



FINANCIAL
PRODUCTS

April 2021

Newsletter



“Easter spells out beauty, the rare beauty of new life.”

-S.D. Gordon

Executive Secretary Corner



- ♦ **Prior year annuity contributions:** Due by April 15th
- ♦ **Membership Referral Program:** Make PFSA stronger by referring members!
- ♦ **Post Pandemic Events:** Be on the look out for the post pandemic events in your area. Coming to:

- | | |
|----------------------------|-------------------------|
| 1. Northern California | 5. Tulare/ Visalia |
| 2. North and East Bay Area | 6. Central Coast |
| 3. South Bay Area | 7. Los Angeles/ Artesia |
| 4. Modesto | 8. San Diego |

- ♦ **Council Officers:** We encourage you to share pictures of you, your council and members with the home office to be featured in future magazines and newsletters. (Example: Zoom Photos, Social Distancing Activities, Council Challenges)
- ♦ **Directory:** We hope you are enjoying the ALL IN ONE directory. The ALL IN ONE directory is to keep everyone connected with the most current contact information. Please contact the Home Office if your contact information needs to be updated.
- ♦ **Future Newsletters:** Keep an eye out for more fun honorable mentions.

ATTENTION COUNCIL SECRETARIES:

- ♦ **Fraternal Council Annual Reports:** Annual Reports were due March 31st. Those councils that have not turned in the annual report are in violation. Please submit your councils annual report to The Home Office as soon as possible.
- ♦ **Feedback:** The Home Office is always working towards improving our services. If you have any suggestions on how we can improve, please email any suggestions to mypfsa@mypfsa.org. **Positive feedback is also very well welcomed!**

*Did you
miss the
deadline?*



New Members 2021

Council Number	Council City	New Members1
1	San Diego	1
2	Bakersfield	3
7	Gustine/ Newman	3
14	Mountain View	3
16	Newark	1
18	Stockton	2
21	Los Banos	3
26	Stevinson / Turlock. Hilmar	4
38	Modesto	9
46	Tulare	4
69	Manteca	1
76	Artesia	2
89	Hollister	2
98	Ferndale	3
108	Madera	4

Attention Council Secretaries!

If you see your council has new members contact the Home Office for their contact information! Let us welcome our new members and get them connected to our councils!

A Friendly Reminder

April 2021

◆ April is National Volunteer Month

- Pick a local charity and do a Members in Action Project or Have a Virtual Easter Party and share photos on Facebook.

◆ April 24, 2021

- The PFSA Board of Directors have agreed to CANCEL the PFSA Annual Family Picnic due to the Covid-19 Pandemic.

May 2021

◆ Celebrate Mother's day

- Post and Share pictures of your mom on Facebook.
- Don't forget to tag us!

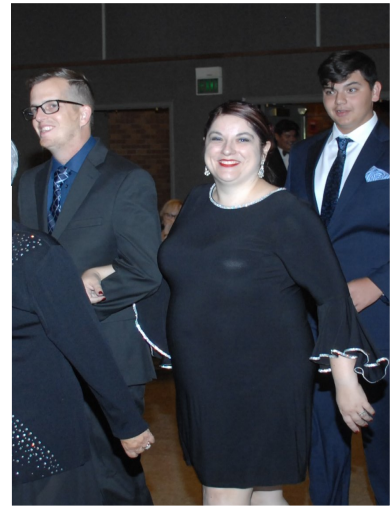
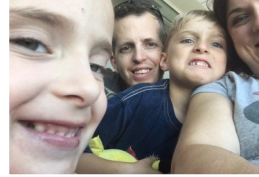
June 2021

◆ Celebrate Dia de Portugal

- Post and Share a picture wearing Portuguese colors on Facebook.
- Celebrate Father's Day by posting a picture of your father on Facebook.
- Don't forget to tag us!

Dr. Monique Vallance

Supreme President



She is a Wife, She is a Mom, She is a daughter, She is a cousin , She is a niece, She is a grandchild, She is a dog mom, She is a tax preparer, She is Fraternal, She is kind, She is caring, She is strong,

She is

PFSA Supreme President!

**These are just some of the many titles
Dr. Monique Vallance holds.
Thank you Monique for everything you do!**



Board of Directors

Name	Title
Donald D. Valadao	Chairman of the Board
Robert A. Bertao	Vice- Chairman of the Board
Melanie M. Santos	Secretary of the Board
Marie Kelly Barreiro	Director of the Board
Michael Castro	Director of the Board
Duane S. Oliveira	Director of the Board
John P. Camara	Director of the Board



Appreciation
to

Joe A. Pimentel

For serving a total
of 8 years on the
board for two
consecutive 4 year
terms. Thank you
for all your hard
work and
dedication you
brought to the
society.

