

IAHF NEWS



ITALIAN AMERICAN HERITAGE FOUNDATION NEWSLETTER • SEPTEMBER 2012 • FOUNDED AUGUST 5, 1975 • CELEBRATING 37 YEARS

President's Message

by Ken Borelli



A BIG TENT EXPERIENCE: THE 32ND ITALIAN FAMILY FESTA!!

First of all, and foremost, a *grazie mille* to our member volunteers, their friends, neighbors, families, sponsors and donors who made our Italian Family Festa so spectacular - a true cast of hundreds! A special thanks to Festa Director Joe Rizzi and his planning committee, too, for the long hours, not just during the Festa, but throughout the year for their tireless efforts and dedication. Why we do what we do, and how we chose to donate our time, may reflect a diverse set of motivations, but what unites us all in this endeavor is our passion for Italian heritage, and, or, our roots in Italy. This also holds true for many of the non-Italian Americans who donate so graciously of their time for their special love of things Italian (of course including their spouses and significant others!). I have often reflected that our Italian heritage is not so much a matter of biology, but of appreciation of what Italian culture has contributed to humanity, and the world stage.

This may sound lofty and "heady", but in many ways, an appreciation of culture and heritage is an amazing lodestar. It truly is part of one's identity and comfort zone, whether it is a *tavola*, *un canzone*, *una moda*, or whatever is important to your personal experience. And when it's all said

and done, the quality of a life is measured against many of these criteria, along with how you give back to the community. I reflect, too, at this year's Festa, about the very popular and special exhibit on the Arberesh within the Italian-American community, many of whom are IAHF members and boosters, and the tenacity of that community in keeping their traditions alive for over 500 years, through wars, isolation, dispersals and immigration; such is the importance of heritage to an individual's makeup.

In common with all "ethnic" celebrations, aside from the fun and excitement... and there was lots

cially those of a certain age and epoch when this was a very real barrier to social mobility.

As our Italian-American community becomes more and more assimilated into the mainstream of American life the challenge, too, at a Family Festa includes being able to incorporate today's reality and choices. Many of those in attendance choose to identify with this part of their family's heritage, while equally identifying with their Dutch, Irish, Hispanic, or whatever heritage, too, so in a sense, as a heritage foundation, we are competing for your interest and support. In many ways, our Festa mirrors today's diversity... Italian-



American style. Likewise, it is why we provide over the year such a vast array of experiences, such as our film festival, lectures, dinners and/or performances, but nowhere is it more concentrated and diverse than at our Festa. Over the last two years, we have included a Culinary and Cultural stage for mini-lectures and programs. They need more tweaking, of course, but holds great potential

of that, too: part of what a Festa is all about is really making sure the greater society understands and shares in that community's life and contribution to this wonderful country. It is also, hopefully, a way to break down any perceived barriers and stereotypes that have labeled a community. As Italian-Americans, we have had our share of issues in this arena, and one Festa alone is not going to change those misconceptions, but what this and similar events do, on a very one to one basis, is call into question those generalizations that grate at the nerve of Italian Americans, espe-

cially those of a certain age and epoch when this was a very real barrier to social mobility. As they say, "a picture is worth a 1000 words", and this paper will certainly highlight that observation, but in this article, I think it is certainly appropriate to reflect a bit on the importance of the Festa, not as an end all matter, but as an important work in progress, constantly trying to improve and redefine itself, reflecting the ever changing dynamics of a very special community in this valley - the Italian-Americans! ☺

MANY THANKS TO ALL WHO MADE THE FESTA A SUCCESS!!

