



A periodic publication from the *Italy-America Chamber of Commerce Southeast, Inc.*

Summer 2011 - Vol. No.1

## 20TH ANNIVERSARY

Growth of Italian presence in Miami

## BUSINESS

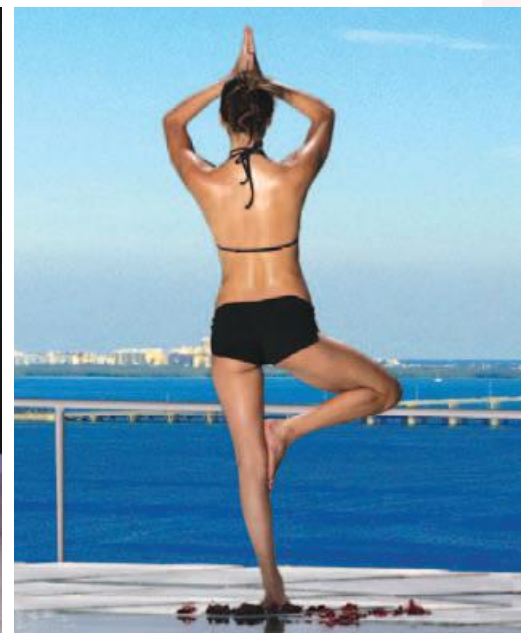
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Antonio Temporini, Alitalia



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# INDEX

**6 FOCUS**

IACCSE 20th anniversary

Growth of Italian presence in Miami

**9 FOCUS**

Riconoscimenti

Vent'anni con noi

**16 BUSINESS**

Miami-Dade QTI & TJIF - Business Incentive Programs

Trade Development Specialist

**18 BUSINESS**

Cooking Smart

IACCSE partners with MDC for this year's Italian Cooking Show

**21 INTERVIEW**

Antonio Temporini

Italian dreams begins with Alitalia

**3 Editorial**

**4 Sustaining Members**

**23 R2B**

Biomedical Engineering

**34 Destinations**

Italy's Best Kept Secrets

**26 Business Lounge**

**29 ItCulture**

**35 Portfolio**

**36 Members Lounge**

**38 IACC Happenings**



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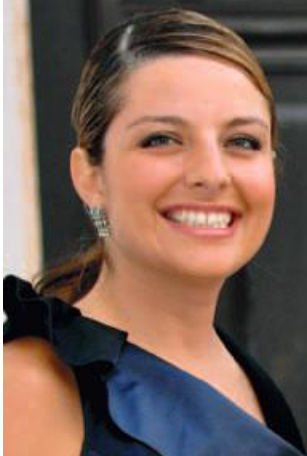
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# Editorial

MIRIANN GUAZZINI  
EXECUTIVE DIRECTOR



Dear Valued Members and Friends:

2011 is turning out to be quite a special year.

This year, the Italy-America Chamber of Commerce Southeast (IACCSE) celebrates two decades as the primary institution that coordinates and facilitates commercial and intellectual exchange between Italy and the Southeastern US. On April 8, 2011, the IACCSE commemorated this special occasion with a Gala at the Coral Gables Country Club, remembering and honoring the many businesses, men and women who contributed to the Chamber and community over these past fruitful years of development and expansion.

2011 also marks Italy's 150th anniversary as a unified nation – an occasion that is not only being celebrated throughout Italy, but by ex-patriots all around the world. For those who need a brief refresher in modern Italian history, the country suffered a long period of political and military unrest after Napoleonic rule in Europe. A social and political movement for the unification of the various Italian states arose and became known as Il Risorgimento, most famously championed by patriot and military leader Giuseppe Garibaldi. It was not until after the wars waged against the Austrians were over and once the Garibaldi expedition to Sicily was completed in 1861 that his dream of unification could be realized. On the 17th of March that year, national unity was proclaimed in Torino, which became the first capital city of a unified Italy. Torino remained the capital for four years until 1865, when the centrality of the Government of the Kingdom moved to Florence. Rome became the final capital city in 1871, when the unification of the country was fully completed.

Lastly, but certainly not least, the IACCSE has recently welcomed a new Board of Directors. I would like to thank the past Board, especially former President Mr. Marco Ferri, for their extraordinary service to the Chamber; and, I would like to welcome the New Board. I am confident that under the leadership of our New Board, the IACCSE will further its mission of promoting "Made in Italy" in the US to new and unforeseen heights.

So, I will ask you all to raise your glasses to the birth of a nation in 1861, to the new IACCSE Board of Directors, and to 20 years of Italian achievement in the Southeastern US. Cheers to you all – Members and Friends! Your continued support, service and contributions are the key to our Chamber's past and future success.

I leave you with a quote from the great American judge and legal scholar Oliver Wendell Holmes, "The great thing in the world is not so much where we stand, as in what direction we are moving."

With sincerest appreciation,

Miriann Guazzini

*Il 2011 si preannuncia un anno molto speciale!*

*Quest'anno, la Italy-America Chamber of Commerce Southeast (IACCSE) ha festeggiato due decenni da principale istituzione che promuove e facilita le relazioni commerciali e intellettuali tra l'Italia e il Sud – est degli Stati Uniti. L'8 aprile 2011, la IACCSE ha commemorato questa occasione speciale con un Galà presso il Coral Gables Country Club, per ricordare e onorare le tante imprese, gli uomini e le donne che hanno contribuito alla Camera ed alla comunità in questi anni ricchi di sviluppo e di espansione.*

*Il 2011 segna anche il 150 ° anniversario dell'Italia unita – un'occasione che non merita solo di essere celebrata in tutta Italia, ma anche da parte di tutti gli ex-compatrioti del mondo. Per quanti hanno bisogno di un piccolo ripasso sulla storia moderna dell'Italia, è importante sapere che il Paese ha sofferto un lungo periodo di instabilità politica e di oppressione militare a causa della dominazione napoleonica in Europa. In seguito, si affermò un movimento politico e sociale per l'unificazione dei diversi stati italiani che divenne noto come Il Risorgimento, guidato dal famoso patriota e condottiero Giuseppe Garibaldi. Fu solo al termine delle guerre intraprese contro gli austriaci e dopo che la spedizione di Garibaldi in Sicilia giunse al termine nel 1861 che il suo sogno di unificazione poté essere realizzato. Il 17 marzo dello stesso anno, l'unità nazionale fu proclamata a Torino, che divenne la prima capitale dell'Italia unita. Torino rimase la capitale per quattro anni fino al 1865, quando la centralità del governo del Regno si trasferì a Firenze. Roma divenne la capitale definitiva nel 1871, quando l'unificazione del paese fu completata.*

*In ultimo, ma certamente non per questo meno importante, nel marzo del 2011 la IACCSE ha dato il benvenuto ad un nuovo Consiglio di Amministrazione. Vorrei ringraziare il Consiglio precedente, in particolare l'ex Presidente Marco Ferri, per lo straordinario impegno e devozione verso la Camera, e vorrei dare il benvenuto al nuovo Consiglio. Sono sicura che sotto la guida del nostro nuovo Consiglio, la IACCSE consoliderà ulteriormente la sua missione di promozione del "Made in Italy" negli Stati Uniti per raggiungere nuovi e sorprendenti obiettivi.*

*Quindi, invito tutti ad alzare i calici per celebrare l'anniversario di una giovane nazione nata nel 1861, il nuovo Consiglio di Amministrazione della IACCSE e i 20 anni del successo italiano nel Sud-Est degli Stati Uniti. Vi saluto tutti, carissimi soci ed amici della Camera! Il vostro continuo sostegno, assistenza e contributo sono la chiave del successo passato e futuro della Camera.*

*Vi lascio con una citazione del grande giudice e giurista americano Oliver Wendell Holmes, "Trovo che la cosa importante nel mondo è non tanto dove stiamo, quanto in che direzione stiamo andando".*

Sinceramente,

Miriann Guazzini

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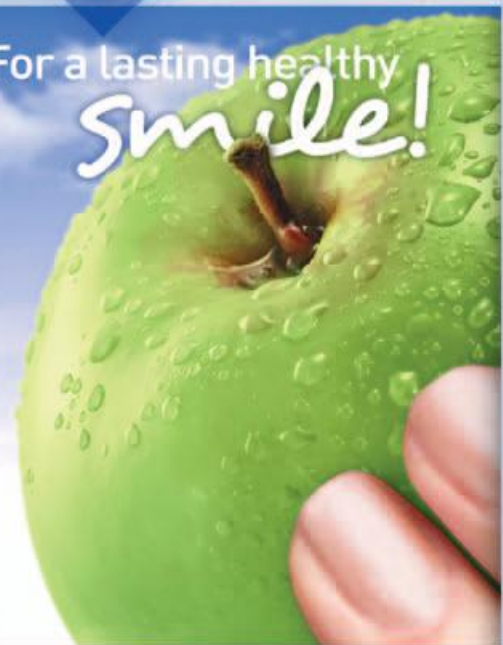
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## FOCUS

# IACCSE 20th anniversary

GROWTH OF ITALIAN PRESENCE IN MIAMI

BY THE HONORABLE MARCO ROCCA, CONSUL GENERAL OF ITALY



Honorable Consul Marco Rocca with former IACCSE President Marco Ferri, Esq.

When I arrived in Miami in February 1992 to open the Italian Consulate, there was little of what today is known as the "Italian Way". Our most visible presence consisted in the Honorary Consulate, entrusted to Mr. Roberto Simoni, the flights to Rome which had recently opened for business only a few months prior and the fleet of ships from Costa Cruises whose base was located at the Port of Miami.

The Italian community was not only smaller than today's, it was also fragmented and unorganized. The Comites was elected some months earlier and it was making its first moves, trying to include the Italians of Miami.

Our culture was practically absent. There were no institutes for Italian Culture nor organizations such as ODLI who promotes Italian language and culture. Authentic Italian restaurants were so few, one could count them on one hand. Rai International and internet were nonexistent. With much luck, you could find Corriere della Sera which was published two days before, otherwise you could read Bel Paese and Non solo Pasta or you could listen to Radio Ciao. On Sundays we would go to the Sport Café to watch soccer matches on the big screen.

Versace had yet to purchase Casa Casuarina, and Italian actors, singers and soccer players still had not discovered South Beach. Ugo Colombo had just constructed the Bristol Tower; the Design District and Art Basel did not yet exist, and Lincoln Road was a street like any other. The majority of restaurants in Miami were oblivious to authentic olive oil and espresso. It was extremely difficult to come across Italian products in Publix; we would have to settle for Ronzoni pasta, Pilon Coffee and olive oil from Goya.

The Italian business community was also very small; 25-30 businesses in all, but some were of great importance (Alitalia, Banca Nazionale del Lavoro, Fiat, Costa, Banca Sudameris) which made up the original group of the Italian Chamber of Commerce, started in 1991 by entrepreneurs and professionals: Claudio Franchi, Lorenzo pelliccioli, Giovacchino Giurlani, Alberto di Montezemolo, Claudio Biondi, Roberto Simoni, Attilio Costabel and Piero Salussolia.

*Quando nel febbraio 1992 arrivai a Miami per aprire il Consolato Generale, c'era ben poco di quello che oggi si chiama "Sistema Italia". La nostra presenza più visibile consisteva nel Consolato onorario, affidato a Roberto Simoni, nel volo Alitalia per Roma che era stato aperto da pochi mesi, e nelle navi di Costa Crociere che facevano base nel porto di Miami.*

*La comunità italiana non solo era più piccola di oggi, ma era molto frammentata e non organizzata. Il Comites era stato eletto qualche mese prima e stava muovendo i primi passi, cercando di aggregare gli italiani di Miami.*

*La nostra cultura era praticamente assente. Non c'era un Istituto italiano di Cultura (come non c'è neanche oggi) o un ente come l'ODLI che promuovesse la lingua e la cultura italiana. I ristoranti italiani "veri" si contavano sulle dita di una mano. Non c'era Rai International e Internet non esisteva. Con molta fortuna si poteva trovare da News Café un Corriere della Sera di due giorni prima, altrimenti non rimaneva che leggere Bel Paese e Non solo Pasta o ascoltare Radio Ciao. La domenica si andava da Sport Café a vedere la partita sul maxischermo.*

*Versace non aveva ancora comprato Casa Casuarina, e gli attori, cantanti e calciatori italiani non avevano*



Gala Chairman and IACCSE Board Member Antonio Roca, Esq.



These founding fathers came into agreement, creating not only a collaboration but also personal friendships which have lasted until today. We all had the enthusiasm of starting an adventure, and there was a great desire to bring more of Italy to Miami. In the beginning, the Chamber did not have a proper headquarters; instead they convened in the law offices of Mr. Attilio Costabel. In 1993 a proper office was opened on 15th street between Brickell Avenue and South Miami Avenue, headed by Alessandra Piras who was the only employee of the Chamber. Participating at the inauguration, I remember throughout the chitter-chatter, we were all a bit emotional seeing the completion of this pioneer Chamber.

I never thought that I would be back in Miami to celebrate this anniversary, and all these wishes for the Chamber are not certain of all the facts. It gives me great pleasure to see the Chamber turning twenty, with accomplishments that have surpassed everyone's expectations. Accomplishments visible by the community at large: a consolidated and fortified structure; a membership which started from 25-30 and is now close to 180, that includes the presence of many important Italian business; a budget which is now thirty times that of the time of the Chamber's inception; the opening of three new chapters in Charleston, Palm Beach and Milan. All of this was made possible by the Italian companies and investors who continue to look to Florida and the South East of the United States, leading to the inevitable and tremendous growth in the region in the past twenty years.

I would like to thank everyone who has contributed to the growth and success of the Chamber: the founding members, past Presidents and directors and those of today, the Chamber's members and the many others responsible for Italy's economic presence in Florida. I would also like to thank all the participants of the Gala Dinner and those businesses, men and women who were recognized for their contributions. Thanks to each of these people, Italy has acquired a prestigious image in this part of the United States – one of which we can all be proud.



**Mast of Ceremonies Jeff Berardelli of CBS 4 and Miriann Guazzini, IACCSE Executive Director**

*scoperto South Beach. Ugo Colombo aveva appena finito di costruire il Bristol Tower; il Design District e Art Basel non esistevano, e Lincoln Road era una strada come le altre. Nella gran parte dei ristoranti di Miami l'olio d'oliva e il caffè espresso erano sconosciuti. Da Publix era molto difficile trovare prodotti italiani; bisognava accontentarsi della pasta Ronzoni, del caffè Pilon e dell'olio Goya.*

*La business community italiana di Miami era anch'essa molto ridotta: 25-30 aziende in tutto, ma con alcune presenze importanti (Alitalia, Banca Nazionale del Lavoro, Fiat, Costa, Banca Sudameris) che sono state il nucleo originario della Camera di Commercio, nata nel 1991 per iniziativa di un gruppo di imprenditori e professionisti: Claudio Franchi, Lorenzo Pelliccioli, Giovacchino Giurlani, Alberto di Montezemolo, Claudio Biondi, Roberto Simoni, Attilio Costabel e Piero Salussolia.*

*Entrai subito in contatto con tutti i "padri fondatori" della Camera, iniziando con loro una collaborazione ed un'amicizia personale che dura ancora oggi. Avevamo tutti l'entusiasmo di chi inizia un'avventura, e c'era una grandissima voglia di portare più Italia a Miami. All'inizio la Camera non aveva neanche una sede propria, per cui ci si riuniva nella studio dell'avvocato Costabel. Nel 1993 si aprì un "vero" ufficio, sulla 15th Street fra Brickell Avenue e South Miami Avenue, presidiato da Alessandra Piras che era l'unico dipendente della Camera. Partecipai all'inaugurazione di quella prima sede, e ricordo che al di là dei discorsi di circostanza eravamo tutti un po' emozionati per un evento che sentivamo essere la conclusione della fase "pionieristica" della Camera.*

*Non avrei mai pensato di essere di nuovo a Miami per celebrare insieme questo anniversario, e gli auguri che faccio oggi alla Camera non sono certo di circostanza. Mi fa moltissimo piacere vedere la Camera che compie venti anni in gran forma, con risultati che sono sotto gli occhi di tutti: una struttura consolidata; una membership che dai 25-30 soci è passata ai circa 180 di oggi, con la presenza di tutte le più importanti aziende italiane; un budget che è oggi trenta volte quello del primo anno; l'apertura di tre nuovi chapters a Charleston, Palm Beach e Milano. Tutto questo fa della Camera il riferimento naturale, e direi obbligato, per le aziende e gli investitori italiani che guardano alla Florida ed al South East degli Stati Uniti con un interesse che negli ultimi vent'anni non ha smesso di crescere.*



**Mr. Claudio Bozzo, President Italy-New York Chamber of Commerce and President & COO of MSC (USA), Honorable Consul Marco Rocca, Mr. Luca Gregorio, Commercial Director of MSC (USA), Captain Nicola Arena, Chairman and CEO of MSC (USA)**



Madame Inès de la Fressange, Paris

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# Riconoscimenti

VENT'ANNI CON NOI  
BY MIRIANN GUAZZINI



*Italy-America Chamber of Commerce Southeast, Inc*

## The First Pioneers

In 1991, the IACCSE became recognized entity. Though originally incorporated under a different name, the formation of the Chamber became an event of significance that has carried the legacy created by the founding members. The IACCSE would like to thank its Founding Pioneers – the Initial Board of Directors (then known as “Board of Trustees”):

### Founding Members

Mr. Alberto Cordero di Montezemolo (Banque Sudameris)  
Avv. Attilio Costabel  
Mr. Claudio Biondi (Alitalia)  
Mr. Giovacchino Giurlani (FIAT USA)  
Mr. Claudio Granchi (BNL Bank)  
Mr. Lorenzo Pelliccioli (Costa Cruises)  
Mr. Roberto Simoni  
Avv. Piero Salussolia

### A Legacy of Leadership

The Leadership of the IACCSE has always been a pivotal component of its constitution and structure. This leadership takes the form of a Board of Directors, democratically voted by the Members of the Chamber every two years, with an Executive Committee, a President and an Honorary President. The IACCSE would like to thank all past Presidents and Consul Generals for their service and commitment to the IACCSE's mission and goals.

### Past Honorary Presidents:

Honorable Dr. Gian B. Campagnola  
Honorable Gianfranco Colognato  
Honorable Giuseppe Morabito  
Honorable Marco Rocca (past/present)

### Past Presidents:

Mr. Paol Catalfamo  
Avv. Attilio Costabel  
Mr. Frank DiRocco  
Mr. Giampiero Di Persia  
Mr. Hubert de la Feld  
Avv. Arthur J. Furia  
Mr. Christiano Marinari  
Mr. Cesare Sassi  
Mr. Marco Ferri

### Commitment to the Cause

Growth and change are important in an organization, but it is equally vital for an organization to have a sense of continuity – an institutional memory carried and passed on throughout the years. There are six Members who have been with the IACCSE since the very beginning, and continue to be a great support today. They carry with them years of experience and have seen the Chamber evolve into what it has become. The IACCSE thanks these members for their commitment to our cause.

