



Portuguese Research & Education, Inc.
Annual Report
December 28, 2007

In March, we interviewed our first Portuguese community member. Since then, we've interviewed 33 more people from our community.

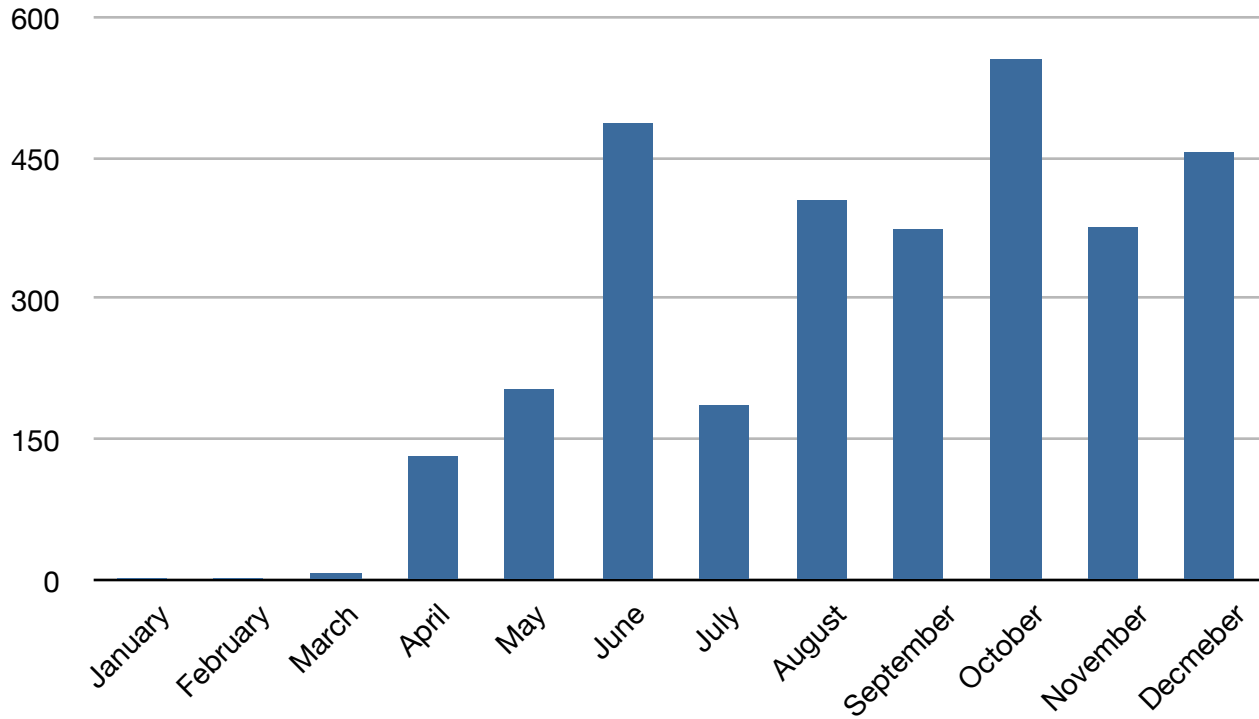
In addition to interviewing these people, we managed to cover a number of events for the community including:

- * Festa do Espirito Santo (Portuguese Festa)
- * Dia de Portugal
- * Mariza in Concert
- * Cabrillo Festival
- * Grand Opening of Liberty Station (Michael Alves' new Da Kine Restaurant)

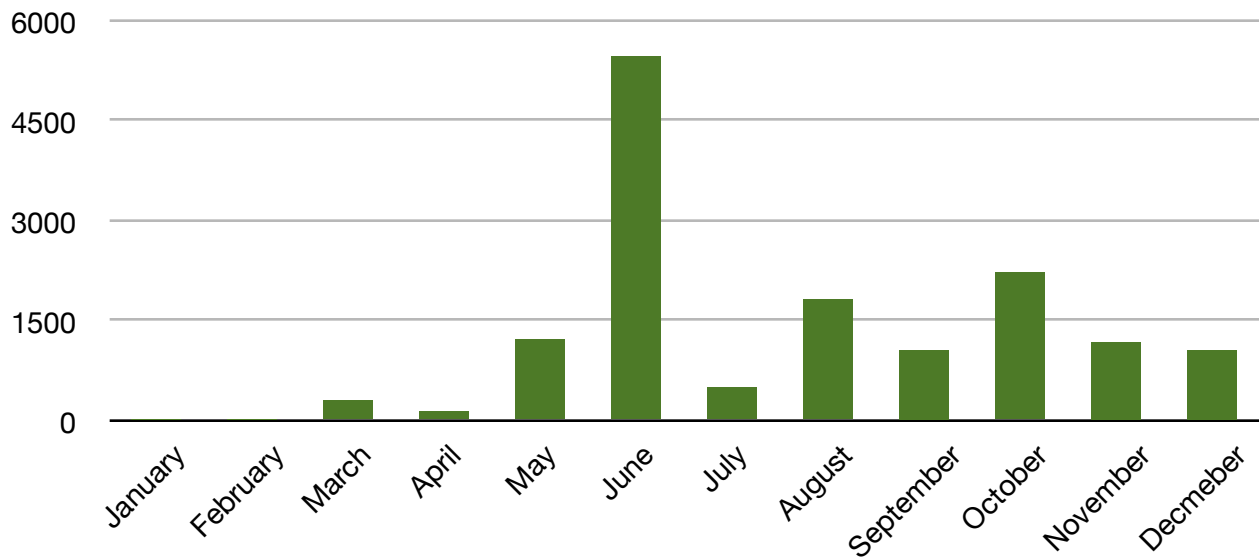
When PRES D wasn't able to cover the event personally, we helped promote a number of local events using our web site.