New Members of the PFSA Board of Directors

Term January 1, 2021 through December 31, 2024



Melanie M. Santos
Council 20 of Merced



John P. Camara
Council 46 of Tulare

Melanie Santos will be serving her second consecutive term on the Board of Directors and John Camara will be serving his first Term as a Member of the Board of Directors.

Getting to know

Donald Valadao

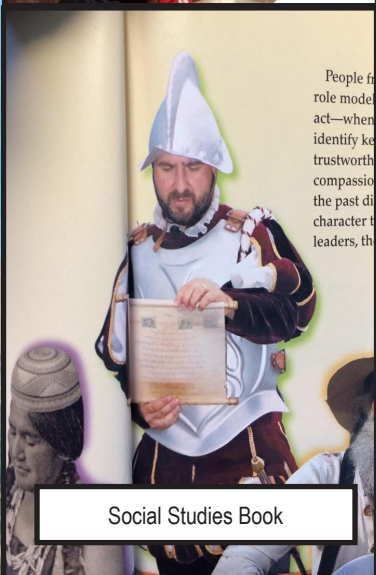
Chairman of the Board



Sopas Cooking



Justin's 17th Birthday



Social Studies Book



Fall 2017 Bowling Champions

1. What is your favorite hobby and why?

League Bowling with friends on a military base. Competitive yet fun, sharing a cheap pitcher of beer.

2. What is the funniest true story you have?

"I'm dead." The California 4th Grade Social Studies Book had a picture of me portraying Portuguese Navigator Joao Rodrigues Cabrilho, the first Western European to discover the West Coast of the United States. At that time, 4th Grade Social Studies was split into two parts during the school year. My daughter Janée was scheduled for the second half of the year while some of her friends had the first half. During her friends studies they found my photo in the book regarding Cabrilho's voyage and they realized an important fact they wanted to share with her. At lunch, one of her friends shared the book and showed the photo saying "Look Janée, your dad is dead.". Not realizing that my photo was only for illustration, Janée began to cry and was so upset that the school office called my wife Dinisa to come to the school. Fortunately, Dinisa was able to explain to Janée that I was not in fact dead. We still get a chuckle about it now and then since I continue to portray Cabrilho for the last 26 years.

3. What is the best piece of advice a family member has given you and who?

It was not so much about a particular piece of advice, but rather my Mother taught my brother and I a hustling work ethic. Besides being a loving Mother, my mom Lucia (Lucy), worked her entire life in unique ways, Job # 1 of course was raising her boys to become men, Job # 2 in the early years was cleaning houses, Job # 3 was selling Avon which she loved to do and won many awards. Job # 4 was working at the cafeteria of my elementary school until she retired. As for me, my list begins with paperboy 4 years, weekend neighborhood lawn mower, weekend Semi-Truck washer, a Hay bucker, 3 years of High School summer student janitor, 1 summer as a Paint/Small Appliance Salesman at Montgomery Wards, and lastly college cafeteria worker – just like mom.

4. What is your definition of success?

Borrowing from the late Zig Ziglar:

Success is always doing your best. Success can be achieved when you try your best in all aspects of everything you do, even if that doesn't lead to big results. If you've done your best, you should feel proud of your efforts.

5. Which of your personality traits are you most proud of?

Conscientious – I take pride in myself for being hardworking, neat, persevering, punctual, self-disciplined, diligent, careful, reliable, thorough and careful in the choices I make and the words I use.



Festa 2014 at Church

Getting to know

Robert (Bob) Bertao

Vice-Chairman of the Board



1. What is your favorite hobby and why?

I have 2 favorite hobbies, Listening to Fados and going on Cruises. I find them both relaxing and stress relief.

2. What is the funniest true story you have?

When I was a young child and helping my dad irrigate corn my boots got stuck in the mud and my dad fell in the mud trying to pull me out. I got a spanking because he got all muddy. I did not think it was funny at the time but in hindsight it must have been quite a sight.

3. What is the best piece of advice a family member has given you and who?

My father always told me not to be lazy, get my work done, and set goals for yourself if you want to succeed in life.

4. What is your definition of Success?

My definition of success has been that I married a wonderful woman, started a successful farming partnership with my brother, have the opportunity to purchase land, pay for it and be debt free. None of this would have been possible without good health, help from our parents, and faith in God.