### I Pionieri

*Nel 1991, la IACCSE divenne un'entità riconosciuta. Anche se originariamente costituita con una differente denominazione, la formazione della Camera fu un evento molto significativo, che porta con sé l'eredità lasciata dai Soci Fondatori. La IACCSE vuole ringraziare i suoi Fondatori Pionieri – l'iniziale Consiglio d'Amministrazione*

*(in seguito noto come “Il Consiglio di Fondazione”):*

### Membri Fondatori

Dott. Alberto Cordero di Montezemolo (Banca Sudameris)  
Avv. Attilio Costabel  
Dott. Claudio Biondi (Alitalia)  
Dott. Giovacchino Giurlani (FIAT USA)  
Dott. Claudio Granchi (Banca BNL)  
Dott. Lorenzo Pelliccioli (Costa Crociere)  
Dott. Roberto Simoni  
Avv. Piero Salussolia

### Un Patrimonio di Eccellenza

*La Direzione della IACCSE è sempre stata un elemento chiave della sua costituzione e della sua struttura. Questa Direzione prese la forma di un Consiglio d'Amministrazione, democraticamente eletto dai Membri della Camera, ogni due anni, con un Comitato Esecutivo, un Presidente ed un Presidente Onorario. La IACCSE vuole ringraziare tutti i precedenti Presidenti e Consoli Generali, per il loro impegno a favore degli obiettivi e delle finalità della IACCSE.*

### Presidenti Onorari Precedenti:

Onorevole Gian B. Campagnola  
Onorevole Gianfranco Colognato  
Onorevole Giuseppe Morabito  
Onorevole Marco Rocca (precedente/presente)

### Presidenti Precedenti:

Dott. Paolo Catalfamo  
Avv. Attilio Costabel  
Dott. Frank DiRocco  
Dott. Giampiero Di Persia  
Dott. Hubert de la Feld  
Avv. Arthur J. Furia  
Dott. Christiano Marinari  
Dott. Cesare Sassi  
Mr. Marco Ferri

### Impegno per la Causa

*Crescita e cambiamento sono importanti per un'organizzazione, ma è altrettanto vitale avere un senso di continuità – una memoria istituzionale portata e trasmessa attraverso gli anni. Ci sono sei Membri che sono stati al fianco della IACCSE sin dal principio, e continuano ad essere di grandissimo supporto ancora oggi. Portano con loro anni di*

**20 Years of Membership**

Mr. Dennis Britt  
 Mr. Diego Cagol (Maya Enterprises)  
 Mr. Ugo Campello (Cosabella)  
 Mr. Ugo Colombo (CMC Group, Inc.)  
 Mr. Arthur Furia, Esq.  
 Mr. Amedeo Guazzini (Afram Import & Export, Inc.)

**Support System**

A non-profit, like the IACCSE, is a living-breathing organism, that only functions if all the cogs and wheels keep moving. The life-blood of an organization often comes in the form of a staff. The IACCSE has enjoyed throughout the years a wealth of dedicated, intelligent, enthusiastic professionals that have worked countless hours at the Chamber, preparing events, servicing the business community and growing the Chamber from within. From the Executive Director, to the Marketing Director, Trade Officers and Interns, the IACCSE keeps growing in strength and numbers due to the efforts of the Staff. The IACCSE would like to thank the 20 years of staff.

**Past Executive Directors**

Alberto Ancidei  
 Laura Reitano  
 Nevio Boccanera  
 Silvia Cadamuro

**Current Staff**

Miriann Guazzini, Executive Director  
 Francesca Tanti, Marketing & Membership Director  
 Valerio Giudi, Intern

**A Community Affair**

Last, but certainly not least, the IACCSE also thanks all past **Members of the Board of Directors** for their service and commitment to the Chamber and **all its Members** – without you, there is no Chamber. Grazie.

**Recognition Program****Introduction**

It's a small world – but it has not always been that way. Thanks to their unique taste for adventure and search for profit, Italians have been at the forefront of the path to discovery. During a great time period in Europe, known as the Age of Discovery, Italian mariners fearlessly set sail across angry oceans and landed in uncharted territories – explorations that led to the discovery of the Route to the Far East and the Americas.

The tireless search for innovation and progress did not stop at the foot of the shore. Italians paved the way in many other fields which led to world-renowned discoveries and advances in physics, mathematics, medicine, education, art, astronomy, and much more.

**An Expression of Gratitude**

The IACCSE acknowledges that there have been many people, businesses, organizations and governmental entities that have contributed to the growth and success of the Chamber over the past 20 years. The IACCSE owes a debt of gratitude to all these parties for their service and contribution throughout the years.

*esperienza ed hanno visto la Camera evolvere fino a ciò che è oggi. La IACCSE ringrazia questi membri ed il loro impegno verso la nostra causa.*

**20 anni di Membership**

Dott. Dennis Britt  
 Dott. Diego Cagol (Maya Enterprises)  
 Dott. Ugo Campello (Cosabella)  
 Dott. Ugo Colombo (CMC Group, Inc.)  
 Avv. Arthur J. Furia  
 Dott. Amedeo Guazzini (Afram Import & Export, Inc.)

**Sistema di Supporto**

*Una non-profit, come la IACCSE, è un organismo che vive e respira, ma funziona solo se tutti gli ingranaggi e le ruote continuano a muoversi in sincronia. La linfa vitale di un'organizzazione spesso si presenta sotto forma del suo Staff. La IACCSE ha avuto nel corso degli anni una ricchezza in dedizione, intelligenza ed entusiasmo da dei professionisti che hanno lavorato innumerevoli ore alla Camera, preparando eventi, al servizio della comunità imprenditoriale e facendo crescere la Camera dal suo interno. Dal Segretario Generale, al Direttore del Marketing, Responsabili Commerciali e stagisti, la IACCSE continua a crescere come forza e numeri, grazie al lavoro dello Staff. La IACCSE vuole ringraziare il ventennale staff.*

**Segretari Generali Precedenti**

Alberto Ancidei  
 Laura Reitano  
 Nevio Boccanera  
 Silvia Cadamuro

**Staff Attuale**

Miriann Guazzini, Segretario Generale  
 Francesca Tanti, Marketing & Membership Director  
 Valerio Giudi, Intern

**Una questione di Comunità**

*In ultimo, ma non meno importante, la IACCSE vuole ringraziare anche tutti i precedenti Membri del Consiglio d'Amministrazione, per il loro servizio ed impegno a favore della Camera e di tutti i suoi Membri – senza di voi, non ci sarebbe la Camera. Grazie.*

**Programma dei Riconoscimenti****Introduzione**

*E' un piccolo universo – ma non e' sempre stato così. Grazie al loro caratteristico gusto per l'avventura e per la ricerca del profitto, gli Italiani sono stati in prima linea in questo percorso di scoperta. Durante un lungo periodo Europeo, conosciuto come L'eta' della Scoperta, i marinai Italiani salparono senza paura attraverso oceani burrascosi ed attraccarono in territori inesplorati – esplorazioni che portarono alla scoperta delle Rotte per l'Estremo Oriente e delle Americhe.*

## Italian Institutions

The IACCSE owes a debt of gratitude to the Italian Consulate in Miami. Both the Honorable Consul Marco Rocca and Mr. Roberto Tagliero, Commercial Attaché for the Consulate of Italy, have been a tremendous support and resource for the Chamber.

For its 20th Anniversary, the IACCSE would like to recognize and thank the Italian Consulate in Miami.

### Honorable Consul Marco Rocca

Italian Consulate in Miami

### Mr. Roberto Tagliero

Commercial Attaché, Italian Consulate in Miami

## Italian Companies

The IACCSE feels it is important to give a special "thank you" to Members who have made an extraordinary impact on the South Florida community and the Southeast US Community at large. The IACCSE has identified Members that were founders and pioneers of the Chamber, Members that have become Local Italian Institutions and newcomers who we welcome that represent the next wave of explorers— and wishes to highlight these members for their tremendous accomplishments.

## Recognition Program / Programma dei Riconoscimenti

### Nautica

MSC (USA)  
Costa Cruise Lines

### Design

Bisazza  
Poltrona Frau  
Trend Group USA

### Fashion

Cosabella  
Italian Shoemakers  
Salvatore Ferragamo

### Entrepreneur

Mr. Ugo Colombo  
Mr. Graziano Sbroglio

### Law

Mr. Arthur J. Furia, Esq.  
Mr. Attilio Costabel, Esq.  
Mr. Piero Salussolia, Esq.

### Culture

Società Dante Alighieri  
Wolfsonian Museum – F.I.U.

### Medicine

Dr. Paolo Romanelli  
Dr. Camilo Ricordi  
Dr. Aldo Serafini

### Transportation

FIAT USA  
Alitalia  
Condotte America

### Financial Services

Assicurazioni Generali / Generali Employee Benefits  
HSBC Bank

*L'instancabile ricerca verso l'innovazione ed il progresso non si è limitata all'arrivo nelle nuove terre. Gli Italiani hanno aperto la via in molteplici altri campi che portarono a scoperte di livello mondiale nel campo della fisica, della matematica, della medicina, dell'educazione, dell'arte, dell'astronomia e molto altro ancora.*

### Un segno di Gratitudine

*La IACCSE riconosce che vi sono state molteplici persone, aziende, organizzazioni ed entità governative che hanno contribuito alla crescita ed al successo della Camera in questi 20 anni. La IACCSE ha un debito di gratitudine rispetto ai loro servizi e contributi nel corso degli anni.*

### Istituzioni Italiane

*La IACCSE ha un debito di gratitudine verso il Consolato Italiano di Miami. Entrambi, l'Onorevole Console Marco Rocca ed il Dott. Roberto Tagliero, Responsabile Commerciale per il Consolato Italiano, sono stati un grandissimo supporto e risorsa per la Camera.*

*Per il suo 20esimo Anniversario, la IACCSE vuole riconoscere e ringraziare il Consolato Italiano di Miami.*

### Onrevole Console Marco Rocca

Consolato Italiano di Miami

### Dott. Roberto Tagliero

Responsabile Commerciale, per il Consolato Italiano di Miami

### Aziende Italiane

*La IACCSE sente che è importante porgere un "ringraziamento speciale" ai Membri, che hanno avuto uno straordinario impatto sulla comunità della Florida del Sud ed sulla comunità allargata del Sud-Est Statunitense. La IACCSE ha individuate i Membri che sono stati fondatori e pionieri della Camera, i Membri che sono diventati delle Istituzioni a livello locale ed i nuovi arrivati, a cui diamo il benvenuto, che rappresentano la prossima ondata di esploratori – e desidera mettere in evidenza questi membri per le*



# A Slice of Social Media

BY. ANA TRIANA

Social media is one of the hottest topics on the radar for marketing teams, business owners, and advertising agencies around the world—and no longer just for the tech-savvy elite. Starbucks, Dell, and Google are just a few of the major brands that are thriving through popular social media platforms such as Facebook, Twitter, Foursquare, LinkedIn and many more. Further, the companies who are considered “Social Media Mavens” on average grew 18% in revenues over the last 12 months compared to companies who least engaged in social media. This was by no means a casual coincidence; overall there is a strong correlation between more engagement with customers and bigger profits. These statistics also shows the mindset of the company is more focused on its performance than that of its competitor. Participation in real time social media grew 20% in 2010, dramatically increasing the interactions between users and various companies’ personal social media outlets (Mashable.com). Unless you want your business to live in the past, it is important to educate yourself on how social media can help carry your business into the future.

As far as we can tell, social media is not a passing fad, but is the beginning of revolution in the way we communicate. That’s why it is so important to get in the game sooner rather than later. However, social media is just one form of engaging, participating in the dialogue, and building a dedicated community and audience for your brand. It is one part of the marketing pie, and how big you want your companies’ slice to be depends on your business and its objectives. Once you establish the following ground rules, you can responsibly step into the world of digital relationships.

## The Social Media Commandments

### 1. Know Your Voice

Once you set up a Facebook fan page and a Twitter profile (or something similar) you are in the social media game. How you decide to steer the ship from here, however, will determine your successes. Every Tweet, Facebook status update, YouTube video or photo upload should “sound” like your brand. A great example of this can be demonstrated by Skittles (Post A). The voice behind their social media understands the identity of the brand, and always uses the same voice with their audience. It’s no wonder their posts commonly receive upwards of a 1,000 “Likes” and responses. Consistency and clarity are obviously a must, but don’t forget that every brand is not the same and you will need to tailored the voice of your business.



### 2. Timing is Everything in Social Media, as in Life

It is necessary for you make a plan that outlines more or less what you will say and when you will say it; similar to an editorial calendar for every campaign. Your audience cares that the things you post are relevant to their lives. Nobody cares about Santa in January, but everyone cares if you are having a sale in January. In the examples below you can clearly see the difference between missed Tweet opportunities and excellent Tweet opportunities. Again, your audience cares more about the sales than holiday wishes. They are following you to get something out of it, more than a Merry Christmas.

*I social media sono uno degli argomenti più caldi sul radar per tutti gli esperti di marketing, gli imprenditori e le agenzie di pubblicità del mondo – e non più solo per l’élite di esperti di tecnologia. Starbucks, Dell e Google sono solo alcuni tra i marchi più importanti che stanno traendo profitto grazie a diffuse piattaforme di social media come Facebook, Twitter, Foursquare, LinkedIn e tanti altri. Inoltre, le compagnie considerate ‘Social Media Mavens’ hanno avuto un incremento nei profitti del 18% negli ultimi 12 mesi rispetto alle società che hanno investito meno nei social media. Ciò non è stata affatto una coincidenza casuale: nell’insieme c’è una forte correlazione tra un maggiore relazionarsi con i clienti e profitti più elevati. Inoltre tali statistiche dimostrano che la mentalità della società è concentrata maggiormente sulla propria performance di quella del suo competitor. La partecipazione nei social media in tempo reale è cresciuta del 20% durante il 2010, aumentando radicalmente le interazioni tra utenti e le esternazioni personali sui social media di diverse società (Mashable.com). A meno che non si voglia che il proprio business viva nel passato, è importante informarsi su come i social media possono aiutare a trasportarlo nel futuro.*

*Per quanto ne sappiamo, i social media non sono una moda passeggera ma l’inizio di una rivoluzione nel modo di comunicare. Ecco perché è così importante gettarsi nella mischia prima e non poi. Ad ogni modo, i social media sono solo una delle forme di coinvolgimento, partecipazione alla discussione e di costruzione di una community appassionata e di un pubblico per il proprio marchio. E’ una parte della torta del marketing, e quanto grande si vuole che sia la fetta della propria società dipende dal proprio business e dai suoi obiettivi. Una volta stabilite le seguenti regole base, si può entrare consapevolmente nel mondo delle relazioni digitali.*

## I Comandamenti dei Social Media

### 1. Consapevolezza della propria Voce

*Una volta creata una pagina di Facebook e un profilo di Twitter (o qualcosa del genere) si entra nel gioco dei social media. La direzione che prenderà la barca, ne determinerà il successo. Ogni tweet, ogni aggiornamento di status su Facebook, ogni video o foto caricato su YouTube dovrebbe ‘suonare’ come il proprio marchio. Un ottimo esempio di ciò può essere dimostrato da Skittles (Post A). La voce dietro il loro social media coglie l’identità del marchio e usa sempre la stessa voce con il suo pubblico. Non c’è da meravigliarsi se, di solito, i loro post ricevono più di 1000 ‘mi piace’ e commenti. Coerenza e chiarezza sono un must, ovviamente, ma non si dimentichi che ogni marchio è diverso dall’altro e si dovrà cucire su misura la voce del proprio business.*

*N.d.T. Skittles annuncia l’uscita di un nuovo gusto (e quindi di un nuovo colore). E parafrasando il suo slogan ‘Taste the Rainbow’ (Gusta l’Arcobaleno), annuncia la nuova ma piccola modifica (tweak).*

Banana Republic's tweeters got the memo

The weather outside may be frightful, but additional 40% off marked-down styles is delightful! In full-price stores \*TODAY ONLY\*!

12:35 PM Dec 26th, 2010 via Twitter for iPhone

Just to say: Sunday's deal is in all stores nationwide, until noon local time. See you then! (Stores only!)

8:58 PM Dec 25th, 2010 via Twitter for iPhone

Macy's and Walmart didn't.

We at Macy's would like to wish you and your family a Happy Kwanzaal!

11:55 AM Dec 26th, 2010 via web

The day has finally arrived! We would like to wish you all a #MerryChristmas!

11:58 AM Dec 25th, 2010 via web

### 3. Get to Know your Audience

Ask yourself, "why would I follow a company?" Always keep this question in your thoughts when you are engaging with your fans. You don't want to publish posts that no one is really interested in hearing. Worse yet, is to neglect your page for months. A great example of a brand that is relevant and fresh is SKYY Vodka, and how they communicate with their fans. They offer drink recipes, options for Vegans, and interact with fans, engaging in endless conversations. The idea of "conversations" should be emphasized. Creating content that encourages your audience to join the conversations or interaction in some way will bring you closer to your customers. You cannot do all the talking. Whenever possible, it should be a two way street!

### 4. Try To Solve Problems

Everyone appreciates a little help from time to time, that's why offering your fans a "how-to" from time to time will make your communications more valuable. Whether in the form of advice about a product/service or as response to a fan in need, helping customers can avoid unsatisfied future users. Every day more customers find it empowering to visit the Fan page of their favorite brands to report problems with merchandise or give them rave reviews. This is one of the core values social media delivers: transparency among customers with regards to companies and their products/services. Remember, news travels fast. It only takes one post from an unsatisfied customer to reach and influence many people.

### 5. Be Genuine and True

Good marketing is real and the same goes for good social media - it cannot be faked. You have to be committed and involved, or you should employ professionals that will do it for you. Don't go running for the hills yet, you can do it! Like I said in the beginning, decide how big you want the slice of pie for your company first. If you are running a small business with less than 10 employees start small with a simple Facebook fan page and devote a few hours per week to it. If your business is more developed and you can afford to consult social media experts, I highly recommend it.

## 2. Il Tempismo è Tutto nei Social Media, così come nella Vita

E' necessario fare un piano che delinei più o meno cosa si dirà e quando, come si fa per un calendario editoriale di un qualunque progetto. Al pubblico interessa che le notizie postate siano utili per le proprie necessità. A nessuno importa di Babbo Natale a Gennaio ma tutti vogliono sapere se ci sono i saldi, a Gennaio. Nell'esempio qui sotto, si nota chiaramente la differenza tra l'occasione mancata di un tweet e una centrata. Di nuovo, al pubblico importano più i saldi che gli auguri delle feste e segue i post per ricavarne qualcosa, non per un 'Buon Natale'.

N.d.T. Nelle due immagini, i post di noti marchi americani. Banana Republic sponsorizza i saldi nei suoi negozi e, nel post del 26 Dicembre 2010, lo fa parafrasando la prima strofa della celebre canzone natalizia 'Let it snow!': 'Oh, the weather outside is frightful, but the fire is so delightful. Invita dunque a uscire di casa per l'unico giorno di saldi nonostante il freddo. Al contrario, Macy's and Walmart si limitano a fare gli auguri delle feste alla clientela.

