DELIGHTING YOUR CLIENTS
The Innovative Key to Hospitality

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Benvenuti!

I would like to commence this editorial with a message that clearly reflects the focus of this issue, "The Art of Hospitality."

Our voyage through the diverse sectors of “Italian Excellence” has led us to explore the world of hospitality, a world difficult to summarize precisely in just a few words. “Hospitality” is not just tourism, restaurants or the hotel industry in general. This term identifies a set of services offered to consumers, not only when traveling (whether for business or pleasure) but also when living in their own cities. Due to limited editorial space, we minimized the analysis to aspects which are considered amongst the most salient and relevant. We invite you to enjoy with us all of the observations and detailed explanations with regards to such aspects.

Given that summer is the season where the largest number of people travel - this applies mainly to Italians and Europeans in general - many of the contributors to this issue have kept the memories of their most recent vacations vivid and will make you dream of places where relaxing and disregarding your daily routine seems almost like an obligation.

We prepare ourselves to face a new cycle that opens with the month of September and we hope that the last quarter of 2009 will grant us the signs of economic recovery coveted by all.

Examples of companies that continue to invest in the U.S. never fail. One in particular which I would like to mention is our Supporting Member CAME Americas, which opened its new headquarters in Medley, FL last July: an industrial plant of almost 2,700 sq m (29,000 sq. ft.) with cutting edge technology and architecture. Many companies have faced this moment of crisis with courage and determination and CAME is just one of them. Numerous Italians see the United States, particularly Florida, as an ideal place to start up a business and seize the opportunities offered. Florida is not only limited to Miami even though it may sometimes be considered to be Florida’s born capital. Florida offers a variety of alternative cities with superior work and infrastructure standards such as Jacksonville, the business opportunity destination of this issue.

There are also many opportunities for those who want to invest in real estate. The market currently offers countless opportunities. However, do not be dazzled: some bargains may turn out to be traps. In this issue, you will find useful advice and tips that will guide you to invest wisely.

I would like to cordially thank everyone who has contributed to this issue and to its growth in page numbers. Once again, to our loyal readers, I wish you a pleasant and interesting read.

Giampiero Di Persia
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Una cameriera del Walt Disney World's Contemporary Resort entrando in una delle camere in cui soggiornavano le famiglie di turisti del parco, trovò diversi peluches sparsi per la stanza. Avrebbe potuto semplicemente metterli in ordine, questo avrebbe determinato la soddisfazione dei genitori alla vista della camera. La cameriera invece ha pensato di infilarli sotto le coperte nei letti dei bambini lasciando questo messaggio: “Mi rendo conto che avete avuto una giornata molto impegnativa, ma i vostri amici erano stanchi, così li ho messi a dormire io per voi, Helen”.

Questa è un esempio di “customer delight”, un concetto divenuto essenziale per tutte le imprese che intendono distinguersi dai concorrenti offrendo ai propri clienti delle esperienze di servizio uniche e personalizzate. A seguire, illustreremo cosa significa estasiare il cliente e forniremo alcuni esempi del settore alberghiero su come concretamente sorprendere la clientela.

Il fine di qualsiasi impresa è quello di costituire, mantenere e sviluppare delle profitable relazioni con i propri clienti. Ciò è ancora più evidente nelle imprese di servizi, dove il rapporto diretto con gli stessi e la creazione di un legame duraturo sostituisce alla mera vendita del prodotto. La sfida si concretizza nel saper generare la fedeltà nei confronti dell’impresa. La via per ottenere questi risultati è quella di offrire vantaggi distintivi e che non possano essere imitati dalla concorrenza.

La soddisfazione del cliente si ottiene quando le sue percezioni riguardo al servizio ricevuto coincidono con le sue aspettative, mentre il customer delight, è quando si superano le aspettative, provocando un misto di gioia e stupore. A successo di una sorpresa positiva è capace di provocare un misto di gioia e stupore. Un evento positivo può suscitare una reazione emotiva positiva, che coinvolge il cliente nel legame e nel successo dell'impresa. La sorpresa positiva può suscitare un passaparola positivo nei confronti dell’impresa stessa, comunicando agli altri la propria emozionante esperienza.

Si pensi alla sorpresa della famiglia nel resort della Walt Disney al suo rientro in camera. Il gesto della cameriera e soprattutto il messaggio che ha trasmesso con quel gesto, ha avuto un effetto positivo e duraturo. In altri alberghi per
Think about the family’s surprise when they returned to their room at the Walt Disney World Contemporary Resort. The housekeeper’s gesture and more over, the message that she put across with that gesture, most definitely generated a positive and lasting memory. In other family hotels, the stuffed animals are seated in front of the television or in front of a table set up with little cups and plates offered by the hotel. “Customer delight” is a result of tiny gestures that clients do not expect and that they will never forget.

The concept of value is particularly important in building relationships between a company and a client; added value is in fact, the main instrument which companies use to improve client satisfaction and to create long lasting relationships with them. Given that in today’s world consumers can no longer be viewed as targets but as a demanding and picky individuals, establishing an exclusive relationship with them is necessary to not only satisfy their needs but most of all, their dreams.

Take the Ritz-Carlton for example, whose goal is to make the unexpected wishes and requests of the guests come true. The Director of Human Resources says, “If you book a room in a good hotel, you ask for something and it is obtained, whereas if you book a room in an excellent hotel, there is no need to ask.” Ritz-Carlton has a database that keeps track of all of their guests’ preferences such as their preferred floor, their favorite newspaper, the need of a second pillow or how they like their furniture placed. Everything is observed in detail in order to perfectly tailor the rooms for each and every guest right before their next stay.

A company can attain a client’s delight by striving to fully understand the client’s needs, seeking to discover the client’s needs before they are expressed, proposing unexpected and engaging services and by not settling at the sole satisfaction of the client.

An interesting example of a particular service offered can be found at a Los Angeles hotel, The Peninsula Beverly Hills. The General Manager explains, “Anticipating the guests’ needs signifies having the knowledge of what the guests need before they become aware of it.” Hotel guests often complained about the food that was offered to them on airplanes. These complaints were the inspiration for the creation of “PenAir,” a catering service offered by The Peninsula Beverly Hills, which allows guests the opportunity of being served a tray on the airplane containing food prepared directly by the hotel instead of a tray with food offered by the airline company. “Imagine our guests’ satisfaction when they confront their food tray with that of the other passengers. Everyone cannot help but notice the difference of quality.” This is Hospitality with a capital H.

“Customer delight” is based on the hotel’s available resources and on its overall creative spirit. Cleverness and the will to pamper clientele are vital and strongly set apart even the most modest hotel, assuring its success. A valued company must, without a doubt, go beyond simply satisfying clients by offering them exclusive and unique services, in turn, provoking ultimate bliss.
Ecotourism is a movement that in the past couple of years has acquired a growing number of consensuses amongst travelers from all over the globe, gaining much interest and success.

The Kyoto Protocol is an international agreement linked to climate change, specifically global warming, undersigned in the Japanese city Kyoto, on December 11, 1997 by more than 160 countries. This agreement, effective since February 16, 2005, marks the expansion of a cultural tourism movement that in a short period of time has conquered millions of curious and passionate travelers.

Ecotourism in short, points towards those who seek to live and discover our planet in an ecological way, traveling and visiting areas where the flora and fauna and the indigenous populations, which have dominated these uncontaminated lands for centuries, are the principal attractions.

For many countries, it is a non marginal type of tourism yet it is the main support of their economy. For example, countries such as Costa Rica, Ecuador, Nepal, Madagascar, Kenya and Antarctica, draw their largest source of support from this type of travel.

He who wishes to take pleasure in ecotourism, other than encompassing the gratification of a splendid vacation in the midst of the uncontaminated nature, is also obliged to follow certain rules that respect the surrounding environment. In order to protect the environment, it is vital to reduce the environmental impact, respect local cultures, support human rights and improve the economic benefits of the native communities.
The growing number of people keen for ecotourism has made some countries that dispose of distinct and prestigious natural resources hoard tourists in the search of “environmental experiences”, by offering tours in protected areas and keeping animals in danger of extinction in captivity; completely violating the principles set by the founders of this movement. All this leads to an increase in the turnover, but taints a type of travel rich in principles that is eager to emerge given the pureness by the founders of this movement. All this leads to an increase in the turnover, but taints a type of travel rich in principles that is eager to emerge given the pureness of its intent.

Ecotourism is one of the tourism sectors that notes the highest turnover, with an annual increase of around 10-15%. This growth is due to the fact that vacations of this type, other than guaranteeing pleasant glimpses of landscape and plenty of entertainment, consent tourists to return home with a pleased wallet.

In fact, during a period of crisis, as the one we are currently experiencing, renouncing to vacations in order not to deprive oneself of the prime goods during the rest of the year is fairly common. However, with this type of vacation, this problem is no longer existent. The packages offered to those with an environmental mindset are at a moderate price and guarantee significant cultural experiences in the midst of nature and its relaxing backdrop.

The rapid expansion of this niche does not however speed up the environment’s preservation. Even if all the guides are experts and are extremely careful, it is not always simple to organize excursions that do not cause damages to the natural habitat.

This trend is confirmed at a global level, with a peak of tourists from the USA and Africa (+3.5%), while the number of Italian and Japanese tourists that travel to countries that usually fulfill this type of demand such as Central America, Latin America, Canada Africa, Italy and Australia have remained unvaried. Statistical data points out that this type of travel continues to receive vast consensuses amongst the general public. Thus far, there have been a total of 95 million eco tourists. A 1.8% increase since 2007 and a turnover in 2008 equal to 9894 billion euros was noted on a global level; a notable 0.5% increase with respect to the previous year.

Over the years, the types of activities carried out have increased such as kayak, horseback and mountain bike tours, archery, china fabrication, as well as, swimming with the dolphins, paddling in the Amazon River and drinking an extract of goji berries in Mount Everest’s valley.

All this and more is possible, even in a moment of crisis. These types of activities guarantee the growth and development of the hosting populations, without upsetting their environment and traditions and without revolutionizing the tranquility that distinguishes them.
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Tackling a continuously varying market is not an effortless task for companies and may many times determine the success or failure of a company. Keeping up with a world that changes at the “speed of light” implies investing time and money on training, qualifications and on a sharp team.

The tourism markets in Italy and in the U.S. vary substantially. However, if we speak about on-line tourism, both markets share a widespread amount of important points.

Knowing who uses the internet, how they use it, as well as being acquainted with the most apt forms of web-marketing is not just simply advised but absolutely necessary for everyone who works in the tourism sector and truthfully, in all entrepreneurial sectors.

A significant amount of people who go on vacation decide to do so because “they need it”. The tourism market slightly suffers any type of crisis for this reason. Destinations, types of vacations and the period of time in which vacations are taken may vary but people continue to go on vacation.

The e-Travel market is vital and is quickly growing to be evermore essential. The growing e-Travel market is divided into three macro areas. The first involves no mediation and involves companies who advertise their services and themselves individually. The second involves mediation through means of utter e-commerce (ex. Expedia) where the user is given a choice of hotels and services. The third involves mediation along with advice (ex. Evolution Travel). This third macro area is utilized by people requiring help and advice when selecting and personalizing proposed vacation packages as well as by people requiring expert consultants to design vacations around their needs.

Each one of the three macro areas boast a significant increase in turnover due to the constant evolution of simple and easy to use tools as well as to the forthcoming of consumers that utilize the WEB with more profitability and proficiency. Consumers

Affrontare il mercato che cambia per alcune aziende equivale alla differenza tra il vivere ed il morire. Essere vincenti in un mondo che cambia alla “velocità della luce” significa investire molto sulla formazione, sulle competenze e sulle persone giuste. Il mercato turistico italiano e quello USA presentano differenze sostanziali, ma se parliamo del mercato turistico on-line ci sono molti ed importanti punti in comune. Capire chi utilizza il WEB e come lo utilizza, conoscere gli strumenti di web-marketing più appropriati non è soltanto consigliato quanto piuttosto assolutamente indispensabile per chi opera nel settore turistico e, più in generale, per quasi tutti i settori imprenditoriali.