After eleven months of planning by an amazing team of volunteers, the 32nd Annual Italian Family Festa is now in the record books. This year proved to be a very enriching experience with over 30,000 attendees roaming the grounds of this two day event in the beautiful park setting of Guadalupe River Parks and Gardens. The most common comment we heard from our guests was, "this is the best Festa ever!" We heard that phrase over and over all weekend, of which brought broad and proud smiles to all of our faces. The collective effort put forth required to produce an quality event of this scope is daunting at best, but when everything is said and done, the end result is what it is worth every blood, sweat and tear. Enough can not be said about the amazing commitment, passion and fortitude of this volunteer force that sacrificed their personal time to ensure this event was presented in the most organized, safe and professional manner. We are now in the early stages of planning for the 2013 event - if you would like to be part of the amazing event we would love to welcome you aboard!
-- Mille Grazie, Joe Rizzi ~ 2012 Italian Festa Director

Grazie to our 2012 Festa Planning Committee!

Ken Borelli • IAHF President/Festa Co-Director/Cultural Exhibits/Grants
Judy Verona Joseph • Sponsorship
Nancy Moreale • Volunteer Chair / Opportunity Drawing Booth / Festa Webmaster / Social Media
Cathy DeMaria • Opening Ceremony/Sunday Mass
Debe Benavides • Arts / Crafts Executive Coordinator
Dennis O'Donnell • Operations
Sandi Strouse • Chair / Cannoli Booth
Brenda Rogers • Wine Garden Chair
Joe Ponte • Logistics / Permits

Linda Felice • Charlotte Delaplaine / Site Decor
Phillis Buettner • ID Check Stations
Tony, Mike, Irv and Dorothy Sprugasci & Chris Mahr • Beverages
Kristi & Kim Stanyard • Executive Coordinator-Entertainment / Stage Management
George Guglielmo • Wine Booths Chair
JoAnn & Roger Bjornstad • Community Awareness Area
Delia Schizzano • Cash Control
Clay Brasuell • IAHF Membership Booth
Christine Hudson • Scholarship Chair
Nancy Melander • IAHF Food Booth Concession

Special Recognition for our Sub-Contractors

Read & Melany Zaro • TEC Productions / Event Management
Melissa Baxter-Nelson • Nothing Wasted / Waste Disposal-Recycling
Judy Verona Joseph • Primo Public Relations / PR-Marketing/Media

Daryle Lupretta • IAHF Food Concession Management
Silicon Valley Security Associates

THE OTHER IAHF REALITY

We spend a lot of time talking about heritage in our Newsletter, but from time to time it's important to bring our members up to date on the "other reality". And that other reality is our Facility. We are definitely fortunate to have the facility, but at the same time, maintenance cost and facility upgrades are always an on going concern. Case at point, in a normal inspection by the fire marshal, we were informed our current commercial fire extinguisher is not up to new guidelines.

Bottom line, after checking out three bids to upgrade our system, and having to cover our fire code inspections we incurred a \$3,500 expense, of which "who needs"! The good news is thanks to our Vice President Joe Ponte, and IAHF member and certified electrician, Ronald Marcoccia, who graciously donated their time to augment the fire extinguisher improvements we were able to control some of the costs at a considerable savings to the IAHF.

We truly are fortunate to have Joe Ponte, Ronald Marcoccia, and Ralph Di Tullio who represent a cadre of IAHF members, who have really helped us out with hall maintenance, improvements and securing the best prices possible. This is an ongoing part of life at the IAHF, that as members you need to be aware of, and if the spirit moves you, join this dynamic group in keeping up our facility. Next month I want to touch upon one additional reality, and that is, in many ways critical to our cash flow, ...Hall Rentals. - Ken Borelli

CONGRATULATIONS TO OUR FESTA PRIZE WINNERS!!
AND MILLE GRAZIE TO OUR PRIZE DONORS!!!



49er MANIA!
TOM NICOSIA WINNER!
Steve Young autographed Pro Bowl picture.



SHARK CRAZY!
Ricci jersey - KATHY STEIN WINNER!
Thornton puck & picture - MARIO CASSARA
WINNER!



SABERCATS FRENZY!
BEV CULBERTSON WINNER!