5. Which of your personality traits are you most proud of?

Although naturally shy and stuttering when young I overcame these and have become comfortable speaking in public. I am also proud of my ability to fluently speak Portuguese. I am honest, loyal to my friends, organizations to which I belong and to the causes I support.

Getting to know

Melanie Santos

Secretary of the Board



1. What is your favorite hobby and why?

I have no specific hobby. I like to travel and enjoy the beauty of Mother Nature. I also like DIY projects, working with my hands.

2. What is the funniest true story you have?

I'm sure I have experienced many funny stories growing up but none really stand out to me.

3. What is the best piece of advice a family member has given you and who?

I feel the best advice was always given to me by my parents. I learned early in life, their advice was almost always right on target. One, which is a constant is having faith in God.

4. What is your definition of Success?

My definition of success is a practical one: love of family, great friends, food on the table etc.

5. Which of your personality traits are you most proud of?

I feel the personality trait I'm most proud of is, learning to really listen when people are speaking to me. One can learn so much when one listens!



Getting to know

Marie Kelly Barreiro

Director of the Board



1. What is your favorite hobby and why?

To read , Travel and listen to music. It enhances and enriches my mind.

2. What is the funniest true story you have?

One of my clients received tax advice from the Portuguese bakery. To me that was very funny that instead of listening to the tax experts he listens to the bakers.

3. What is the best piece of advice a family member has given you and who?

My Mom always told me help everyone and don't look at whom you help.

4. What is your definition of success?

Family, friends, health and faith in the Lord.

5. Which of your personality traits are you most proud of ?

The ability to connect with people and help them.



Getting to know

Michael Castro

Director of the Board

1. What is your favorite hobby and why?

My favorite hobby is eating and cooking. Trying new foods or creating new taste combinations gives me pleasure.

2. What is the funniest true story you have?

When I was 23 I vacationed in New Orleans with a couple of friends for Mardi Gras. One of the friends went exploring the city and met some "nice people" who invited her and her friends to come by for music and dinner that evening. I was reluctant to join as they were complete strangers and I sarcastically questioned if they were moonies. Well they talked me into going for awhile. The home was a large Creole Cottage with about 15 roommates piano and guitar music was being sung to, horderves and beverages were being served. They were very interested in talking about our vacation we were taking. We had traveled to Disney world, New York City, Saint Croix and Cartagena and were headed to Cancun after New Orleans. They then asked if we would like to join their group on a Gulf cruise the following day. I got nervous and asked if they were friends of the Rev. Sun Myung Moon and they smiled and said yes. I got up and dragged my friends out of there as fast as I could without staying for dinner. I explained to my friends that the moonies wanted to get us out on a Gulf cruise to indoctrinate us in their religion and that boat was unlikely to return to land until we were converted. I felt lucky to have escaped that situation and told my friend she was not to involve us with any "nice people" the rest of our trip.

3. What is the best piece of advice a family member has given you and who?

"If you can't afford to pay cash, you don't need it". My father.

4. What is your definition of Success?

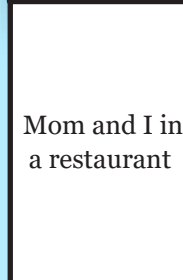
Peace, happiness and good friends.

5. Which of your personality traits are you most proud of?

Loyal, caring and kind.



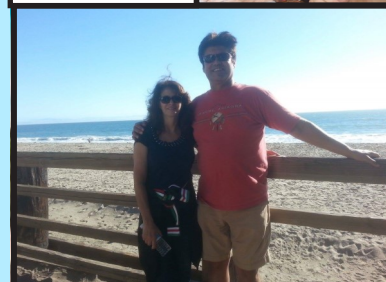
Rosemarie and I out boating



Mom and I in a restaurant



Rosemarie and I at sea cliff Beach



An event when the president of the Acores walked up to me saying it was nice to see me again. We had met one other time and had a drink and laughs about our sizes which led to him remembering me when he saw me again.



Enjoying some time with friend and board member Joe Pimentel at the San Joaquin Portuguese Festival.

Getting to know

Duane S. Oliveira

Director of the Board



At the BIG GAME at Stanford. Celebrating a victory after 9 straight years of losses.



At Past Supreme President Anthony Mendes' President's Luncheon in Kingsburg.



Wife Shirley and I at the beach during a stay at home across the road.

1. What is your favorite hobby and why?

Favorite hobby -- In the tradition of the Portuguese heritage of travel and exploration, my favorite hobby is to travel -- particularly multi-day road trips that we take every month now. I just enjoy driving and enjoy the open road, staying at interesting and/or different lodging accommodations, and eating at cool, interesting, restaurants and dives with good or great food.