Buona parte di chi va in vacanza ci va perché “ne ha bisogno”: è questo il motivo per il quale il mercato turistico tendenzialmente soffre poco ogni tipo di crisi, possono cambiare le destinazioni come può cambiare il tipo di vacanza o il periodo di partenza per un viaggio, ma la gente continua ad andare in vacanza.

Molto importante, e sempre più importante, è il mercato dell’e-Travel. Mercato in crescita che possiamo suddividere in tre macro-aree. La prima è quella della disintermediazione, dove sono le strutture a pubblicizzare se stesse ed i propri servizi, la seconda quella dell’intermediazione tramite e-commerce puro (un esempio fra tutti Expedia) dove l’utente può scegliere strutture e servizi, la terza è l’intermediazione con consulenza (come Evolution Travel) utilizzata da chi ha la necessità di essere seguito nella scelta e personalizzazione di pacchetti proposti o creazione di vacanze ad hoc da consulenti preparati.

Ognuna di queste tre aree vede un aumento importante di fatturato dovuto da una parte dallo sviluppo di strumenti sempre più facili da usare, e dall’altra dalla comparsa di un consumatore evoluto che utilizza il WEB con conoscenza di causa, e con il supporto di strumenti di consulenza che sono diventati sempre più sofisticati. Un consumatore informato con le idee, spesso, ben chiare su cosa vuole. Un consumatore, insomma, che sempre di più non trova utilità nell’entrare in un’agenzia viaggi classica o, per meglio dire, obsoleta.

La sfida aperta lanciata dal consumatore evoluto alle aziende turistiche è quella di studiare strategie di marketing più moderne ed intelligenti, alla ricerca di una multicanalità che permetta alle aziende di essere trovate da quegli utenti che le stanno cercando on-line in ogni modo attraverso motori di ricerca, blog, forum e social network.

Ad oggi la situazione vede i maggiori player del mercato, come Evolution Travel, all’avanguardia, ma ancora troppe Agenzie di Viaggio assolutamente non pronte ad affrontare il WEB.
E-Travel:
Gearing up for a Technology-Enabled Shift in Consumer Behavior

are clearly expressing their needs more frequently and a majority of these consumers now see walking into a classic travel agency as a nearly obsolete task.

Consumer behavior has changed and is now challenging tourism companies to study all types of modern and innovative marketing strategies that will provide them with optimal exposure across multiple channels such as search engines, blogs, forums and social networks. This will in turn allow companies to be effortlessly found by users searching for them on-line.

The market is turning towards today's consumer needs, and companies like Evolution Travel have changed their strategies to keep up with the market. However, many travel agencies are not yet ready to find themselves face to face with the WEB.


Presuming your website is up to date with the standards and with the basic usage criteria, all web marketing investments should start from SEM (Search Engine Marketing). SEM is a procedure with the objective of directing interested visitors to your website through the use of search engines.

Some essential web marketing techniques are:

- SEO (Search Engine Optimization): consists of adopting all techniques that, when using the top researched key words, will allow you to strategically place your website's pages within the first couple of results on all search engines.

- E-mail marketing and newsletter: the process of sending business e-mails to clients or potential clients. When compared with the traditional printed material, it is the least expensive marketing tool.

- PPC (Pay Per Click): a way of purchasing highly targeted advertising spots where advertisers pay the host each and every time their ad is clicked.

After having discussed the basics in maximizing on-line visibility, it is important to focus on using innovative techniques such as viral marketing; a non conventional marketing technique which revolves around word of mouth and which allows for an exponential diffusion of a message through unique actions and ideas.

Lastly, a fundamental aspect of tourism is on-line reputation. Whether you’re dealing with a hotel, with a tour operator or with a mediation agency, it is important to sell your services in an honest manner rather than to be exposed and discredited in such an unthinkably fast manner that up until a few years ago was inexistent.
The Secret To Success:
SUPPLY CREATES ITS OWN DEMAND
BY ANDREA MAROCCHI, C.E.O. FACE TO FACE INVESTMENTS, LLC

This theory has deep roots and dates back to the law of an Eighteenth Century French economist, Jean Baptist Say. "Say's Law" deals with economic crises, an issue presently familiar to all of us. Say believes that if there is a shortage in one market, there is an excess in another, creating therefore, an occupational equilibrium.

According to this interpretation, there is no such thing as a prolonged crisis because supply creates its own demand. This law is applicable to every economic sector in the hospitality industry, especially in the case of businessmen who have developed well managed and organized companies.

Clients are becoming more demanding and are paying closer attention to the value of what they receive for what they pay. Therefore, client servicing is the factor that makes a difference between one hotel and another. One of the main tasks of a hospitality manager, if not the most important, is the management of the services offered.

However, guests are not always given the attention they deserve. The guests’ first impression is usually left in the hands of a person with little or no experience and this person is responsible for defining the guests’ experience and for generating the guests’ initial impression of the quality of the hotel. Nurturing client relations is the task that for the most part requires extensive skills and experience.

The following tips will improve hotel management results:

- **Direct mail: The effectiveness of written communication**
  Knowing how to write, communicating effectively, writing clearly, being credible, making an impression…these are all the objectives that a manager should have in mind when communicating a message to a guest. Messages, letters, e-mails, press releases, newsletters, faxes and business publications are all daily communication tasks used by hotel owners to inform, describe, summarize and update.

- **Effective communication and public speaking**
  Interacting with an audience is a task that requires many professional skills. Being able to express yourself in a clear, sharp and convincing manner with external or internal clients requires the knowledge of some techniques along with the constant use of effective communication.

- **Web marketing**
  Having a website has become essential, but not sufficient enough to, to increase the sales and profitability of a hotel and capture the growing number of clients who use the web as their source for bookings. It is indeed necessary to keep up to par with the web by constantly updating strategies and techniques in order to use your website as a key web marketing tool and guarantee constant on-line visibility.

- **On-line distribution management**
  In a market with an altering distribution, keeping up with technology is something that cannot be overlooked. A hotel's performance is always linked to its capacity to adequately promote itself in the market, rendering itself visible and enticing, through creativity. A booking site is the answer to such need. Correctly managing the booking site by using sales strategies, internet pricing techniques and a methodical approach to the system, is essential.

- **Front Office Operations: the main role of the reservations department**
Employees are the core of any hotel. This is especially pertinent to front desk employees which are the guests’ point of reference and the focal point for information. Front desk employees are in charge of satisfying requests and fulfilling guests’ wishes. The front office staff should be able to work in an organized environment where procedures have been assessed and where guidelines for optimal performance and decision making are clearly present.

In hotels, the main source of income derives from bookings; a sector which must be organized in a professional manner, with its own office, in order to obtain optimal results.

• **Floor service quality**

A large fraction of a general manager’s job is to provide the floor employees with useful advice, innovative ideas, techniques and inspiration. This serves to improve the quality of the services offered and obtain guest satisfaction and faithfulness. It also serves to obtain a nicer presentation of the rooms and a longer duration of the furniture and equipment. Today, a smaller number of travelers are willing to adapt themselves to an environment where aspects such as hygiene, cleanliness and client satisfaction are neglected. Paying particular attention to these aspects is what makes a difference between simply cleaning and professionally cleaning the rooms and the main areas of a hotel.

• **Pricing techniques that improve performance**

A fundamentally important role, when speaking of hotel management tools, is deciding the rate to be set. The success and the strength of a hotel depend almost entirely on the rate. Deciding the correct rate after analyzing the competition, the clients hosted, the location’s occupational taxes and the hotel’s external variables, allows hotels to set a rate that will increase the their turnover.
• Revenue management
Recognizing Yield Management as a system that helps a hotel is necessary to optimize room sales. The comprehension of the material goes through several phases of analysis to collect data and to forecast the demand and prices to then be able determine what to sell, in what quantity, to what target and at what price. When analyzing how the sales and bookings should be managed, we find ourselves with two important Yield Management aspects which are overbooking and nesting. It is very important to note the difference between Revenue Management and Yield Management. The staff must also be aware of this difference in order to behave in a determined and synergic way not only when gathering data but also when analyzing the company’s performance in numbers.

• Efficient housekeeping: a team leader
The role of a head housekeeper in a hotel is extremely tricky: above the head housekeeper is management, with their objectives and goals to achieve and together with the head housekeeper, the team of housekeepers that must be organized, coordinated and managed in an efficient and functional way. The head housekeeper acts as a middle man between management and housekeeping which have very diverse objectives, almost always opposite to those of the housekeepers. It is up to the head housekeeper, with charisma and the capacity to communicate, to render an easy communication between he who decides and he who performs. This is why not necessarily the greatest housekeeper has the characteristics to hold a lead role.

• Tecniche di pricing per migliorare la performance
Nell’ambito degli strumenti di gestione alberghiera un ruolo di fondamentale importanza è rivestito dalla definizione delle tariffe, poiché dalla loro efficace applicazione dipendono il successo e la forza di un’impresa alberghiera. Stabilire il giusto prezzo attraverso l’analisi della concorrenza, della clientela ospitata, dei tassi occupazionali della località e delle altre variabili esterne all’albergo, permette di individuare di volta in volta il giusto prezzo per incrementare i ricavi di un albergo.

• Revenue management
Riconoscere lo Yield Management come sistema che aiuta un’azienda, in questo caso alberghiera, a ottimizzare la vendita del proprio prodotto. La comprensione della materia passa attraverso l’analisi degli strumenti per la raccolta dei dati e per la previsione della domanda e dei prezzi per poter così determinare cosa vendere, in quale quantità, a quale tipo di segmento e per quale prezzo per una data a venire. Attraverso l’analisi di come dovrebbero essere gestite le vendite e le prenotazioni ci si sottrae su due aspetti importanti dello Yield Management ossia l’overbooking ed il nesting. Molto importante è distinguere la differenza tra Revenue Management e Yield Management, punto essenziale per la sensibilizzazione dello staff in modo che si comporti in maniera determinata e sinergica rispetto alla raccolta dati ed all’importanza dei numeri per un’analisi di performance aziendale.

• La governante efficace: una guida per il team
Il ruolo della governante in albergo è estremamente delicato: sopra di lei è la direzione, con i suoi obiettivi e i risultati da raggiungere e, con lei, lo staff delle cameriere ai piani, da organizzare, coordinare e gestire in modo efficiente e funzionale per l’albergo. Nella sua posizione, la governante funge da bridge tra management e housekeeping, le cui obiettivi sono molto diversi, spesso opposti. È a lei di rendere facile la comunicazione tra chi decide e chi esegue. E questo perché non necessariamente il capo cameriere è il più grande ma ha i requisiti per guidare.
Supply Creates Its own Demand

The Secret To Success: FOCUS

training, apart from seriousness and commitment, are the most important a great deal of personal commitment. Passion, creativity, innovation and training, apart from seriousness and commitment, are the most important qualities to possess in order to fight competition and remain in the market.

Building positive and long-lasting relationships with clients

One of the determining elements of a hotel’s success is client faithfulness. This means concentrating on the resources available to better the services offered rather than using the resources on advertising or promotions, which can often result to be dispersive and not very effective. In this context, the Customer Relations Management (CRM) consists of a concrete opportunity to plan and develop long term relationships especially with the existing clientele.

Keeping clientele faithful by incrementing relationship capacities and efficiently managing claims

You don’t need a red carpet or fireworks to conquer and satisfy a client: small details and attention are necessary, yet often times we are taken by routine and by a great deal of work that we neglect to pay attention to. Special attention to the demands of each and every client, the personalization of relations and the use of the correct communication forms, in particular when managing claims and complaints, are some of the elements that contribute to making a service out of the ordinary and memorable.

The team

Recruitment and selection is the base of an efficient team. Through the use of adequate evaluation tools we can recognize and evaluate workers’ characteristics and select suitable professionals. After the selection process is over, training the employees hired is indispensable. The employees’ performance can be enhanced through clear and efficient company values and managerial behavior. Until all results are achieved and determined by the company’s overall performance, leaders that can point out potential and praise it are recommended along the way.

Emotional marketing

Emotional marketing is an efficient and innovative alternative to traditional marketing. The existing clientele is always further irritated by endless proposals and demands new motivations and incentives that will capture them and enthusiastically drive them to choose one product over another. This is why it is important to escape the marketing loophole and locate a channel that focuses on emotions.