Provided below is a chart that illustrates the number of visitors PRES D has received on a monthly basis in 2007. The second chart shows how much information (in megabytes) has been downloaded from our web site on a monthly basis. The big spike in June was due to all our coverage of the San Diego Festa do Espirito Santo held in May. The spike in October was immediately following the Cabrillo Festival.

Unique Visitors



Bandwidth



New Additions to the Web Site

Recipes

PRES D added a section for Portuguese recipes in May and has added a recipe per month since then. There are eight recipes posted for 2007 and twelve more have been chosen for 2008.

Memorials

In April, PRES D posted its first obituary. Since then, PRES D has added the duty of scouring the newspaper on a daily basis for community members that have died. PRES D wants to make sure that these community members are remembered. PRES D also lists any services or memorials held for these people. Recently, PRES D has started receiving this news directly from people in the community. We feel honored to serve our community in this capacity.

Calendar of events

Another way that PRES D is involved in the community is by listing a calendar of events on its home page. This makes it easy for people to see what is happening in the community.

Scrip

One way PRES D raises funds is by selling Scrip. We now offer cash cards from over 300 participating national retailers like Albertson's, Arco, Claim Jumper, Wal-Mart, and many others. The full list is available on our web site. Visit <http://www.presd.org/scrip/Scrip.pdf>.

Slideshows

Thousands of photos were taken at community events that show people singing, dancing, serving food, preparing for a festival, being crowned Queen, e t c . These images provide a visual record of many of the public events that have taken place over the past year. They are also available to anyone who wants to see them. We were also able to provide several photos to various community members and clubs.

On This Day

In order to provide fresh content on a daily basis, PRES D came up with the concept of "On This Day." It is a set of historical events that are available for the user to browse on a daily basis. Whenever local events are available, those take precedent. Otherwise, national and international events (b i r t h s , deaths, discoveries, etc) of Portuguese interest are made available.

Automated Email Updates

We added a way for people to be alerted of updates to the web site. Users sign up by providing their email address and select topics that are of interest to them. When a topic matching that category is posted, the user receives an email. This feature has turned out to be quite popular. To sign up,

visit <http://www.presd.org/forms/emailsignup.php>.

Web Site Shortcomings

Items that we thought might have been a good idea but were not as successful were:

- * Photo Id Project
- * Festa Facts
- * Club Histories

Photo Id Project

This project stemmed from having received photos of people whose identity was unknown. In an effort to have identify the people in the photos, we made them available to the public in hopes that someone out there knows who these people are. We posted over 100 photos. One person in one of the photos was identified.

Festa Facts

We are currently looking for former Festa royalty to share their experience and memories. If you were in the Festa Royalty and would like to share your story with us, please call or [email us](#).

Club Histories

PRES D thought it would be of interest to the community to provide the history of the Portuguese clubs, their mission statements, dues, scholarships offered or whatever each club wanted to highlight about themselves. We offered to post this information at no charge to the clubs. Unfortunately, at this point in time, we have had no takers. We will be making this same offer again in early 2008.

Final Conclusions

PRES D has made a good start in fulfilling its mission as well as to becoming an active member of the Portuguese Community. We look forward to continuing to serve the community in 2008 and we're excited about completing our current projects and implementing additional ideas that further fulfill our mission.

PRES D welcomes your feedback.

Our corporate address is:
Portuguese Research & Education, Inc.
9425 El Tejado Road
La Mesa, California 91941

phone : (619) 244-1933
email : feedback@presd.org