### 3. Conoscere il proprio Pubblico

Chiediamoci: 'perché dovrei seguire una società?' Ricordare sempre questa domanda quando ci si relaziona con dei fan. Nessuno vorrebbe mai pubblicare dei post che non destino alcun tipo di attenzione. Peggio ancora, trascurare la propria pagina per mesi. Un perfetto esempio di un marchio pertinente e fresco è SKYY Vodka e il modo in cui comunica con i propri fan. Propone ricette per drink, opzioni per vegani e interagisce con i fan, prendendo parte a conversazioni interminabili. Il concetto di 'conversazioni' dovrebbe essere sottolineato. Creare dei contenuti che incoraggino il pubblico a prendere parte alle conversazioni o interazioni, renderebbe in qualche modo la società più vicina ai clienti. Non si può parlare da soli. Se possibile, dovrebbe essere una linea a doppio senso!

### 4. Tentare di risolvere i problemi

Chiunque apprezza un po' di aiuto ogni tanto, ecco perché offrire ai propri fan un 'fai-da-te' renderà la comunicazione più preziosa. Che sia sotto forma di consiglio riguardo un prodotto/servizio o come risposta alla richiesta di un fan, aiutare i clienti può evitare futuri utenti non soddisfatti. Ogni giorno sempre più clienti sentono di dover visitare il profilo dei loro marchi preferiti per segnalare problemi con la merce o per assegnare voti eccellenti. Proprio questo è uno dei valori principali che i social media esprimono: la trasparenza tra clienti circa le società e i loro prodotti/servizi. Ricordate, le notizie viaggiano veloci. Basta un solo commento da un cliente non soddisfatto per raggiungere e influenzare tante persone.







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# Miami-Dade QTI & TJIF - Business Incentive Programs

TRADE DEVELOPMENT SPECIALIST

OFFICE OF ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE

BY. ADAM PETERS



The future growth and long term prosperity of Miami-Dade County's economy are inextricably tied to securing new job opportunities for the community. The principal economic development agencies in Miami-Dade County, together with County government, play an enormous role in impacting the County's economic growth. Companies interested in relocating or expanding in Miami-Dade County have attractive tax incentive programs available to them through the State of Florida and Miami-Dade County: The Qualified Targeted Industry (QTI), and Targeted Jobs Incentives Fund (TJIF).

Florida's Qualified Target Industry Tax Refund (QTI) is the state's most widely used incentive program designed to encourage the creation of high wage jobs in targeted high value-added industries. Pre-approved new or expanding businesses in targeted, high-growth industries that create at least 10 new jobs paying 115 percent of the average annual wage, may receive tax refunds of up to \$3,000 per new job created, or up to \$6,000 in an Enterprise Zone or rural county.

Businesses paying 150 percent of the average annual wage can receive an additional \$1,000 per job, and those paying 200 percent of the average annual wage can receive an additional \$2,000 per job. Additionally, projects located in a designated Brownfield area can receive \$2,500 more per job. Businesses falling within a designated high impact sector or increasing exports of its goods through a seaport or airport in the state by at least 10 percent in value or tonnage in each year of receiving a QTI refund, may receive an additional \$2,000 per job. There is a cap of \$5 million in refunds per single qualified applicant in all years, and no more than 25 percent of the total refund approved may be paid in any single fiscal year. QTI tax refunds are paid over a four-year period and in order for a company to receive any tax refund via the program, it must meet all of the performance conditions.

*La crescita futura e il benessere a lungo termine dell'economia della Contea di Miami-Dade sono legate inestricabilmente alla realizzazione di nuove opportunità di lavoro per la comunità. I principali enti per lo sviluppo economico nel territorio di Miami-Dade, insieme alle istituzioni locali, giocano un ruolo fondamentale nell'incidere sulla crescita economica della Contea. Le società interessate alla ricollocazione o all'espansione nella area di Miami-Dade possono usufruire di allettanti sistemi di incentivi fiscali messi a disposizione dallo Stato della Florida e dalla Contea stessa: il Qualified Targeted Industry (N.d.T. Selezionate Aziende Qualificate) e il Targeted Jobs Incentives Fund (N.d.T. Fondo Incentivi al Lavoro Mirato).*

*Il Rimborso Fiscale Qualified Targeted Industry della Florida (QTI) è il programma di incentivi più usato dello stato, volto a incoraggiare la creazione di posti di lavoro ad alto salario in selezionate aziende dall'alto valore aggiunto. Attività pre-approvate, nuove o in espansione, in aziende scelte ad alta crescita che creino almeno 10 nuovi posti di lavoro e che paghino il 115% del salario medio annuo, possono ottenere un rimborso fiscale fino a 3,000 dollari per ogni posto di lavoro creato, oppure fino a 6,000 dollari in una Enterprise Zone (N.d.T. nome dato alle zone geografiche in cui sono presenti sgravi e agevolazioni per imprenditori e investitori allo scopo di rilanciare l'economia della zona stessa) o in una zona rurale.*

*Attività che paghino il 150% del salario medio annuo possono ricevere un extra di 1,000 dollari per posto di lavoro e quelle che paghino il 200% possono ottenere un extra di 2,000 dollari per posto di lavoro. In aggiunta, progetti situati in aree classificate Brownfield (N.d.T. classificazione in uso negli Stati Uniti dal 1993 per definire strutture e siti commerciali e industriali in stato di abbandono e soggetti a riqualificazione) possono ricevere 2,500 dollari in più per posto di lavoro. Attività appartenenti a specifici settori ad alto impatto o che aumentino le esportazioni dei propri beni attraverso un porto o aeroporto dello stato almeno del 10% in valore o tonnellaggio per ogni anno di riscossione del rimborso QTI, possono ricevere un'aggiunta di 2,000*



Miami-Dade County is also offering cash incentives to attract new businesses, support business expansion, and encourage job creation. The Targeted Jobs Incentive Fund (TJIF) has been modified and enhanced with a focus on industries that are important to Florida's future, including advanced manufacturing, aviation/aerospace, clean energy, financial/professional services, homeland security/defense, information technology, life sciences, creative industries, global logistics, and corporate headquarters.

The new TJIF program works by providing cash incentives to qualifying companies in selected industries that create 10 new jobs and make a capital investment of at least \$3 million. Projects would be eligible for incentives for both real property and tangible personal property if the business is located in a designated priority area. These areas include the Empowerment Zones, Enterprise Zones, Targeted Urban Areas, Brownfield areas, and Community Development Block Grant areas. The new program also contains a sustainability component by offering bonus incentives for businesses located in a green certified building, operating as a green certified business, and involved in alternative energy projects.

The new legislation will calculate incentives for businesses based on a company's total capital investment rather than on the number of jobs created. In addition, it will repeal the sunset provisions and allow businesses to participate in the program up to September 30th, 2020. The program is available to companies outside of the County, companies wishing to relocate to Miami-Dade, and existing Miami-Dade companies that undertake a business expansion to create new jobs.

Participating companies must pay all of its employees no less than the living wage rate to remain eligible for the program. In addition, incentives are paid over a six year period subsequent to the capital investment and the creation of the new jobs.

The Miami-Dade Board of County Commissioners approved the creation and implementation of the original TJIF program in July 2000, modeled after the State's QTI program. The Office of Economic Development and International Trade (OEDIT) is the County agency responsible for reviewing, evaluating, and monitoring both the TJIF and QTI incentive applications submitted through the Beacon Council.

Companies interested in applying to the TJIF and/or the QTI programs should contact Steve Beatus 305-579-1343, Associate Executive Vice-President for the Beacon Council.

dollari per posto di lavoro. C'è un tetto di 5 milioni di dollari di rimborsi per ciascun singolo richiedente per tutto il periodo e non più del 25% del rimborso totale concesso può essere pagato in un singolo anno fiscale. I rimborsi fiscali QTI sono spalmati in un periodo di quattro anni e affinché una società possa ricevere alcunché dal programma, essa deve soddisfare tutte le condizioni di esecuzione.

La Contea di Miami-Dade, inoltre, offre degli incentivi per attrarre nuove attività, dare supporto all'espansione di quelle esistenti e promuovere la creazione di nuovi posti di lavoro. Il Targeted Jobs Incentive Fund (N.d.T. Fondo Incentivi al Lavoro Mirato) è stato modificato e potenziato con un'attenzione specifica rivolta alle industrie importanti per il futuro della Florida, come la produzione industriale all'avanguardia, aeronautica e aerospaziale, energie rinnovabili, servizi finanziari e di consulenza, difesa e sicurezza nazionale, informatica, scienze naturali, industria dell'intrattenimento, logistica e come sede aziendale.

Il nuovo programma TJIF concede incentivi ad attività qualificanti in industrie selezionate che creino 10 nuovi posti di lavoro e investano un capitale di almeno 3 milioni di dollari. I progetti possono essere idonei al finanziamento sia per le proprietà reali che per quelle personali se l'impresa è situata in una delle aree ad alta priorità. Tali aree sono quelle classificate come Empowerment Zones, Enterprise Zones, Targeted Urban Areas, Brownfield e le zone Community Development Block Grant. Il nuovo ciclo del programma comprende, inoltre, una componente di sostenibilità dato che offre dei bonus ulteriori per le attività situate in edifici bio-ecologici certificati, che operino in qualità di azienda bio-ecologicamente certificata e coinvolta in progetti sulle energie alternative.

La nuova legislazione calcolerà gli incentivi per ciascuna attività in base all'investimento capitale totale della società invece che sul numero di posti di lavoro creati. Inoltre, sarà abrogato il naturale termine di presentazione delle richieste e le imprese potranno candidarsi al programma fino al 30 Settembre 2020. Il TJIF è aperto alle imprese situate fuori dalla Contea, alle imprese che desiderano ricollocarsi a Miami-Dade e a quelle che intraprendono una espansione per creare nuovi posti di lavoro.

Le società che partecipano devono pagare tutti gli impiegati non meno del saggio salariale minimo per restare idonei al programma. Inoltre, gli incentivi sono pagati durante i sei anni successivi all'investimento del capitale e alla creazione dei nuovi posti di lavoro.

Il Consiglio dei Commissari della Contea Miami-Dade approvò l'istituzione e l'attuazione del primo TJIF nel Luglio del 2000, modellandolo sulla falsariga del programma statale QTI. Il Dipartimento per lo Sviluppo Economico e il Commercio Internazionale è l'ente della Contea responsabile dell'analisi, valutazione e monitoraggio delle richieste di incentivi sia per il TJIF che per il QTI presentate al Beacon Council.

Le società interessate a fare domanda per il programma TJIF e/o per il QTI devono contattare Steve Beatus 305-579-1343, Vice Presidente Esecutivo Associato del Beacon Council.



## BUSINESS

# Cooking Smart:

ACCSE PARTNERS WITH MDC FOR THIS YEAR'S ITALIAN COOKING SHOW  
BY MIRIANN GUAZZINI



On the heels of the recent opening of Miami Dade College's (MDC) Culinary Institute, the Italy-America Chamber of Commerce Southeast (IACCSE) has forged a partnership with this educational institution to promote real Italian cuisine and authentic "Made in Italy" products with a new format of the Italian Cooking Show.

For the past four years, the Italian Cooking Show (ICS) has been a great success. Taking place at the Coral Gables showroom of Mia Cucina, the ICS exposed a wide audience to the different regional cuisines Italy has offer by showcasing talented Italian chefs from local restaurants. Each month, for five months, the ICS hosted two chefs to sample distinct meals from two different regions – and the audience voted for their favorite chef/region at the end of each show. The shows captured the attention of food and beverage industry folks, as well, by educating the audience about the difference between authentic Italian products and mere imitations often sold at grocery stores in America.

For its Fifth Edition, the Italian Cooking Show will expand its reach with a formal partnership with the Miami Culinary Institute (MCI), the culinary school of MDC. The new, \$22 million eight-story building at the Wolfson Campus in downtown Miami features a professionally run restaurant, wine-and-food demonstration studio and organic food lab. It will be the first public option for a culinary program in South Florida. Founder and Director John Richards, who is also director of Miami Dade's International Hospitality Center, said the new program will tap into the latest trends in food culture.

*Cooking Smart:*

*La IACCSE partner con MDC per l'Italian Cooking Show 2011*

*A seguito della recente apertura del Miami Dade College (MDC) Culinary Institute, la Italy-America Chamber of Commerce Southeast (IACCSE) ha stretto una partnership con questa istituzione per promuovere la vera cucina italiana e i prodotti "Made in Italy" attraverso il nuovo formato dell'Italian Cooking Show.*

*Negli ultimi quattro anni, l'Italian Cooking Show (ICS) ha riscosso un notevole successo. L'ICS, che si è svolto nello showroom di Mia Cucina di Coral Gables, ha promosso le , molteplici cucine regionali italiane ad un vasto pubblico, attraverso la partecipazione di famosi Chefs di ristoranti italiani locali. Ogni mese, per cinque mesi, l'ICS ha ospitato due Chefs, che hanno "gareggiato" presentando ciascuno, i piatti caratteristici di due diverse regioni italiane. Il pubblico, alla fine di ogni spettacolo, ha votato per il proprio Chef / Regione preferita. Gli spettacoli hanno letteralmente catturato l'attenzione degli operatori del settore eno-gastronomico e hanno, inoltre, contribuito ad educare il pubblico a riconoscere l'autenticità dei prodotti italiani, rispetto alle imitazioni, di sovente distribuite nei punti vendita americani.*

*Per la sua Quinta edizione, l'Italian Cooking Show intende espandere la propria portata attraverso la collaborazione ufficiale del Culinary Institute di Miami (MCI), la scuola di cucina del MDC. Il nuovo edificio presso il Campus Wolfson nel centro di Miami, di otto piani e costato la cifra di 22 milioni dollari, dispone di un ristorante di alta categoria, una sala di dimostrazione per cibo e vini e un laboratorio per l'analisi degli alimenti biologici. Sarà il primo programma culinario pubblico nel sud della Florida. Il fondatore e direttore John Richards, Manager, inoltre, del Miami Dade's International Hospitality Center, ha dichiarato che il nuovo programma risulta essere in linea con le ultime tendenze della cultura alimentare.*

*L'ICS 2011 sarà suddiviso in tre parti e si svolgerà su tre diversi piani dell'edificio all'avanguardia del MCI con l'obiettivo di rendere le lezioni più interattive e didattiche. In primo luogo, un ristretto pubblico VIP potrà fisicamente cucinare un'autentica ricetta italiana, sotto la diretta direzione di uno degli Chef*



The new format Italian Cooking Show will take place in three parts on three distinct floors of MCI's state-of-the-art facility and the goal is to make the classes more interactive and educational. First, a limited and VIP audience can interactively cook an authentic Italian recipe under the direction of one chef (physically present and shown on plasma screens throughout the kitchen floor) and with the guidance and supervision of current MCI students. These VIP guests will spend a few hours "getting their hands dirty" by actually making the dishes. The second phase will open to an audience of approximately 70-100 guests that can watch a top chef in a seated auditorium and taste various key ingredients used by the chef to prepare select dishes. Finally, the Fifth Edition of the ICS will culminate in a cocktail hour open to the public on the 8th floor of the Institute.

The Chamber and the Miami Culinary Institute have a common goal: to educate the community about authentic Italian cuisine through interactive learning. The audience will use authentic "Made in Italy" products to make bona fide Italian dishes through real techniques used by true Italian culinary masters and households alike. This educated audience will then go on to buy and use these "Made in Italy" products in the future, promoting continued trade and cultural education simultaneously.

The partnership between IACCSE and MCI will go much further than the Italian Cooking Shows. The IACCSE hopes to forge partnerships between MCI and other culinary institutes in Italy, fostering the exchange of students, ideas, professors, products and ideas between South Florida and the various regions in Italy. Importantly, because MCI is a public school accessible to the community at large, the partnership between MCI and IACCSE will give access to authentic Italian cuisine to the entire South Florida community.

For more information about how to participate in the Italian Cooking Show or for sponsorship information, please contact Ms. Francesca Tanti, Director of Marketing, at [tanti@iacc-miami.com](mailto:tanti@iacc-miami.com) or call our office at (305) 577-9868.

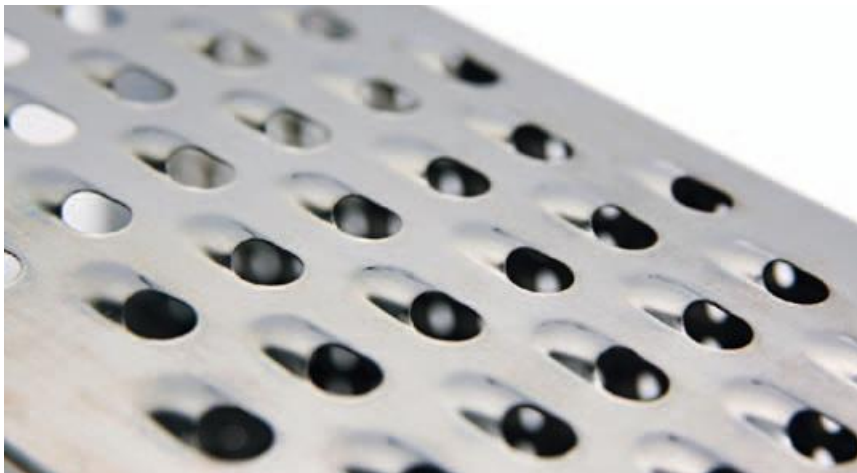


*presenti allo show e assistito degli attuali studenti di MCI. La preparazione della ricetta verrà trasmessa a tutto il resto del pubblico nell'altra sala attraverso l'utilizzo di alcuni schermi al plasma. Questo innovativo formato permetterà agli ospiti VIP di trascorrere un paio d'ore "sporcandosi letteralmente le mani" cucinando i piatti. La seconda fase si aprirà ad un pubblico di circa 70-100 persone, che potranno ammirare comodamente sedute nell'auditorium un top Chef all'opera, gustando i vari ingredienti utilizzati dallo chef per preparare piatti selezionati. Infine, la quinta edizione della ICS si concluderà con un aperitivo aperto al pubblico all'ottavo piano dell'Istituto.*

*La Camera di Commercio e il Miami Culinary Institute hanno un obiettivo comune: educare la comunità all'autenticità della cucina italiana attraverso l'apprendimento interattivo. Il pubblico avrà a disposizione soltanto prodotti "Made in Italy" per preparare piatti tipici della cucina italiana con l'ausilio delle tecniche dei veri maestri dell'arte culinaria italiana. I partecipanti avranno la possibilità di acquistare i prodotti "Made in Italy", in un'ottica di promozione del commercio e della cultura culinaria italiana.*

*La partnership tra IACCSE e MCI andrà ben oltre l'Italian Cooking Show. La Camera di Commercio prevede, infatti, di stringere rapporti di cooperazione tra MCI e altri istituti culinari italiani, favorendo lo scambio di studenti, idee, professori e prodotti tra il Sud della Florida e le diverse Regioni Italiane. Non secondariamente, la collaborazione tra MCI, scuola pubblica facilmente accessibile, e IACCSE permetterà a tutta la comunità del Sud della Florida di conoscere e apprezzare l'autentica cucina italiana.*

*Per ulteriori informazioni su come partecipare all'Italian Cooking Show o su come sponsorizzare l'evento, si prega di contattare la Sig.ra Francesca Tanti, Direttore Marketing, all'indirizzo email: [tanti@iacc-miami.com](mailto:tanti@iacc-miami.com) oppure chiamare il nostro ufficio al numero (305) 577-9.868.*





# ITALIAN COOKING SHOW 2011

Fifth Series presented by the Italy-America Chamber of Commerce Southeast

The Italy-America Chamber of Commerce Southeast is proud to present the Fifth Edition of the Italian Cooking Show. This year, the Chamber has paired with Culinary Institutes for a more hands-on experience and educative approach to the art of Authentic Italian Cuisine. Series will take place in the **Fall of 2011**.