Therefore, we can sum up that a team that works proudly is not typical. The main challenge for companies is selecting and cultivating motivated, involved and committed individuals and leading them towards success.

We at Face to Face Investments, LLC can help you achieve all of this. For more information contact us at Tel: (305) 379-7676, Fax: (305) 379-2321 or ftof.inv@gmail.com
INSPIRED BY ART, DRIVEN BY TRADITION.
Jacksonville is the other Florida: Business Florida. Jacksonville is a vibrant home to a broad spectrum of industries. It has a pro-business environment with an unbeatable location. A burgeoning international trade center with an abundant, culturally diverse workforce. It’s the hub of the seven Northeast Florida counties of Baker, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns. A place that offers expanding or relocating companies unlimited potential that rivals the nation’s top business communities. It’s Jacksonville; where the future leads.

Northeast Florida is one of the fastest-growing regions in the United States, which makes it the perfect place for businesses that want to steadily advance. This exciting progress is made possible by communities and government leaders who are dedicated to economic development. Jacksonville has the highly skilled workforce businesses need to succeed. Jacksonville’s vision for the future is clear — to be a place where businesses will thrive while preserving the area’s natural resources and pristine surroundings. Forward-thinking companies see a great future here. With the perfect combination of a low cost of living and high quality of life; our region is the ideal blend of business and pleasure. Geographically speaking, Jacksonville is the largest city in the continental United States so land opportunities abound. One great opportunity is Cecil Commerce Center, an 8,300-acre former Navy Master Jet Base offering thousands of developable acres suitable for manufacturing and industrial-related businesses. Cecil Commerce Center is the landside...
complement to the expanding JAXPORT- one of the largest ports in Florida. Cecil Commerce Center is also one of the few facilities in Florida with potential to be an aviation and aerospace industry center, boasting the third-longest runway in Florida, and direct access to Interstate 10. Jacksonville is rapidly becoming a significant international business center. As broadband communications and transportation innovations continue to bring all areas of the globe closer together, Jacksonville is ideally suited to be your springboard to the world. Centrally located with three time zones to the east and west, Jacksonville is positioned as a low-cost entry point for international businesses. The region focuses on seven targeted industries, which include advanced manufacturing, aviation/aerospace, finance and insurance services, headquarters, information technology, life sciences and logistics/distribution. Within these targeted industries, we are working with more than 40 that are internationally based.

The tax environment in Florida is very favorable for both businesses and individuals. Florida has no corporate franchise tax, no state personal income tax, no taxes on inventories and no taxes on foreign income. Also, our state and local governments offer competitive tax incentives for businesses that relocate or expand in Northeast Florida. Northeast Florida also has a strong workforce profile and military presence that aids in the growth and development of the business environment. With a multicultural population of 1.5 million and a workforce of more than 750,000, Northeast Florida is home to a highly skilled, highly motivated, dynamic workforce capable of meeting the short- and long-term needs of a company. Existing businesses and those relocating to Northeast Florida have again and again found high-caliber, skilled and educated workers to be widely available and immediately employable. Jacksonville has a low works council/labor union percentage of just 3 percent and is not subject to labor unrest or strikes.

Business 2.0 ranked Jacksonville in the “Top 10 Hottest Cities” that will lead job growth through 2015. With population growth exceeding two percent per year, our workforce is expanding at twice the national average. The median age in Jacksonville is 37, providing a young and dynamic workforce equal in age to the national average and three years lower than the Florida average.

Four area military installations provide employment to more than 50,000 active duty, reserve and civilian men and women. Of the personnel who exit the military each year, more than 3,000 choose to remain in the region, providing a steady stream of highly skilled and disciplined workers for area businesses.
Say Pisa, and what comes to mind is The Leaning Tower. “The tower, the Piazza del Duomo with the Cathedral, the Baptistery and perhaps the Museo dell’ Opera del Duomo (Museum of the Artworks of the Cathedral) are all that people want to see,” mused Fabrizio Quochi of the Pisa Tourist Board about the millions of tourists who come to Pisa for a brief glimpse of the monuments with nary a thought for the treasures that lays beyond.

A challenge that the Pisa Chamber of Commerce brilliantly tackled this past June on a Trade Mission for U.S. Food & Beverage Importers organized in conjunction with the Italy-America Chamber of Commerce. The 296-step climb to the top of the Leaning Tower with an enthusiastic group of serious food buyers – Costco, Seahawk North America and Norwegian Cruise Lines among others – revealed a magical landscape: the shimmering Tyrrhenian coast, the verdant plains, the rolling Pisan Hills; a Tuscan country side rich in history, culture food and wine. The Province of Pisa at the confluence of the Arno and the Serchio rivers still bears the footprints of Etruscans, Romans, Saracens, crusaders and modern time tradesmen. On our first day in Pisa, over twenty merchants had gathered in the gallery of a cloister off the Piazza with The Tower as a background to showcase the products of Pisa. There was a cornucopia of DOCG, DOC and IGT wines, truffles, prosciutto, cheeses, pastas, spirits, saffron, olive oil and more produced by family-run workshops some of which have grown with time enough to compete on the international markets. On day two, packed into a bus which took us to the vicinity of Volterra – yes, the town where Twilight, the Volturi vampire movie was filmed - we had a chance to see for ourselves the places where these products came from and were manufactured.

Non appena si pronuncia la parola Pisa, ciò che salta alla mente é la Torre Pendente. “La Torre, Piazza del Duomo e la sua Cattedrale, il Battistero e forse il Museo dell’Opera del Duomo (il Museo delle Opere della Cattedrale): questo é quello che i turisti vogliono vedere” ha commentato Fabrizio Quochi del Comitato Turistico di Pisa, aggiungendo che del circa un milione di persone che vengono a Pisa per visitare la città pochi sanno quali altri tesori si celino dietro. Una sfida questa che la Camera di Commercio di Pisa ha brillantemente superato lo scorso giugno, organizzando una missione commerciale per importatori agro-alimentari americani in collaborazione con la Camera di Commercio Italo-Americana di Miami. I 296 gradini scalati per arrivare in cima alla Torre, in compagnia di un appassionato gruppo di operatori del settore eno-gastronomico (tra cui i rappresentanti di Costco, Seahawk North America and Norwegian Cruise Lines), hanno rivelato un paesaggio meraviglioso: la splendida costa tirrenica, le verdi pianure, le colline e la campagna toscana ricca di storia, cultura, prodotti gastronomici e vino. La Provincia di Pisa, dove confluiscono i fiumi Arno e Serchio, conserva ancora le tracce del passaggio di Etruschi, Romani, Saraceni e Crociati, fino ad arrivare ai moderni commercianti. Il primo giorno, in una galleria situata in un chiostro al largo della Piazza del Duomo, dove la Torre fa da sfondo, oltre venti produttori pisani hanno esposto i propri prodotti tipici, tra cui: vini DOCG, DOC e IGT, tartufi, insaccati, formaggi, pasta, liquori, zafferano, olio d’oliva, tutti prodotti da imprese a conduzione familiare. Alcune di queste aziende sono riuscite con il tempo a crescere sufficientemente da poter competere sui mercati internazionali. Il secondo giorno, ci siamo spostati con un autobus nelle vicinanze di Volterra - la città dove é stato girato Twilight, il film che vede come protagonista il vampiro Volturi - dove abbiamo avuto la possibilità di vedere i luoghi da cui provengono questi prodotti e le aziende di produzione.

Vini Eccezionali

Appena fuori Pisa, si trovano solo piccoli paesi, vigneti e borghi storici, e la Strada del Vino delle Colline Pisane è facilmente accessibile. Montescudaio, il punto più meridionale della Provincia di Pisa, è a circa 10 km a nord di Bolgheri, patria dei Super Tuscan - vini culto come Ornellaia e Sassicaia - una zona pre-appenninica, territorio ricco di fossili e minerali. Qui é dove la Società Agricola Fontemorsì
Outstanding Wines

Right outside of Pisa, dotted with small towns, vineyards and ancient villages, the **Wine Route of the Pisan Hills (Strada del Vino delle Colline Pisane)** is easily accessible. Montescudiaio, the southernmost point of the Province of Pisa, is about 10 kms north of Bolgheri, home of the Super Tuscan cult wines like Ornellaia and Sassicaia, a pre-Alpine terroir rich in fossils and minerals. This is where the **Società Agricola Fontemors** produces an array of dry and aromatic white wines with great minerality, superb blends of reds and well-balanced, fruity Sangiovese varietals with soft tannins. The hills and the small village Terricciola are a romantic backdrop for **Badia di Morrona**, the XII century Abbey turned into a winery with a facility for weddings, conferences, hunting parties and an agritourism lodge. It is one of the oldest and largest wineries in the Province of Pisa with over 80 hectares producing prime wines, Vin Santo and extra virgin olive oil. No wonder the region has attracted foreign investments. At **Villa Saletta**, British farm manager and winemaker Jonathan Rodwell, formerly a winemaker at Kendall Jackson, makes magnificent blends of Sangiovese, Cabernet and Cab Franc; and Chiave, an IGT 2006 blend of Cab and Merlot. Eric Albada Jelgersma, owner of Château Giscours and Château du Tertre - two Grand Crus classés in Margaux, Bordeaux, bought **Caiarossa** in the heart of the Val di Cecina, which Manager-Winemaker Dominique Génot runs in an organic and biodynamic fashion. He has planted 11 grape varieties and applies the latest winemaking techniques from Bordeaux to make what he says will be the next cult wines: Caiarossa, a blend of 8 varieties and Bacche Rosse, his premium wine. With all the winemaking, there’s bound to be **spirits**. When Leonello Morelli started making grappa from local grapes in 1904, little did he imagine that Italy would become part of the European Union and that Liquorificio Morelli would grow into an international business.

Today, fourth generation Marco Morelli and his family source the grape must from Tuscany and the best wine regions in Italy to make exquisite grappas and infused spirits, some aged up to 18 months in French wood, sold in exclusive hotels, restaurants and wine bars. (**Liquorificio Morelli**, [www.liquorimorelli.com](http://www.liquorimorelli.com))

Traditional Tuscan cuisine stems from the variety and abundance of fish and seafood from sea, rivers and lakes, as well as water fowl, game, pork, meats, vegetables, olive oils and cheeses, many of which we can taste right here in the U.S.

**Cheeses**

Sheep roam freely on the slopes of the Pisan Hills and for four generations, **Caseificio Busti** has grown from a small manufacturer of Pecorino Toscano to a large producer of 45 different types of cheeses some of which are already sold in the US. "Each cheese is different" said manager Mr. Enzo Fallani. "The rind is natural and the taste and fat content depend on the season," he continued. (**Caseificio Busti**, [www.caseificiobusti.it](http://www.caseificiobusti.it))

**Truffles**

In November 2007, a 3.3-pound truffle found by an Italian truffle hunter near Pisa fetched $330,000 on the auction block for a charity in the US.
For Filippo Gemignani, they may not be that big, but the abundance of truffles and mushrooms in the Pisa region has fueled a growing business of truffles, truffle products and mushrooms that sell worldwide. (Gemignani, Tartufi e funghi, www.filippogemignani.it)

Handcrafted jams, sauces, pastas...

Renata Regolini who lives in the same house her great grand parents built at the beginning of the 20th century started making jams with fruit from her orchard, which she grows organically, as a hobby. Today the production of artisanal jams from pumpkin and red peppers to apricots and strawberry is a business to which she’s added Extra Virgin Olive oil. She plans to build an agritourism guest house with the profits. (Azienda Agricola Regolini Renata, www.renataconfettueextra.it) Ilaria Belli, owner of Sapore di Salse, and her family bought an ancient three-floor winery with vaulted ceilings and thick walls to make organic sauces and related products with the best ingredients Italy has to offer. What a reception they gave us! Crostini spread with Marmellate fatte in casa, salsa, pasta....

