.01
Total Bank Accounts	\$51,921.00
Accounts Receivable	
11000 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Total Current Assets	\$51,921.00
Fixed Assets	
15000 Furniture & Fixtures	0.00
15100 Equipment	0.00
15200 Database Assets	0.00
15300 Technology Assets	0.00
17000 Accum Depre - Furniture	0.00
17100 Accum Depre - Equipment	0.00
17200 Accum Depre - Database	0.00
17300 Accum Depre - Technology	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$51,921.00



Financial Report – Liabilities & Equity

LIABILITIES AND EQUITY

Liabilities	\$0.00
Equity	
31500 Net Assets	
31510 Unrestricted	0.00
31520 Temporarily Restricted	0.00
Total 31500 Net Assets	0.00
3900 Retained Earnings	47,735.97
Net Income	4,185.03
Total Equity	\$51,921.00
TOTAL LIABILITIES AND EQUITY	\$51,921.00



Board Activity

- Governance/Management Assignments
- Monthly Teleconference Calls
- Frequent Email Communication
- Board Members Chairing Various Activities
 - Cynthia Russo, Internship Chair
 - Marie Fraley, Managing Director, Scholarship Chair
 - Diniz Borges, Portuguese Language Education
 - Anabela DaCruz-Melo, Cynthia Russo and
Manuel Geraldo, Legal Counsels
 - Katherine Soares, Gala Chair, Marketing & Press
 - Fernando Rosa, Financials and Accounting Oversight
 - Angela Simoes, PR, Social Media, Website



Board Development Report

- 10 Board members represent communities across the country in: California (3), New York(1), New Jersey (2), Connecticut (1), Massachusetts (1) , Maryland (1), Rhode Island (1), DC (1)
- Need Board representation in Southern California, Florida and Massachusetts
- Resignation of Directors: Onésimo Almeida (RI), Odete Amarelo (MA)
- New Directors: Diniz Borges (CA), Anabela DaCruz-Melo (NJ)
- Nomination of Directors' Class of 2018 for 3 year term
 - **John Bento (CA)** / Member since 2005, Principal, MJB Designs, Architecture & Design
 - **Diniz Borges (CA)** / Member since 2016, Honorary Consul to Portugal, Tulare, CA; Portuguese Language Teacher, Tulare Union High School
 - **Cynthia Marques Russo, Esq. (NJ)** / Member since 2003, Attorney at Law, Specializing in Immigration Law



Discussion

- Discussion topics:
 - New PALCUS 100 candidates
 - Membership Drive working through  memberplanet
 - Strategic Planning : Retreat in 2016 revealed important insights
- Others issues
- Adjournment



Thank You!

THANK YOU!

OBRIGADA!