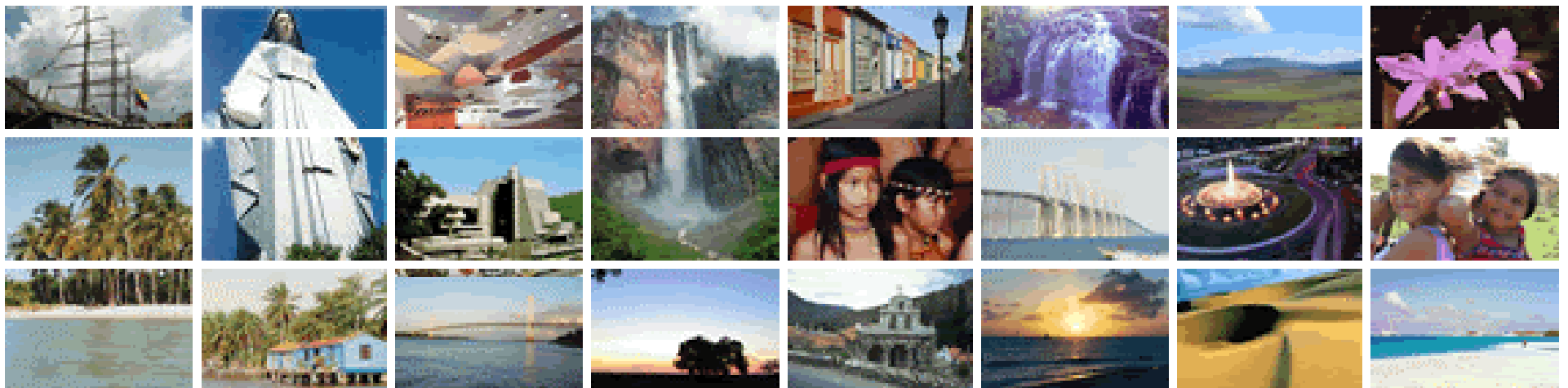




CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY



Annual Report 2007-2008

June 22st, 2008

Agenda

- **Introduction**
 - Board of Directors
 - Mission Statement
 - Vision Statement
 - Core Values
- **Annual Report**
 - Programs, activities and Events Overview 2007-2008
 - GP Hispanic Chamber of Commerce Overview - *Presented by Varsovia Fernandez – President and CEO.*
- **Programs, activities and Events 2008-2009**
 - Programs, activities and events in progress
- **Membership and Finance Report**
- **Grants, Sponsorship and Collaborative Report**
- **Strategic Plan 2007-2009 Update**
- **Pictures of Casa de Venezuela's event**
- **Q & A**
- **Approval of Annual Report**

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Introduction

- **Board of Directors**

- Emilio A. Buitrago _ President of the Board
- Liselotte Harrity – Vice-president
- Arturo Guillen - Treasurer
- Carolina Bittar – Membership Liaison
- Nilsa Laya – Community Relations Liaison
- Elena Barroeta – Secretary – New Board Member
- Natalia Gamarra - Events – New Board Member
- Andreina Castillo – Culture – New Board Member

- **Coordinators**

- Alberto Rios – Casa de Venezuela Music Ensemble
- Edilia O'Hara – Casa de Venezuela Folkloric Dance Ensemble
- Luis M. Colmenares – Program Developer *Venezuelan Expressions 2007*
- Luz Marina Foglietta – Coordinator Chapter NJ



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Mission Statement

The mission of Casa de Venezuela is to promote the culture, roots, traditions and folklore of Venezuela in the Delaware Valley region through community, social, educational and cultural events and programs.

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Vision Statement

Casa de Venezuela will be recognized as the leading Venezuelan art and culture organization in the Delaware Valley region and will have a strong reputation among Latino cultural organizations throughout the United States

Core Values

Trust

Integrity

Energy

Enthusiasm

Professionalism

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview 2007-2008

2007

Jan - "Three King Celebration", Toys Drive – in partnership with the Catholic Charities of the Dioceses of Trenton.

Feb - Strategic Plan 2007-2009 finalized.

March - TV Show "Puerto Rican Panorama" ABC 6, Casa de Venezuela, hosted by Diego Castellanos.
- General Assembly 2006-2007, Pad Thai Restaurant.

April - 1st Bowling Tournament Casa de Venezuela – Downingtown.
- Cultural Presentation Ensembles of Music and Dance, Arcadia College.