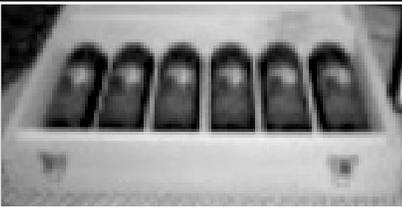
BIANCHI BICYCLE
GREGORY ROMANO WINNER!
Donated by La Dolce Velo



RENO FUN!
KATHY CAPUTO WINNER!



FAMILY TREE HOUSE DINNER
TESS MOSHER WINNER!



2009 Cinque
SUSAN KOEHLER WINNER!
La Rusticana d'Orsa 2009 Cinque - 6 bottles
in a beautiful custom wooden case



Commemorative Bottle of Wine
ORLANDO PARAMO WINNER!



ITALIAN ARTIST CANALETTO
Hand painted over prints
CONNIE NICOSIA WINNER!
REKHA PARMAR WINNER!



NAPA GETAWAY
COLLEEN CLARK WINNER!
Donated by The DoubleTree Hotel &
Spa Napa Valley



FAMILY VACATION HOME
MARY ANN SORCI WINNER!
Donated by a special IAHF member.



ITALIAN CHILDREN'S BASKET
SUSAN KOEHLER WINNER!



STAY-CATION
CARLOS GUERRERO WINNER!
Stay-cation from Holiday Inn Express Hotel
and Suites.

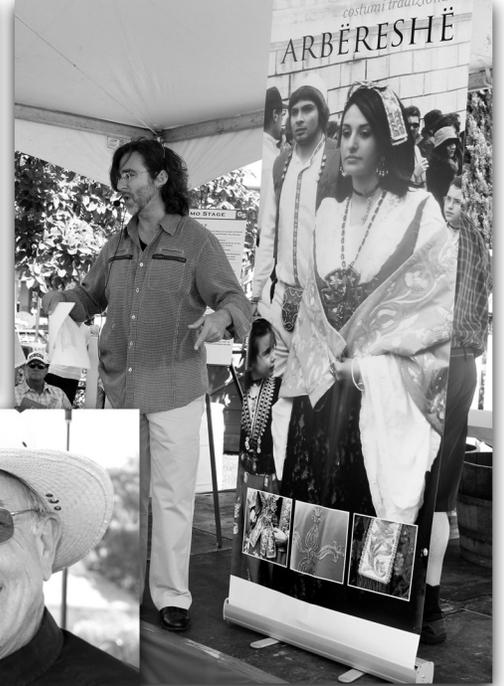


AN EVENING AT THE OPERA
CAROL RUPPUCCI WINNER!
BRUCE UNGER WINNER!



WINE TASTING GARDEN BASKETS
PAT MARTINEZ WINNER!
ANDREA PICAZO WINNER!
GINA SALCICCIA WINNER!

THE 32ND ANNUAL ITALIAN FAMILY FESTA



Photos by Kimberli Brady of SanJoseStock.com

THE BEST FESTA YET!!



Photos by Kymberli Brady of SanJoseStock.com

A FANTASTIC TIME WAS HAD BY ALL!!!

"Loved the wine tasting garden."

"Very family friendly Festa."

"First time I attended and I can't wait for next year!"

"I've been attending the Festa for years and this is by far the best location."

"Loved everything, the food and music, you guys did a great job!!"