2. What is the funniest true story you have?

Funniest true story -- Falling backwards off the stage during my high school's nomination convention for school officers my senior year. I was the moderator and once when I sat in my chair, I had to scoot it back because of my leg being in a full length cast due to being broken during a high school championship soccer game. Since I couldn't bend the leg, I needed to scoot the chair back further and didn't realize the edge of the back of the stage was so close. Luckily I wasn't hurt (other than my pride) and everyone, including me, had a good laugh.

3. What is the best piece of advice a family member has given you and who?

Best piece of advice from family member -- From my father who said "Duane, if you are going to do something, do it right or don't do it at all" He always used to say this to me.

4. What is your definition of Success?

Definition of Success -- doing something as your life's work that you really enjoy and are proud of doing.

5. Which of your personality traits are you most proud of?

Personality traits I'm most proud of -- being so darn handsome. Seriously, favorite personality trait is my sense of humor.



Wife Shirley, a former Nordstrom model, standing in front of a Nordstrom Lane road sign on Orcas Island, State of Washington, on a road trip after the Cal vs. University of Washington football game in Seattle.



Normal attire for ZOOM court appearances during the pandemic.

Getting to know
John P. Camara
Director of the Board



1. What is your favorite hobby and why?

Deep sea fishing, its relaxing, fun and of course there is always fish stories.

2. What is the funniest true story you have?

When I say a joke and nobody laughs

3. What is the best piece of advice a family member has given you and who?

My dad said to us kids, that he never wanted to hear that we were not friends with each other.

4. What is your definition of success?

Great family and faith.

5. Which of your personality traits are you most proud of?

Patient and stubborn persistent.



STAY TUNED!

POST-PANDEMIC
CELEBRATIONS
COMING

We will be getting together for a number of get togethers throughout California after the pandemic passes!

We plan to have events in the following regions:

Northern California, North and East Bay Area, South Bay Area, Modesto, Tulare/ Visalia, Central Coast, Los Angeles/ Artesia, San Diego

Stay tuned for dates and more details. It has been a long time and we miss our fraternal family. Timing will depend on when the various California counties allow for safe gathering. Stay tuned for more information in the future. Until that time, we hope you all stay safe and healthy!

IMPORTANT NOTIFICATION

March 22, 2021

Dear Officers and Members of PFSA Fraternal Councils:

*The PFSA Board of Directors, at their Meeting held March 20, 2021, has decided to END the "Suspension of In-Person Fraternal Activities" **as of April 30, 2021.***

All Fraternal Councils are hereby notified that they may resume In-Person Fraternal Activities, inclusive of Official Visits, Council Meetings, and Fraternal Social Gatherings, as of May 1, 2021.

PFSA Fraternal Councils are encouraged to implement the Recommendations of the County Health Department in which they are holding in-person fraternal activities and that of the CDC (Center for Disease Control), as the recommendations relate to in-person gatherings.

On behalf of the PFSA Board of Directors, we greatly appreciate your understanding and cooperation. Please Be Safe and Stay Healthy, God Bless!

Sincerely and Fraternally yours,



*John A.R. Salvador
PFSA Chief Executive Officer
Home Office (866) 687 – 7372
Direct Line (209) 702 – 6394
Cell Phone (209) 401 – 3209*

PFSA Offers financial services to protect members and their families and provides cultural, social, educational and charitable activities



IMPORTANT NOTICE

March 23, 2021

Dear PFSA Supreme Officers, Supreme 20-30's Officers, Supreme Youth Officers, Past Supreme Presidents, Spouses of Past Supreme Presidents, Honorary Supreme Officers, Supreme Ten-Year Officers and Members of PFSA Fraternal Councils:

You are hereby notified that the PFSA Board of Directors has made the decision, at the recommendation of the Fraternal Activities Committee, **to Postpone the PFSA 2021 Convention until November of 2022.** The PFSA 2022 Annual Convention will be held at the LAX Hilton Hotel. The safety of PFSA Members, our Fraternal Family and the Community is of our greatest concern during the Coronavirus Pandemic.

The current Term of Supreme Officers, Supreme 20-30's Officers and Supreme Youth Officers is extended to the PFSA 2022 Convention. Fraternal Councils that have held an Official Visit in 2020, for Supreme President, Monique Vallance, Supreme 20-30's President, Jason Deniz and Supreme Youth President, Justin Valadao are not required to host another Official Visit during this extended term.