Beyond the Shadow of the Leaning Tower: A Cornucopia of Wines and Artisan Foods
Agriturismi

Gli agriturismi sono diventati molto popolari e sono molto vicini alle principali mete turistiche. Oltre a fornire un’ulteriore fonte di reddito per gli agricoltori, questi luoghi offrono agli ospiti un assaggio di vera vita contadina. Oltre a visite guidate, è possibile svolgere attività come equitazione, nuoto, escursioni e anche aiutare a fare il formaggio e la vendemmia - uva, olive, frutta - e con gli animali. “Dov’è che i bambini possono vedere e giocare con polli e pecore vere?” dicono Yuri Bertini e Giovanni Cannas di Azienda Agricola Lischeto.

Un’azienda agricola interamente biologica costruita sulla cima di una pacifica collina che sembra ambientata in un film, nei pressi della vicina città di Volterra.

Gli agriturismi ufficialmente riconosciuti devono esporre un’insegna. A Lischeto le camere e gli appartamenti sono spaziosi e confortevoli, a costi molto inferiori rispetto a quelli di un hotel (le tariffe vanno da 40 a 70 euro per due persone, prezzi speciali per i bambini, e possibilità di pensione completa); il centro termale propone trattamenti con il latte di pecora, come il famoso bagno al latte di Cleopatra, e si possono acquistare cosmetici biologici. Il cibo, punto di forza di qualsiasi grande festa, è servito in modo tradizionale, come nel corso della cena Toscana preparata per noi da Giovanni, con il formaggio da loro prodotto, la fonduta di pecorino, le verdure fresche, i vini tipici, il cinghiale arrosto cacciato da Giovanni ed i salumi biologici.

A Lischeto la stagione turistica è aperta da aprile a ottobre. L’azienda agricola è esposta a Niccone, vicino a Volterra, dove siamo stati ampiamente accolti dai proprietari e dai loro animali. L’azienda è dedicata all’agricoltura biologica e offre ai visitatori la possibilità di sperimentare la vita contadina e di fare attività come equitazione, nuoto, escursioni e aiutare a far formaggio e vendemmia.

Simone Zarmati Diament is Editor of www.southfloridagourmet.com and radio host of Food & Wine Talk WSFG

Agriturismo

Farm holidays have become very popular and are mostly close to major tourist sites. Aside from providing an extra source of income to farmers they offer guests a taste of real country life in addition to sightseeing, activities like horseback riding, swimming, hiking and even helping out with the cheese making, the harvest - grapes, olives, fruit - and the animals. “Where else can children actually see and play with real chickens and sheep?” says Yuri Bertini and Giovanni Cannas of Azienda Agricola Lischeto, an organic farm sitting alone on top of a hill in a movie-like setting near the town of Volterra. Officially recognized Agritourism farms display a sign. At Lischeto the rooms and apartments are spacious and comfortable, at a fraction of the cost of a hotel (rates start at EU 40 to 70 for two and offers special prices for children as well as full board); and the spa includes treatments with sheep milk, like the Cleopatra milk bath and with their own organic cosmetic line. Food, essential for a great holiday, is served family-style as in the Tuscan dinner prepared by Giovanni during our visit, with the farm’s own cheeses and pecorino cheese fondue, fresh farm produce, regional wines, oven-roasted wild boar hunted by Giovanni and organic prosciutto and meats.

Beyond the shadow of the Leaning Tower the Province of Pisa is a world where every step triggers a slice of history, every bite has its reason to be, every sip of wine tastes of the earth that produces it.

For additional information on what to do and where to go contact the Pisa Chamber of Commerce (www.pi.camcom.it, Tel. +39050512229), and the Pisa Tourist Board (www.pisaturismo.it, Tel. +39050929774) In the U.S. the Italy-America Chamber of Commerce is devoted to fostering trade between Italy and the U.S. For information about trade initiatives contact the Italy-America Chamber of Commerce Southeast at info@iacc-miami.com or www.iacc-miami.com.

Simone Zarmati Diament is Editor of www.southfloridagourmet.com and radio host of Food & Wine Talk WSFG
The economic crisis which has befallen also on Florida’s Real Estate, was apparently imminent to most of us and even expected, for some time now. Bankers had been rapaciously underwriting ARM loans with interest only payments for two or more years, to buyers whom would have never been able to afford the actual monthly payments after the “grace” period. Also negative equity loans and over 100% financing loan to value ratio, unrealistic appraisals and inflated “property values” were time bombs, ticking during the “gold fever like” rush, which attracted speculators and improvised Real Estate “investors” from all over the globe to Florida. It did not require a financial analyst to predict the short and mid range outcome. What may not be readily apparent to all though is the opportunity that is present today, as the dust settles, for those savvy investors, whom are aware of the extreme desirability of land and real property in this State, if purchased for the long run. Looking at the long term in fact, one signal is apparent: there is no State which has the same multifaceted economy as Florida’s. It has worked hard, over the last 40 years or so, to attract travelers and trade from Central and South America, so becoming the undisputed Gateway to the Americas that it is today. All the while its “Caribbean like bling” perception rose globally, making its name synonymous with an exotic and attractive destination, making a Miami address very desirable to most. The currently widespread phenomena of “short sale” transactions throughout Florida are in fact becoming common knowledge, although most people still only have a vague and general idea relating mostly to their being bargain buys, especially those properties that were bought at the height of the past residential boom using adjustable rate mortgages. Buying one of these financially distressed properties though, warrants some specific attention and study with the help of a professional Realtor and a Real Estate Attorney as most sellers and buyers do not fully understand the complex legal, financial and negotiation issues which are entailed when an owner’s mortgage is greater than the home’s current market value. A veritable short sale in fact takes place only when certain agreements are reached by the seller or its agent with the bank holding the mortgage on the subject property. When the mortgagee becomes unable to make the monthly mortgage payments and as stated, the property value is lower than the mortgaged amount of the property, a real estate professional, after assessing and documenting the seller finances, negotiates with the lender a repositioning of the property in the market, getting the lender’s approval to release the property without receiving the full payment of the original loan. The difference in the amount of the original loan and the amount of sale is then either billed to the seller as an unsecured loan (similar to personal credit or revolving credit balance) or at times forgiven without further action. At times it is also possible to come across foreclosed properties, known as REOs, those where the owner failed to repay the loan and consequently were repossessed by the lending bank, whom is interested in selling the property generally quickly and at an appealing price. REO stands for real estate owned, also known as bank owned. REO sellers are unique because they are corporate clients – either the lender itself or another party that has contracted the lender to manage the sale (sometimes called asset managers). Lenders usually require additional services from listing agents, such as property management and monitoring of repairs. Many require listing agents to file status reports, front all monies for utilities and other expenditures, and coordinate the departure of occupants. Almost all REO property is sold “as is” because the lender has never lived in the house and has no direct knowledge about the property. They want buyers to do their own research and most do not want their listing agents to research a property, although the listing agent must disclose any defects known on the
property. Buyers will be required to sign a Sellers Addendum prepared by the lender, and in almost all cases, the lender will not modify this addendum. If a buyer needs help interpreting the addendum, an attorney needs to be consulted. But these niches aside, the reality remains that this particular moment of economic uncertainty has rendered Florida’s Real Estate a “buyer’s market”, given the excess inventory available in respect to the rate of absorption. The lower prices resulting from the “bubble” burst are undoubtedly leading more people to seek out that special purchase, and specifically inducing international buyers to buy more Real Estate properties in Florida this past year, then in any other state of the Union.

Florida’s R.E. sales in fact accounted for a third of all sales of real estate property in the US to foreign buyers, some of the preferred destinations of foreign property purchasers, by buyer’s region of origin, were:

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<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Europe</td>
<td></td>
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<tr>
<td>Florida</td>
<td>39.4%</td>
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<tr>
<td>New York</td>
<td>5.6%</td>
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<tr>
<td>Latin America</td>
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<tr>
<td>Florida</td>
<td>36.8%</td>
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<td>Texas</td>
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Of the purchases made in Florida by foreign buyers, about one in five (21%) bought a home in Miami-Fort Lauderdale area, 11% bought in the Orlando area. Sarasota, Tampa, Fort Myers and Naples were in the top six, each with at least 5% of purchases by foreign buyers. More than 50% of such sales were under $300,000 according to the Florida’s Association of Realtors and the National A.R. surveys with an average price of $285,000/sale. Many of these buyers are doing the special purchase, and specifically inducing international buyers to buy more Real Estate properties in Florida this past year, then in any other state of the Union. Although at times these purchases may also be fueled by favorable foreign currency exchange rates, they also denote a vote of confidence towards investing in the US and specifically in Florida.
Although women-owned firms continue to face challenges, including access to capital, markets and training and technical assistance, female entrepreneurs are increasing at an extraordinary rate. They continue to enter fields which were traditionally dominated by men.

In the U.S., the presence of women in business has been on a continuous rise. Women-owned firms now account for nearly 40% of U.S. businesses, although only 3% of these businesses gross $1 million or more in annual revenues. In 2004, women accounted for more than 51% of the United States population and 47% of the American labor force. As of 2006, there were an estimated 10.4 million privately-held businesses in which a woman or women owned at least 50% of the company.

According to the Center for Women’s Business Research, firms owned by African-American women have increased by 19% between 2002 and 2008. Sheila Brooks, the national spokesperson for Accelerating the Growth of Businesses Owned by Women of Color, expressed that “women of color, especially Black women, are starting businesses three to five times the rate of any other group and have done so for the past two decades.”

Conversely, Italy has almost the lowest rate of female employment in the European Union – just 46% of women have jobs and that figure gets progressively worse as one moves further south in the country. Out of those women who do have jobs, only 5% have senior managerial positions. Historically, women’s access to the labor market has been slower and more difficult in Italy than in other European countries. They were long excluded from certain professions. For example, while there were roughly 190,000 female accountants in the US in 1910, earlier than that same decade, there were a mere 21 in Italy. Childbirth, child rearing, and other work/life issues have imposed an immense amount of pressure on the aspiring Italian businesswoman.

Family plays a significant role in the reason for the non-representation of women in executive roles and in the business world in general. Mariella Mezza, an Italian...
television journalist who broadcasts a program about the role of Italian women in society, is calling for what American women see as common — more nurseries and other incentives for working women. Surveys have shown that on average, Italian women will dedicate around five hours a day to her house and family, while men just dedicate one.

Italy’s Minister for European Affairs, Emma Bonino, believes that getting women into work would help revive the country’s economy. Bonino explains that employing even a few hundred thousand women would increase the country’s GDP by 1%. Cerved statistics accord; it reports that female-run businesses are characterized by the greater ability to generate profits. In 2008, Bonino also pointed out that even the Italian government administration is lacking in female representation — only 11% of the deputies in the Lower House of Parliament were women and the percentage of women in the Senate was 8%.

On the other hand, at Bocconi University, the university renown for cultivating Italian managers, 7,685 women graduated between August 2002 and July 2007, equal to 45% of the total number of graduates. Data for Banca d’Italia for the year 2007, showed a favorable correlation; in that year, the new governor appointed the first two female central directors — out of a total of five. However, out of the 185 administrators appointed by the banks that own the Banca d’Italia capital, only 12 are women. Overall in Italy, the composition of the boards of directors has changed considerably since 1934. The number of female directors in listed companies reached 291 in 2007, accounting for 6.7% of the total which is a slow yet notable increase.

According to the Cerved Report on Italian Businesses, Italy is not particularly highlighted when it comes to women in powerful positions. European Commission statistics indicate that out of 33 countries, Italy is 29th regarding the number of women present in boards of directors, followed only by Malta, Cyprus, Luxembourg, and Portugal. This “D Factor” (D for “donna”) brings light to the issue of the true rarity of companies that exist with female bosses or those with predominantly female administrative staff and female directors.

Cerved continues on to report that female company CEOs are younger in age as compared to their male counterparts — approximately 54 years of age compared to 56 for men. The number of female CEOs continues to flourish in the regions of Lazio, Molise, Campania, Toscany, and Calabria; the region of Sardegna, however, cultivates the least. Women are well represented as company heads in the areas of textiles, clothing, and editorial and press services. Conversely, women lack representation in the utility services, mining, mechanics, construction, and transportation sectors.