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview 2007-2008

2007

Mayo - Mother's Day Celebration – Bellevue State Park – Delaware.

June - First Festival of Latin-American Dances – New York.
- CampHill Cultural performance for special children, Ensembles of Music and Dance.
- Presentation of C4 Trio – cultural series Venezuelan Sounds, Painted Bride Art Center, Philadelphia.



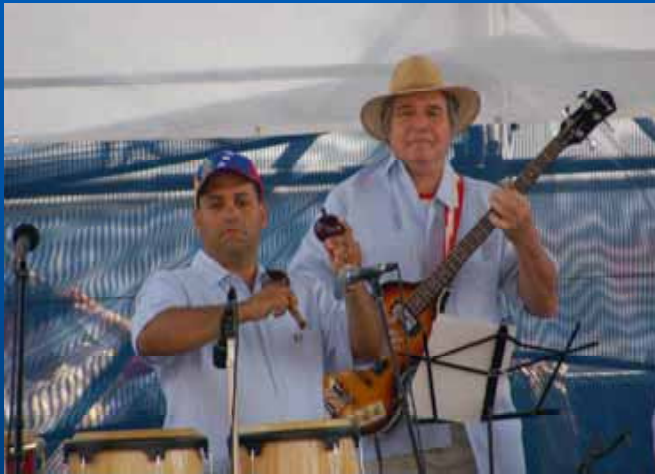
June 22nd, 2008



Activities and Events Overview

2007-2008 *cont.*

- July
- Celebration of the Independence Day of Venezuela.
 - Cocktail Reception Independence of Venezuela, Café Habana.
 - Cultural Presentation Ensembles of Music and Dance, Penn's Landing Fiesta Latina (*Kiosk with Venezuelan Crafts and promotional material*)



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview

2007-2008 *cont.*

- August - Cultural Presentation Ensembles of Music and Dance at the Global Fusion Extravaganza – organized by Multicultural Affairs Congress – Penn's Landing.
- Sept. - Fundraising Event "Arepada" – Venezuelan Expressions – Café Habana.
- October - Venezuelan Expressions 2007 - International House.



June 22nd, 2008



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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview 2007-2008 *cont.*

- Nov. - Presentation of Serenata Guayanesa – collaboration with the Kimmel Center.
- Dec. - Fiesta de Navidad – Saint Jacques Church – Wayne.
 - Parrandas Navideñas



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview

2007-2008 *cont.*

2008

Jan - Associate Membership with Hispanic Chamber of Commerce

March - Memorias – A Group Exhibition of Latino and Latin-American artists, Artesano Gallery.



June 22nd, 2008

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Activities and Events Overview

2007-2008 *cont.*

March 45 Courtesy passes for the Exhibition Frida Khalo, cooperation with the Museum of Arts of Philadelphia.

April - Fundraising Event – “A Taste of Venezuela” to support the Cycle Challenge 2008 of Veniños at Terra Nova Restaurant, New Brunswick, NJ. Total amount raised \$4,650.



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Activities and Events Overview

2007-2008 *cont.*

- May
- Welcoming events for Lisa Tylee in Newark-DE, Philadelphia-PA and Princeton-NJ.
 - Fundraising Event at Sazon for Veniños, amount raised \$240
 - Cycle Challenge USA 2008 – Veniños - route Princeton-Philadelphia.
 - Presented donation Veniños.

- June
- Beginning of “Board Development” with consultant Jason Alexander from The Nonprofit Center of La Salle University / Capacity for a Change.



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

HISPANIC CHAMBER OF COMMERCE

Overview

Presented by:

Varsovia Fernandez
President & CEO



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Pending Activities and Events 2008-2009

These events and programs are subject to modifications and changes as suggested by Casa de Venezuela's members, invitations, partnerships agreements, and approval by Board of Directors.

- June CD Release Celebration and Cultural Event "Fiesta Venezolana" – The Arts Scene, West Chester, PA – Saturday, June 28.
- July Independence of Venezuela – Floral Wreath Laying – Francisco de Miranda's Square.
Cocktail Reception – Independence of Venezuela - TBD
Independence of Venezuela, Fundraising Party – Miami Café on South Street.
- Penn's Landing Hispanic Fiesta – Cultural Presentation and Information Kiosk Saturday 12th and Sunday 13th.
- Global Fusion Festival – Penn's Landing – Saturday 19th
- Start projects of Multicultural Program Development and Fundraising Development

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Pending Activities and Events 2008-2009 *cont.*

- August Continuing with Board, Fundraising and Program Development projects.
- Sept Fundraising Event for Venezuelan Expressions 2008 – Tentatively Bowling Tournament.
- Oct Venezuelan Expressions 2008 – Painted Bride Art Center
Sunday, October 12.
- Fundraising Event Polar Halloween Party
- Dec. Fiesta de Navidad (Christmas Party) Members-only event
- April Memorias 2008 – A group exhibition of Latino and Latin-American Artists.

