



Ente
Friulano
Assistenza
Sociale
Culturale
Emigranti

EFASCE DI PHILADELPHIA

EFASCE di Philadelphia
P.O. Box 625
Flourtown, PA 19031

1 March 2020

Benvenuti al nostro incontro dei membri generale 2020!

Welcome to our 2020 General Member Meeting!

We continued many programs EFASCE di Philadelphia had already provided as well as try out some new events to get our members more involved with their Friulan community, from this area and abroad.

Some of our programs for 2019 included:

A quarterly newsletter to keep you to date on what EFASCE is planning and try to teach you a few new, fun facts, including: both Italian and Friulan language, tidbits about events and traditions celebrated throughout Italy, recipes, and book reviews.

Three levels of Italian classes on Monday nights at the Venetian Club;

Last year introduced two speakers to our members - Vanessa Lovisa Gambin of Toronto who shared information on her thesis about Friulan Immigration and Lou Del Bianco from New York who creatively shared his grandfather, Luigi's, trials and tribulations of being the Chief Stone Carver of Mt Rushmore.

Our annual *Festa dei Friulani*

Tombola / Bingo Event

Without you and your families, we cannot impart the stories of our ancestors or the pride we have in our Friulan heritage to future generations. We don't want to lose important family traditions or stories because we get too caught up in today's current events and fast-paced lifestyle. Keep sharing your stories!

Please keep an eye out for details on our upcoming events:

April 18th - Polenta dinner in conjunction with the Venetian Social Club

July - Ri-Scoprire Friuli and the Young Adults Program in Friuli

October - *Festa dei Friulani* and participation in *Ciao Philadelphia*

To be determined: Social Hour(s)

We are looking for any stories you may have about the beginnings of EFASCE in Philadelphia and things you may want remembered about our first 12 years.

On a more personal note, this is the last meeting I will oversee as President of EFASCE since our Bylaws currently set a limit to the number of consecutive years the President can be in office. I would like to recognize all the directors and committee chairs for their continued help and support. I truly appreciate all the advice, time, supplies, and assistance they, as well as all our volunteers have generously and selflessly donated to EFASCE di Philadelphia. I would also like to thank all our members for continuing to preserve and promote our treasured Friulan Heritage. I have truly enjoyed getting to know you all and hearing the stories of your families. It has been a pleasure to serve as the President for the last four years. I will continue to sit on the Board of Directors to offer any assistance I can in keeping our heritage alive.

Remember April 3, 1077 is the *Patria del Friul* day!

Mandi!

A handwritten signature in cursive script, appearing to read "Lisa".

Lisa A. Roman, President

Segretariato EFASCE di Philadelphia

Financial Statement - Ending December 31, 2019

ASSETS:

Cash (Valley Green Bank)	\$24,098.91
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INCOME:

Dues	\$5,183.02
Donations (includes Amazon Smile)	\$189.06
Italian Studies	\$9,060.00
Annual Dinner/ Social Events	\$9,298.20
Books/Pins	\$78.00

TOTAL INCOME: \$23,808.28

EXPENSES:

Insurance	\$565.00
Italian- teacher	\$6,847.50
Italian- supplies, rent	\$485.40
Annual Dinner/ Social Events	\$4,858.75
Web	\$155.10
Guest Speakers	\$626.57
Office supplies/postage	\$128.91
Organization- GMM,rent,po box,directors dinner,storage	\$3,028.67

TOTAL EXPENSES: \$16,695.90

NET: \$7,112.38

ENDING BALANCE: \$31,211.29

EFASCE di Philadelphia General Meeting March 1, 2020

Committee Reports

Membership Committee

The EFASCE di Philadelphia organization is the only 501c3 Friulan organization in the United States. At this time, we have **178** members. We cover 15 states, the Commonwealth of Puerto Rico, England, and have Three Honorary Members in Italy.

As Membership Co-chair for the Membership Committee we ask that our members get involved in finding all of our Friulani and to remind the families that your HERITAGE is from the Friuli and to encourage your family members to get involved by becoming a member. It's not much to ask, we cannot forget what our Parents, Grandparents etc had to endure for our futures.

Mandi

Robert Roman & Robert Henry, Co-Chairs, Membership Committee
membership@efasce.net

Italian Studies Committee

Classes were well attended in 2019 with 34 students enrolled in the Fall session.

We continue to meet on Monday evenings at the Venetian Social Club with classes at 5:50pm, 7pm, and 8:15pm. Class descriptions are available on our website and new students are always welcome. We encourage anyone interested to come and observe a class.

Madalena Lorenzon, Italian Studies Committee
language@efasce.net

Youth Exchange Committee

In 2019 we had two participants attend the Young Adults Program held in Pordenone - Siblings Gabriella and Philip Lindsay.

Four members, Joanne and Tom Kearns and their grandchildren, Max Broek of Washington and Grace Sorrentino of Texas, in the "*Ri-Scoprire il Friuli*" (Re-discover Friuli) Program.

