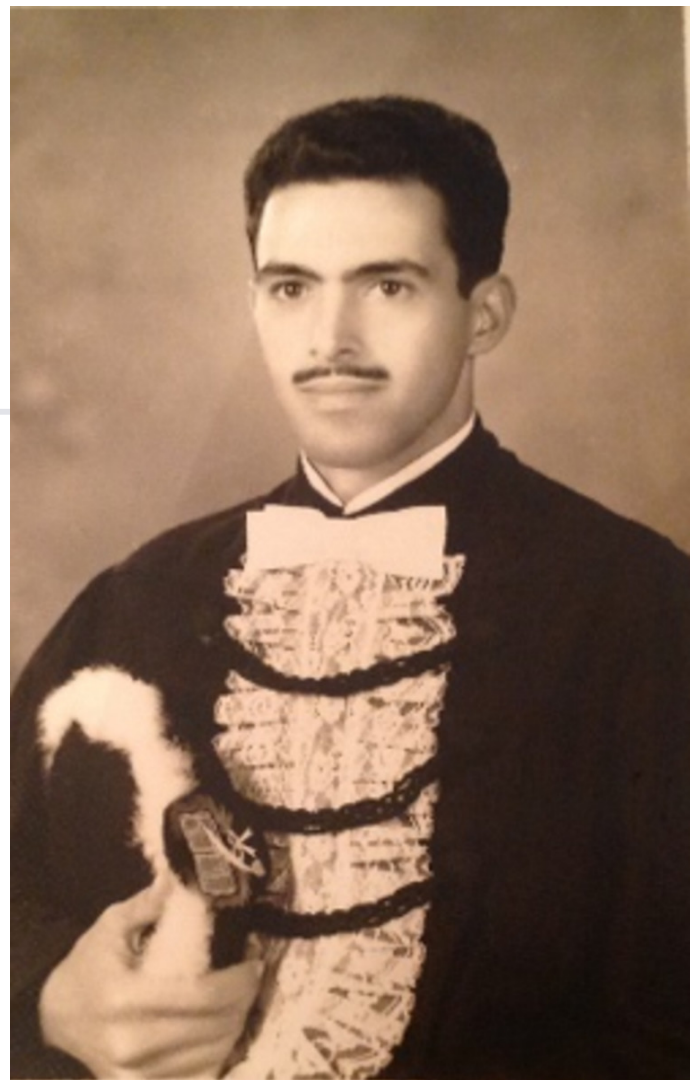


Borda, Carlos Magalhães (1938–1995)

THE BRAZILIAN WHITE CENTER – UNASP

The Brazilian White Center – UNASP is a team of teachers and students at the Brazilian Ellen G. White Research Center – UNASP at the Brazilian Adventist University, Campus Engenheiro, Coelho, SP. The team was supervised by Drs. Adolfo Semo Suárez, Renato Stencel, and Carlos Flávio Teixeira. Bruno Sales Gomes Ferreira provided technical support. The following names are of team members: Adriane Ferrari Silva, Alan Gracioto Alexandre, Allen Jair Urcia Santa Cruz, Camila Chede Amaral Lucena, Camilla Rodrigues Seixas, Daniel Fernandes Teodoro, Danillo Alfredo Rios Junior, Danilo Fauster de Souza, Débora Arana Mayer, Elvis Eli Martins Filho, Felipe Cardoso do Nascimento, Fernanda Nascimento Oliveira, Gabriel Pilon Galvani, Giovana de Castro Vaz, Guilherme Cardoso Ricardo Martins, Gustavo Costa Vieira Novaes, Ingrid Stéfane Santos Andrade, Isabela Pimenta Gravina, Ivo Ribeiro de Carvalho, Jhoseyr Davison Voos dos Santos, João Lucas Moraes Pereira, Kalline Meira Rocha Santos, Larissa Menegazzo Nunes, Letícia Miola Figueiredo, Luan Alves Cota Mól, Lucas Almeida dos Santos, Lucas Arteaga Aquino, Lucas Dias de Melo, Matheus Brabo Peres, Mayla Magaieski Graepp, Milena Guimarães Silva, Natália Padilha Corrêa, Rafaela Lima Gouvêa, Rogel Maio Nogueira Tavares Filho, Ryan Matheus do Ouro Medeiros, Samara Souza Santos, Sergio Henrique Micael Santos, Suelen Alves de Almeida, Talita Paim Veloso de Castro, Thais Cristina Benedetti, Thaís Caroline de Almeida Lima, Vanessa Stehling Belgd, Victor Alves Pereira, Vinícios Fernandes Alencar, Vinícius Pereira Nascimento, Vitória Regina Boita da Silva, William Edward Timm, Julio Cesar Ribeiro, Ellen Deó Bortolotte, Maria Júlia dos Santos Galvani, Giovana Souto Pereira, Victor Hugo Vaz Storch, and Dinely Luana Pereira.



Carlos Borda, graduate student, 1964

Photo courtesy of Brazilian White Center - UNASP.