The PFSA will be holding eight Post-Pandemic Celebrations to allow our Fraternal Family to gradually reconnect. The Events are being planned for: Northern California, the North and East Bay Area, the South Bay Area, Modesto, Tulare/Visalia, Central Coast, Los Angeles/Artesia, and San Diego. The events will be held after the pandemic passes in each of the aforementioned areas and once the County's Public Health Department lifts the restrictions on in-person gatherings.

PFSA Members are highly encouraged to continue to implement the Recommendations of their respective County Public Health Department and the CDC (Center for Disease Control), to assist in the mitigation of the Coronavirus.

On behalf of the PFSA Board of Directors, we Thank You for your understanding and cooperation. Please stay safe and God Bless!

Sincerely and Fraternaly yours,

A handwritten signature in blue ink, which appears to read "John A.R. Salvador", is written over a blue circular scribble.

John A.R. Salvador
PFSA Chief Executive Officer
Direct Line (209) 702 - 6394

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PFSA Culture Corner

In case you missed some of the activities in the month of March and Portuguese Immigrant Week

Here are a few highlights that can be found on our Facebook page MYPFSA-Modesto. Thank you to all who participated in our online ceremony and shared their favorite Portuguese food!



Tribuna Portuguesa

2ª QUINZENA DE MARÇO DE 2021
Ano XLII - No. 1335 Modesto, California | \$2.00 / \$4.500 Anual
QUINZENÁRIO INDEPENDENTE AO SERVIÇO DAS COMUNIDADES DE LÍNGUA PORTUGUESA - WWW.PORTUGUESETRIBUNE.COM



March Challenge

Portuguese Immigrant Week Review



Some Portuguese Favorites



Linguiça



Calde Verde



Favas



Rice Pudding



Sweet Bread



In Memoriam

The officers and members of PFSA would like to express sincere condolences to the bereaved families of PFSA Officers and Members

Manuel Medeiros

Past Supreme President (UPEC, Term 1986-1987)
and Member of Council 46, Tulare

Fraternal Council	Name
9 San Rafael	Maria Terra
20 Merced	Donald J. Dulcich
118 Elk Grove	Joe T. Lopes Jr.
9 9 San Rafael	Earl B. Fairlee
38 Modesto	Evelyn M. Faria
2 Bakersfield	Virginia A. Lennemann
10 Selma	Leo Gonzales
38 Modesto	Madalena Brazil
7 Gustine/ Newman	Gilberto A. Almeida
24 San Leandro	Victor S. Volta
46 Tulare	Mary Ann Caetano
138 Stratford	Phyllis M. Costa
12 Oakland	Alfred P. Lebon
12 Oakland	Lorraine Lebon
5 36 Hayward	Gentil G. Sena
138 Stratford	Lucille Dufur
132 Maxwell	Dorothy B. Sarrico
29 Watsonville	Maria Julia Faustino Sousa
38 Modesto	Maria De Sousa Tavares
2 Bakersfield	Isabel M. Banducci
17 Fremont	Clifford E. Ferreira
46 Tulare	David M. Caetano
118 Elk Grove	Maria Elena Silva
29 Watsonville	Frank E. Baptista
5 36 Hayward	Maria G. Silva
7 Gustine/ Newman	Robert Broggi
69 Manteca	Manuel Borba Jr.
8 Santa Maria	Joe D. Silva
38 Modesto	Idalina Gomes
2 Bakersfield	Eva D. Ermigarat
26 Stevinson/ Turlock/ Hilmar	Jacqueline Lee Ferreira
76 Artesia	Jose B. Da Costa
138 Stratford	Joe B. Thomas
18 Stockton	Barbara Jean Shoemake

April Challenge

Let's see your favorite Easter Photos



This Easter have a virtual Easter Party and share your favorite
Easter photos on Facebook!

May Challenge

Upload your favorite photo of your mom to Facebook
And tag @mypfsa—modesto

*Let's Celebrate
Mother's Day*



Protection • Fraternalism • Sociability • Assistance

Visit our Home Office, PFSA Museum
and J.A. Freitas Library

Portuguese Fraternal Society of America

1100 14th Street, Suite E
Modesto, CA 95354

Phone: 209.702.6364
Toll Free 1.866.687.7372
Fax: 209.522.4032
E-mail: mypfsa@mypfsa.org
www.mypfsa.org

WE'RE ON THE WEB
WWW.MYPFSA.ORG

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**"PFSA offers financial services to protect members and their families
and provides cultural, social, educational and charitable activities."**

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IF YOU OR ANYONE ONE YOU KNOW IS INTERESTED IN BECOMING AN AGENT
PLEASE CONTACT BERNICE ARMAS-MARTINEZ @ 209-277-8506