In 2008, Emma Marcegaglia emerged as the favored candidate to head Confindustria. Now poised as essentially Italy’s most powerful woman, she proves that women can do it all: she nurtures a marriage with her husband who excels as a computer engineer, she raises a daughter under 10 years old and also finds time to devote her weekends to her family while supporting a charity for the donation of umbilical cords for stem-cell research. While the prevailing image of women is the scantly-clad dancer or showgirl on television variety shows, Marcegaglia’s rise has evoked hopes amongst women that Italy’s “macho” culture, where the governing elite is predominantly male, is quickly eroding. With the hopes that the erosion of disparity leads to equality, the number of women in leading positions in Italy is expected to be on the rise.

che conduce un programma sul ruolo della donna nella società, ha avanzato una proposta che per le donne americane potrebbe risultare banale: più asili nido ed incentivi per le donne che lavorano. Alcuni sondaggi dimostrano che le donne italiane dedicano mediamente alla casa ed alla famiglia 5 ore al giorno, mentre gli uomini collaborano solo per un ora.

Emma Bonino, il ministro italiano per le Politiche Europee, ha affermato recentemente che l’insinuazione delle donne nel mondo del lavoro darrebbe un forte impulso all’economia del Paese. Secondo il ministro, assumendo anche solo alcune centinaia di migliaia di donne potrebbe incrementare il PIL dell’1%. Nel 2008 la Bonino ha sottolineato come anche all’interno dello stesso governo manchi la rappresentanza femminile. All’epoca, alla camera dei deputati vedeva solo un 1% di presenze femminili, mentre al senato addirittura dell’8%.


Secondo le recenti indagini pubblicate dal Cerved sulle imprese italiane, l’Italia non emerge positivamente quando si parla di donne in posizioni di potere. Le statistiche della Commissione Europea indicano che tra i 33 paesi oggetto di studio, l’Italia è la 29ª con riferimento alle donne presenti nei consigli di amministrazione, seguita da Malta, Cipro, Lussemburgo e Portogallo. Questo fattore “D” (D sta per donna) porta alla luce la questione della rarità di aziende presiedute da donne oppure dove sia prevalente la presenza di donne nel consiglio o nello staff.

Dagli studi realizzati dal Cerved emerge che le donne – manager hanno in media un’età più giovane rispetto agli uomini negli stessi ruoli – approssimativamente, 54 anni le donne rispetto ai 56 degli uomini. Il numero delle donne in carica tende ad aumentare nelle regioni del Lazio, Molise, Campania, Toscana e Calabria; mentre la Sardegna chiude la classifica. Le donne occupano principalmente posizioni di comando in settori industriali quali tessile/abbigliamento, editoria e servizi editoriali. Al contrario, manca la rappresentanza femminile nei settori di servizi di pubblica utilità, meccanica, minerali, costruzioni e trasporti.

Nel 2008, Emma Marcegaglia è stata eletta come presidente di Confindustria. Considerata oggi la donna più potente d’Italia, è la dimostrazione che le donne ce la possono fare: sposata con un ingegnere informatico, madre di una bambina che ha meno di 10 anni, trascorre il fine settimana con la famiglia, ma trova anche il tempo di guadagnare e ottenere un prestigioso titolo, che promuove la donazione di cordoncini omologati per la ricerca sulle cellule staminali. Anche se a volte prevale un’immagine stereotipata dove le donne, all’epoca, erano ritenute poco adatte al mondo dell’ambiente, l’esempio della Marcegaglia riflette l’intraprendenza, la competenza e l’intelligenza di migliaia di donne italiane, le cui capacità e l’impegno hanno modificato lo status quo rispetto a tanti paesi industrializzati, emergendo in una società più consapevole. Una società in cui i ruoli non si decidono più sulla base del sesso, ma su fondamenti meritocratici e dove la presenza femminile nell’economia, non sarà più una eccezione, ma una componente costante e valida.
SOFA: WILLIAMS

CONSOLE TABLE: WILLIAMS CON

RUG: DIBBETS

COFFEE TABLE: BRESSON
In Italy and in Europe in general, the health care system is primarily public. A private health care system is offered in addition to the existing public system. The Italian public health care system is financed through two channels: through national and local taxation together with a very small amount of self financing through the application of tickets, co-payments and services provided on a private payment basis. It is defined as a universalistic system because, even if it may sometimes be considered as not very efficient, it offers lifelong medical insurance coverage, in any circumstance and in an indiscriminate way for all Italian citizens; a concept not very familiar to Americans.

In fact, the American health care system up until today has always been entirely private. With each passing year, Americans are paying more for health care coverage. Employer-sponsored health insurance premiums have nearly doubled since 2000, a rate three times faster than wages. In 2008, the average premium for a family plan (individual health insurance to which family members can be added) purchased through an employer was $12,680, nearly the annual earnings of a full-time minimum wage job.

A perfect example is a diagnostic exam such as a sonogram, which in Italy, according to the San Rafael Hospital in Milan, through the national ticket system would cost a pregnant woman about $40. In America, the same sonogram would cost, according to The John Hopkins Hospital in Baltimore, a whopping amount of $300. Both figures were obtained from two of the finest hospitals in both countries. President Obama firmly stated, “We shouldn’t be paying 50 percent more, 75 percent more...
than other countries that are just as healthy or healthier than we are."

During the past couple of months, under Barack Obama’s Presidency, members of Congress have been gearing up and discussing proposals for a health care reform bill that could eventually change the entire structure of the American health care system by reforming it for the first time.

The health care reform being discussed consists of 4 proposals in the House of Representatives and 4 in the Senate. All 4 proposals must be reconciled and voted on by both bodies of Congress before a final bill is completed and passed. Therefore, there are surely still changes to be made on one side or the other.

Rafael Suarez, an Organizing for America activist, states that the health care reform bill would ideally assure health care insurance to approximately 47 million Americans who cannot currently afford it and subsidize many lower-income Americans, lower insurance premiums to more affordable rates over time, make it easier for small businesses to insure their employees, prohibit insurance companies from discriminating against patients with pre-existing conditions and from charging higher premiums or denying health care, lower maximum out of pocket expenses and reduce or eliminate most co pays & deductibles and lastly, create a not for profit revenue neutral Government Insurance Plan that will provide medical insurance coverage to every single American that may require it.

Gran LeCompte, President of Axiom Insurance Services and Employee Benefits Broker, states that the proposed healthcare reform plans are presented as revenue neutral, meaning they will not increase taxes. Le Compte also mentions that The Congressional Budget Office (a non-partisan entity providing Congress with economic data and analysis) states that current reform options will not cut spending or create savings on health insurance. Mr. LeCompte questions how America will be able to insure 47 million more Americans without increased costs and where the money will come from.

Suarez states, “President Barack Obama has identified ways to pay for the majority of up-front costs by cutting back on waste, fraud and abuse within existing government health programs such as ending large subsidies and from insurance companies. In the long run, reform can help bring down costs that will otherwise lead to a fiscal crisis.”

Le Compte explains, “One way Congress proposes finding the money needed to expand health insurance to the currently uninsured is through eliminating “excesses” in the Medicare system and redeploying these funds.” Mr. Le Compte questions if this means that the government is going to start running Medicare with a new eye towards fiscal responsibility, or if the government is going to reduce Medicare benefits.

President Obama states, “Nobody is talking about trying to change Medicare benefits. What we do want is to eliminate some of the waste that is being paid for out of the Medicare trust fund.” He cited that $177 billion of what he called government subsidies are paid to insurance companies participating in Medicare Advantage which is an enhanced Medicare benefits program.

Suarez states “By eliminating waste and unnecessary subsidies to insurance...
companies, the so called Medicare "doughnut" hole would be closed, thus making prescription drugs more affordable for seniors."

"Change by itself is anxiety producing, but as we have analyzed the various bills [before Congress], the proposed Medicare savings do not limit benefits, they do not impose rationing and they do not put the government between patients and their doctors," said John Rother, AARP’s Executive Vice President.

“I know there are folks who will oppose any kind of reform because they profit from the way the system is right now,” Obama states. “They’ll run all kinds of ads to make people scared.”

“A reform will have the unintended consequence of creating an environment in which the insurance companies cannot win (i.e. make a profit for their shareholders),” states Le Compte. He also explains that the government currently regulates insurance companies yet Medicare and Medicaid operate outside these regulations, creating an unlevelled playing field. “Insurance companies would not play a game against someone who sets rules but does not follow them,” states Le Compte. In this example, the government did not put the insurance companies out of business, but it created an environment that does not allow free and fair competition - creating the exact opposite outcome than what they stated they were working towards. With Medicare for example, no private insurance company provides primary insurance for individuals over 65.

Suarez states that the reform will be 100% fair with insurance companies. It will non metterà il governo in mezzo tra i pazienti ed i propri dottori”, dice John Rother, vice presidente esecutivo della AARP.

“So che ci saranno persone che si opporranno a qualsiasi tipo di riforma perché stanno traendo profitto da questo sistema”, afferma Obama. “Proveranno in ogni modo a far paura alle persone”.

“La riforma avrà l’indesiderata conseguenza di creare un ambiente in cui le compagnie assicurative non possono vincere (ad esempio far profitti per i loro azionisti)”, afferma Le Compte. Continua spiegando che il governo attualmente regolamenta le compagnie assicurative, ma Madicare e Madicaid operano al di fuori di queste regolamentazioni, creando un clima dove è impossibile competere. “Le compagnie assicurative non vorranno giocare un gioco dove chi detta le regole non le rispetta”, afferma Le Compte. In questo esempio, il governo non ha fatto chiudere le compagnie assicurative, ma ha creato un sistema che non consente la libera e sana concorrenza, generando il risultato opposto a quello dichiarato. Con l’entrata in vigore del Medicare, nessuna compagnia assicurativa privata fornisce l’assicurazione di base agli individui al di sopra dei 65 anni.

Suarez afferma che la riforma sarà 100% giusta nei confronti delle compagnie assicurative. Questa vieterà tutte le forme di razionamento e porterà maggiore protezione ai consumatori. Ha spiegato: “La riforma in nessun modo forzerà gli americani ad abbandonare il loro attuale piano assicurativo o a cambiare i propri dottori. Al contrario, farà solamente aumentare la loro possibilità di scelta, senza eliminare quelle esistenti”.

La scelta di avere una sanità pubblica è attualmente in
forbid all forms of rationing and provide more consumer protections. He explains, “The reform will in no way force Americans out of their current insurance plans or force them to change doctors. On the contrary, it will only expand their choices, not eliminate them.

A public option is currently being discussed, and it is an option Suarez believes to be essential. The public option would work very similar to the way private insurances currently operate (non government subsidized). Suarez explains, “A public option would simply be a new health insurance plan overseen by the government as the President stresses, it must be self sustaining, meaning that taxpayers would not subsidize it. We can think of it as a Medicare plan that non-seniors could purchase.”

When deciding what insurance to choose, the public option will just be another insurance for Americans to choose from the many currently out there. “The public option’s competition will cause stabilization in insurance premiums and if selected, would serve as a safety net for every single American in the case of a job loss, illness or any other uncontrollable factor. Therefore, I believe a public option should be included in order to call it a real reform” stated Suarez.

As Suarez explains, “The reform will also serve beneficial to medium and small businesses by creating lower premiums and make it easier and less expensive for businesses to pay for their employees’ medical coverage. This will allow businesses to pay their employees a bit more instead of applying the extra funds towards high insurance premiums.”

A recent national survey estimated that 12.6 million non-elderly adults – 36 percent of those who tried to purchase health insurance directly from an insurance company in the individual insurance market – were in fact discriminated against because of pre-existing conditions in the previous three years or dropped from coverage when they became seriously ill. Suarez states, “The reform will seek to provide full coverage to these patients just as if they did not have any pre existing conditions. This would set a fair ground allowing for patients with pre-existing medical conditions to receive the medical attention they truly need, placing an end to discrimination against those patients who most need medical care in our country.”

America does not have to replicate the various European health care systems but it can craft an approach that is informed by these systems and practices guaranteeing health care equality and stability while maintaining the world renowned optimal health standards.

The health care reform, if approved, will be a challenging and tough change to get used to and it will most likely have a major impact on Americans on all levels. However, it will happen soon, as President Obama stated on February 24 2009, “So let there be no doubt: health care reform cannot wait, it must not wait, and it will not wait another year.”