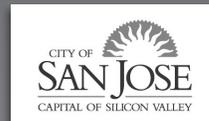


Photos by Kymberli Brady of SanJoseStock.com

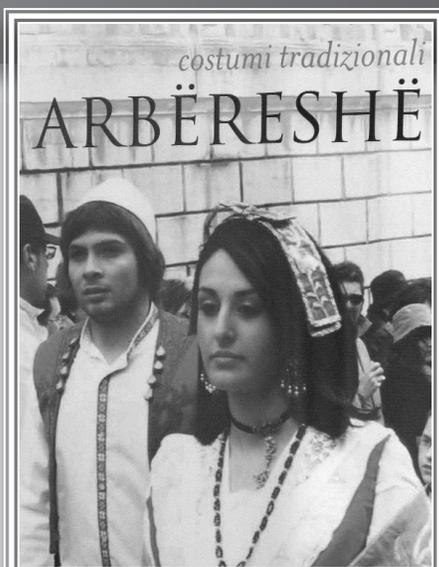
32ND ANNUAL ITALIAN FAMILY FESTA SPONSORS & DONORS

We want to sincerely thank all of our wonderful sponsors and donors for contributing to the 32nd Annual Italian Family Festa (as of this printing). It's through the generosity of people like you that we are able to continue this wonderful tradition.

- Jos. J. Albanese, Inc.
- Capitol FIAT San Jose
- The Sobrato Organizaton
- SJ City Councilmember Pierluigi Oliverio
- SJ City Councilmember Ash Kalra
- Ken Borelli
- Cleo Logan
- DBI Beverage Inc.
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- The Belli Family, Val, Mary Jo and Michael
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- Gioia-Kathy Winkelman
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- Frank and Marilyn Dorsa
- Sister County Florence Commission
- Rose Crimi
- Corinne Tomeo
- Lunardi's Markets
- Supervisor Ken Yeager
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- Maria Gloria -- L'Italo Americano Newspaper
- JV Properties, Bill and Judy Joseph
- Joseph and Gloria Ponte
- Irving and Dorothy Sprugasci
- Tony Zerbo
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- Joseph and Carmella Gullo
- Colleen Bicandi -- In Memory of Gene Bicandi
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- Maria Bandy
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- San Jose Opera
- Ninette Bavaro-Latronica
- La Dolce Velo!
- Doubletree Hotel- American Canyon
- Sue Cristallo
- La Rusticana D'Orsa Winery
- Guglielmo Winery
- Togo's
- Tony and Alba's



This program is supported, in part, by a Cultural Affairs Grant from the City of San Jose.



THE ARBERESH NETWORK, PART TWO

One of the spin offs of the exhibit, 'Exile, Diaspora, and Immigration--the Arberesh in Santa Clara County' at this years Festa, is building a local Arberesh network. At the Festa Cultural Tent an E list was developed, to help in the planning process, and creating a network to promote interaction about this special heritage.

If you are interested in being contacted about this emerging Arberesh network and you have not already signed up at the Cultural Tent at the Festa, you can email Massimo Chisessi, or Lucia Clementi, as follows: Massimo Chisessi at massimochisessi@yahoo.com, or Lucy Clementi at lac9471@yahoo.com. If you do not have email, simply call the IAHF at 408 293-7122 .and we will get you connected. All are invited to share in the planning stages, or future activities, some of the items to be discussed are lectures, social time, and possible events, including learning more about the language and cultural activities. Lastly if you missed the Arberesh presentation at the Festa and would like to buy the DVD please call the IAHF office. Portions of the DVD sales will go to the IAHF. 🐼



The Italian American Heritage Foundation and the Italian Family Festa are on Facebook

<http://www.facebook.com/iahfsanjose> • <http://www.facebook.com/italianfamilyfesta>

MEET AUTHOR SALVATORE DI VITA: SAVE THE DATE!!



Tuesday, September 25, 2012 at 7:00 pm at the Italian American Heritage Foundation \$10 for members and non-members. Call 408-293-7122 for more information.

Based on a true story: it was World War Two, Italy; he was just a kid armed with a submachine gun and a desire to rid his country of Nazis and Fascists. His hope for survival, tenuous at best, was outweighed only by his tenacity. The youngster, who became a Partisan, was, in many ways, the personification of Italy and of the many Italians who suffered and died under the tyranny of a dictator. When others all around him were meeting their ultimate fate, Antonio seemed, somehow, to be living in the mouth of the wolf and in the embrace of good fortune.