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Membership Report

- Active Members: 279
 - Families 51
 - Individuals 10
 - Honorary 4
- Pending Renewal: 53
 - Families 47
 - Individuals 6

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Membership Report

Why is important the membership?

It gives you the access to the largest cultural, educational & social Venezuelan organization in region.

Benefits for our members:

- Participation in different activities and events programmed by the organization to conserve the bonds with the language, culture and the traditions of Venezuela.
- Access to the benefits provided by the GP Hispanic Chamber of Commerce.
- Special discounts in the events that Casa de Venezuela organizes and promotes.
- Special discounts in products and services provided by the businesses of members and partners of Casa de Venezuela.
- Information on events of interest for the Venezuelan community organized outside Casa de Venezuela,
- Networking events.
- El Araguaney E-Newsletters
- And much more.

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Financial Report

- Commerce Bank Account
- **NEW** Wachovia Bank Account
- Financial Summary
 - Income and Expenses
 - Events
 - Operating Expenses

June 22nd, 2008

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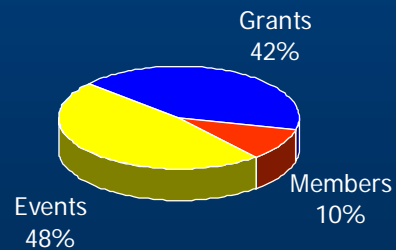


CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Income and Expenses (US\$)

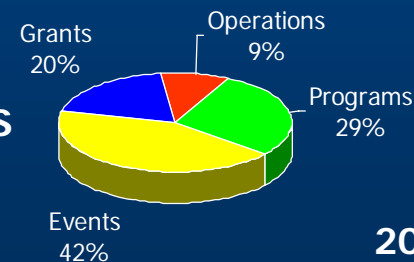
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | <u>2008 YTD</u> | <u>Total</u> |
|------------------------|--------------|---------------|---------------|---------------|-----------------|---------------|
| <u>Income</u> | | | | | | |
| Events Income | 4,963 | 8,442 | 8,228 | 13,585 | 7,489 | 42,707 |
| Grants | | | 6,075 | 12,000 | 2,500 | 20,575 |
| Memberships | 2,985 | 1,755 | 2,820 | 2,915 | 510 | 10,985 |
| Donation | | | 10,000 | | | 10,000 |
| Contribution | 1,923 | 168 | | | | 2,091 |
| Total Income | 9,871 | 10,365 | 27,123 | 28,500 | 10,499 | 86,357 |
| <u>Expenses</u> | | | | | | |
| Events Expense | 5,832 | 7,844 | 3,456 | 9,955 | 5,059 | 32,146 |
| Programs | | | 3,790 | 6,025 | | 9,815 |
| Grant Expenses | | | 1,510 | 4,565 | 455 | 6,530 |
| Operating Expenses | 1,829 | 1,087 | 1,317 | 1,106 | 116 | 5,455 |
| Associations | | | | 1,095 | | 1,095 |
| Uniforms | | | 370 | 657 | | 1,027 |
| Equipment | | 1,040 | 1,109 | | 1,160 | 3,309 |
| Charitable Donations | | | | | 4,650 | 4,650 |
| Ensamble CD | | | | | 1,128 | 1,128 |
| Total Expenses | 7,661 | 9,971 | 11,552 | 23,403 | 12,568 | 65,155 |
| Net | 2,210 | 394 | 15,571 | 5,097 | (2,069) | 21,203 |

INGRESOS



June 22nd, 2008

EGRESOS



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Financial Summary by Event (US\$)