## INTERVIEW

# Antonio Temporini

ITALIAN DREAMS BEGINS WITH ALITALIA

BY SARA D'ANZEO

Alitalia is the airline of Italy. How do you promote the idea of made in Italy to passengers traveling onboard your flights. What commercial and marketing strategies are used to promote the airline to American travelers?

Alitalia takes great pride in bringing the best of "Made in Italy" to our passengers through an on board service experience that incorporates Italian brands and cuisine. For example, Frette provides the blankets used in all classes. In Magnifica they also provide the linen used for the meal service while cutlery is provided by Richard Ginori. In all classes, Italian food and wines are served, along with other typical Italian beverages.

In terms of marketing, the new creative concept used in our advertising seeks to communicate that Alitalia embodies the essence of Italy. In the ads, an image of an Alitalia aircraft blends with an image of an Italian destination. For example, in one, an Alitalia tail merges into the Faraglioni of Capri. The concept conveys that stepping aboard Alitalia is tantamount to stepping into Italy.

Alitalia has become JV partner with Delta. What are the initial impressions of this partnership? What are some benefits passengers can expect in the future from this partnership?

With nearly 250 daily trans-Atlantic flights, the joint venture between Alitalia, Air France-KLM and Delta Air Lines provides customers with the benefits of a vast route network offering more frequencies, competitive fares and harmonized services on all trans-Atlantic flights. The JV network is structured around seven main hubs: Amsterdam, Atlanta, Detroit, Minneapolis, New York-JFK, Paris-CDG and Rome Fiumicino, together with Cincinnati, Lyon, Milan, Memphis and Salt Lake City. The JV offers customers access to over 300 destinations beyond the 26 North American gateways and over 200 destinations beyond the 33 European gateways throughout Europe, Asia and Latin America. In sum, the JV allows more seamless travel to more destinations. Thanks to the joint venture, customers can also take advantage of fare combinability.

In addition, programs that allow travelers to take advantage of all four member airlines are being put in place. SkyBonus, just launched on March 1st, allows small and medium-size companies to earn points towards free travel and upgrades, when employees travel on Alitalia or any of the JV airlines.

Alitalia has recently introduced an updated Magnifica cabin on the new A330 aircraft. What distinguishes Alitalia's business class cabin from other carriers?

Alitalia's new Magnifica seats convert to fully-flat beds and offer extensive in-seat work and entertainment capabilities. In terms of aircraft type, our flat bed seat is one of the most comfortable and spacious flying. The seat is gradually being rolled out to the entire long-haul fleet. But what really distinguishes our business cabin experience from others is our uniquely Italian style.

Keeping in line with the concept of promoting "Made in Italy", Magnifica passengers enjoy meals inspired by the various regions of Italy. Every three months, new menus featuring the cuisine of two different regions of Italy are introduced. The menus alternate on direction, so passengers enjoy the food of one region on the way to Italy and another on the way home. For example, through April 30th, we are featuring the cuisine of Liguria flights to Italy and Piemonte on flights to the US. The menus are carefully created to reflect traditional dishes and use ingredients officially recognized as indigenous to the regions. Wines selected by the Italian Sommelier Association are paired with the menus. The meal program is such a success that in December 2010, Alitalia won the award for Best Airline Cuisine in Global Traveler's GT Tested Survey. Even the china, cutlery and glasses are Italian, designed for Alitalia by Richard Ginori.



*Alitalia è la compagnia di bandiera italiana. Come promuove l'idea del Made in Italy ai passeggeri che viaggiano sui suoi aerei e quali strategie commerciali usa per promuovere la compagnia presso i passeggeri americani?*

*Alitalia è profondamente orgogliosa di far conoscere il meglio del "Made in Italy" ai nostri passeggeri attraverso l'esperienza di un servizio a bordo che comprende i marchi e la cucina italiani. Per esempio, Frette fornisce le coperte che usiamo in tutte le classi e, nella classe Magnifica, anche la biancheria da tavola per i pasti, mentre le posate sono di Richard Ginori. In tutte le classi vengono serviti cibo e vini italiani, insieme ad altre bevande tipiche.*

*Per quanto riguarda il marketing, il concetto creativo alla base della nostra campagna pubblicitaria cerca di comunicare che Alitalia incarna l'essenza dell'Italia. Nelle pubblicità, l'immagine di un aereo Alitalia si fonde con quella di una destinazione italiana. Per esempio, in una, la coda di un aereo Alitalia si mescola ai Faraglioni di Capri. L'idea è che entrare in un aereo di Alitalia equivale a entrare in Italia.*

*Alitalia ha stabilito una joint venture con Delta. Quali sono le prime impressioni di questa collaborazione? Quali benefici possono aspettarsi i passeggeri nel prossimo futuro?*

*Con circa 250 voli transatlantici quotidiani, la joint venture tra Alitalia, Air France-KLM e Delta Air Lines assicura a tutti i passeggeri i benefici di un ampio network di rotte con il vantaggio di una maggiore frequenza, tariffe competitive e servizi armonizzati su tutti i voli transatlantici. La JV è strutturata intorno a sette hub principali: Amsterdam, Atlanta, Detroit, Minneapolis, New York-JFK, Parigi-CDG e Roma Fiumicino, oltre a Cincinnati, Lione, Milano, Memphis e Salt Lake City. La JV offre ai clienti l'accesso a più di 300 destinazioni tramite i 26 gateway nordamericani e più di 200 destinazioni tramite i 33 gateway europei per il resto d'Europa, l'Asia e l'America Latina. In breve, la JV permette di effettuare un numero maggiore di viaggi ininterrotti per più destinazioni. Grazie alla joint venture, i clienti possono approfittare di un piano tariffario unico.*

*Inoltre, sono stati avviati dei programmi che permettono ai passeggeri di sfruttare in qualche modo tutte e quattro le società aeree. SkyBonus, partito il 1° Marzo, permette a società piccole e medie di guadagnare punti per viaggi gratuiti e miglioramenti di classe quando gli impiegati viaggiano con Alitalia o qualcun'altra delle compagnie aeree della JV.*

*Di recente, Alitalia ha introdotto una versione rinnovata della cabina Magnifica sugli aerei A330. Cosa distingue le cabine della business class di Alitalia da quelle degli altri vettori?*

## INTERVIEW

Antonio Temporini

Do you offer any dedicated fares/services to Italian companies with US headquarters?

How can they benefit from Alitalia's services and products? As I mentioned, small and medium-size companies that spend between \$5,000 and \$500,000 on transatlantic travel can join SkyBonus. SkyBonus is a corporate loyalty program that benefits both the company and the employee travelers. Essentially, registered companies earn points whenever their employees travel on Alitalia, Delta, Air France or KLM, while the individual traveler still earns miles in Alitalia's MilleMiglia, Delta's SkyMiles or Air France-KLM's Flying Blue frequent flyer program. SkyBonus rewards are transferable to allow use by employees, friends or loyal clients. To celebrate the launch of SkyBonus as the corporate loyalty program for all four airlines, SkyBonus is offering double points on all trans-Atlantic flights on Alitalia, Delta, Air France and KLM for the month of March. Visit [alitalia.com](http://alitalia.com)'s Business Travel section to register today.

If a company has a travel budget over \$500,000 annually, it is possible to discuss implementing a special joint-venture contract designed to meet specific travel needs.

With regards to the southeast US, a nonstop MIAMI-MILAN flight has recently been added in addition to the Miami-Rome service. Are there any plans for future product/service enhancements in the southeast?

The Miami-Milan service was launched last June. We are quite pleased with the performance of both flights and at this time and aim is to increase frequency from Miami. The Miami – Milan flight offered more than just a new destination, it was a launch route for our new A330 aircraft featuring the new flat-bed seats in Magnifica and the new Classica Plus cabin. Classica Plus is a premium economy service offering a private cabin with seats that are nearly 20% wider than regular economy. Classica Plus passengers also enjoy priority check-in, a welcome beverage onboard, in-seat entertainment and work station capabilities and an additional piece of checked baggage. In the near future, Alitalia will be rolling out a reconfigured B777 to include flat bed seats as well as a Classica Plus Cabin to be in line with the new A330 aircraft.



Alitalia and their crew

*I sedili della nuova classe Magnifica sono inclinabili come letti veri e propri e permettono un'ampia capacità di movimento per il lavoro e lo svago. Per quanto riguarda la flotta aerea, i nostri sedili inclinabili sono tra i più spaziosi e confortevoli tra quelli in dotazione. Gradualmente, il sedile è stato fatto inclinare sempre di più sulla flotta a lungo raggio. Ma ciò che davvero distingue la nostra cabina business dalle altre è il nostro esclusivo stile italiano.*

*Restando fedeli al concetto di promuovere il "Made in Italy", ai passeggeri della Magnifica sono serviti pasti ispirati alle varie regioni italiane. Ogni tre mesi introduciamo dei nuovi menu che presentano la cucina di due diverse regioni d'Italia. I menu vengono alternati in base alla direzione, così che i passeggeri possono assaggiare il cibo di una regione all'arrivo in Italia e quello di un'altra regione al ritorno. Per esempio, fino al 30 aprile, proporremo la cucina ligure sui voli per l'Italia e quella piemontese sui voli per gli Stati Uniti. I menu sono creati con attenzione per rispettare i piatti tradizionali e per usare ingredienti che provengono ufficialmente dalle regioni stesse. I vini sono selezionati dall'Associazione Italiana Sommelier e specificamente accoppiati ai menu. Il servizio pasti è un tale successo che, nel dicembre 2010, Alitalia ha vinto il premio come Best Airline Cuisine nel sondaggio GT Tested Survey della rivista Global Traveler. Anche le porcellane, le posate e i bicchieri sono italiani, disegnati per Alitalia da Richard Ginori.*

*Alitalia offre tariffe o servizi speciali a società italiane con sede negli Stati Uniti? Quali benefici ne possono trarre?*

*Come ho già detto, società di piccole e medie dimensioni che spendono in viaggi transatlantici tra i 5000 e i 500.000 dollari possono partecipare a SkyBonus. SkyBonus è un programma fedeltà aziendale di cui possono beneficiare sia le società che gli impiegati che viaggiano. In pratica, le società ottengono punti quando i dipendenti viaggiano con Alitalia, Delta, Air France o KLM, mentre il singolo viaggiatore guadagna punti per i programmi MilleMiglia di Alitalia, SkyMiles di Delta o Flying Blue di Air France-KLM. I premi SkyBonus sono trasferibili e possono essere usati dagli impiegati, amici o clienti fedeli. Per festeggiare il lancio di SkyBonus come programma fedeltà per le aziende di tutte e quattro le compagnie aeree, SkyBonus offrirà punti raddoppiati su tutti i voli transatlantici di Alitalia, Delta, Air France e KLM per tutto il mese di Marzo. Per registrarsi, visitare il sito [alitalia.com](http://alitalia.com) nella sezione Business Travel.*

*Se una società ha un budget di viaggio annuo superiore ai 500.000 dollari, è possibile stabilire una joint venture speciale per venire incontro a specifiche necessità di viaggio.*

*Riguardo alla parte sud-orientale degli Stati Uniti, di recente è stato istituito un volo nonstop Miami-Milano in aggiunta a quello Miami-Roma. Ci sono piani per un futuro aumento del servizio nel Sud-est?*

*La rotta Miami-Milano è stata lanciata lo scorso giugno. Siamo soddisfatti della performance di entrambi i voli e ora il nostro scopo è di aumentare la frequenza dei voli da Miami. Il volo Miami-Milano offre più che solo una nuova destinazione, è stato la tratta di lancio per il nuovo aereo A330, dotato dei nuovi sedili inclinabili in Magnifica e la nuova classe Classica Plus. Quest'ultima è un servizio premium economy con cabina privata e sedili di circa il 20% più larghi di quelli presenti nella economy normale. I passeggeri di Classica Plus godono inoltre di un imbarco prioritario, drink di benvenuto a bordo, spazi per lo svago e il lavoro durante il volo e la possibilità di imbarcare un bagaglio in più. Nel prossimo futuro, Alitalia si doterà di un B777 riconfigurato, che includerà sedili inclinabili e una classe Classica Plus, allineandosi così agli A330.*



# Biomedical Engineering

FASTEST-GROWING MEMBER OF THE ENGINEERING FAMILY

BY ANTONIO NANNI, PH.D., P.E., PROFESSOR AND CHAIR, DEPT. OF CIVIL, ARCH. & ENVIRON.

ENGINEERING, UNIVERSITY OF MIAMI, NANNI@MIAMI.EDU.



Biomedical engineering is broadly defined as the application of engineering principles to problems in clinical medicine and surgery. In the last two decades, this field of engineering has shown a significant growth and today is without a doubt the first choice of many aspiring college students. What inspires these young adults is the possibility to utilize traditional engineering expertise in the analysis and solution of problems in biology and medicine, providing an overall enhancement of health care. In terms of motivation, these individuals hope to be of service to people, to partake of the excitement of working with living systems, and to apply advanced technology to the complex problems of medical care. Biomedical engineers may be called upon in a wide range of capacities: to design instruments, devices, and software, to bring together knowledge from many technical sources to develop new procedures, or to conduct research needed to solve clinical problems.

It all started in the 1970s when technological advances made possible to diagnose diseases with non-invasive procedures such as computerized tomography, magnetic resonance imaging and ultrasonic imaging. Following these successes, the field of biomedical engineering expanded to development of new therapeutic devices such

**Figure caption:** UM Life Science & Technology Park under construction at the intersection of the North-South and East-West traffic arteries I-95 and SR-836 and in close proximity to the Leonard M. Miller School of Medicine and the Miami Health District

*Quando si parla di ingegneria biomedica o bioingegneria si allude, in senso lato, all'applicazione dei principi dell'ingegneria ai problemi della chirurgia e della medicina clinica. Nel corso degli ultimi vent'anni, questa disciplina ha conosciuto una straordinaria crescita, fino a convertirsi oggi nella prima scelta di molti studenti universitari. I giovani studenti sono richiamati dalla possibilità di sfruttare le competenze dell'ingegneria tradizionale per analizzare e identificare la soluzione di problemi della biologia e della medicina, fornendo il proprio contributo alla cura della salute. Dal punto di vista delle motivazioni, questi giovani aspirano ad essere di aiuto alle persone, a partecipare con entusiasmo alla propria esperienza di lavoro con esseri viventi e ad applicare tecnologie avanzate per la soluzione di complessi problemi di natura medica. La bioingegneria è una disciplina con un'ampia gamma di applicazioni: dalla progettazione di strumenti, dispositivi e software e dalla sintesi di conoscenze in ambiti tecnici diversi per mettere a punto procedure innovative alle attività di ricerca necessarie per la soluzione di problemi clinici.*

*La bioingegneria nasce negli anni '70, quando i progressi tecnologici consentirono l'applicazione di procedure non invasive, tra cui la tomografia, la risonanza magnetica e le immagini a ultrasuoni ai fini diagnostici. Grazie a tali successi, l'ambito di applicazione di questa disciplina si è gradualmente ampliato fino allo sviluppo di nuovi dispositivi terapeutici, quali l'impianto cocleare, che ha permesso straordinari progressi a molti pazienti affetti da deficit uditivi, o ancora il defibrillatore impiantabile salvavita, che ha rappresentato una vera e propria rivoluzione per la terapia cardiovascolare. Oggi, assistiamo a continui mutamenti e alla creazione di nuovi ambiti di applicazione, tra i quali ricordiamo le aree di specializzazione più consolidate: biostrumentazioni, biomateriali, biomeccanica, ingegneria cellulare, tissutale e genetica, ingegneria clinica, tecniche mediche per immagini, chirurgia ortopedica, ingegneria riabilitativa e fisiologia di sistemi.*

*Probabilmente, le neuroscienze sono ancora una delle frontiere scientifiche più affascinanti e, non a caso, rappresentano l'ambito di ricerca di Justin C. Sanchez e Ozcan Ozdamar (jcsanchez@miami.edu; oozdamar@miami.edu), ricercatori presso la University of Miami. Si tratta, infatti, di una delle quattordici grandi sfide identificate dalla National Academy of Engineering (<http://www.engineeringchallenges.org/cms/8996/9221.aspx>), come dichiarato con le seguenti parole:*

*" [...] lo sviluppo di metodi che consentano al*

**Didascalìa:** UM Life Science & Technology Park in costruzione all'incrocio tra la Nord-Sud e la Est-Ovest della superstrada I-95 e della SR-836, in prossimità del M. Leonard Miller School of Medicine e il Miami Distretto Sanitario



as the cochlear implant, which has helped many hearing-impaired people experience dramatic improvements, or life-saving implantable defibrillators that have forever changed cardiovascular therapy. Nowadays, there is continual change and creation of new areas due to rapid advancement in technology; however, some of the well-established specialty areas within biomedical engineering are: bioinstrumentation; biomaterials; biomechanics; cellular, tissue and genetic engineering; clinical engineering; medical imaging; orthopedic surgery; rehabilitation engineering; and systems physiology.

Perhaps, the field of neuroscience remains one of the most challenging new frontiers and, not by chance, it is being tackled by researchers Justin C. Sanchez and Ozcan Ozdamar (jcsanchez@miami.edu; oozdamar@miami.edu) at the University of Miami. This area of research is one of the fourteen grand challenges recently identified by the National Academy of Engineering (<http://www.engineeringchallenges.org/cms/8996/9221.aspx>) as quoted below:

“..... the development of methods that allow doctors to forecast the benefits and side effects of potential treatments or cures. “Reverse-engineering” the brain, to determine how it performs its magic, should offer the dual benefits of helping treat diseases while providing clues for new approaches to computerized artificial intelligence. Advanced computer intelligence, in turn, should enable automated diagnosis and prescriptions for treatment.”