For the President’s words, see the following link: [President Obama’s speech on health care reform](http://www.whitehouse.gov/the-press-office/2009/02/24/president-obamas-speech-senate-health-care-reform)
INTERVIEW

Mario Moretti Polegato
DESIGNING A COOL, BREATHABLE SHOE EMPIRE

INTERVIEW WITH MARIO MORETTI POLEGATO, CHAIRMAN, GEOX S.P.A.
BY RIKI ALTMAN

Born in Valdobbiadene to a family in the wine business for three generations, Mario Moretti Polegato obtained two degrees in Law and Wine Technology respectively before abandoning the family legacy to start his own footwear line. It all began while Polegato was attending a wine convention in Nevada in the late 1980s. After a long walk in the desert, his feet became uncomfortable so he punctured the rubber soles of his shoes with a pocketknife to allow them to breathe. Though dust and water penetrated through the perforations, he knew he was onto something.

After Polegato's return to Italy, he recruited researchers from local universities to aid in the creation of a micro-porous membrane that, when inserted in a shoe's midsole, permits the release of vapors yet forbids the penetration of dirt, sand and water. Fourteen years later, Geox S.p.A. claims to have sold over 20 million pairs of shoes for men, women and children in 2008 alone. Geox also has a successful line of breathable apparel. Net sales as of December 31, 2008 were reportedly 892.5 million euros.

Currently, the brand boasts 953 signature shops in 68 countries and is carried in over 10,000 independent retail stores, making it the number one footwear company in Italy and second in the world in the lifestyle market sector.

In May, Geox was awarded the Mediobanca prize for the Most Dynamic Senior Company in Italy given its turnover of 770 million Euros in 2007; notable increase of 126.5 percent since 2004. Polegato has achieved an impressive number of accolades on his own, including the title of Entrepreneur of the Year bestowed by Ernst & Young, The Italian Stock Exchange and the Italian financial daily newspaper Il Sole 24 Ore.

When and how did Geox pierce the United States market?

Geox arrived in the U.S. in 2003 when it first began its distribution process. Initially, we were selling to the wholesale market and then we began opening our own stores. In the U.S., we currently have a total of 34 Geox stores nationwide and hundreds of independent retailers, including department stores such as Bloomingdale’s, Lord and Taylor’s, Macy’s, West and Nordstrom.

How is doing business in America different compared to doing business in Italy?

The North American market is equal to two-thirds of the entire European Union market and for this reason it represents a great opportunity for any business. The North American market's dimension has its pros and cons for an international company who decides to begin doing business there. Two great examples are the sizeable effort required to gain Mario Moletti Polegato, nato a Valdobbiadene - Treviso, proviene da una famiglia impegnata nel settore vitivinicolo da tre generazioni. Una volta conseguito le lauree in giurisprudenza ed enologia abbandona l'azienda di famiglia per dedicarsi alla propria linea di calzature. Tutto ha inizio alla fine degli anni ’80, quando Polegato si trova ad una conferenza vinicola in Nevada. Dopo una lunga passeggiata nel deserto, infastidito dal surriscaldamento dei piedi, decide di forare con un coltellino le suole di gomma delle sue scarpe permettendogli così di respirare. Nonostante la polvere e l’acqua entrassero comunque attraverso i fori, Polegato era cosciente di aver appena fatto una scoperta.


A tutt’oggi, il brand vanta 953 negozi monomarca in 68 Paesi ed è presente in oltre 10.000 retailer indipendenti, facendo di Geox l’azienda numero uno in Italia e numero due al mondo per quanto riguarda il settore lifestyle.

In maggio Geox ha ricevuto il premio Mediobanca per l’azienda più dinamica d’Italia nella categoria senior, per aver conseguito un fatturato di 770 milioni di euro nel 2007, con un incremento del 126,5% rispetto al 2004. Polegato ha collezionato inoltre una lunga lista di riconoscimenti, tra cui quello di imprenditore dell’anno conferitogli da Ernst & Young, Borsa Italiana e Il Sole 24 Ore.

Quando e come Geox è arrivata negli Stati Uniti?

Geox è arrivata negli Stati Uniti nel 2003, quando abbiamo iniziato a distribuire il nostro prodotto. In principio effettuavamo le nostre vendite solo presso i negozi all’ingrosso, in seguito abbiamo cominciato ad aprire i nostri negozi monomarca. Oggi siamo presenti su tutto il territorio americano con 34 negozi Geox e con centinaia di altri retailer indipendenti, inclusi i grandi magazzini come Bloomingdale’s, Lord and Taylor’s, Macy’s West e Nordstrom.

Che differenza c’è tra fare affari in America ed in Italia?

Il mercato nordamericano è pari a 2/3 di quello dell’intera Unione Europea, per questo motivo rappresenta una grossa opportunità per qualsiasi tipo di business. Tuttavia, la sua dimensione presenta allo stesso tempo sia dei pro che dei contropiù importante per nostra azienda internazionale che intraprende degli affari in questo mercato. Al fine di acquisire visibilità è necessario compiere dei grandi sforzi, inoltre bisogna tenere in considerazione le differenze culturali nel modo di fare business con riferimento ad esempio a funzioni aziendali come quella del marketing o del customer service. Cioè nonostante il nostro mercato mi all nati con tutti gli altri e abbiamo rotto il ghiaccio con la nostra linea per bambini. Ogni qual volta le vendite sono aumentate, le vendite sono aumentate, le vendite sono aumentate.
visibility as well as the cultural difference in accomplishing business such as the approach to marketing or customer service. Nevertheless, we approached the North American market in the same manner as we have approached all other markets and broke the ice with our children’s collections. Whenever we approach a new market, we begin with our children’s collections because parents tend to focus on their children first and seek the best for them. Once they become familiar with the products and their unique benefits and design, then it will be the right time to begin developing the market for our adult product lines, given that at this point there will be a demand for it.

Is there a difference in the way you market your product lines in the U.S.?

We have become the number one footwear company in Italy and the second in the world in the lifestyle market sector thanks to a very clear message, which has been kept uniform throughout the world: Geox breathes, Geox is Italian fashion, Geox improves your everyday life both from a well-being and style perspective. We are spreading the same message to American consumers. To our advantage, there is a local admiration for Italian design and for the important role played in being and feeling comfortable. That component of Geox can be paid even more attention to here than elsewhere.

Why is the Miami market especially good for your brand?

Miami is a center for style and fashion. The local consumer is aware of trends and follows them. But at the same time it is a very humid climate, which is where the Geox technology comes into play. The combination of fashion and function that Geox offers makes it a very fit product for this market.

Mario Moretti Polegato

hanno familiarizzato con il prodotto, con i suoi benefici unici ed il suo design, allora é il momento di proporre anche le collezioni per adulto perché ci sarà sicuramente una domanda.

Ci sono delle differenze nelle vostre tecniche di marketing negli Stati Uniti?

Siamo diventati il numero uno delle aziende calzaturiere in Italia e il numero due nel mondo nel settore dei beni lifestyle grazie ad un messaggio molto chiaro che abbiamo portato in in tutto il mondo: Geox respira, Geox é moda italiana, Geox migliora la vita di tutti i giorni sia dal punto di vista del benessere che dello stile. Rivolgiamo lo stesso messaggio ai consumatori americani. Un’ulteriore vantaggio per noi é l’ammirazione che dimostrano gli americani verso il design italiano, oltre al ruolo chiave giocato dal comfort e dal sentirsi bene. Gli elementi che contraddistinguono Geox ricevono molta piú attenzione qui che altrove.

Perché ritiene Miami una piazza importante per il vostro mercato?

Miami é un punto di riferimento per stile e moda. Il consumatore locale conosce e segue i trend di mercato. Allo stesso tempo il clima a Miami é molto umido ed é proprio qui che la tecnologia di Geox entra in gioco. La combinazione tra moda e funzionalità, propria delle scarpe Geox, rendono il nostro prodotto ideale per questo mercato.

Quali sono i suoi progetti per il futuro? Sta lavorando ad altro oltre che a Geox?

Continuo a lavorare su Geox, perché offre molte
What do you expect for the future? Are you working on any projects other than Geox?

I continue to work on Geox because it offers many possibilities in terms of innovation and expansion, without the need to completely diversify. Thanks to our research and design labs, we now have about 40 new patents that have not yet been placed in the market, with the exception of a few. I mentioned the apparel technology, but we also have the leather patent, which makes leather waterproof. Leather naturally breathes, but when in contact with water, it absorbs it and gets wet. We added the waterproof, breathable membrane to the leather sole in a way that heat and humidity are released while still repelling water.

We also developed a specific patent for performance shoes and launched the first Geox Golf line, where we use the Geox Net System. The Geox Net System is a new patent where the membrane is extended throughout the sole with the goal of providing maximum breathability. During sports activities, the body produces more heat and therefore it is important to make the surface more breathable. We launched this new line in April and we are testing the market in North America and a few other countries where golf has many followers.

Statistics show we have reached excellent results so far, but there is still a lot of work to do. I want Geox to become the largest footwear company in every market, not just in Italy. If you consider that 90 percent of the shoes people wear have a rubber sole, then you understand the enormous potential Geox has.
Entrepreneurship as an Educational Cornerstone

BY ANTONIO NANNI, PH.D., P.E., PROFESSOR AND CHAIR DEPT. OF CIVIL, ARCH. & ENVIRON. ENGINEERING, UNIVERSITY OF MIAMI, NANNI@MIAMI.EDU.

There are compelling reasons to make entrepreneurship a mainstream subject and an animating force in American higher education. As the world's natural resources ebb and technology advances, humanity increasingly will live by its wits. Human understanding, ingenuity, and inventiveness will become ever more critical to creating a sustainable future. This is the third and final article to address the importance of entrepreneurship as an educational cornerstone. It draws upon reflections included in the 2008 report by the Kauffman Foundation (http://www.kauffman.org/) entitled: “Entrepreneurship in American Higher Education.” (http://www.kauffman.org/item.cfm?item=1132)

Entrepreneurship in the Curriculum

By its very nature, entrepreneurship in college cannot be limited to the classroom. Students interested in it and committed to it will want the opportunity to try it out—to actually do it. For students drawn to business or engaged in addressing persisting social problems, entrepreneurship’s emphasis on implementing new enterprises provides a constructive and practical outlet for their natural idealism and its associated enthusiasm. It can help them see how to solve problems and get things done. In this regard, the environment outside the classroom is critical.

Students interested in starting their own businesses or other enterprises benefit from a campus environment that takes entrepreneurship seriously and supports it. Some universities have opened dedicated offices and workspaces that allow student entrepreneurs to find both the resources of information and fellowship that help to foster their work. Other schools have established special residence halls for entrepreneurs or created programs of student-initiated and student-owned businesses. Many university career centers provide regular opportunities for students to meet and learn from local and alumni entrepreneurs.

L'imprenditoria nel curriculum di studi

Per sua natura, l'imprenditoria nell’università non può limitarsi al mero insegnamento nelle classi. Gli studenti che sono interessati e coinvolti in questa materia dovranno mettersi alla prova e cercare le loro opportunità nel mondo reale. A quegli studenti attratti dagli affari o inclini alla risoluzione di problemi sociali, l’enfasi imprenditoriale nell’implementare nuove soluzioni ed iniziative, porterà a un naturale e costruttivo sbocco per i loro ideali oltre e l’entusiasmo. A questo proposito, l’ambiente al di fuori dell’università è un elemento chiave.

Gli studenti interessati ad avviare un proprio business trovano grande beneficio in un campus caratterizzato da un ambiente propositivo, che supporti in maniera seria l’imprenditorialità. Alcune università offrono agevolazioni agli studenti con spirito imprenditoriale, attraverso uffici ed aree dedicate, accesso ad informazioni ed associazioni che gli permettano di coltivare il loro progetto. Altri istituti universitari hanno creato specifiche risorse universitarie per studenti imprenditori o creato programmi per quelli che iniziano o hanno già intrapreso il proprio progetto. I career center di molte università offrono agli studenti l’opportunità di incontrare ed imparare da imprenditori locali e ex-alunni.
Entrepreneurship and the Management of Universities

Students learn best when they can live what they learn. By being more entrepreneurial in their academic and administrative practices, universities can help students become independent and innovative risk-takers. The more comprehensively students encounter entrepreneurial concepts and behaviors in their college experience, the more likely they are to assimilate them. The proliferation of offices of technology transfer suggests that universities increasingly recognize the economic benefit of entrepreneurship. But most students and faculty encounter technology transfer only indirectly. The more basic issue is how entrepreneurial values can become broadly integral to a university’s culture.