1/1/2007 through 12/31/2007

| Events | Events Expense | Events Income | Total |
|--|-----------------|------------------|-----------------|
| Aniversario 2007 | 815.57 | | (815.57) |
| Arcadia College Presentation | | 150.00 | 150.00 |
| Arepada Cafe Habana | 140.33 | | (140.33) |
| Camphill Village Presentation | | 100.00 | 100.00 |
| Christmas Party | 2,569.29 | 70.00 | (2,499.29) |
| Concert C4 | 80.00 | | (80.00) |
| Festival de Primavera Parada Hispana NYC | | 600.00 | 600.00 |
| Independence Day Celebration 2007 | 1,067.21 | | (1,067.21) |
| Memorias | | 1,644.00 | 1,644.00 |
| Mother's Day Event | 305.50 | 1,031.85 | 726.35 |
| Oscar de Leon | 640.00 | 640.00 | 0.00 |
| Puerto Rican Festival Event 2007 | | 250.00 | 250.00 |
| Rumba Polar | | 1,688.00 | 1,688.00 |
| Torneo Bowling | | 147.00 | 147.00 |
| Venezuelan Expression 2007 | 4,337.22 | 7,264.00 | 2,926.78 |
| Grand Total | 9,955.12 | 13,584.85 | 3,629.73 |



Detail of Operating Expenses (US\$)

1/1/2004 through 6/30/2008

| Subcategory | 1/1/2004 - 12/31/2004 | 1/1/2005 - 12/31/2005 | 1/1/2006 - 12/31/2006 | 1/1/2007 - 12/31/2007 | 1/1/2008 - 6/30/2008 | Total |
|---|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|----------|
| Expenses | | | | | | |
| Operating Expenses | | | | | | |
| Bank Services | 22.00 | 100.00 | 32.00 | 102.86 | 54.00 | 310.86 |
| Consultants & Legal Expenses | 575.00 | | 15.00 | | | 590.00 |
| Meetings | | | 210.49 | 323.90 | | 534.39 |
| Office Supplies | | 24.60 | 113.66 | 270.11 | 62.49 | 470.86 |
| Postage | 92.00 | 245.30 | 290.97 | 221.60 | | 849.87 |
| Promotional Material & Public Relations | 1,035.00 | 537.00 | 621.82 | 187.50 | | 2,381.32 |
| Website | 105.00 | 180.00 | 32.80 | | | 317.80 |
| Total Operating Expenses | 1,829.00 | 1,086.90 | 1,316.74 | 1,105.97 | 116.49 | 5,455.10 |
| Total Expenses | 1,829.00 | 1,086.90 | 1,316.74 | 1,105.97 | 116.49 | 5,455.10 |



Grants

PA Council on the Arts – Preserving Diverse Cultures

Amount: \$2,500 to support the program Venezuelan Expressions 2007

Amount: \$2,500 for Multicultural Program Development – in progress



Philadelphia Cultural Alliance – Five County Arts Fund

Amount: \$1,644 Cultural Art Exhibit Event

Hispanics in Philanthropy- The Funders' Collaborative for Strong Latino Communities

Amount: \$12,000 for Fundraising Development / Board Development and Technical Support (membership program, financing program)

Union Benevolent Association

Amount: \$2,500 for feasibility study for Radio / Web Cast TV program Opiniones – in cooperation with El Concilio



HIP Hispanics in Philanthropy



June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Sponsorship and Collaborations

Sponsorship Venezuelan Expressions 07

AFLAC – Nancy Crew
Hispanic Chamber of Commerce
Hispanic Yellow Pages
Multicultural Affairs Congress - MAC

Collaborations – In Kind

Sheraton Philadelphia
Impacto Newspaper
Latin-American Treasures
Momo Restaurant Group
Artesanos Gallery
Univision 65
WFMZ Noticias en Español 69

Media Support :

Impacto Newspaper, Al Dia, EL Hispano, Faro Latino, Fanquito, Reporte27, Venexpats

Impacto
LATIN NEWSPAPER

Aflac

Celebrating Our Twentieth Year
1987-2007
PHILADELPHIA
MULTICULTURAL AFFAIRS CONGRESS
Your singular choice for multicultural hospitality

GREATER PHILADELPHIA
**HISPANIC CHAMBER
OF COMMERCE**

HISPANIC YELLOW PAGES
A Suarez Group Publication

69 NOTICIAS
WFMZ-TV Edición En Español

UNIVISION 65
PHILADELPHIA - NJ - DE
Siempre Contigo

Latin American
Treasures

TERRA MOMO
Restaurant Group

**Sheraton
Philadelphia**
CITY CENTER
HOTEL

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Strategic Plan 2007-2009

Strategic Goals

1. Raise awareness of CDV as the regional leader in the promotion of Venezuelan arts and culture
2. Develop at least three permanent, ongoing cultural programs in Venezuelan art, language, and music
3. Strengthen and diversify CDV's fundraising efforts
4. Establish and office for Casa de Venezuela in Philadelphia
5. Strengthen CDV's governance and management system
6. Explore ways to improve CDV's membership programs