The concept of reverse engineering the brain is a grand challenge in science and technology because there remains a gap in the available tools needed to analyze, understand, treat, and interact with normal and diseased neural tissue. The development of new tools that enable more synergistic interaction of artificial systems with biological neural systems has the potential to transform understanding in how to design, repair, replace, and measure functionality of the nervous system. A transformative and multidisciplinary effort on a large scale is needed to bring together expertise in hardware, software, and wetware that can be used to reveal the underpinnings of the human mind and neural control. A critical evaluation of advancements in the understanding of the brain reveals that technology is a driving force in uncovering the necessary functional properties of the nervous system needed to develop new computational, cognitive, therapeutic, and engineered systems.

*personale medico di prevedere i possibili benefici ed effetti collaterali di cure o trattamenti. La “reingegnerizzazione” del cervello per capirne il magico funzionamento dovrebbe offrire il duplice vantaggio di contribuire alla cura di malattie, fornendo al tempo stesso suggerimenti e indicazioni per nuove applicazioni nel campo dell’intelligenza artificiale computerizzata. L’intelligenza computerizzata avanzata dovrebbe, a sua volta, consentire la diagnosi automatizzata e la prescrizione di trattamenti.”*

*Il concetto di “reverse engineering” del cervello umano è una grande sfida nella scienza e nella tecnologia, perché esiste una lacuna negli strumenti a disposizione per analizzare, capire, curare e interagire con il tessuto nervoso sano o malato. Lo sviluppo di nuovi strumenti che consentono un’interazione più sinergica dei sistemi artificiali con quelli neurali biologici ha la capacità di trasformare la conoscenza in modalità di progettazione, riparazione, sostituzione, e misurare la funzionalità del sistema nervoso.*

*È necessario uno sforzo multidisciplinare e di trasformazione su larga scala per riunire le competenze in hardware, software e wetware che possono essere utilizzate per rivelare i fondamenti della mente umana e del controllo nervoso. Una valutazione critica dei progressi nella comprensione del cervello umano rivela che la tecnologia è una forza trainante nello scoprire le proprietà funzionali del sistema nervoso, necessarie allo sviluppo di sistemi computazionali, cognitivi, terapeutici, e di progettazione.*

*L’ingegneria biomedica offre notevoli opportunità per l’imprenditorialità, nonostante sia ormai risaputo che un’infrastruttura adeguata sia fondamentale per il successo. In risposta alla necessità di attrezzature sofisticate e integrate che favoriscano lo sviluppo di innovazioni biotecnologiche, il National Research*



Biomedical engineering offers significant opportunities for entrepreneurship even though it is recognized that an appropriate infrastructure is critical to success. In response to the need for sophisticated and integrated facilities that foster the development of biotechnology innovations, national research park developer Wexford Science + Technology is in the midst of developing a master-planned research and development park in collaboration with the University of Miami (contacts: Marcelo Radice and William Hunter, mradice@med.miami.edu and whunter@wexfordequities.com). The University of Miami Life Science & Technology Park ([www.umlstp.com](http://www.umlstp.com)) will comprise offices and laboratories for emerging companies within the Miami Health District, with the goal of helping knowledge-based research and product development teams foster innovation and commercialize technology for public use and benefit. Additionally, as a gateway to the Americas and the world, Miami offers a strategic location for companies seeking to penetrate the U.S. markets and/or service markets as a distribution center for Latin America and the Caribbean.

*Park Developer di Wexford Science + Technology sta progettando un piano d'azione per la realizzazione di un parco di sviluppo e ricerca, in collaborazione con l'Università di Miami (contatti: Marcelo Radice e William Hunter, mradice@med.miami.edu e whunter@wexfordequities.com).*

*Il Life Science & Technology Park dell'Università di Miami, ([www.umlstp.com](http://www.umlstp.com)) offrirà uffici e laboratori per le società emergenti all'interno del Miami Health District, con l'obiettivo di supportare la ricerca, e teams di sviluppo prodotto per promuovere l'innovazione e commercializzare le tecnologie per usi e benefici pubblici. Inoltre, come città d'accesso per le Americhe e per il mondo, Miami offre una posizione strategica per le aziende che intendono entrare nel mercato degli Stati Uniti e / o nei mercati di servizio, fungendo come piattaforma di distribuzione per l'America Latina e i Caraibi.*



Roca Gonzalez, P.A., is a boutique law firm which focuses its practice on representation of high net worth investors in a broad spectrum of investment and business ventures. Our attorneys offer comprehensive and personalized legal representation and attention to our domestic and international clients. The firm's founders and shareholders are Antonio L. Roca, Esq. and Eric A. Gonzalez, Esq.

Prior to opening the firm, Mr. Roca practiced law for seven years with the law firm of Holtzman Equels, P.A., and concentrated his practice in the field of Commercial Litigation and Government Relations. During his tenure at Holtzman Equels, P.A., Mr. Roca worked on matters involving elements of high profile international corporate litigation, domestic corporate law, government lobbying and international business transactions. Additionally, Mr. Roca has developed an extensive transactional practice in the area of international investment and financial structuring. He speaks fluent Italian and Spanish.

Prior to opening the firm, Mr. Gonzalez practiced law for six years at the law firm of Parlade & Figueras, focusing on the area of complex commercial finance and secured transactions; commercial real estate acquisition and development; land trusts; and transactional corporate law. Additionally, Mr. Gonzalez has been lead counsel on several multi-million dollar real estate acquisitions; has represented investors and lenders in private money placement ventures; and, has established legal frameworks for start-up ventures now having multi-million dollar revenue streams. Mr. Gonzales works closely with Mr. Roca on extensive international foreign investment and finance transactions. He speaks fluent Spanish and conversational Italian.

*Roca Gonzalez, P.A., è uno studio legale specializzato nella rappresentanza di grossi investitori in una vasta gamma d'investimenti ed iniziative imprenditoriali. I nostri avvocati offrono una rappresentanza legale completa e personalizzata per i nostri clienti sia domestici che internazionali. I fondatori dello studio sono Antonio L. Roca ed Eric A. Gonzalez.*

*Prima dell'apertura dello studio, l'Avv. Roca ha esercitato la professione per sette anni presso lo studio legale Holtzman Equels, P.A., concentrandosi in Litigi Commerciali e Relazioni Governative. Durante il suo impiego presso Holtzman Equels, P.A., l'Avv. Roca si è occupato di litigio aziendale internazionale di alto profilo, diritto societario domestico, pressioni governative e transazioni commerciali internazionali. Inoltre, l'Avv. Roca ha acquisito un'ampia esperienza in investimenti internazionali e strutturazione finanziaria. L'Avv. Roca parla fluentemente spagnolo ed italiano.*

*Prima dell'apertura dello studio, l'Avv. Gonzalez ha esercitato la professione per sei anni presso lo studio legale Parlade & Figueras occupandosi principalmente di finanza commerciale complessa e transazioni assicurate, acquisto e sviluppo di immobili, fondi d'investimento immobiliare e diritto societario transazionale. Inoltre, l'Avv. Gonzalez è stato consulente legale di riferimento per svariati acquisti immobiliari multi-milionari, ha rappresentato investitori e prestatori in iniziative di allocazione di fondi monetari privati. Infine, ha stabilito dei modelli legali per imprese in fase di avviamento che ora registrano ricavi multi-milionari. L'Avv. Gonzales lavora a stretto contatto con l'Avv. Roca su estensivi investimenti internazionali e transazioni finanziarie. L'Avv. Gonzalez parla spagnolo fluentemente ed italiano colloquiale.*

# Business Lounge



**condotte  
america** Inc.  
*Founded in 1987*

## Condotte won a \$559-million reconstruction of SR826 – SR836

Condotte America, Inc., a controlled company of the Italian Condotte SPA group, is a heavy and highway contractor specializing in bridge work, roadways, mass transit and governmental buildings including toll plazas.

Together with other two construction societies, Community Asphalt and DeMoya Group, Condotte America won a contract worth 826 million for the reconstruction of highway SR826-SR836 in Miami County.

The \$559-million reconstruction of the interchange connecting State Road 826 (Palmetto Expressway) and SR 836 (Dolphin Expressway), one of the most heavily congested areas in Miami-Dade County, is funded through a partnership between the Florida Dept. of Transportation and the Miami-Dade Expressway Authority.

The new interchange will provide direct connections between SR 826 and SR 836, including from northbound SR 826 to westbound SR 836.

Ref: ERN Southeast, [http://southeast.construction.com/southeast\\_construction\\_projects/2010/0701\\_InterchangeReconstruction.asp](http://southeast.construction.com/southeast_construction_projects/2010/0701_InterchangeReconstruction.asp)

86,000 square foot facility in Orange County's Central Park, just south of downtown Orlando



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# Business Lounge



## EASA: Thumbs-up for Oma Sud SkyCar

Italian general aviation manufacturer Oma Sud has received European Aviation Safety Agency (EASA) certification for its twin-engine piston-powered SkyCar pusher. The company applied for a type certificate in 2004 and first demonstrated a mock-up of the Textron Lycoming IO-360-C1E6-powered aircraft at the Paris Air Show in 2005. First flight took place in December 2007, at which time Oma Sud expected to receive its certification later in 2008.

Flightglobal previously reported that one of Oma Sud's initial launch customers for the high-wing, twin-tail, retractable-gear aircraft will be a Miami-based aviation charter company, which will deploy the aircraft for operations between Miami and the Caribbean. Though Oma Sud is marketing the twin as "designed for instrument flight rules", the EASA specifications sheet issued today limits the aircraft to day and night visual flight rules operations. The unpressurized twin can fly at a maximum structural cruising speed of 152kt (281 km/h), 8kt slower than advertised, and can reach a maximum altitude of 5,486m (18,000ft). The aircraft is not approved for flight into known icing conditions.

As advertised, the maximum takeoff weight as approved by EASA is 1,995 kg (4,398 lb).

OMASUD presents:

The latest state of the art, innovative, piston twin: SKYCAR.

SKYCAR has been designed to be the actual sole multiutility/multipurpose aircraft in the General Aviation High Performance Piston marketplace with an opening bonnet on fly. The internal layout is flexible and can be changed in various configurations and for different uses such as aero taxi, light cargo, and for special military and civil missions. Its latest generation 3D Synthetic Vision Digital Glass Cockpit makes flying easier and safer. The synergetic architecture makes possible: an unequalled cabin volume that provides a top class passenger comfort and the largest baggage compartment in the same class aircraft. Two tail boom and two engines mounted on the wing in pushed configuration. less fuel and less D.O.C.

.THE MISSION

OMA SUD Engineering Team designed SKYCAR with the following key points in minds:

- High Aerodynamic efficiency;
- Top Class Passenger Comfort: more space, low internal noise;
- Flexibility to meet various mission profiles
- Last generation Avionic concepts of Glass Cockpit based on a safer and easier flying.

.THE RESULT

Experience the exhilaration of flight: fly the difference, fly the innovation, FLY SKYCAR!



## Boat Show

This year, Miami held its 70th boat show from February 17th to 21st, where many Italian companies have exhibited their most modern and technology updated boats.

Among the most popular Italian nautical firms there were Ferretti, Itama, Uniesse, Benetti, Azimut.

Considerable success has also received the presentation of the new offshore Cigarette in partnership with Ducati motorbike and the new "Aquariva Gucci".

Cigarette Racing Team has had some very strong relations with giants in the motor industry. Owing to their healthy relationship with bike-boss Ducati, a special edition 42X boat was launched by the Team in collaboration with Ducati at the Miami International Boat Show in Florida. The new edition will feature 2,200 hp rating from two 1,100hp Mercury Racing engines. It comes in red and white, showing off Ducati's crimson brilliance.

Another notable debut and unique design collaboration is the introduction of the new "Aquariva Gucci", an exclusive made to order model customized by Gucci's Creative Director Frida Giannini along with Riva's exclusive designers of Officina Italiana Design. This new "Made in Italy" icon is the product of a unique partnership between the two of Italy's most renowned design houses, Riva and Gucci.





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# 25 Years of Italy in Miami

BY CLAUDIO PASTOR

It was March 1986 and I was in my first year of High School in the United States here in Miami, "MIAMI VICE" was the most popular program on television and the image of Miami around the world was of Art Deco buildings, drugs, sun and palm trees.

To me Miami was somewhat different, Miami was summers with my family on Key Biscayne, interesting international friends, fishing and sailing in Coconut Grove, adventures at the Villa Vizcaya Estate and of course school.

It was not so long ago but it was really a completely different city from the Miami it is today.

During that time I was asked to travel to Washington D.C. to meet Congressman Dante Fascell.

He was Miami's most important political representative in Washington and I was a young man full of expectations for the recognition I was about to receive from this great Italian-American Statesman for my academic achievements.

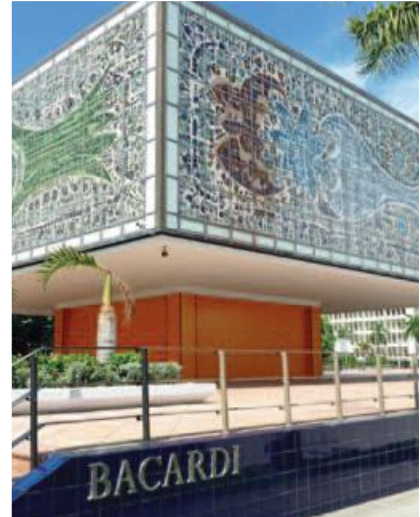
The topic during our brief encounter was Cold War Politics and our common pride in our Italian heritage.

This precocious meeting with Congressman Fascell set me on the course that would eventually guide my life to this day.

In 1986 there was no Italian Consulate in Miami (and very few Italians) and therefore no official Italian Government Presence, in a way Congressman Fascell was also the most prominent representative of Italian Culture and certainly a great supporter of Italian interests.

In the meantime I returned to Italy to continue my High School studies and when I returned to Miami in 1991 I knew that I wanted to pursue an academic and professional career in the International sector where I could work to serve the interests of Italy as they related to the rest of the world.

That same year the Italian American Chamber of Commerce opened in Miami and the following year saw the arrival of our first ever Consul General of Italy in Miami Marco Rocca.



*Era il marzo 1986 ed io frequentavo il primo anno di liceo qui a Miami. Miami Vice era il più popolare programma televisivo, e l'immagine di Miami nel mondo era quella degli edifici Art Deco, della droga, del sole e delle palme. Ma per me Miami era qualcosa di diverso: le estati con la mia famiglia a Key Biscayne, gli interessanti amici internazionali, la pesca e la barca a Coconut Grove, le avventure a Villa Vizcaya e naturalmente la scuola.*

*Non è passato tanto tempo, ma era una città davvero completa, molto diversa dalla Miami di oggi.*

*Durante quel periodo fui scelto per un viaggio a Washington DC per incontrare il deputato Dante Fascell. Era il più importante rappresentante politico di Miami a Washington ed io ero un giovane pieno di attese per il riconoscimento che stavo per ricevere da questo grande statista italo-americano per i miei successi scolastici. Argomento del nostro breve incontro fu la politica della guerra fredda ed il comune orgoglio per il nostro retaggio italiano. Questo precoce incontro con il Deputato Fascell mi indirizzò al corso che la mia vita avrebbe poi preso fino ad oggi.*

*Nel 1986 non c'era a Miami il Consolato Italiano, e gli italiani erano molto pochi; perciò non c'era alcuna presenza ufficiale del Governo Italiano e, in un certo modo, il deputato Fascell era anche il più eminente rappresentante della cultura italiana, e certamente il maggior sostenitore degli interessi italiani. Nel medesimo tempo, tornai in Italia per proseguire gli studi liceali e, quando nel 1991 fui di nuovo a Miami, mi resi conto di voler seguire un percorso accademico e professionale nel settore internazionale, dove avrei potuto lavorare per servire gli interessi dell'Italia collegati al resto del mondo. In quello stesso anno si aprì a Miami la Camera di Commercio Italo-Americana, e l'anno successivo vide l'arrivo del Console Generale d'Italia Marco Rocca. Ricordo il mio incontro con lui e sua moglie Haydee alla prima festa della Repubblica a Miami, splendidamente organizzata a villa Vizcaya il 2 giugno 1992. Prima di allora non c'erano Caffè o Ristoranti Italiani né Ocean Drive, né Tiramisù o Segafredo alla*

## IT CULTURE

### 25 Years of Italy in Miami



I remember meeting him and his wife Haydee at their first "Festa della Repubblica" in Miami, beautifully organized at Villa Vizcaya on June 2, 1992.

Back then there were still no Italian Cafes or Restaurants on Ocean Drive, no Tiramisu or Segafredo on Lincoln Road no Caffè Abbracci in Coral Gables and very very few Italian companies.

It was then that I had the privilege to observe our Consul General Rocca sow many of the seeds that became the great achievements of our community and that so many years later would witness his return for a second time as the present day Consul General to Miami.

20 years ago his support for the IACC helped it become one of the strongest Italian Chambers of Commerce in the United States and his help together with Haydee Rocca for what would later become the Società Dante Alighieri was essential to laying the foundations of what our institution is today.

We have grown from 8 students of Italian language and culture to over 800.

Our programs include language, food and wine, art, fashion and our latest project is the very successful design and architecture division.

In this beacon city where north meets south and where the old world meets the future it is important to say that Italy has found its permanent and important place.

There is no Design District without Italy, there is no South Beach without Italy there is no Bal Harbour Shops or Merrick Park without the presence of Italian fashion, Brickell would not be what it is today if it were not for the early vision of the Italian developer Ugo Colombo and there would be no Dante B. Fascell Port of Miami without the efforts of Dante B. Fascell.

As one who remembers Miami without Italy, I feel great pride in having witnessed how Italy has changed our city for the better and how incredibly more and more Miami is becoming such an important part of contemporary Italian culture and art.

*Lincoln Road. Nè Caffè Abbracci a Coral Gables, ce n'erano veramente molte poche di società italiane. Fu allora che ebbi il privilegio di osservare il nostro Console Generale Rocca spargere molti dei semi che divennero i grandi successi della nostra comunità e che tanti anni più tardi sarebbero stati testimoniati dal suo ritorno per una seconda volta come Console Generale a Miami ai nostri giorni.*

*20 anni fa il suo appoggio all'IACC l'ha aiutata a diventare una delle più forti Camere di Commercio Italiane negli Stati Uniti, ed il suo supporto insieme con Haydee Rocca per ciò che più tardi sarebbe diventata la Dante Alighieri è stato essenziale per porre le fondamenta di quello che oggi è la nostra istituzione. Siamo cresciuti da 8 ad 800 studenti della lingua e della cultura italiana. Il nostro programma comprende lingua, gastronomia, enologia, arte, moda, ed il nostro più recente progetto riguarda un settore di grande successo, quello dell'architettura e design.*

*In questa città-faro, dove il Nord diventa il Sud e dove il vecchio mondo incontra il futuro, è importante poter dire che l'Italia ha trovato un suo posto solido e di rilievo. Non v'è Design District senza l'Italia, non v'è South Beach senza l'Italia, non v'è Bal Harbour Shops o Merrick Park senza la presenza della moda italiana, Brickell non sarebbe quello che è oggi se non fosse stato per la precoce visione dell'imprenditore italiano Ugo Colombo e non esisterebbe il porto di Miami Dante B. Fascell senza gli sforzi di Dante Fascell.*

*Come uno che ricorda Miami senza Italia, provo un grande orgoglio nell'aver assistito a come l'Italia ha cambiato la nostra città per il meglio e a come incredibilmente Miami stia diventando sempre di più un parte così rilevante della cultura e dell'arte contemporanea italiana.*

*Claudio Pastor*







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# Italian Architecture

HISTORICAL AND CONTEMPORARY

BY CLAUDIO PASTOR



The Dante Alighieri Society has recently opened up a new cultural branch dedicated to historical and contemporary Italian architecture. Enzo Carpentieri, a Roman architect who specializes in historical, Roman and European architecture, as well as Carmen Guerrero, the head and professor of the Faculty of Architecture at the University of Miami, Rome, have started a series of conferences devoted to Italian architecture and design that echo American sensibility.