Entrepreneurship is about devising and implementing new ideas and practices or improving old ones. In a progressively technological, scientific, and interconnected world, the quality of innovation in large measure increasingly relies on superior advanced learning. A strong educational foundation helps ensure that new ideas will be effective and substantive. Because entrepreneurship promotes, implements, and rewards innovation, it necessarily correlates with education. In this light, a key task of American higher education surely is to continue to stress and reward innovation and its implementation as a core educational goal. Curriculum is the basic enterprise of education.

An educational culture of what we might call curricular entrepreneurship would create budgetary practices and incentive structures to reward faculty and departments for curricular innovations, fresh interdisciplinary partnerships, experiments with new modes of instruction, etc. A more explicit educational focus on innovation and its implementation—to be sure, in ways that respect the integrity of the varied academic disciplines—would help encourage university faculty and academic departments continually to adopt, apply, and assess methods of teaching and learning that foster creativity and originality.
The same considerations should apply to the areas of research and tenure. One obvious consequence of universities’ new emphasis on technology transfer is a fresh perspective and appreciation of translational research. In our view, universities should treat translational research as basic research, and the “measure of impact” of research should be part of the review for tenure and promotion.

An academic culture animated by entrepreneurial values not only enhances innovation in research, it also creates a comprehensive educational climate for students. Good teachers are more than sources of information for students. They can be important role models as well. Entrepreneurial students will learn most from entrepreneurial teachers.

Conclusion

An entrepreneurial society will not emerge or persist by accident. We will have to build it and maintain it. To do both, we will have to understand why entrepreneurship matters, how it works, and how to sustain it. That understanding is the result of education.

Advanced education is one of our nation’s greatest cultural resources. Students from all over the world come here to learn in the unique research-based and research-driven educational framework of American universities—an environment defined by free inquiry, autonomous thinking, intellectual passion, and originality. In American education, intelligibility is a basic goal, and innovation and discovery are the most consequential results. Entrepreneurship is higher education’s authentic and natural ally. An entrepreneurial education is an enabling education. The union of the two is our best hope to bring humanity the greatest benefit from the finest outcomes of independent and creative learning.

La stessa considerazione si può applicare alle aree di ricerca e docenza. Un’ovvia conseguenza del nuovo approccio al trasferimento tecnologico da parte delle università è la scoperta di prospettive più moderne e l’approccio alla ricerca trasversale. Secondo la nostra opinione, le università dovrebbero trattare la ricerca trasversale come ricerca ordinaria e la “misura dell’impatto” della ricerca dovrebbe essere parte del metodo di revisione e promozione dei docenti.


Conclusioni

Una società imprenditoriale non emergerà né crescerà per caso. Dovremo essere capaci di costruirla e conservarla. Per ottenere entrambi i risultati, dovrei capire perché l’imprenditoria è importante, come funziona e come si possa sostenere. Questa conoscenza deriva dal processo educativo.

L’avanguardia nell’educazione è una delle nostre più grandi risorse nazionali. Studenti provenienti da tutte le parti del mondo scelgono le università americane per la loro unica caratteristica di essere basate e guidate sulla ricerca - un ambiente definito dalla libertà di domandare, di pensare autonomamente, dalla passione intellettuale e dalla originalità. Secondo il sistema educativo americano, l’intelligibilità è un obiettivo fondamentale dove innovazione e scoperta sono le più logiche conseguenze. L’imprenditorialità è un autentico e naturale alleato di una migliore istruzione. Una educazione imprenditoriale è fautrice dell’educazione stessa. L’unione tra questi due concetti è la nostra più grande speranza di portare all’umanità il maggior beneficio traibile dall’indipendenza e creatività nell’apprendere.
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ANSALDO STS: Wins 25 Million Contract in USA

Ansaldo STS (STS.MI), through its subsidiary Ansaldo STS USA, has recently received a contract from The Port Authority Trans-Hudson Corporation (PATH), headquartered in New York, to supply a Train Control Center system for the value of 24.7 million USD.

Ansaldo STS is a leading technology company operating in the global Railway & Mass Transit Transportation Systems business with the provision of traffic management, planning, train control and signaling systems and services. It acts as lead contractor and turnkey provider on major projects worldwide.

Ansaldo STS brings together the know-how, excellence and technological expertise of pioneering companies like Ansaldo Signal, Ansaldo Trasporti Sistemi Ferroviari, Union Switch & Signal and CSEE Transport.

Ansaldo STS is centralizing the PATH communication network into one, fully integrated system, which includes Centralized Traffic Control (CTC), Supervisory Control and Data Acquisition (SCADA), Closed Circuit Television (CCTV) and Integrated voice communications.

The CTC system is based on Ansaldo STS USA’s Hermes™ platform, an office control solution that features advanced routing algorithms, integration with security systems, passenger information systems, voice telecommunication and enterprise management systems.

COLOMBOSTILE: Luxury Has A New Address

Despite the current economic situation, Colombostile announces the opening of the first US showroom with its fine Italian hand crafted furniture in Miami. The Meda (MI) based company Colombostile combines a wide range of premium woods, stones, textiles and skins to create handmade furniture, ranging from classic to contemporary, traditional to eclectic. The collections are designed with authentic passion according to the rules of beauty dictated by taste, by the tradition of high quality cabinet making and the history of art.

It is the intention of Colombostile to provide architects and designers with direct access to the newest collections, including the most recent lines introduced to the European market during the Milan and Paris International Fairs. The Miami office will serve all of the USA, Canada, Latin & South America and the Caribbean.

Many Colombostile designs are part of the most prestigious projects throughout the world, including many VIP celebrity homes and luxurious hotels such as the famous Burj Al Arab in Dubai, U.A.E., Concorde Saint Lazare in Paris, France, Majestic Hotel in Rome, Italy, Hotel Albani in Florence, Italy, Grand Hotel de Russie in Rome, Italy and many others. Other projects include various governmental palaces and embassies as well as numerous aircrafts and mega yachts.

A compact look book and full text/image libraries of Colombostile creations are available to the trade upon request. For more information contact Marcello Boss at: Colombostile, 4500 Biscayne Blvd, Suite 110, Miami, FL 33137 Tel 305-603-7339 usa@colombostile.com www.colombostile.com

CAPPELLINI: Opens Flagship Showroom in Miami’s Design District

Giulio Cappellini and Giampiero Di Persia, CEO, Poltrona Frau Miami and Cappellini Miami announce the launch of Cappellini Miami Flagship Showroom to open October 22, 2009 in the Miami Design District. The third flagship location to open in the United States, Cappellini Miami will join the ranks of Cappellini New York and Cappellini Los Angeles.

“The Cappellini Miami showroom is an important step in the history of the Cappellini Company because it allows us for the first time to be present in this interesting market with our own image and to contribute to the promotion of contemporary design”, says Giulio Cappellini

The new 2,200 sq. ft. flagship showroom will be adjacent to the now 6,000 sq. ft. Poltrona Frau location and will serve as a large showroom representing both brands. (Poltrona Frau Group is the parent company of Cappellini.) Both Poltrona Frau and the Cappellini brands will be prominently displayed in this new space making it the location to visit for high-end luxury Italian furniture and accessories in the Miami Design District.

“I fell in love with Giulio’s visionary concept of creating “usable” art and his collaboration with some of the most eclectic and world renowned architects and designers”, says Giampiero Di Persia.

Cappellini is renowned for recruiting and nurturing some of the world’s best designing talents and has fostered Cappellini collaborations with design giants like Jasper Morrison, Tom Dixon, Marc Newson, Marcel Wanders, Shiro Kuramata, and the Bouroullec brothers to name a few.

The Museum of Modern Art (MoMA) in New York, Centre Pompidou and Musee Des Arts Decoratifs in Paris, the Museum Fuer Angelwande Kunst in Koln, the Victoria and Albert Museum in London, and the Galleria D’Arte Moderna in Rome all have Cappellini pieces in their permanent furniture collection attesting to the brand’s groundbreaking yet timeless designs, superb quality and stellar craftsmanship.
In Paulo Coelho’s “The Alchemist”, the young shepherd travels the world in search of happiness and wisdom to eventually find it in his own backyard.

In some ways we are all like the young shepherd when planning where to spend our vacations. We look for far, exotic, romantic and adventurous places where we believe we will somehow find, for a few days, the bliss we are unable to find in the routine of our daily lives. Many of us, of course, do find preferred locations that entice us and enrich our lives. Some of my favorites are Andalusia in Spain, La Provence in France, the Dominican Republic and Colorado in the United States of America.

This year however, when it came time to planning my vacation, instead of traveling far in the search of happiness, I decided to search for it in my own backyard.

During the month of August, I spent 10 days exploring the city I have lived in for almost 15 years since I moved from Italy: Miami. Some of my time was spent at the Ritz-Carlton Hotel on Key Biscayne. As you drive up the palm lined driveway and past the fountains towards the hotel’s grandiose façade, you already know that you are at an extremely special place. The management at the hotel has perfected the art of minimal elegance and superior service. Everyday after breakfast, I would take an early morning walk to the Key Biscayne lighthouse. Built in 1826, the Key Biscayne lighthouse is the oldest man made structure still in operating in Miami-Dade County.

Few things are better for the rejuvenation of the soul and mind than a walk along the beach. In the evening, the hotel’s restaurant, Cioppino, served superb Italian seafood dishes that were the ideal end to long day of relaxation on the beach.

After leaving Key Biscayne and returning to the mainland, I decided to stay at the Viceroy Hotel on Brickell Avenue. The indoor pool and spa, designed by Philippe Starck, are amongst the best I have seen anywhere. The Mediterranean dinner I enjoyed at Eos (the hotel restaurant on the 15th floor) lived up to all my expectations. The biggest surprise came after dinner, when I went to the 50th floor bar called Club 50 for an after dinner mojito. The 360 views of Miami, Biscayne Bay and the Atlantic
Ocean truly made me feel as if I had gone to another dimension. I enjoyed the rest of my vacation days visiting places like Villa Vizcaya, the Fairchild Tropical Gardens and the Venetian Pool in Coral Gables. During both day and night, I took advantage of the summer menus at some of my favorite local restaurants such as Caffe’ Abbracci, Fresco California Bistro, La Palme d’Or, Hy Vong, Boater’s Grill and the Red Fish Grill.

I highly recommend everyone to search for the local pleasures and treasures your city has to offer. By doing this, I avoided the stress and the waste of time that traveling has become over the years and I also enriched and strengthened my bond with Miami and with the world I have chosen to live in. Perhaps I did not find all the magical answers in my own backyard as the young shepherd in “The Alchemist”, but I certainly returned from my vacation much happier and a bit wiser than before.

Club 50 at Viceroy Miami

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Ho trascorso il resto delle mie vacanze visitando di giorno luoghi come Villa Viscaya, Fairchild Tropical Garden e la Venetian Pool a Coral Gables, mentre la sera ho approfittato dei menù estivi in alcuni dei miei ristoranti preferiti quali: Caffe Abbracci, Fresco California Bistró, La Palme d’Or, Hy Vong, Boater’s Grill e Red Fish Grill.

Suggerisco vivamente di seguire la mia decisione di andare alla scoperta dei numerosi piaceri e tesori che la città di Miami può offrirci. In questo modo ho evitato lo stress e la perdita di tempo che negli ultimi anni il viaggiare rappresenta, ma soprattutto ho rafforzato il mio legame con la città e l’universo in cui ho scelto di vivere.

Forse non ho trovato le risposte magiche nel mio giardino come il giovane pastore di Coelho, ma certamente sono tornato dalle mie vacanze più felice e più saggio di quando le ho cominciate.
The Keys:
ISLANDS OF PURE RELAXATION
BY JOSIE GULLIKSEN, MEDIA MANAGER, NEWMAN PR

Divided into five regions, the Keys begin below mainland Florida at Key Largo, which lent its name to the famous movie starring Humphrey Bogart and Lauren Bacall with portions of the movie filmed there. The Bogart connection lives on, since visitors can see the African Queen, the actual boat the actor skippered in the “African Queen” film.