Living in the Mouth of the Wolf is based on a true story. It provides authentic accounts of events as experienced by ordinary people in Fascist Italy during the Second World War. A special acknowledgement to Maria Gloria of San Francisco for her support in making this event possible. 🍷

IAHF BOARD OF DIRECTORS VACANCIES

We are beginning to recruit to fill vacancies for the 2013 Board. This is an exciting time to be part of a vibrant cultural organization which focuses on promoting our heritage, and traditions in Santa Clara County. Many of you have roots in this valley that go back to the early Italian American Community and the founding of this organization, others have become recent members, and have enjoyed what a gift and joy it is in celebrating our heritage especially in the arts, scholarship, and social life of our community. The common denominator is we are all united in appreciating and supporting our Italian American traditions! We welcome your personal visions, commitments and also want to encourage you to consider a leadership position with the IAHF by becoming a Board member for 2013. This is a dynamic position, that will utilize your personal talents and visions. It will also challenge you creatively in an exciting and enriching way. Our goal is to promote heritage, and support the Italian American experience in this valley and beyond. Your active commitment and support is truly appreciated!

Applications for nomination to the 2013 Board of Directors are available at the IAHF Office. Consider making this vital and exciting commitment to your heritage by applying for a term as a board member of the IAHF. For more information about the positions available, contact Mike Console, Membership Chair, or Ken Borelli, President. Both can be reached at the IAHF at 408-293-7122.

The Qualifying Guidelines Include: Guidelines for Board membership:

- 1) Have an interest in Italian History and Culture and a general knowledge of the purpose goals and achievements of the IAHF.
- 2) Be available to attend Board meetings and special assignments related to the IAHF.
- 3) Have an interest in and be willing to work to further the constructive image of the Italian Americans in Santa Clara County and beyond.
- 4) Have had some volunteer experience serving on community based boards
- 5) Be a dues paying member in good standing for six months

If you are interested in becoming a Board member contact the IAHF office for an application at 408-293-7122, or contact our membership chair Mike Console, or President Ken Borelli. 🍷



PART TIME HELP NEEDED: IAHF HALL RENTAL SUPERVISION



The IAHF is contracting for a Hall Rental Supervisor to supervise and monitor hall activities during rental events. Normal work hours are immediately prior to, during and after a hall rental. Most of our hall rentals are on the weekend although there are some mid week activities. Experience should include some monitoring/hall security, building maintenance, catering, good people skills, able to work with the public, and some light janitorial tasks. Major clean up for the events are contracted out, but on site emergency clean up is required from the Hall Supervisor. Being able to speak Spanish is desirable, but not necessary. Supervision is on an "on call basis" depending on the rentals. The time involved is approximately 8 to 10 hours per event. **This is a paid position.** If you are interested in

being considered for this contract position please contact the IAHF at 408-293-7122. 🍷

PASTA AND POTTERY

PASTA AND POTTERY WILL BE A FUN FILLED AND FASCINATING SUNDAY AFTERNOON EVENT!

We will start off with a viewing of Judy Verona Josephs award nominated documentary titled "Boss of the Sauce." Many of you know Judy as our public relations person and IAHF Newsletter Editor, but she also has a public relations firm, Primo



Public Relations, and her local TV show, On The Town. It was in that capacity her documentary was nominated for an award at the annual CreaTV Awards. Following the documentary Judy will field some questions about the documentary, and we will sample a pasta dinner with three special sauces, each one individually prepared, along with salad and dessert. The second part of the event will be a fascinating demonstration of pottery making by a visiting guest artist from the Veneto, Claudio Reginato. Claudio Reginato is the third generation of production potters in the Reginato family, following in the footsteps of his late father Attilio and grandfather Sebastiano in mastery of throwing pots on the wheel. When he was 15, he began working by my father's side in the evenings, learning the ceramic throwing and finishing techniques of his family heritage. In 1987 he received his first award of World Master Aesthetic Champion. In 1988 he was awarded World Master Technical Champion for the first time. He currently holds five titles of World Master Technical Champion and four titles of World Master Aesthetic Champion. The IAHF was able to invite Claudio to our Foundation to



