



NEWS

No Boundaries

Brazilian Association of Saskatoon - BRASA
First Edition - April 2012

www.brasask.ca

our culture has no boundaries our culture has no boundaries our culture has no boundaries

MESSAGE FROM THE EDITOR:

It's with such pride that I write these lines for the First Edition of "No Boundaries News", an e-publication for the Brazilian Association of Saskatoon - BRASA.

Initially, the idea to form a Brazilian Association was born out of the dreams of three Brazilians who have been living in Saskatoon for a long time. The longing to have their culture, language, ideas and same interests shared was long overdue. Renato de Freitas and his wife Sueli approached Elizabeth Freire with the idea of forming an association. After their first meeting at Elizabeth's house, the idea ignited the Brazilian community and the dream became reality at our first Annual Meeting in August 2007. The enthusiasm at the first meeting was contagious, overwhelming and very genuine.

The Brazilian Association of Saskatoon, Inc (BRASA) was created as a Non Profit Corporation that "Promotes and offers cultural, recreational, linguistic, social and other like activities in Saskatoon and area, based strictly on Brazilian cultural and social practices maintained and cherished by its members".

Since BRASA's inception in August 2007 its membership has steadily increased. With an influx of new Brazilians to Saskatoon in this past year, our membership has increased substantially. Our Saskatoon community is composed of families that immigrated to Canada in the 70's, 80's ..., students of all ages, professionals and skilled workers and their families. We also have a great number of second generation Brazilians.

BRASA has a Board of Directors composed of two Co-chairs and several table officers. The Board meets regularly to plan for activities and cultural events. BRASA's goals are not only comprised of organizing fun events, and parties to its members but also to have a Portuguese language school for our children, get involved in the community, continue to liaise with the Brazilian Consulate and be a truly Brazilian community which is proud of its heritage and eager to make a difference in the lives of all Brazilians-Canadians living in Saskatoon and area.

Sueli Bizetto de Freitas
PR & Communication Specialist

ABOUT OUR LOGO:

A logo is a visual interpretation of an overarching theme embodying an organization. A well designed logo is the entry doorway into the organization. As such, BRASA's logo portrays the idea of "no boundaries", no containment. The logo was designed by Luiz Augusto (Guto) Pentead. "Our culture has no boundaries" is the tag line that complements the logo idea. Both the logo and the Tag Line were conceived in 2007.



No Boundaries e-NEWS' NAME

"No Boundaries" reflects well our culture, and the Brazilian approach to life. It comes from part of the Tag Line that accompanies BRASA's logo: "Our culture has NO BOUNDARIES". It's our intention to have quarterly publications.

BRASA's First Party

2007



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BRASA'S TABLE OFFICERS:**2012**

Sueli de Freitas and Marcia Wolinski (Co-chairs),
 Elizabeth Freire, Adam Heisler (Treasurer),
 Frederico Leal, Sasa Grubor, Silvia Marinho
 Renato de Freitas (Secretary), Thiago Prado, Priscila Silva.

2010

Renato de Freitas and Elizabeth Freire (Co-chairs),
 Marcia Wolinski, Sueli de Freitas (Secretary),
 Thiago Prado, Henrique Figora (Treasurer),
 Silvia Marinho, L. Augusto Penteado,
 Armindo Lessing, Sasa Grubor.

2009

Renato de Freitas and Elizabeth Freire (Co-chairs),
 Marcia Wolinski, Sueli de Freitas (Secretary),
 Sasa Grubor, Thiago Prado, Henrique Figora (Treasurer),
 L. Augusto Penteado, Armindo Lessing, Silvia Marinho.

2007

Renato de Freitas and Elizabeth Freire (Co-chairs),
 L. Augusto Penteado, Sasa Grubor, Rebecca Camargo,
 Henrique Figora (Treasurer), Marcia Wolinski,
 Paula Negraes, Tania Kapronczai (Secretary).

Consulate Gen

Establishing Liaisons

The first Itinerant Consular Mission to Saskatoon was made possible through BRASA's liaison with the Consulate General of Brazil in Vancouver. On June 4th, 2010 Saskatoon welcomed Mr. Antônio Sérgio Araujo Matos, Vice-Consul and Consulate employee Sr. Fabio Bertoni. We were delighted with their presence in Saskatoon.

Since June 4, 2010 BRASA was able to bring again the Itinerant Consular Mission to Saskatoon on June 22, 2011 and, more recently on March 28, 2012.



Lucíola Silva Pereira,
 Diovanna de Oliveira Paz, Cristina
 Durland (from Consulate) and
 S.B. de Freitas (BRASA)
 Saskatoon, June 22, 2011

Membership

The Brazilian Association of Saskatoon (BRASA) membership is open to all Brazilians and to any other individual from any nationality interested in sharing and learning about our Brazilian way of being.

Currently we have about 120 members in our database. The annual fee is only \$10, students pay \$5 and children are free. Membership is from January to December of each year. You can renew your membership at BRASA's AGM that takes place in November of each year in conjunction with our Christmas potluck supper.

The membership fee helps paying for expenses incurred from hosting the Itinerant Consulate Mission that comes twice a year to Saskatoon, advertisement, etc. It also helps to offset all our events and will help us in our future endeavours.

Thank you for your continued support!