Held last November, the first meeting focused on the historical evolution of Italian form and structure, in hopes to identify the elements that still make it popular in the broader world of interior design. The stimulated public was very responsive and applauded the erudite dissertations that illuminated the history, thought, and creative processes behind these seemingly, opaque objects and places.

We think that such a holistic approach, dedicated to unveiling the true value behind Italian design, should be applied to the imaging and marketing of these products. As

*La Società Dante Alighieri ha di recente attivato una sezione culturale dedicata all'architettura italiana, storica e contemporanea. Enzo Carpentieri, architetto romano con larga esperienza nel settore della architettura d'interni e numerosi interventi progettuali in edifici storici di Roma e d'Europa, e Carmen Guerrero, docente presso la Facoltà di Architettura della University of Miami, nonché responsabile del Rome program della stessa Facoltà, hanno inaugurato, presso il nostro Istituto, un ciclo di conferenze dedicate a particolari temi dell'architettura e del design italiani che possano trovare eco nella sensibilità americana. Il primo incontro, tenutosi lo scorso Novembre, è stato, ad esempio, dedicato al tema della casa italiana, esaminato dal punto di vista della sua evoluzione storica e soprattutto nell'intento di individuare gli elementi che a tutt'oggi rendono apprezzato nel mondo il comfort e l'eleganza dell'interior design italiano. In questa occasione, come nelle successive, sorprendente è stata la partecipazione del pubblico, il quale ci ha spesso testimoniato quanto, grazie anche al taglio appassionato, colto e mai meramente nozionistico delle nostre dissertazioni, abbia finalmente potuto trovare soddisfazione al desiderio di una conoscenza*

spectators, The Miami public deserves to know the history behind the architecture they pass by.

Traces of our Italian history lie within these architectural designs, and unfortunately, only a small portion of the American people grasps the importance of this cultural knowledge. Many institutions have decided to enlighten their students with this encompassing history. Specifically, the University of Miami invited architect Carpentieri to lecture the same conference to students and faculty of its School of Architecture and Italian School of Modern Languages.

Miami based, Italian companies that are willing to provide their conference rooms will greatly benefit the Dante Alighieri society's pedagogical purpose to culturally enlighten the American public. The spatial availability, thanks to these accommodating companies, as well as the Alighieri team's zeal will potentially provide companies with a highly attractive advertising medium, consistent with the contents of study and research behind their products. An ideally, more lasting imprint will be attainable.



*più approfondita ed interrelata in merito alla storia, al pensiero e ai processi creativi che si celano dietro "la forma" di luoghi e di oggetti, fino a quel momento praticati, usati e vissuti all'oscuro della vera portata di tutta la loro bellezza.*

*Pensiamo che un simile approccio conoscitivo del valore dei prodotti del design italiano meriti di essere divulgato presso coloro che tali prodotti presentano e vendono al pubblico di Miami, con grande vantaggio di immagine e di marketing.*

*Dietro il nostro design c'è cultura, tanta quanta nessun altro paese può anche solo in minima parte vantare ed il popolo americano ne comprende l'importanza della conoscenza. Ne sia prova il fatto che l'University of Miami ha ben presto invitato l'architetto Carpentieri a tenere le stesse conferenze a studenti e docenti della Facoltà di Architettura e delle classi di Italiano della Facoltà di Lingue Moderne.*

*La disponibilità da parte delle aziende italiane di settore, presenti a Miami, ad accogliere presso le loro sedi le nostre conferenze rafforzerebbe da un lato la capacità della Dante Alighieri di costituire un polo culturale aggregativo sui temi dell'Architettura e del Design, ma soprattutto offrirebbe alle aziende uno strumento pubblicitario di forte richiamo, coerente con il contenuto di studio e di ricerca dei loro prodotti e, per questo, di più duraturo imprinting.*



## DESTINATIONS

# Italy's Best Kept Secrets

TOURING IN STYLE

BY MARIELLA CACCIOTTI

With more than 43.2 million tourists a year, Italy is the fourth highest earner in the tourism industry and the fifth most visited country in the world. People mainly come to Italy for its rich art, cuisine, history, fashion, and culture, its magnificent coastlines and beaches, mountains and priceless ancient monuments, especially from the Roman civilization. Tourism is one of Italy's fastest growing and most profitable industrial sectors, with an estimated revenue of \$42.7 billion.

While most tourists visit the most well-known cities – Rome, Venice, and Florence – there remains a face of Italy relatively undiscovered, with incredibly diverse landscapes, cuisines and cultures. In 2011, the Italy-America Chamber of Commerce Southeast (IACCSE) will launch its first of a series of tours in Italy with the goal of sharing with the public the “secret treasures” of the country. The IACCSE has partnered with various local Italian agencies charged with promoting their region in the hopes of providing those who take the IACCSE Tour with an authentic, regional Italian experience of each region they visit.

The IACCSE Tours are unique among other its competitors, because not only will the tours take visitors to less known areas of Italy, visitors will experience Italy in a luxurious

and authentic way, for a fraction of the price. Due to the IACCSE's special relationship with the regional chambers and municipalities in Italy, our tours are able to access private locations and experiences, typically not open to the public.

The first IACCSE Tour will take place during the Fall of 2011 for the duration of 9 days and will focus on one of Italy's best kept secrets - Puglia. Situated on the Southeastern tip of the peninsula, Puglia or Apuglia as it is sometimes known, is one of the richest archeological areas in Italy with both Greek and Roman influences. The region's capital Bari, boasts the title of second most important economic center in Southern Italy after Naples. Puglia's 6 provinces are beautiful and distinct, and the IACCSE Tour will reach each part's most precious towns and sights to see.

Details about pricing and the schedule of this first exciting luxury tour can be found on the IACCSE's website. So, while you may have been to Italy, if you have not discovered its best-kept secrets, there is still so much to see! In the words of the English author Samuel Johnson, “A man who has not been to Italy is always conscious of an inferiority.”



**PORTFOLIO**

# Spoletto Festival USA

BY ANNA CATARUOZZOLO



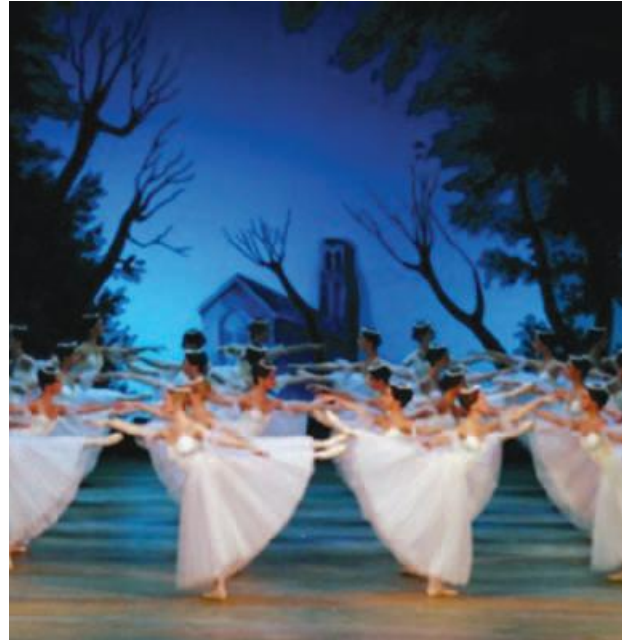
SPOLETO FESTIVAL USA

Charleston, South Carolina and Spoleto, Umbria (in Italy) have long shared a special history and relationship through a partnership that was formalized in 1983 when they became Sister Cities.

Charleston with its history and natural and artistic beauty is a centerpiece for the arts. The City provides the stage for culture through its theaters, museums, churches and institutions of higher learning. With these attributes, Charleston's Sister City relationship with Spoleto is a natural connection. Spoleto also is known as a city with high artistic and cultural values.

Spoletto Festival USA was founded in the City of Charleston in 1977 by composer Gian Carlo Menotti who sought to create an American counterpart to the annual Festival of Two Worlds in Spoleto, Italy. Looking for a city that would provide the charm of Spoleto as well as provide a wealth of theaters, churches and other performances spaces, they selected Charleston as the ideal location. With the enthusiastic support of Mayor Joseph P. Riley, Jr., Mayor of Charleston since 1975, the historic city provided a perfect fit: intimate enough that the Festival would captivate the entire city, yet cosmopolitan enough to provide an enthusiastic audience and robust infrastructure.

Home of Spoleto Festival USA since 1977, Charleston has been the focus for 17 days in late May and early June for the finest in the arts world-wide. Prose, dance and opera,



but also concerts, art exhibitions and cinema reviews, make the Festival one of the most prestigious art events at international level.

Among the big names that made the Festival this famous, we remind Luchino Visconti, Eduardo De Filippo, Rudolf Nurejev, Carla Fracci, Thomas Schippers, Romolo Valli, Ken Russell, Nino Rota, Roman Polanski, Ezra Pound, Vittorio Gassman, Luciano Pavarotti, Luca Ronconi.

Providing a remarkable venue, the Chamber Music series, a part of Spoleto Festival, USA, takes place in a setting at the Dock Street Theater which transports listeners to a different era.

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolina's historic theaters, churches and outdoor spaces with over 150 performances by renowned artists as well as emerging performers in disciplines ranging from opera, theater, music theater, dance, and chamber, symphonic, choral, and jazz music, as well as the visual arts. Called "one of the best arts festivals in this country" by The Washington Post, the Festival has presented over 100 world premieres and almost as many American premieres.

Starting on May 27, until June 12 2011, it will be possible to see among all performances: The Magic Flute, Mozart's delightful final masterpiece, Dianne Reeves, the four time Grammy Award winning jazz vocalist and Corella Ballet, superstar dancer Angela Corella's exhilarating tropee.

# Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS



## Global Resources Registry, LLC

Conveniently located in the Miami Design District we offer spring and memory imported mattresses. Made in Italy. Come visit us at our new store location and discover true Italian sleep comfort. For a limited time only take advantage of our "Love & Sleep" 2 for 1 quality mattress offer. Available on selected products. Free delivery in the Miami area. Call us for more information at (305) 751-5255 Design Bedding  
3440 N. Miami Ave, Miami, 33127  
www.globalresourcesregistry.com



**Navalimpianti USA**, the American branch of the Italian Navalimpianti SpA, worldwide leader of the most important marine equipments (the Group provides up today davits, shell doors, Sky-dome swimming pool covers, baggage loading systems, monorail cranes for spare parts embarkation and actuators for valves remote control systems) recently renewed and enforced its structure.

"We're now stronger, due to a closer connection with the technical department of the Group, counting more than 90 people around the world, and to a completely renewed management; today, the goal of our company is to face the crisis placing side by side with Owners, Shipyards and Operators", says the president. "To the familiar performance of service and of ordinary and extraordinary maintenance to all the equipments, the company is now fully ready to explore new business opportunities, as the refitting work onboard of old ships to be recovered. There are a lot of ships that need to be refitted nowadays, and is really exciting for us to be part of this game. It is a bit like giving our contribution to restore life, to help our history to rise again and to avoid wastes in a very difficult moment for everyone. The flexibility of our professionals, the curiosity to learn and the will to grow let us come to what we're today. The only way to cross the crisis was seeing through... and investing in our future; always to better meet the requirements of the safety and of our customers".



\* The Cappuccino / Espresso solution \*

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The Comobar solution takes the work out of making cappuccino and espresso with our innovative one touch brewing system using authentic Italian espresso coffee.

Comobar offers a full line of premium roasted coffees to satisfy your needs.

Comobar is proud to partner with The Everglades Foundation.



## Abitare - Minotti

We just completely remodeled our 6,000 Square Feet Showroom. Some say that the Economy here is very unstable and not yet on the rising... Minotti, Rimadesio, Matteograssi, Pellizzoni, Mk, Gallotti & Radice, and more. With such a high-end list of Italian manufacturer; all we need is to give our clientele great customer service... our products do the rest. Visit our incredible new Showroom at 21 NE 39th Street, Miami Design District, FL 33137 - Tel. 305 573-520.



"**Circo Massimo Entertainment** is a full production company that specializes in event design, live and studio productions.

Our clients come to us whenever they need to prepare a special event where they need to impress their guests and want to rely on a professional company that can deliver top results. We offer consultation and design of A/V, Sound, Lighting systems, photography, videography in order to create a unique event.

My own job is all about turning client's ideas into amazing : understand clients expectations, support their creativity, improve their ideas where possible, help them visualize the final concept and make it happen in the best possible way by coordinating logistics and directing the production team from pre to post production.

I always wanted to give out a beautiful image of our country and our people. I believe that as Italians we are responsible for continuing and better the tradition of our glorious "made in Italy" which means to the world "Creativity, Passion, Design, Style and Quality": we always shoot for excellence, uniqueness and attention to details through hard work and enthusiasm in whatever we do.

This is the feeling I like to leave to my customers after experiencing CME's services. "



## MQR & A

Marco Q. Rossi & Associati assisted Landi Renzo S.p.A. in its entry of U.S. market with formation of its US subsidiary, Landi Renzo USA Corporation and complete set up of business operations in Torrance (Los Angeles), CA; MQR&A also acted as US legal counsel for Landi Renzo USA in the acquisition of Baytech Corporation based in San Francisco CA. Landi Renzo S.p.A. is worldwide leading manufacturer of components and alternative automotive fuel systems for the LPG and CNG markets; Baytech Corporation owns EPA and CARB certifications for GM LPG and CNG motor systems.

# Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS



**GrayRobinson** leverages its corporate capabilities throughout Florida and the global market. Catering to foreign companies with business interests in the U.S., our international practice assists our clients in effectively managing their business by providing a complement of immigration, labor and employment, corporate, tax, real estate, and intellectual property services. GrayRobinson most recently negotiated a U.S. distribution arrangement for an international manufacturer of over-the-counter drugs and cosmetics and for one of our U.S. clients which manufactures medical diagnostic equipment with a distributor in India. For more information, please contact Milton Vescovacci, Esq. at 1-305-913-0351..



**Barba Dermatology** is an established practice that provides a full range of general and cosmetic dermatological services. At the end of 2010 Barba Dermatology underwent an important expansion doubling and completely remodeling its office space to better serve its patients. We are currently expanding our cosmetic services by opening Barba Skin Clinic, a result oriented skin clinic offering a full range of medical facials, laser hair removal, electrolysis, and non-invasive cosmetic procedures such as Botox® and fillers. It will also feature an elegant boutique featuring doctor's only approved cosmetic products such as LATISSE®. Check us out at [www.barbadermatology.com](http://www.barbadermatology.com) and [www.barbaskinclinic.com](http://www.barbaskinclinic.com). Call us at (305)573-7200 to book your next appointment.



From the day it opened its doors for the first time on June 1, 1994 - the Pelican has been the coolest hotel in the heart of South Beach. The \$4 million dollar Fellini-esque boutique property is the first hotel venture from the cutting-edge company Diesel Jeans. It works because it uniquely and wonderfully brings to life the Diesel philosophy. The quirky, surreal, state-of-the-art sense of humor and identity of the hugely successful Italian clothing conglomerate comes through in every pore of the Pelican. The Art Deco hotel has understandably become a hit with the fashion, music and publishing community. Every one of the 25 rooms you see is completely different from the other. All have been daringly and wittily designed by the Swedish interior decorator Magnus Ehrland and each room comes with its own title. Other first-rate amenities of the Pelican include the 15-mile long, famous white sand Miami Beach at your doorstep; a multi-lingual staff; 24-hour concierge, fax, overnight delivery and copy services; and valet parking. One great addition is one of South Beach's most highly acclaimed cafés that holds residence just off the Pelican's lobby.



## Welcome Alisped in the A Customs Brokerage Family!

With the objective of improving its customer service towards the expanding Italian community in Florida, A Customs Brokerage has created a synergy with Alisped S.P.A., an Italian company with 40 years of experience in the sector, today a leader in the international freight forwarding industry. Alisped is an IATA agent, ENAC and C-TPAT licensed member and due to an accurate selection of airline partners, leadership positions in various markets and daily consolidations, Alisped guarantees a high level of safety for any kind of cargo in possession, to any destination. From custom clearance, to forwarding, warehousing and trucking, A Customs Brokerage and Alisped can provide you with complete logistic solutions.

For any questions you might have or for a free consultancy, please contact Sara D'Anzeo at 305-805-6797 or e-mail at [sara.danzeo@acustomsbrokerage.com](mailto:sara.danzeo@acustomsbrokerage.com)



PROGETTI DI VITA

## Veneta Cucine

Veneta Cucine Miami has managed to stay in the market thanks to its functional design and excellent quality at the best prices, plus a personalized service based on a 14-year experience as a dealer. On February 24 we opened a new showroom where we relocated to offer the best of the brand, where you can see the "cucina living" a new icon of contemporary life that transforms the kitchen into a stylish and functional room that centers around the preparation of food in the company of family and friends. For more information please visit our website [www.venetacucine.com](http://www.venetacucine.com) or call our office 305-949-5223



## Graspa Group

Graspa Group's five restaurants are gearing up for South Florida's busy season on Lincoln Road and Design District. Van Dyke features an eclectic mix of local and national live nightly music acts ranging from Jazz and funk to soul and R&B in the lounge Upstairs. Maitardi offers happy hour everyday featuring complimentary tapas & special cocktail menu, as well as Noche Latina every Thursday with live music. Maitardi also hosts MaiArt series the last Wednesday of each month showcasing works by local artists. Planning a special event? Check out Ice Palace Studios and the Paris Theater and have Spuntino, your favorite caterer, delight you.

Attention Members: Publish your company's most recent news and events here by sending an e-mail to [info@iacc-miami.com](mailto:info@iacc-miami.com). Please include your company's logo and copy (100 words max).

# IACC Happenings



1.



3.



4.



5.



6.



7.



2.