The 2020 programs will run from July 12th - 27th, 2020. The Young Adults program is being renamed "*Alla scoperta delle proprie origini*" (Discovering one's origins). Only one US participant will be accepted for each program.

Madalena Lorenzon & Lisa Roman, Youth Exchange Committee
studentexchange@efasce.net

Library Committee

We continue to collect Stories, Recipes and Remedies of your family or your Friulan Traditions to document and organize for the future.

We are also interested in documenting the first 12 years of EFASCE, so please write in if you have anything to contribute.

In the future if you have any ideas on a publication that would be interesting to our members please get in touch with the Library Committee.

Robert Roman & Alessandra Cartelli, Co-Chairs, Library Committee

history@efasce.net

Master Project Committee

There is currently no trip planned for 2020, however if 12-16 people have an interest and let a board member know, a trip can be arranged.

Bob Mack, Master Project Coordinator

contact@efasce.net

Newsletter Committee

Last year we focused on "*Famous Friulani*", including Primo Carnera, Mario Andretti, and Luigi del Bianco. We continue to include events updates, fun ways to learn Friulan, and seasonal interests. Thank you to those members that have provided articles, comments, and great feedback on our newsletter! It's really nice to hear from you! We welcome anything you might want to share with your fellow Friulans in the upcoming newsletters.

Joseph Colussi & Robert Henry, Co-Chairs, Newsletter Committee

newsletter@efasce.net

Entertainment Committee

Entertainment Committee Objective:

Plan social events that support our Friulian heritage and promote membership networking and cultural focus.

Here is a summary of events of 2019 and 2020:

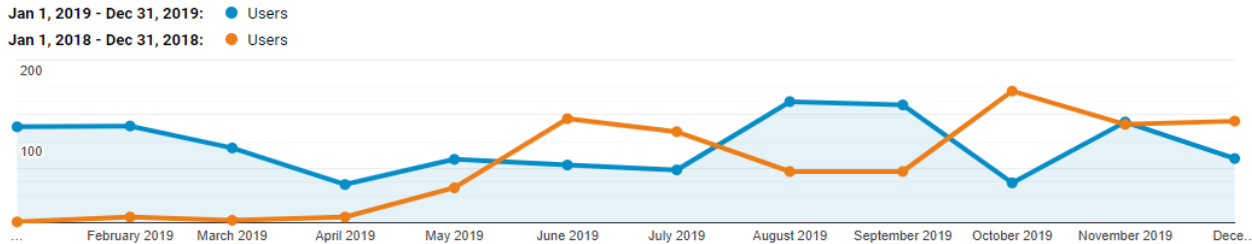
Month	Event	Comments
April 2019 Saturday, April 06 5:00 - 10:30 Venetian Club	2019 Polenta Night	<ul style="list-style-type: none"> - 203 guests (186 Adults; 17 children) - Joint event with Venetian Club
September 2019 Wednesday, September 11 7:00 - 8:00 Founder's Room	Entertainment Committee Meeting	<ul style="list-style-type: none"> - Entertainment Committee: Rosemary, Anne, Ellen, Linda planning meeting with one non-member from Italian Club in attendance. 2019 - 2020 schedule discussed and distribution of duties.
October 2019 Saturday, October 5 5:30 - 10:30 Sandy Run Country Club	Festa dei Friulani Annual EFASE Dinner / Dance	<ul style="list-style-type: none"> - 96 guests - Participation & event promotion with CIAO Philadelphia - Band: Tom Smith Trio
February 2020 Sunday, February 9 1:00 - 4:00 Founder's Room	Tombola / Bingo	<ul style="list-style-type: none"> - Numbers called in English, Furlan, e Italiano (educational for non-speaking members) - Sunday afternoon family event - 22 guests - All Tombola prizes and costs covered from Tombola proceeds
March 2020 Sunday, March 1 2:00 - 4:00 Founder's Room	Annual Membership Meeting and Board of Directors Elections	<ul style="list-style-type: none"> - 50/50 Raffle
April 2020 Saturday, April 18 Venetian Club Ballroom & Founder's Room	2020 Polenta Night	<ul style="list-style-type: none"> - Joint with Venetian Club - Band: Die Heimatklange
June 2020 Date TBD Venetian Club Bar Area	Happy Hour & Charcuterie	<ul style="list-style-type: none"> - General member social
October 2020 Date TBD	Festa dei Friulani Annual EFASE Dinner / Dance	<ul style="list-style-type: none"> - Participation & event promotion with CIAO Philadelphia - Band: TBD

Anne Henry & Rosemary Maieron, Co-Chairs, Entertainment Committee
entertainment@efasce.net

Website Committee Report

2019 Efasce di Philadelphia Website Committee Report

“A Picture is worth a thousand words” is a popular term. When it comes to web and data “Stuff”, I think pictures say it better. So, this year we’re providing more charts instead of words. Our WordPress design launched in 2018 shows increased ‘users’ (aka ‘visitors’) of 39% compared to this year 2019.