Consul-General of Brazil in Vancouver

2020-666 Burrard Street, Vancouver, BC V6C 2X8, Fone: 1 (604) 696-5311, Fax: 1 (604) 696-5366, cg.vancouver@itamaraty.gov.br

Brazilian Ambassador Sergio Florencio's Visit to Saskatoon

On May 10th, 2011, BRASA and the Hanlon Centre for International Business Studies jointly hosted Brazilian Ambassador Sergio Florencio during his official visit to the University of Saskatchewan.



As a guest of the Hanlon Centre, the Consul-General arrived in Saskatoon to address Edwards MBA students before their International Business Study Tour to Brazil in June 2011. During his brief visit to Saskatoon, Ambassador Florencio

networked with several university faculty, government and corporate partners, and also with the Brazilian community.

After Ambassador Florencio's visit, the Hanlon Centre interviewed BRASA regarding its involvement in planning his visit to Saskatoon and his meeting with the Brazilian community. Below is an excerpt from the interview done with Sueli de Freitas in August 2011.

What is your role in the Brazilian-Saskatoon community?

Currently, I am the Secretary of the Brazilian Association of Saskatoon – BRASA. In this role, I manage the membership data/payment fees, write letters, send out correspondence, notifications and invitations about BRASA events, record Minutes of executive meetings, etc. Essentially, I communicate and liaise with our members and/or anyone, who requires additional information about our Association. Also I provide information about Saskatoon and Saskatchewan to Brazilians wanting either to immigrate or study in the province.

What can you tell me about the Brazilian-Saskatoon community that might surprise others?

We are a very small and relatively new community if compared to other immigrant associations in Saskatoon. Our community is primarily comprised of Brazilian families, who have immigrated to Saskatoon and/or students, who attend the University of Saskatchewan (UoFS). The majority of the Brazilian community here have degrees from a College or University.

What role did you play in the organizing and/or facilitating of Ambassador Florencio's visit to Saskatoon?

The "go ahead" for facilitating/organizing the Ambassador's visit came from the Co-chairs of BRASA after receiving correspondence from Dr. Nicholas Kokkastamapoulos, the Director of the Hanlon Centre for International Business Studies. Dr. Kokkastamapoulos



The Hanlon Centre for International Business Studies' students in S. Paulo, enquired whether our Association would be interested in partnering with the Centre to facilitate the Ambassador's visit. After several meetings, the Hanlon Centre's Director, two summer students Kasie and Andrew, and I started developing an agenda that reflected the interests of the Hanlon Centre, the UoFS and of BRASA. We tried to make the Ambassador's visit a very enjoyable and beneficial experience to all institutions involved.

Why do you think such events/international visits are beneficial to Saskatoon in general/the Saskatoon business community/the Brazilian-Saskatoon community?

I believe that knowledge is power and visibility is the key to success. An event like the Ambassador's visit to the UoFS and Saskatoon not only brought awareness of our great assets but also highlighted the importance of international partnerships with growing markets like Brazil and Saskatchewan. These visits are very informative for both parties and usually create numerous opportunities that otherwise would not occur. In fact, the Ambassador's visit to the UoFS resulted in several recommendations for mutual cooperation in several areas of expertise, which were conveyed to the Brazilian Embassy in Ottawa for further exploration.

For the Brazilian community it was a special treat to have a Brazilian authority visit Saskatoon and to be able to interact with the Ambassador. At the social reception, which was hosted by BRASA and the Hanlon Centre for International Business Studies, our members had a unique opportunity to meet, debrief and make requests/suggestions to the Ambassador regarding the needs of a Brazilian citizen living abroad. Ambassador Florencio's visit brought closer as a community and also gave us a recognizable face amongst other Brazilian communities across Canada.

What was the highlight of the visit for you?

During the Ambassador's two-day visit to the UoFS I had the opportunity to accompany him to most of his official appointments. It was invaluable to me to experience his enthusiasm, interest and excitement after each meeting. Ambassador Florencio's visit reaffirmed for me again that I'm proud to be a Canadian-Brazilian Citizen living in Saskatoon.

BRASA'S EVENTS:

2008 New Year's Eve



Carnaval 2009 & 2010



Saskatoon Mini World Cup Team
Brazil, 2010 & 2011



Festa Junina 2010



BRASA &
Holy Guacamole
March 2012



Photos in this Edition courtesy of: BRASA's archives, Membership at large & Hanlon Centre

Upcoming Events

SASKATOON MINI WORLD CUP TEAM BRAZIL FUNDRAISER

When: May 4, 2012
Where: Sutherland Bar
Price: \$15/per steak dinner
Call for Tickets:

Thiago Prado @ 373-7870/229-3308 or Allan Wolinski @ 653-0468/261-7053 or Matheus @ 881-3541.

MINI WORLD CUP - May 18, 19,20
FESTA JUNINA - June 2012 (Date - TBA)
INDEPENDENCE DAY - September (Date - TBA)
AGM & CHRISTMAS POTLUCK DINNER - November (Date - TBA)

We need you...

Share your talents, professional skills, and passions with us. We need volunteers to develop and implement our goals and dreams. Please contact any of our Board Members.

OBRIGADO!

comments?

If you would like to make a comment about this Edition and/or share anything for the next one, please contact the Editor at: phone: (306) 374-4760 or by e-mail: sueli.bizetto@usask.ca. We really appreciate your input!