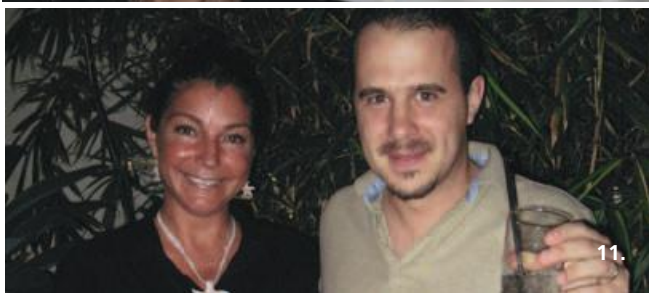
**March 24, 2011  
SENSI - TOUCH  
VINO E OLIO**

- 1. Guests enjoying themselves
- 2. Di Fazio Cigars, sponsor of the night
- 3. Luciana Saliani, Patrick Jeary, Francesca Tanti, Pekka Maunuksela, Pizzorni Maria Luisa, Nadia Pavoni, Vico Pavoni, Carlo De Parolis

**March 3, 2011  
GENERALI EMPLOYEE BENEFITS OPENING  
VILLA VERSACE**

- 4. Julieta Phelan, Matias Lacoste (Sales Manager - La Caja Argentina), Alejandro Caballero (General Manager - Europassistance Argentina), Jose Luis Fernandez (Sales Manager Europassistance Argentina), Santiago Phelan (Director Tecnico Pumas - Argentina)
- 5. Villa Versace Pool
- 6. Miriann Guazzini, Sara D'Anzeo, Federico Pellegrini
- 7. da sinistra: Mario Dugulin - CEO GEB, Massimo Martinoli, Regional Manager, Honorable Consul Marco Rocca, Roberto Degl'Innocenti, Latin America Reinsurance Manager; dietro: Claudio Mele, Regional Director GEB, Marc Reinhardt, Sr. Regional Manager.





**March 31, 2011  
EU COCKTAIL  
THE ALEXANDER HOTEL**

8. Victoria Gonzalez - Celia Vachot, Mathias Laglaine - Miriam Metzger - Francesca Tanti - Franziska Schppel - Brenda Mejia

9. guests enjoying themselves

**January 21, 2011  
APERITIVO  
THE ANGLER'S BOUTIQUE HOTEL**

10. Alejandra Malo - Stephen Whiting

11. Martini Sponsor - Matteo Tinti

12. Jeff Berardelli - CBS 4 - Miriann Guazzini

13. Carolina Yanes - Silvia Galasso - Davide Frau - Francesca Tanti - Carlo de Parolis - Estelle Gae - Sara D'Anzeo - Andrea Vecci

## IACC Happenings



### April 27, 2011 NEXEN PRUET WINE RECEPTION (TAKE OUT WORD TRUST)

31. Danny Flemming, MSC, J. David Hawkins, Nexsen Pruet, Luca Scamardella, MSC, Manlio Linaldeddu, MSC

32. Manlio Linaldeddu, Luca Scamardella

33. Sergio Fedelini - Stephanie Eames

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# Featured Sustaining Member: Tosolini, Lamura, Rasile & Toniutti LLP

## **Tosolini, Lamura, Rasile & Toniutti LLP**

INTERNATIONAL LAW FIRM

New York Miami Rome Milan

Tosolini, Lamura, Rasile & Toniutti, LLP is an international Law Firm with offices in New York, Miami, Rome and Milan (in association with La Russa Studio Legale). The Firm was formed by the union of highly distinguished international attorneys, trained by top-tier schools and prepared by significant professional opportunities in the United States and Italy. The attorneys at Tosolini, Lamura, Rasile & Toniutti LLP are licensed to practice law both in the United States and Italy. Each of them is specialized in a particular area of law and each of them regularly attends adjournment courses in top European and American schools. They have deep knowledge of both the Italian and American legal systems and are fluent in multiple languages, including Italian, French, Spanish and Portuguese.

Concentrating in the practice of international business law, lawyers at Tosolini, Lamura, Rasile & Toniutti LLP provide various assistances to its clients, including but not limited to business, commercial and finance transactions, litigation and arbitration, intellectual property, real estate and property transactions, trust and estate, taxation, and immigration law.

In 2010, Tosolini, Lamura, Rasile & Toniutti LLP has represented clients for over \$25,000,000, between commercial litigations, acquisitions of distressed assets, real estate transactions, and other matters. In addition, the firm currently performs pro-bono services under a pro-bono program of 100 hours per year for Italian American individuals and companies in insolvency status. Tosolini, Lamura, Rasile & Toniutti, LLP's Miami office, located in the heart of South Beach, was recently opened to provide services related to real estate transactions, litigation, family law, trust and estate, corporate and immigration law. Gianni Toniutti, Esq., managing partner of the Miami office, as

well as head of the firm's immigration department, principally manages the immigration-related matters of the firm with an emphasis on corporate transfers, professionals, entrepreneurs, and investors. Mr. Toniutti is also specialized in immigration cases involving "extraordinary ability" individuals, including musicians, actors, models, athletes, and other artists that come to temporarily or permanently work in the United States. Mr. Toniutti fluently speaks English, Italian, Spanish and Portuguese and has extensive knowledge of business cultures in both the European and Latin countries.

Tosolini, Lamura, Rasile & Toniutti, LLP welcomes inquiries from all Italian and European individuals and companies interested in legal representation in the U.S. For more information on setting up a consultation, contact us at [info@btlaw.com](mailto:info@btlaw.com) or at 786-497-1872. You may also visit our website at [www.btlaw.com](http://www.btlaw.com). We provide the first legal consultation free of charge and 15% discount on legal expenses for all IACC members.



# Featured Sustaining Member: Growing Your Business Takes a Comprehensive View



Whether we speak of Sangiovese grape vines in the hands of the vintner, full grain leather being worked at that Scuola del Cuoio, or the first export shipment of an Italian pet food company to the United States, making something of value takes time, care and personal attention.

As we at Fierst Ittleman look back on 20 years of .it Italian Trade Magazine, we recall how we have helped so many Italian businesses grow over those years. As a law firm specializing in regulatory law, we often have businesses come to us with discreet issues regarding U.S. federal regulations: questions on an Internal Revenue Service filing, a notice from the Food and Drug Administration, or a classification ruling with Customs and Border Protection.

Our practice is not just to remedy the legal problem on the surface, but also to understand your business – its underlying

structures, practices and goals. This allows us to see what may be holding your business back: complex legal entanglements such as contract disputes with a distributor, an unforeseen risk in money transfers between Italy and the United States, or transfer pricing issues on inventory. Once we can address these matters, your business can really grow.

Many years ago, an Italian food manufacturer came to us with a simple detention case involving one of its ingredients. Although prominent in Italy, their products had not really established themselves in the American market. Based upon the close, personal relationship we developed with this client, we not only solved their problem with the FDA, but eventually came to advise them on all corporate matters, tax issues, and intellectual property as well as FDA and Customs law. We helped them establish a firm foundation of legal compliance in the United States. With that foundation in place, today they are the largest importer in their market.

That kind of experience with our clients is not unique. It is because we are more than a law firm, we are legal advisors. We are your partners. Very often clients will come to us not with legal questions, but with business opportunities. They know that we will review their plans, suggest improvements, and refer them to our trusted contacts in trade processing, distribution, commercial insurance, real estate and more. Every day our clients learn that quality legal care doesn't have to come with a high price, just a high commitment to excellence from your law firm.



Just as the Italy-America Chamber of Commerce has been connecting Italian and American business partners for years, and just as .it Italian Trade Magazine has been chronicling that success, Fierst Ittleman has been successfully representing Italian businesses as they take hold in the American market and grow to their full capabilities. Let us help turn your business dreams into your business realities.

# Featured Sustaining Member: Epoque Hotels



Barcelona has become one of Europe's most exciting destinations, attracting both tourists and people who are fortunate enough to make it their home. Barcelona's reputation springs from its extraordinary blend of history and modernity, its mild climate, and perhaps most of all from the taste for "good living" that seeps from the city itself.

As the name suggests, Barcelona's Grand Hotel Central, housed in an elegant 1920s building, is located right the city center, close to the El Born district. Its elegant façade and architecture preserve the flavor of past times, when trade and travel encouraged the appearance of Grand Hotels all around the globe. The Grand Hotels of the era provided luxury accommodation for the elite travelers to the major cities of the world: taking the Orient Express or staying in a Grand Hotel was a matter of lifestyle, where extraordinary service and attention to detail were a standard.

True to its name, the Grand Hotel Central has everything that is considered in today's world as a high profile boutique

hotel with an added suggestion of luxury: a pleasant and ample room in the heart of the city, exceptional views, a meeting center, a wellness room, an atmosphere of serenity and comfort in which to take refuge after a day of work or sightseeing, and a series of details and services that make your stay unforgettable.

The Grand Hotel Central's lobby evokes the history of the building: the wrought iron lamps, the stone corning and flooring and the bronze doors have all been preserved in this classical entrance hall that carries you back to the grandeur of the 1920s.

Needless to say, one of the best views in the entire city can be enjoyed from the hotel's rooftop terrace. From this spectacular vantage point you can have a birds-eye view of Barcelona straight from the comfort of your chaise lounge. This striking panorama includes the church of Santa María del Mar, the beach, the buildings of the Olympic Harbor and the zoo. Another bonus of the rooftop terrace is its infinity pool, where guests can sunbathe and relax, literally immersed in the Barcelona skyline.

Adolf Florensa, the architect of the original 1920s building, conceived the plan following an architectural movement that was much in vogue at that time in Barcelona. The concept took inspiration from the American office design of the early Chicago skyscrapers. The project of the renovation of the Grand Hotel Central, conducted by architect Oriol Tintoré, focused around the internal patio which runs the height of the building and thus commands the layout of each of the 8 floors. As a result, all 147 rooms are exterior and have large windows allowing plenty of natural light.

The Grand Hotel Central in Barcelona is part of Epoque Hotels' collection of trendy and chic boutique hotels in the major destinations worldwide, including Paris, London, New York and Madrid.



## **Grand Hotel Central**

Via Laietana, 30

Barcelona

[www.epoquehotels.com](http://www.epoquehotels.com)

Toll free +1 866 EPOQUE1

Email: [reservations@poquehotels.com](mailto:reservations@poquehotels.com)

# Featured Sustaining Member: 4eon



4EON was born in NYC four years ago and follows in her Italian sister's footsteps, Bond, by winning straight away in the American Events Market through innovation, creativity and professionalism.

Each event is unique.

Starting from an emotion, 4 Eon Team follows every detail

step by step from the initial concept to the field execution while looking for the best interpretation of our customer's wishes and goals with imagination, speed, professionalism and competence.

Once these elements are combined, they can produce only one result : satisfaction and success.

# New Members

THE ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST PROUDLY ANNOUNCES ITS NEW MEMBERS FOR THE MONTHS OF DECEMBER 2010, JANUARY, FEBRUARY AND MARCH 2011.

## Sustaining Members

### 4 Eon Inc.

#### Mr. Davide Bolis

CEO  
350 Fifth Avenue, 59th Floor  
The Empire State Building  
New York, NY 10118-5999  
Phone: 646-330-3455  
Business Category: Event Management  
Website: [www.4eon.net](http://www.4eon.net)

### Beacon Hotel South Beach

#### Mr. Christopher Regalado

Revenue Manager  
720 Ocean Drive  
Miami Beach, FL 33139  
Phone: 305-674-8200  
Business Category: Hotel –Travel  
Website: [www.BeaconSouthBeach.com](http://www.BeaconSouthBeach.com)

### BNP Paribas

#### Mr. Daniele Conci

Senior Vice President  
201 S. Biscayne Blvd., Suite 1800  
Miami, FL 33131  
Phone: 305-539-2000  
Business Category: Wealth Management  
Website: [www.miami.bnpparibas.com](http://www.miami.bnpparibas.com)

### Di Fazio Cigars Corp.

#### Mr. Carmelo Di Fazio

18365 NE 30th Court  
Aventura, FL 33160  
Phone: 786-223-2173  
Business Category: Premium Cigars  
Website: [www.difaziocigars.com](http://www.difaziocigars.com)

### Generali Employee Benefits

#### Mr. Massimo Martinoli

Regional Manager  
501 Brickell Key Drive, Suite 500  
Miami, FL 33131  
Phone: 973-658-1026  
Business Category: Insurance/Reinsurance  
Website: [www.geb.generalis.com](http://www.geb.generalis.com)

### GLF Construction Corporation

#### Mr. Francesco Senis

President & Chief Executive Officer  
80 South West 8th Street, Suite 2201  
Miami, FL 33130  
Phone: 305-371-5228  
Business Category: General Contractor  
Website: [www.glfusa.com](http://www.glfusa.com)

### I.E.E.M. International Event & Exhibition Management

#### Ms. Marina Nedic

Managing Director  
18800 NE 29th Avenue # 317  
Aventura, FL 33180  
Phone: 305-937-2488  
Business Category: Marketing & Events  
Website: [www.ieemusa.com](http://www.ieemusa.com)

### Navalimpianti USA Inc.

#### Mr. Federico Olivieri Strinasacchi

President  
920 NW 10th Avenue  
Fort Lauderdale, FL 33311  
Phone: 954-585-7041  
Business Category: Maritime Industry  
and Service-Maintenance  
Website: [www.navim.com](http://www.navim.com)

### Ritchie & Associates, LLC

#### Mr. James H. Ritchie Jr.

President  
P.O. Box 72  
Greenville, SC 29602  
Phone: 864-527-5952  
Business Category: Business Law, Economic Development &  
Government Relations  
Website: <http://ritchiconvergent.com>

### Shutts & Bowen, LLP

#### Mr. Arthur J. Furia

Partner  
201 S. Biscayne Blvd., 15th Floor  
Miami, FL 33131  
Phone: 305-347-7346  
Business Category: Law Firm  
Website: [www.shutts.com](http://www.shutts.com)

## Business Members

### 3V Inc.

#### Mr. John Centioni

President  
888 Woodstock Street  
Georgetown, SC 29440  
Phone: 843-520-5147  
Business Category: Chemical Manufacturer  
Website: [www.3v.com](http://www.3v.com)

### Alligalli USA, LLC

#### Mr. Francesco Medici

Manager  
2601 S. Bayshore Dr., Suite 725  
Miami, FL 33133  
Phone: 561-818-8411  
Business Category: Children's Clothing  
Website: [www.alligalli.com](http://www.alligalli.com)

### Attilio M. Costabel, P.A.

#### Mr. Attilio Costabel

Attorney at Law  
Courvoisier Center II  
601 Brickell Key Dr., # 705  
Miami, FL 33131  
Phone: 305-371-2618  
Business Category: Law Firm  
Website: [www.contegiacomini.net](http://www.contegiacomini.net)

# New Members

THE ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST PROUDLY ANNOUNCES ITS NEW MEMBERS FOR THE MONTHS OF JUNE, JULY AND AUGUST 2010.

## BB&T

### Mr. Matthew Roth

Vice President  
1962 Sam Rittenberg Blvd.  
Charleston, SC 29407  
Phone: 843-852-5055  
Business Category: Banking, Insurance, Investments  
Website: www.bbt.com

## Cafe Chardonnay

### Mr. Frank Eucalitto

CEO  
President  
4533 PGA Blvd.  
Palm Beach Gardens, FL 33418  
Phone: 561-627-2662  
Business Category: Restaurant  
Website: www.cafechardonnay.com

## Cushman and Wakefield / Coppedge and Tison

### Mr. Philip Owens

One Unity Alley, Suite 310  
Charleston, SC 29401  
Phone: 843-724-0100  
Business Category: Commercial Real Estate  
Website: www.coppedgetison.com

## Degre' Air Conditioning Service

### Mr. Vincenzo Clemente

Owner  
2514 Hollywood Blvd., Suite 203  
Hollywood, FL 33020  
Phone: 305-335-1542  
Business Category: Air Conditioning  
Website: www.degre.it

## Evolution Travel USA, Inc.

### Mr. Luca Baldisserotto

Owner  
1000 5th Street, Suite # 200  
Miami Beach, FL 33139  
Phone: 786-245-5069  
Business Category: Online Travel Agency  
Website: www.evolutiontravelusa.com

## First Federal

### Ms. Linda Weber

Public Relations  
2440 Mall Dr., Suite 100  
North Charleston, SC 29406  
Phone: 843-529-5930  
Business Category: Bank  
Website: www.firstfederal.com

## Giotto Maestro Della Pizza

### Mr. Renato Viola

Pizza Chef and Partner  
959 West Avenue, Suite 2  
Miami Beach, FL 33139  
Phone: 305-532-1138  
Business Category: Restaurant, Pizza Take Away, Delivery  
Website: www.giottopizza.com

## Intermodal Cargo Services CO., LLC

### Mr. Martin S. Hogan

President  
P.O. Box 2967  
Savannah, GA 31402  
Phone: 912-964-1303  
Business Category: Transportation  
Website: www.intermodalcargoservices.com

## Law Offices of Curt Obront

### Mr. Curt Obront

Managing Partner  
200 S. Biscayne Blvd., Suite 2940  
Miami, FL 33131  
Phone: 305-373-1040  
Business Category: Law Firm  
Website: www.obrontlaw.com

## Lea-Uninsieme USA, Inc.

### Mr. William Emery

Vice President  
700 Watermark Blvd.  
Mt. Pleasant, SC 29464  
Phone: 843-654-6030  
Business Category: IT- Technology- Communications  
Website: www.leagroup.it

## Levy Advertising

### Mr. Albert Levy

President  
211 N Coconut Ln.  
Miami Beach, FL 33139  
Phone: 305-592-5389  
Business Category: Promotional Products  
Website: www.levyad.com

## Lustrous Metals, LLC

### Mr. Robert Scott

CEO  
1001 Brickell Bay Drive, Suite 2210  
Miami, FL 33131  
Phone: 305-456-6545  
Business Category: Financial Investments  
Website: www.lustrousmetals.com

## Mediterranean Shipping Co. (Usa) Inc.

### Mr. Sergio Fedelini

Vice President  
700 Watermark Blvd.  
Mt. Pleasant, SC 29464  
Phone: 843-654-6030  
Business Category: Shipping Company  
Website: www.mscgva.ch

## Nannisald di Nanni Walter & C. s.a.s.

### Mr. Walter Nanni

Owner  
Via Melozzo da Forli', 4  
47900 Rimini  
Italy  
Phone: [39] 0541693235  
Business Category: Beach Furniture  
Website: www.nanniweb.it



## NBSC, a division of Synovus Bank

**Mr. Lenwood Howell**  
Executive Vice President  
158 Meeting Street  
Charleston, SC 29401  
Phone: 843-724-7020  
Business Category: Banking  
Website: www.banknbsc.com

## Pelican

**Mr. Christian Quarato**  
Manager  
826 Ocean Drive  
Miami Beach, FL 33139  
Phone: 305-673-3373  
Business Category: Restaurant, Café, Hotel  
Website: www.pelicanhotel.com

## Quality Services of America, Inc.

**Mr. Giorgio Olibet**  
7316 Horned Grebe Ct.  
Hanahan, SC 29410  
Phone: 843-553-7347  
Business Category: Aerospace Industries

## South Carolina State Ports Authority

**Mr. Byron D. Miller**  
Director, Marketing, PR & Planning  
PO Box 22287  
Charleston, SC 29413-2287  
Phone: 843-577-8197  
Business Category: Port Authority  
Website: www.scsipa.com

## SunTrust

**Mr. Mark A. Lattanzio**  
City President  
276 E. Bay St.  
Charleston, SC 33020  
Phone: 843-958-1303  
Business Category: Banking/Finance  
Website: www.suntrust.com

## The Westin Colonnade Coral Gables

**Ms. Stephanie Acra**  
Sales Manager  
180 Aragon Avenue  
Coral Gables, FL 33134  
Phone: 305-569-6539  
Business Category: Hospitality  
Website: www.westincoralgables.com

# Membership Benefits

## Dining

### 660 Mediterranean Kitchen @ The Angler's

All members will receive a 10% discount on lunch and dinner. Offer applies on total bill for food, beverage and alcohol.  
Must present Membership card.  
660 Washington Avenue | Miami Beach, FL 33139  
Call: 305-534-9600

### Boteco Brazilian Bar

All members will receive a 20% discount on food & beer.  
916 NE 79 Street | Miami, FL 33138  
Contact: Mr. Angelo Angiollieri  
Call: 305-757-7735

### Caffé Milano

All members will receive a 20% discount on total bill (food & alcoholic drinks included).  
850 Ocean Drive | Miami Beach, FL 33139  
Contact: Mr. Christian Quarato  
Call Caffé Milano: 305- 532-0707

### Fox Café

All members will receive a 20% discount on total bill (food & alcoholic drinks included).  
834 Ocean Drive | Miami Beach, FL 33139  
Contact: Mr. Christian Quarato  
Call Fox Café: 305-534-7100

### Giotto Maestro Della Pizza

All members will receive a 15% discount on all food and beverages.  
Must present Membership card.  
959 West Avenue, Suite 2 | Miami Beach  
Contact: Mr. Renato Viola  
Call Giotto Maestro Della Pizza: 305-532-1138  
This offer cannot be used in conjunction with any other offer or promotion.