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Strategic Plan 2007-2009

Goal #1 & Measurable Objectives

Raise awareness of CDV as the regional leader in the promotion of Venezuelan arts and culture

Measurable Objectives:

1. Develop and implement an ongoing marketing and communications plan, including a clear message, a media outreach campaign, and a membership recruitment strategy:

PROGRESS UPDATE: Created special alliance and partnership with media outlets, organizations and corporations in the region – ongoing.

1. Participate in at least two high profile community events per year.

PROGRESS UPDATE: Penn's Landing Hispanic Fiesta, MAC Global Fusion.



Strategic Plan 2007-2009

Goal #2 & Measurable Objectives

Develop at least three permanent, ongoing cultural programs in Venezuelan art, language, and music

Measurable Objectives:

1. Offer at least one cultural program in Venezuelan art, language, and music on a quarterly basis every year.

PROGRESS UPDATE: Venezuelan Expressions & Memorias – showcase Events of Casa de Venezuela

2. Present programs throughout the Delaware Valley region wherever large groups of constituents are located.

PROGRESS UPDATE: ArtSpanish Workshop for Children program – Summer 2007.



Strategic Plan 2007-2009

Goal #3 & Measurable Objectives

Strengthen and diversify CDV's fundraising efforts

Measurable Objectives:

1. Create and implement a comprehensive resource development (fundraising) plan with assistance from a nonprofit fundraising professional.
2. Provide fundraising training to the Board of Directors.
3. Introduce at least one new revenue source every year.
4. Increase the organization's revenue stream by at least 5% every year.

PROGRESS UPDATE: in progress, expecting to start in Summer 2008 by hiring the consulting services on Fundraising Development of The nonprofit Center of La Salle University.



Strategic Plan 2007-2009

Goal #4 & Measurable Objectives

Establish an office for Casa de Venezuela in Philadelphia

Measurable Objectives:

1. Acquire an office location and mailing address in Philadelphia through a minimal expenditure of revenue.
2. Develop and pursue a strategy to create a permanent home for Casa de Venezuela by 2009.

PROGRESS UPDATE: scheduling meeting with City of Philadelphia officials, researching potential partnership with organizations in the region, checking funding sources needed to purchase or repair a potential property.



Strategic Plan 2007-2009

Goal #5 & Measurable Objectives

Strengthen CDV's governance and management system

Measurable Objectives:

1. Revise bylaws to reflect best practices in nonprofit governance.
2. Develop a policy and procedures manual for the Board of Directors, Committees, volunteers, and members.
3. Engage in ongoing Board development activities to improve Board member recruitment, orientation, training, and succession.

PROGRESS UPDATE: Grant from Hispanic in Philanthropy received for "Board Development" with consultant Jason Alexander from The Nonprofit Center of La Salle University. Bylaws will be reviewed, and policy and procedure manuals will be developed. Number of Board members, roles & responsibilities, recruitment, training and succession planning will be reviewed. Project started in June 2008 and is expected to be completed in 2 months.



Strategic Plan 2007-2009

Goal #6 & Measurable Objectives

Explore ways to improve CDV's membership programs

Measurable Objectives:

1. Authorize a Board member or volunteer to research and develop a set of recommendations for improving, enhancing, and/or restructuring Casa de Venezuela's membership program.
2. If approved by the Board of Directors, implement recommendations in a timely and efficient manner.

PROGRESS UPDATE: Grant from HIP includes funding for the acquisition of software for managing membership information and communication.

Start to upload data into the new membership system "Wild Apricot"

- Plan to be productive system Q3 2008



Casa de Venezuela preserving traditional culture and folklore



Performance at the Museum of Arts of Philadelphia



Penn's Landing Fiesta 2007



Children of Casa de Venezuela, during the cultural performance
June 22nd, 2008



Cultural Presentation Penn's Landing 07



Casa de Venezuela preserving family and community values



Families of Casa de Venezuela



Christmas Party 2007



The Rubio's family, winner of Bowling Tournament

June 22nd, 2008



Families of Casa de Venezuela

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Casa de Venezuela's social events



Recording of TV Christmas Commercial at Sazon Restaurant



Faces of Casa de Venezuela –
Members during the Halloween Party 07



Halloween Party 2007

June 22nd, 2008



Mother's Day Picnic

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Casa de Venezuela's Ambassadors