share his art work, and his creations as a third generation Master Potter, and like Venetian glass, the craftsmanship of the Veneto is world renown. More information will unfold in a special flyer, but meantime save the date for Sunday, October 21 for this very special show, featuring both our local talent and likewise from the Veneto region. Coincidentally, Judy's ancestry is also from the same Veneto region of Italy, so I know one of the sauces will have to be from the Veneto! If you have a favorite sauce and want to share let me know by contacting the IAHF. – Ken Borelli 🍷

MISHA BYRNE & A SPECIAL SPACE

We at the IAHF were especially saddened to hear of the death of Misha Byrne, a pre-teen, who died from leukemia last month. Our condolences to the parents, Olga Chervyakova, Misha's mother is an IAHF member, and also chair of the Moscow Sister County Commission and recently launched a radio program outreach to the Russian speaking community. We were especially happy to have had Misha in attendance at one of our last opera events. Misha was also one of the first recipients of a unique and touching resource, A SPECIAL SPACE. The Bay Area Chapter is located in San Ramon, and the executive director is Shelley Ham. The focus of the group is to work with critically ill children and their families to remake their bed room into a very "special place". In Misha's case the group designed a bed room with a Little League theme. The new Bay Area chapter has already remade nine rooms for children with life threatening illnesses, including one home makeover. Should you wish more details about the organization visit: specialspacesanfrancisco.org, and or contact Robert Jordon of the Contra Costa Times at 925 847-2184, who wrote a more in depth article about the Bay Area Chapter. These are very difficult situations for the families of seriously ill children, and A Special Place really tries to focus on the theme of support and caring for the entire family. - Ken Borelli 🍷

MAURO BATTOCCHI, COUNSEL GENERAL IN SAN FRANCISCO

We are pleased to republish a press release issued by the Consulate General of Italy in San Francisco.

San Francisco, August 31, 2012 - Italy will have a new Consul General in San Francisco starting on September 4th, when Mauro Battocchi, 45, takes office at 2590 Webster Street. Battocchi is back on the diplomatic track after four years at a multinational power company, Enel, as head of governmental affairs. "Italy is a world leader in renewable energies and smart-grid technologies," he said in Rome before departing for San Francisco. "I am committed to showing Italy's advancement in sustainability and technology to our San Franciscan and North-Western friends," he added. Previously, he supported the international expansion of Italian firms at the Italian Ministry of Foreign Affairs. He was also the head of the economic section of the Italian Embassy in Tel-Aviv (1999-2002) and served at the financial section of the Italian Embassy in Bonn (1995-1999), taking part in the negotiations for the beginning of the European Monetary Union. Mr. Battocchi graduated in economics at Bocconi University, Milan, and received a Master's degree in public policy at Princeton University. Born in the Alpine region of Trentino, he would welcome suggestions for the best hiking and skiing spots in the San Francisco area. 🍷



GOIA ITALIAN ART & PRODUCTS



Gioia Italian Art and Products is the realization of a promise made and a dream vision of a 20-year-old Katherine Brigantino living and studying in Rome, Italy. "As a young girl I knew that someday I would be working again with the Italian people." In 2005 Kathy (Brigantino) Winkelman and her business partner Lee Marie Michals created Gioia Company Italian Art and Products based on the idea of sharing the Joy (Gioia) the arts bring to the world, connecting with artists they already knew, and working marketplace they were very familiar with—Italy! Everyone loves the Italian arts! Gioia works directly with artists in the US and Italy to bring you the finest of ceramics, flatware, linens, jewelry, statues and more, at affordable prices, "Made in the USA" and "Made in Italy" to support both economies. Our clients are our best advisors.