### La Loggia Restaurant

All members will receive a 20% discount on food & drinks.  
ID must be presented with a current Membership card.  
68 West Flagler Street | Miami, FL 33140  
Contact: Mr. Horacio Oliveira or Ms. Jennifer Porciello  
Call: 305 373-4800

### Piola South Beach

All members will receive a 20% discount on food & soft drinks.  
ID must be presented with a current Membership card.  
1625 Alton Road | Miami Beach, FL 33139  
Contact: Mr. Marco Pagliaroli  
Call: 305-674-1660

### Piola Brickell

All members will receive a 20% discount on food & soft drinks.  
ID must be presented with a current Membership card.  
1250 South Miami Avenue | Miami, FL 33131  
Contact: Mr. Angelo Angiollieri  
Call: 305-374-0031

### Piola Hallandale

All members will receive a 20% discount on all food.  
1703 E. Hallandale Beach Blvd | Hallandale, FL 33009  
Contact: Mr. Angelo Angiollieri  
Call: 954-457-9394

## Membership Benefits

### Piola Naples

All members will receive a 20% discount on food & soft drinks.  
ID must be presented with a current Membership card.  
9118 Strada Place, Suite 8170| Naples, FL 34108  
Contact: Mr. Francesco Bissaro  
Call: 239-592-5056

## Travel

### Alitalia Compagnia Aerea Italiana

**\$500** off any Magnifica fare booked on alitaliausa.com  
Code: **FLYALITALIA2**

**\$100** off any economy fare booked on alitaliausa.com  
Code: **FLYALITALIA1**

**These discounts are valid on tickets purchased through March 31 for travel through June 15, 2011**

### Best Western Palm Beach Lakes Inn

Special rates starting at \$89 + tax/daily at the Best Western Palm Beach Lakes Inn. A deluxe continental Breakfast is included.  
Contact: Ms. Rosalie Denkin - rdenkin@dricmc.com  
Sales Department: 561-839-1468 (Mon.-Fri. 9-5)

### Courtyard Marriot Miami Downtown

Special rates starting at \$109.00+ tax /daily. Subject to hotel availability.  
Black out dates: Jan 27-29, 2011, Feb 2-4 & 17-21, 2011, March 23-31 and May 25-29, 2011  
Call: 305-374-3000  
Phone Central Reservations: 1-800-321-2211

### Hertz

Special year-round discounts on your daily, weekly, weekend, and monthly rentals for business or pleasure; traveling in the U.S. or worldwide. Your Hertz CDP#1646043 is the key.  
Call 1-800-654-2210 or visit the Hertz website at [www.hertz.com](http://www.hertz.com) when making your reservation. Then present your Hertz Member Discount Card at the time of rental. It's that easy!

### Hilton Bentley Miami/South Beach

Contact: Alejandro Rico  
Direct: 305-938-4606  
Tel: 305-938-4600 Fax: 305-938-4696  
Email: [alejandrorico@hilton.com](mailto:alejandrorico@hilton.com)  
Preferred Rates starting at:

|            | Sunday-Wed | Thursday-Sat |
|------------|------------|--------------|
| Jan- April | \$279.00   | 329.00       |
| May- Sept  | \$199.00   | 269.00       |
| Oct- Dec   | \$229.00   | 299.00       |

### 2011 Blackout Dates

**Miami Boat Show** – February 16-19, 2011  
**Food & Wine** – February 24-27, 2011

**Winter Music Conference** – March 22-27, 2011

**Memorial Day** – May 27-29, 2011

**Independence Day** – July 1-5, 2011

**Art Basel – December** 1-4, 2011

**Christmas -New Years** – December 23 – January 1, 2012

### Holiday Inn University of Miami

Special rates starting at \$89.00/daily. Subject to hotel availability.  
Contact: Ms. Adiana Parra-Simon  
Call: 305-667-5611 ext. 7808

### Hotel Modigliani (ROME-ITALY)

Special rates starting at Euro 80 (low season) or Euro 140 (high season). Tax, service and breakfast INCLUDED.  
Via della Purificazione n. 42, 00187 Roma  
Tel. 0039 06 42815226  
Fax. 0039 06 42814791  
[info@hotelmodigliani.com](mailto:info@hotelmodigliani.com)  
[www.hotelmodigliani.com](http://www.hotelmodigliani.com)

### Interamerican Hotels Corp.

10% discount at the Holiday Inn Port of Miami in Downtown Miami and at the Holiday Inn Express Hialeah/Miami Lakes, upon availability.  
Call: 305-371-4400 Ms. Nora Machado – Downtown  
Call: 305-362-7777 Ms. Rosalyn Long – Miami Lakes

### Sonesta Hotels

Special rates starting at \$109.00/daily offered at Sonesta Hotel & Suites Coconut Grove. Subject to hotel availability. Gold Transient Corporate Rates Account N.: IACC200.  
Contact: Ms. Liliana Penaranda  
Call: 305 529-2828  
Online: [www.sonesta.com/coconutgrove](http://www.sonesta.com/coconutgrove)  
E-mail Reservation: [reservations@sonesta-cg.com](mailto:reservations@sonesta-cg.com)  
Phone Central Res.: 1-866-306-1183 or 1-800-SONESTA

### The Angler's Boutique Resort South Beach

Special Rates available for Studio Suites with 1 King-sized bed:  
January 2 – April 17, 2010: \$195.00+  
April 18 – June 30, 2010: \$175.00+  
July 1– September 30, 2010: \$135.00+  
October 1– December 31, 2010: \$175.00+

Black out dates: Super Bowl | Boat Show | South Beach Wine & Food Festival | Winter Music Conference | Memorial Weekend | Labor Day | Thanksgiving Day | Art Basel | New Year's Eve.  
Contact: Ms. Estelle Gae – [estelle@theanglersresort.com](mailto:estelle@theanglersresort.com)  
Call: 786-594-5888

### The Setai - South Beach

The Setai will offer to the following benefits for the members of the IACC & European Chambers:

- 15 % discount off the best available rate (Excluding packages and promotions)
- Guest must mention the Chamber affiliation whether they are members of the Italy-America Chamber of Commerce or another European Chamber at the time of reservation in order to ensure the correct rate.
- Reservations must be made directly with the Hotel's reservation department at (305) 520 6100 or (888) 625 7500, or via email at [setaireservations@ghmamericas.com](mailto:setaireservations@ghmamericas.com)
- Black out dates apply
- Booking must be made directly and not through a travel agency.
- Rates are net non-commissionable
- Membership to Italian American Chamber of Commerce must be presented at the time of check in.

## Shopping

### 24SunnyWine Srl. | Just Quality Importer

All members will receive a 10% discount on the first purchase of their wines.  
Just Quality Importer | 111 NE 1st Street # 300 | Miami

Call Alessandra Orlich 786-427-9187

### Ad Maiora

Mito Espresso Coffee: All members will get a free-use machine with the purchase of 2 cases of Espresso Pods every month.  
Contact: Ms. Eliana Li Pani  
Call: 305-696-0235

### Allison USA

All US member companies will receive a 10% discount on the purchase of our eyewear.  
[www.allisonusa.com](http://www.allisonusa.com)  
Call: 305-856-2888

### Cosabella

10% discount on lingerie, sportswear and accessories purchased at store located in: 760 Ocean Drive # 7 | Miami Beach, FL 33139  
Contact: Mrs. Valeria Campello  
Call: 305-534-4731

**Imola Tile**

All members will receive a 20% discount on the purchase of our ceramic and porcelain tiles, marble, granite, Mapei setting material and Fila sealers  
 Call: 786-201-0480 - Mr. Maurizio Paglialonga  
 Call: 786-201-1145 - Laura Reitano Taylor

**Italia! Magazine**

All members will receive a 40% discount on a year's subscription to Italia! Magazine. Subscribe today and pay just \$75 for 12 issues.  
 Dial toll free: 800 428 3003 quoting USA11  
 Order online: [www.imsnews.com/italia](http://www.imsnews.com/italia) entering code USA11

**Laurenzo's Italian Market**

Catering: All members will get 10% discount on catering orders.  
 Contact: Chef Giancarlo or Antonietta Del Prete at Laurenzo's Italian Market  
 Call: 305-945-6381

**Maya Enterprises, Inc.**

15% discount on their Dade County approved Italian style Impact Doors and Windows manufactured in Miami with materials and technology imported from Italy.  
 Contact: Mr. Diego Cagol  
 Call: 305-592-2882

**Oro Life Florida**

10% discount on the purchase of Italian espresso coffee machines.  
 Contact: Mr. Jason Elsner  
 Call: 954-316-4401 x 216.

## Professionals & Others

**Avila Rodriguez Hernandez Mena & Ferri LLP**

First hour of initial legal consultation free of charge.  
 Contact: Mr. Marco Ferri  
 Call: 305-779-3579

**Barba Skin Care**

15% for clinical facials. Promo code: IACC VIP  
 Contact: Tab  
 Call: 305-573-7200

**Beverly Hills International, Inc.**

All members will receive a 20% discount on strategic planning consultations and a 10% discount on corporate gifts, awards, trophies, promotional products, advertising specialties, incentives, and premiums.  
[www.bocaratonmg.com](http://www.bocaratonmg.com)  
 Contact: Mr. Nicolas Pancaro  
 Call: 561-988-6998

**Cambridge Mercantile Group**

No fees on foreign currency wire transfers or drafts. Free assessment of foreign exchange exposure and transaction needs.  
 Free consultation to assist in formulating an appropriate foreign exchange hedging strategy.  
 Contact: Manuel Lopez  
 Call: 305-374-9182

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 Free consultation to assist in formulating an appropriate foreign exchange hedging strategy.  
 Contact: Manuel Lopez  
 Call: 305-374-9182

**Degre' Corporation**

Members will have for only \$150.00, 3 maintenance visits for the year; only \$50.00 per visit.  
 Meintenance include: CLEAN Filters - TEST Refrigeration Leaks - CHECK Freon Levels - DUCT Cleaning - FLUSH Drain lines - CLEAN condensate Pump - LUBRICATE all Motors and Drives  
 Emergency emergency calls 24 hrs, 7 days a week  
 CONTACT: 305-335-1542

**Duane Morris LLP/Hector A. Chichoni, Esq.**

First half an hour of initial legal consultation free of charge with Hector A. Chichoni, Esq., [hachichoni@duanemorris.com](mailto:hachichoni@duanemorris.com)  
 Call 305-960-2277 Direct dial

**Dynamic Printing**

10% discount on all printing.  
 Contact: Giuseppe Calabrese  
 Call: 561-706-6462

**Finley & Bologna International**

First legal consultation will be free of charge for all members.  
 Contact: Mrs. Stefania Bologna, Esq.  
 Call: 305-379-7676

**Pelosi Law Firm & Partners**

In the USA: First consultation free of charge and 20% discount on State of Florida legal fees. In Italy: First consultation free of charge and 50% discount on phone calls Italy-USA at their net cost, Italian legal fees, and refund of expenses.  
 Contact: Mr. Giancarlo Pelosi  
 Call: +11-39-02-72081809

**Dr Raffaella Armstrong DMD**

All members and their families will receive a 15% discount on usual fees for dental services in general and cosmetic dentistry. For more information call 305 371 6064 or visit [www.miamidental.net](http://www.miamidental.net).  
 Raffaella Armstrong D.M.D | 150 SE 2nd Ave., Ste. 604 | Miami

**Robert Allen Law**

15% Discount on legal expenses.  
 Contact: Mr. Umberto C. Bonavita  
 Call: 305-372-3300

## Wellness & Entertainment

**David Barton Gym**

Our South Beach gym is uniquely designed and features world-class training, studios dedicated to original classes, yoga, Pilates, boxing and group cycling, interactive cardio, luxe locker rooms, valet parking, live sets by international DJs and The Spa at David Barton Gym. Exclusive Membership Offer for Members: \$0 Enrollment & \$89/month. Located at 2323 Collins Ave., Miami Beach, FL 33139 inside the Gansevoort South.  
 Contact: Pier Di Giorgio  
 ([pier.digiorgio@dbgym.com](mailto:pier.digiorgio@dbgym.com))  
 Call: 312-799-0079

**Equinox South Beach**

Exclusive membership offer: \$0 initiation and \$110 a month which includes 2 sessions with a Personal Trainer, 25% off The Spa, 20% off The Shop. For more details contact: Brian Schiller at [brian.schiller@equinox.com](mailto:brian.schiller@equinox.com) or call Brian Schiller at 305-673-1172

**Hilton Bentley Beach Club**

All members will receive a 25% discount on beach rentals. Since the benefits are for members only, members have to show the hostess their membership card from the Italy-America Chamber of Commerce or the European Chambers (beach chairs & umbrellas) and a 15% on all food and beverage. Valet parking \$10.00. Offer expires June 1, 2011  
 Contact: Mr. Tom Cunha  
 Call: 1-305-879-4734, or 305- 938-4644

# Trade Shows

## Italy

**April 7-11**

Food & Beverage

### Vinitaly

Verona Fair Center, Veronafiere  
[www.vinitaly.com](http://www.vinitaly.com)

**April 12-17**

Design

### Salone Internazionale del Mobile

Fiera Milano, Milano  
[www.cosmit.it](http://www.cosmit.it)

**May 8-11**

Food & Beverage

### Tuttofood

Fiera Milano, Milano  
[www.macef.it](http://www.macef.it)

**May 21-23**

Fashion

### Modaprima70, Pitti Immagine

Fiera Milanocity, Milano  
<http://www.pittimmagine.com/en/fiere/modaprima>

**May 21-25**

Jewelry

### VicenzaORO Charm 2011

Fiera di Vicenza  
<http://www.charmevent.it>

**May 21-25**

Jewelry

### VicenzaORO Choice 2011

Fiera di Vicenza  
<http://www.choicevent.it>

**September 8-11**

Design

### Macef Milano 2011

Fiera Milano, Milano  
<http://www.macef.it>

**September 18-21**

Fashion

### Micam

Fiera Milano, Milano  
<http://www.micamonline.com>

**September 18-21**

Fashion

### Mipel

Fiera Milano, Milano  
<http://www.mipel.com>

## USA

**June 3-6**

Jewelry

### JCK Las Vegas

Mandala Bay Hotel and convention Center  
<http://www.jcklasvegasshow.com>

**June 9- 12**

Food & Beverage

### Bacchanalia Key West

Key West, Florida  
<http://www.keywestbacchanalia.com>

**July 10-12**

Food & Beverage

### 57<sup>TH</sup> Summer Fancy Food Show

Walter E. Washington Convention Center, Washington  
<http://www.specialtyfood.com/fancy-food-show>

**September 8-10**

Food & Beverage

### Florida Restaurant & Lodging Show

9860 Universal Blvd. Orlando, FL, 32869-1509  
<http://www.flrestaurantandlodgingshow.com>

**September 11-13**

Design

### The Atlanta Spring Gift, Home Furnishings & Holiday Market

Americas Mart, Atlanta  
<http://www.americasmart.com/markets/gift/mar2011>

**October 15-18**

Design

### Jewelers International Showcase

1901 Convention Ctr. Dr. - Miami Beach, FL, 33139  
<http://www.jisshow.com>

# Calendar of Events

## May

13

European Luncheon  
Four Seasons Brickell  
Miami, FL

20

Wines of Veneto Seminar  
Westin Colonnade I  
Coral Gables, FL

20

Cena Veneta  
Ago restaurant, Shore Club  
Miami Beach, FL

21

Sparkling Veneto  
The Angler's Boutique Hotel  
Miami Beach, FL

## June

8

European Networking Cocktail  
JW Marriott Marquis  
Miami, FL

17

European Seminar  
Brickell Bay Office Tower  
Miami, FL

Please refer to our online Calendar of Events via our website at [www.iacc-miami.com](http://www.iacc-miami.com) or the Italy-America Chamber of Commerce Southeast facebook page for upcoming events.



Italy-America Chamber of Commerce Southeast, Inc.

# Francesco Bellucci Memorial Tennis Tournament

Dear Tennis Fans:

Due to scheduling conflicts,  
the IACCSE will host its  
annual Francesco Bellucci  
Memorial Tennis Tournament  
later on this year.

Stay tuned for more details.

# Postcard



Claudio Valente (VeronaFiere), Honorable Consul Marco Rocca, Aurora Endrici (World known Sommelier), Stevie Kim (VeronaFiere), Andrea Prando (Camera di Commercio di Verona)



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## PELOSI LAW FIRM & PARTNERS

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[www.pelosilawfirm.com](http://www.pelosilawfirm.com) |  
[pelosilawfirm@pelosilawfirm.com](mailto:pelosilawfirm@pelosilawfirm.com)

### Miami

Pelosi Law Firm & Partners, s.t.p.  
1001 Brickell Bay Dr. Suite 1402  
Miami, FL 33131  
USA  
T. +1 305 533 1967  
M. +1 954 309 0258  
F. +1 305 374 5726

### Milano

Studio Legale Pelosi & Partners, s.t.p.  
Piazza A. Diaz, 7  
20123 Milano  
Italy  
T. +39 02 7208 1809  
M.+39 348 090 5623  
F. +39 02 7209 4104

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