Dance Ensemble



Penn's Landing 2007



During the Most Influential Hispanics 2007

June 22nd, 2008



Music Ensemble

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Memorias 2008



Board Members during the Opening of Memorias



Memorias 2008



Exhibit

June 22nd, 2008



Memorias 2008, 20 Latin-American Artists in one room

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Casa de Venezuela



Entertainment

Simon Bolivar, member CDV and Oscar de Leon



Social Activities

Players – Bowling Tournament



Getting together to share common values and traditions



In the News



Arts and Culture



Families

June 22nd, 2008



Casa de Venezuela, Signature Events and Music CD



Compact Disc Ensemble of Music Casa de Venezuela



Susana Amundárrain
Henry Bermúdez
Tania Bogarin
Ricardo Cabrera
Betty Casañas
Brup de la Mancha
Isabel DeBaary
Gina Escheverry
Magda Korn
Dora Noguiera-Rogers
Carlos Núñez
Michele Ortiz
Pedro Ospina
Luis Padron
Cecilia Paredes
Jose Al Paz
Salvador Paredes
Arnall Ramirez
Tony Rocco
Marta Sanchez
Cesar Viveros

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Questions and Answers

Questions, feedback and suggestions are always welcome.
Please send them to:

- **Junta Directiva**
boardofdirectors@casadevenezuela.net
- **Emilio A. Buitrago**, *President*
EBuitrago@casadevenezuela.net
- **Liselotte Harrity**, *Vice-Presidente*
LHarrity@casadevenezuela.net
- **Elena Barroeta**, *Secretary*
EBarroeta@casadevenezuela.net
- **Arturo Guillen**, *Treasurer*
AGuillen@casadevenezuela.net
- **Carolina Bittar**, *Membership Secretary*
CBittar@casadevenezuela.net
- **Nilsa Laya**, *Community Relations*
NLaya@casadevenezuela.net
- **Andreina Castillo** – *Secretary of Culture*
ACastillo@casadevenezuela.net
- **Natalia Gamarra** – *Secretary of Events*
NGamarra@casadevenezuela.net

June 22nd, 2008

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CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Approval of Annual Report

Please raise your hands to approve Annual Report

June 22nd, 2008

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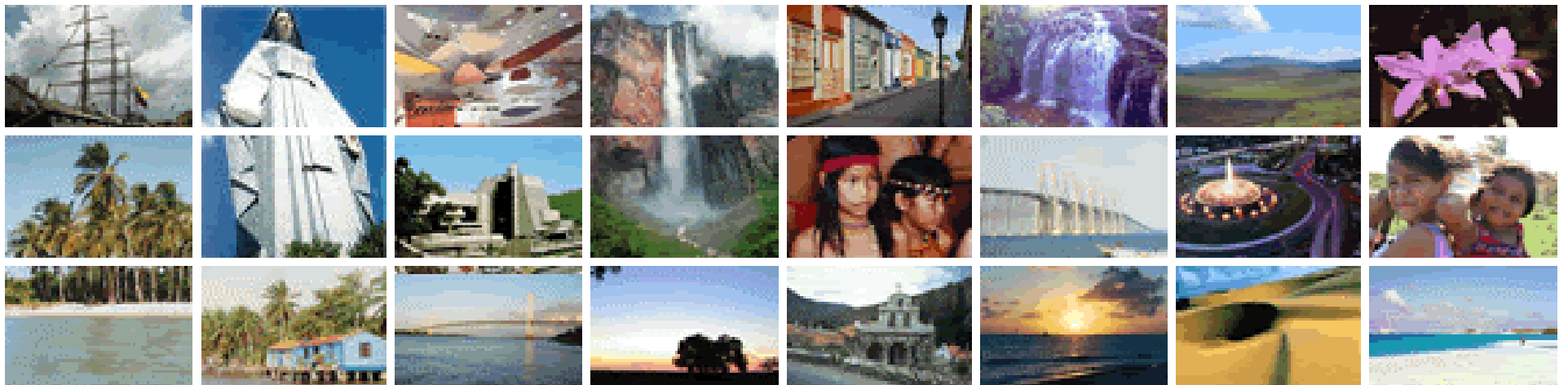
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VALLE DELAWARE / DELAWARE VALLEY



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Thank You

www.casadevenezuela.net





CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Let's Celebrate!!!