Carlos Magalhães Borda, pastor and administrator, was born April 25, 1938, in the city of Pelotas, state of Rio Grande do Sul, Brazil.¹ He was the youngest² of the three children of Carlos dos Santos Borda (1908-1993) and Conceição Magalhães Borda (1911-1993), who were both born in Pelotas.³ Carlos spent his childhood and teenage years in this city. He completed elementary school in 1953 at Pelotense School. That was the same year his parents learned the Adventist message and it also had an influence on their children. Carlos was baptized in 1954,⁴ and three years later in 1957 he began the high school course in technical accounting offered by the

Colégio Gonzaga in Pelotas.⁵ He started his own family on December 23, 1958, by marrying Gilda Zehetmeyer (1939-), with whom he had two children—Gilson and Jairo.⁶

Carlos completed the technical course in accounting in 1959,⁷ and in December 1960, he moved with his family to the city of São Paulo, where he studied theology at Brazil College from 1961 to 1964.⁸ In February 1965,⁹ he started working as Bible instructor at the Central church in the city of Porto Alegre, Rio Grande do Sul.¹⁰ Next he became an assistant in a series of public evangelism meetings led by Pastor Deícúla Silveira, in the Camaquã neighborhood. The meetings resulted in the planting of a new church where Carlos was the pastor for a year. In 1966 he was transferred to the church of Bagé, in the same state,¹¹ where he stayed until 1967. Next he worked for a year and a half as the treasurer of the Cruzeiro do Sul Adventist Academy. On February 1, 1969, he was ordained to the ministry¹² when he was appointed to be the administrative director of the academy.¹³ In 1971 he received a call to be the administrative manager of Brazil College.¹⁴ He graduated with a degree in education in 1973, at Santo Amaro University, São Paulo.¹⁵

In 1974 he was elected secretary and treasurer of the East Brazil Union Conference.¹⁶ He also graduated with a degree in business management from Universidade Federal Fluminense (1975-1979). In 1981 he quit the position of treasurer of the institution and worked only as secretary until the next year.¹⁷ In 1983 he took the position of president of the North Brazil Union Mission.¹⁸ He worked there until he was appointed director of the Brazilian Publishing House (CPB) in January 1985. At that time the publishing house was being transferred from Santo André to Tatuí, both cities in the state of São Paulo.¹⁹ As director, Carlos had to deal with several aspects of the new structure and also with the financial issues concerning the construction and purchase of equipment.²⁰ The new industrial plant was inaugurated on January 4, 1987. During his management, more equipment was purchased and all sectors were computerized. He also sought to improve the access of Adventist members to the publications, selling them directly to the churches.²¹ In addition, in 1990 CPB entered the musical industry by releasing the Grupo Novo Canto record.²² Carlos stayed in the position of director until 1994, when he was diagnosed with cancer. He died April 11, 1995, at the age of 57, at the Adventist Hospital of the city of São Paulo, and was buried in Tatuí.²³ He contributed to the Adventist Church as an administrator in educational institutions, union conferences, and in the Brazilian Publishing House, where he served for nearly ten years.

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NOTES

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2. Gilda Zehetmeyer Borda, "Acima de tudo a esperança," in *Conte-me a Sua História...: Histórias reais de esposas de pastores no cumprimento da missão evangélica*, ed. Odete Gomes Xavier Lima (Campinas, SP: Certeza Editorial, 2010), 188.
3. "Conceição Magalhães Borda e Carlos dos Santos Borda," *Revista Adventista*, year 89, n. 12, December 1993, 31; and Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016.
4. Borda, 188.; Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016.
5. Borda, 189.
6. Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016.

7. Borda, 190.
8. Ibid., 191-192.
9. "Casa Perde Diretor Geral," *Revista Adventista*, year 90, n. 5, May 1995, 13.
10. Borda, 192.
11. Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016.
12. "Rio Grande do Sul Academy," *Seventh-day Adventist Yearbook* (Washington, D.C.: Review and Herald Publishing Association, 1968), 337; and "Rio Grande do Sul Academy," *Seventh-day Adventist Yearbook* (Washington, D.C.: Review and Herald Publishing Association, 1969), 348; and "Casa Perde Diretor Geral," *Revista Adventista*, year 90, n. 5, May 1995, 13.
13. Borda, 194.
14. Rubens S. Lessa. "Casa Publicadora Brasileira: 85 anos de história." *Revista Adventista*, year 80, n. 12, December 1985, 8; and Gilda Zehetmeyer Borda, "Acima de tudo a esperança," in *Conte-me a Sua História...: Histórias reais de esposas de pastores no cumprimento da missão evangélica*, ed. Odete Gomes Xavier Lima (Campinas, SP: Certeza Editorial, 2010), 195; and "South Brazil Union Conference," *Seventh-day Adventist Yearbook* (Washington, D.C.: Review and Herald Publishing Association, 1972), 235; and "Brazil College," *Seventh-day Adventist Yearbook* (Washington, D.C.: Review and Herald Publishing Association, 1973/1974), 286.
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18. "North Brazil Union Mission," *Seventh-day Adventist Yearbook* (Washington, D.C.: Review and Herald Publishing Association, 1984), 304.
19. "Casa Perde Diretor Geral," *Revista Adventista*, year 90, n. 5, May 1995, 13.
20. Lessa, 8.
21. Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016; and "Casa Perde Diretor Geral," *Revista Adventista*, year 90, n. 5, May 1995, 13.
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23. Gilda Zehetmeyer Borda, interviewed by the author, Ellen G. White Research Center, Engenheiro Coelho, São Paulo, December 11, 2016; and "Casa Perde Diretor Geral," *Revista Adventista*, year 90, n. 5, May 1995, 13.

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