The company supports education about the Italian Heritage Arts and fund-raising efforts for non-profits in the Italian Communities here and our surrounding areas. The featured Artist for Gioia Company is Italian Mask Maker and Sculptor Carla Almanza-deQuant who studied and perfected this art of the 16th and 17th Centuries in Florence, Italy. Carla works closely with Kathy and Lee Marie creating custom artworks and teaching Venetian Mask Making classes with Gioia Company.

What are you looking for? Birthday, Graduation, Wedding, Kitchen or Home remodel?? Please Visit Festa Gioia, a joyful party. Bring a copy of this newsletter and receive \$25 towards your purchases of \$50 and more at Gioia Company. We carry unique treasures: Venetian masks and sculpture, Italian ceramics painted in Florence, Vietri and Deruta, Murano glass jewelry, inlaid wood from Sorrento and more for your enjoyment! Gioia also holds Venetian

Mask Workshops for healing arts, team building, personal and corporate gatherings. Consider Gioia the next time you need to send a gift to someone as a "Thank You." We also have many objects that are perfect for your interior design needs.

For more information about Italian wedding gift ideas, a wedding registry or any of Gioia Company's products or services, call 408-640-6628 or view our website at <http://www.gioiacompany.com/>. Gioia Company is always open by appointment.

Grazie tante! Kathy, Lee Marie, Angela and Carla 🍷

ITALIAN MEN'S CLUB BINGO



That's Italian!



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Phone: (408) 286-2007

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- Join Us: We're Always Looking for New Members!
- We Host a \$5.00 Senior Lunch and Bingo every Monday afternoon starting at 11:00 AM
- Check our website: <http://www.italianmensclub.com>

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PAST PRESIDENTS

Don Lima (1975-1976)*
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Pat Restuccia (1981-1982)*
Philip DiGiovanni (1983)*
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Nick Lickwar (1997)
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Sal Caruso (2004-2005)
Marge Valente (2006)
Nancy De Vincenzi Melander (2007-2008)

*Deceased

IAHF MEMBER BUSINESSES

- Blevins Realtors/Coldwell Banker
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- Oliwell Corporation
- John, Eric and Diane Paulson
- Mark Rindge, D.D.S. and Barbara Rindge
- See Spot Run Dog Walking (Rochelle Migliore)
- Steve Sgarlato
- Vito's Trattoria

IAHF NEWS

Send your letters, comments and articles to:

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San Jose, CA 95112
Phone: 408-293-7122
Fax: 408-293-7154
E-mail: iahfsj@sbcglobal.net
IAHF News is published monthly by The Italian American Heritage Foundation.

**Editor: Judy Verona Joseph /
Primo Public Relations**

Design: John Romano Creative

Ad Rates & Deadlines

We accept business card size ads, camera ready art or digital ads.

Ads are due in THE IAHF office by the 5th of the month prior to the month of publication.

Rates are payable in advance:

- \$75 for minimum of three months
- \$275 for twelve issues.

All advertisements must be in accordance with the rules and requirements as determined by editorial policy. Paid political advertisements are not to be interpreted as an endorsement by the Italian American Heritage Foundation or its newspaper, the IAHF NEWS. In addition, the newspaper reserves the right to reject ads based on the paper's editorial policy.

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IAHF NEWS

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UPCOMING EVENTS

- *Piedmont Regional Lunch with Chef Nancy Melander*
Thursday, September 20th at 12 pm
- *Living in the Mouth of the Wolf with author*
Salvatore Di Vita
Tuesday, September 25th
- *Dinner at the Florentine Trattoria restaurant at 14510*
Big Basin Way
Thursday, September 27th at 7:00 pm
- *Pasta and Pottery*
Sunday, Oct. 21

New Service - IAHF NEWS via Email!

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