Our Festa dei Friulani drew one of the largest spikes in August and September, and posting our pictures and our Facebook feed kept people coming back in November.

Many more of our Canadezi Friulan visited this year breaking into the top 10 along with the UK; and we saw many new countries including Australia, Argentina, and Japan. Dropping from the list was Latvia, Philippines, and Iraq.

So what are people using to view our site? For the browser, Chrome is #1 again, but we saw a notable increase in Mobile phone and a slight drop in tablets (ipads) vs. Desktops:

Desktops	76%	-6%
Mobile	21%	7%
Tablet	3%	-1%

Chrome	43%
Safari	23%
Firefox	14%
Edge	12%
Internet Explorer	5%
'Mozilla	2%
Other	1%

Apple iPhone	64%
Apple iPad	11%
Samsung Galaxy	5%
Microsoft Tablet	3%
Motorola Moto	3%
Google	3%
Other	11%

If you’re sharing this with the kids, of course they are going to want to know which devices are the highest, and ...of course the Apple iPhone is #1 again.

1. United States	469 (43.91%)
2. Canada	222 (20.79%)
3. France	146 (13.67%)
4. China	57 (5.34%)
5. Argentina	54 (5.06%)
6. Japan	27 (2.53%)
7. Italy	22 (2.06%)
8. Brazil	9 (0.84%)
9. United Kingdom	9 (0.84%)
10. Australia	5 (0.47%)
11. Germany	5 (0.47%)
12. India	5 (0.47%)

Women

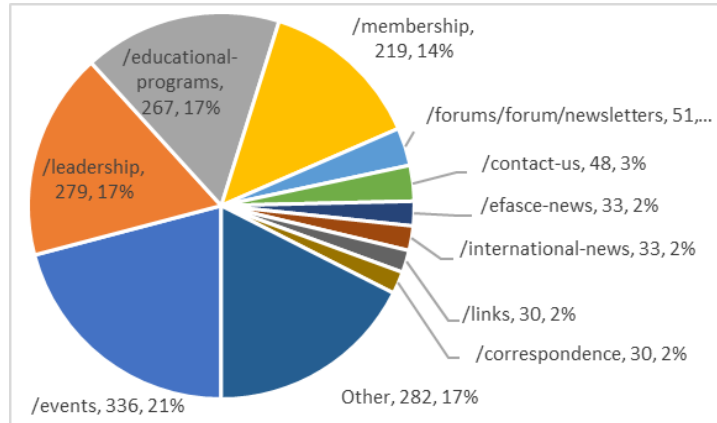
56% For the first time ever, Woman were bigger fans than Men!
Your Fans

Men

43% While our users visiting our website went up, the number of pages looked at went down. Some of this could be because we did remove a few pages from our site that weren’t getting much traffic, and we also streamlined some of the content.
Your Fans

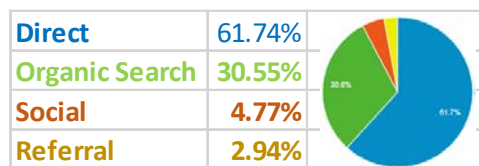
What are the most popular pages (outside of the home page)? **Events!**

/events	336	20.90%
/leadership	279	17.35%
/educational-programs	267	16.60%
/membership	219	13.62%
/forums/forum/newsletters	51	3.17%
/contact-us	48	2.99%
/efasce-news	33	2.05%
/international-news	33	2.05%
/links	30	1.87%
/correspondence	30	1.87%
Other	282	17.54%



Educational Programs, Events, and Membership all saw over 7% increases compared to last year. Some of this may be from our members using the website to sign-up and pay for events and membership. We've been sending emails with links and can see they are starting to catch on... Our Festa-dei-friulani and Polenta-dinner events made up close to 8% of our Total traffic and our Language Class makes up almost 6%.

How do people find our site? Mostly from "Direct" sources, meaning a favorite link you saved or typing in "efasce.net" 'directly' in your browser address bar. Search is mostly from Google, Bing, and Yahoo (people still use Yahoo?!); our only Social channel is Facebook (thank you FB users!); and we get referrals from Facebook and Ciaophiladelphia.com.



Keep in mind our Facebook page (www.facebook.com/efascediphiladelphia) is linked to our Website. Post something relating to Efasce up there, and you might just make our Web page too! 3 people (outside the Board) posted to our timeline this year and increased followers 17% from 115 to 135; we hope to see that increase

Total Page Followers as of Today: 135



with your help. Don't forget to visit our Facebook page and "Like" us!

In 2020, we hope to improve our website with more content updates, events, and adding some new features to draw more users and respective usage.

We could use some help, so if you want to learn WordPress, and be a part of the Web committee, just email a board member! Don't forget to visit our Facebook page, and maybe your post will be seen on our home page feed!

Daniel Giacomelli, Website Committee
website@efasce.net