But Key Largo’s star attraction is John Pennekamp Coral Reef State Park - the first underwater preserve in the United States - now incorporated into the Florida Keys National Marine Sanctuary that features 55 varieties of corals and more than 600 different species of fish.

The “Sport Fishing Capital of the World” and next region along the island chain is Islamorada, which features the Keys’ largest fleet of offshore charter boats and shallow-water “backcountry” boats. The Keys boast more sport fishing world records than any other fishing destination in the world, according to the International Game Fish Association. Anglers can find sailfish, marlin, dolphin, kingfish, snapper, barracuda and grouper in the ocean, while shallow coastal waters offer tarpon, bonefish, redfish and other species.

Home to the Seven Mile Bridge, the longest segmental bridge in the world, Marathon is centrally located between Key Largo and Key West. It’s home to Crane Point, a 63.5-acre historical and archaeological site that contains evidence of pre-Columbian and prehistoric Bahamian artifacts.

Marathon also features Dolphin Research Center, one of several Keys facilities where visitors can swim and interact with the friendly, intelligent marine mammals.

Visitors can also take a ferry to Pigeon Key, a small island below the original Seven Mile Bridge. Now a historic site and museum, Pigeon Key once housed workers who were building the Overseas

First-time visitors to the Florida Keys comment almost immediately on the island chain’s unique laid-back atmosphere. It’s a world away from the bustling big cities and theme parks that define other parts of Florida.
Railroad from mainland Florida to Key West.

Further down the island chain is Bahia Honda State Park, a prime example of the Lower Keys’ pristine beauty whose beach was named one of America’s top 10 by several travel studies.

The Lower Keys also include Looe Key Reef, a spectacular shallow-water dive experience, and the 210-foot island freighter Adolphus Busch Senior, now an artificial reef rich in marine life.

In addition, Big Pine Key features a national refuge for tiny Key deer, about the size of a large dog. Popular nature tours, many by kayak, offer unforgettable opportunities for viewing the Lower Keys’ unique plants and animals.

Key West, continental America’s southernmost city, is uniquely located closer to Cuba than to Miami.

This 2-by-4-mile island has nurtured the talents of writers including Ernest Hemingway and Tennessee Williams. Its thriving artistic community features dozens of eclectic galleries, while museums spotlight its heritage and seafaring past.

Every evening in Key West, visitors and residents gather at Mallory Square to experience the “sunset celebration.” Musicians, jugglers, mimes and other performers entertain while the sun sinks below the horizon as cruise boats sail by in Key West Harbor.

New Italian Directors Gaining Ground Upon the “Masters”

BY ALESSANDRA GALASSI, ITALIAN FILM FESTIVAL

Italian-French-British co-productions.

Daniele Luchetti has been fairly silent since his last movie *Mio Fratello è Figlio Unico* (2007). Since 2006, when Nanni Moretti produced *Il Caimano* (that came out five years after his applauded drama *La Stanza del Figlio*), he has not produced anything else for the big screen. He is currently working on *Habemus Papam*.

The same fate goes for Roberto Benigni, who has been in stand-by since 2005 after *La Tigre e la Neve*, which hit the big screen three years after his arguable and controversial version of *Pinocchio*.

To this end, the 2009 edition of the Miami Italian Film Festival, here at its seventh year, is welcoming 10 movies that have been produced no later than 2008.

The Festival’s main goal is to show the American audience that Italian cinema is not just made up of famous names but also of a dozen of struggling yet potentially good writers, directors, editors, etc.

This is why aside from the main competition of the 10 feature films, the Italian Film Festival in Miami will now offer the signature series “Life is Too Short” at the Miami Beach Film Society; a competition of short movies produced by young, non famous skilled professionals.

In addition to this, in collaboration with the Societá Dante Alighieri, there will be a new section dedicated to Italian documentaries.

The Festival will officially open with the screening of the opening film at the Regal Cinema in South Beach followed by the opening party. The feature film screenings will be held at the Regal Cinema and the competition will culminate on the 13th with the closing film followed by the closing dinner and the awards ceremony.
This year's edition will unofficially begin on September 24th with three days of free screenings at the Tower Theatre on 8th Street and 15th Avenue, in honor of the actor/director Sergio Castellitto. There will also be a surprise called “Cinematherapy”, with Doctor Gioia Gabbellieri, PhD., which will take the audience on an interesting journey through the human mind.

After-parties will be organized at the hottest clubs in Miami Beach.

“We are ready for the best Festival yet”, says Claudio Di Persia, President and Artistic Director of the IFF. “It is a tough year for our sponsors and for our audience but since we offer a journey to Italy at the price of a single movie ticket, we know that our audience will respond enthusiastically to our yearly appointment.”

Where:

**Regal South Beach Cinema 18**
1120 Lincoln Rd., Miami Beach, FL 33139 - (305) 674-6766

**Miami Beach Cinematheque**
512 Espanola Way, Miami Beach, FL 33139 - (305) 673-4567

**Tower Theater**
1508 SW 8th St. (at SW 15th Avenue), Miami, FL 33135 - (305) 649-2960

**Societa Dante Alighieri**
618 SW 8th St., Miami, FL 33130 
(305) 859-9559
CAME Enhances Position in North and Latin American Markets

Already gearing up to become a major player in the U.S. access control market, CAME recently secured several UL approvals for many of their new barrier gate products. This status further enhances the global brand’s well-consolidated position in North and Latin American markets. Local product development and engineering capabilities have been put in place in the new Americas headquarters and distribution center in Medley, FL in order to adapt all products and features to domestic requirements. www.came-americas.com

Ilaria Niccolini Production Expands Around the Globe

Ilaria Niccolini Production’s activities are expanding at an international level as demonstrated by the recent FTLMODA preview in Dubai, the third preview of the 2009 fashion show prior to its main event at the W Hotel in Fort Lauderdale, October 23th-24th. INP organized the opening of EUART, a contemporary art exhibition, in Boston, hosted by the Consul General of Italy. EUART was also present in Dubai and will soon visit Miami and Chicago. Among other projects, INP is also currently preparing for the World Premiere of “Barbarossa” by Renzo Martinelli in Milan.

Italian Shoemakers Holds its First Corporate Convention

Italian Shoemakers, Inc. recently held their first corporate convention at the Continental Hotel in Tirrenia, Italy where U.S. and Hawaii based employees met each other and the Italian based operations team for the first time. Media, suppliers as well as logistic and financial partners were present. Apart from visits to factories, the convention included a trip to the leaning Tower of Pisa, drawing attention to the origin of their logo.

Sosta Pizzeria-Enoteca Opens on Lincoln Road, South Beach

Sosta Pizzeria-Enoteca opened in May on Miami Beach’s trendy Lincoln Road. This comfortable and casual pizzeria offers traditional Italian fare and pizzas fresh from an authentic rotating brick oven. Owners, KNR Restaurant Group, tapped Carmine Leocata to create the menu and oversee the pizza making. Guests can choose from a variety of gourmet pizzas as well as Antipasti, Insalate, Salumi, Pastas and freshly-baked Focacce, while basking in the warm Miami sun on Sosta’s 100-seating capacity patio. For reservations and more information, call 305-722-5454 or visit www.sostapizzeria.com.

Maitardi Opens in the Heart of Miami’s Design District

Graspa Group is proud to announce the newest member of our family, Maitardi, scheduled to open in the beginning of October. Located on NE 39th Street in the heart of Miami’s Design District, Maitardi (formerly known as Brosia), offers a causal, relaxed atmosphere with moderately priced Northern Italian cuisine for lunch and dinner. Boasting a fantastic four thousand square foot outdoor terrace shaded by 150 year old white oak trees, Maitardi offers the best al fresco dining in the area. This outdoor courtyard will make you feel as if you are dining in a piazza in Florence, but with the distinct flavor Miami is known for.

10% off CIM USA’s Sunshine Card

Sunshine-Card – is a division of Miami-based CIM USA Inc. that specializes in personalized card production – has a complete gift & loyalty card solution. The solution includes the software, hardware, and cards. We are now offering 10% off when you place your first order! To take advantage of this special offer, call (305) 260-6741 or visit us at: www.sunshine-card.com.

Epoque Hotels Adds to its Collection

Epoque Hotels, a worldwide collection of avant-garde, trendy-chic, and luxury-classic boutique hotels located in over 100 destinations, has added two brand new deluxe properties to its portfolio: the Privilege Aluxes in Isla Mujeres, Mexico and the Hidden Hotel in Paris. To learn more about the special discounts and upgrades available to members of the Italy-America Chamber of Commerce Southeast, contact David Maranzana at david@epoquehotels.com. For reservations, visit: www.epoquehotels.com.
June 18, 2009
ITALIAN COOKING SHOW III: LAZIO VS TRENTINO ALTO ADIGE
MIA CUCINA SHOWROOM, CORAL GABLES
1. Guests enjoying Grana Padano cheese
2. Guests during the reception
3. Guests during the reception
4. Students during the class
5. Chef Riccardo Tognozzi from Blu Restaurant featuring Lazio's cuisine
6. Chef Julian Baker from Cardozo, featuring Trentino Alto Adige's cuisine

July 16, 2009
ITALIAN COOKING SHOW III: FRIULI VENEZIA GIULIA VS VALLE D’AOSTA
MIA CUCINA SHOWROOM, CORAL GABLES
7. Guests during the reception
July 16, 2009
ITALIAN COOKING SHOW III: FRIULI VENEZIA GIULIA VS VALLE D’AOSTA
MIA CUCINA SHOWROOM, CORAL GABLES
8. Guests during the reception
9. Guests during the reception
10. Chef Luca Taretto from TiramesU Restaurant featuring Friuli Venezia Giulia’s cuisine
11. Chef Mario Camia from Fontana Restaurant featuring Valle d’Aosta’s cuisine

August 8, 2009
EUROPEAN BUSINESS RECEPTION
RITZ-CARLTON SOUTH BEACH, MIAMI BEACH
12. (from left): Giada Lorenzon, Silvia Cadamuro, Filippo Mazzei, Corylie Suarez, Francesca Tanti
13. Guests during the reception

August 21, 2009
ITALIAN COOKING SHOW III: CALABRIA VS SARDINIA
MIA CUCINA SHOWROOM, CORAL GABLES
14. Guests during the reception
August 21, 2009
ITALIAN COOKING SHOW III: CALABRIA VS SARDINIA
MIA CUCINA SHOWROOM, CORAL GABLES

15. Students during the class
16. (from left) Lillian May, May International Productions Partner, Ana Rodriguez-Cepero, Citibank Branch Manager, Teresa Rodriguez, Aqui y Ahora Anchor, Univision
17. Chef Rosario Corrao from Pelican Restaurant featuring Calabria’s cuisine
18. Chef Davide Piana from Sardinia Restaurant featuring Sardinia’s cuisine

August 8-28, 2009
FRIENDSTOUR
FLORIDA
19. (from left) Corylie Suarez, Sara D’Anzeo, Thelma, Stefano Cavinato (Piola Manager), Silvia Cadamuro, Conny, Alexia and Danix
20. Friendstour visiting IACC Offices
21. (from left) Cristoforo Pignata (Puntino Restaurant Owner), Chef Fabio Vaccarella, Thelma and Chef Rosario Corrao at The Prosecco Party
22. (from left) Sara D’Anzeo, Beth Sobol (Miami International Fashion Week President and Executive Producer), Silvia Cadamuro and Corylie Suarez at The Prosecco Party
In the heart of Italy, 20 minutes from mountain ski resorts and half an hour from the Mediterranean Sea, Frosinone is located in the middle of the region called "Ciociaria". Frosinone is surrounded by beautiful historical country towns such as Anagni (better known as the City of Popes), Alatri, Veroli, Arpino and Fiuggi which is famous for its beneficial natural spring water. Frosinone is also surrounded by world famous historical monuments such as the unique abbeys of Monte Cassino, Casamari, Fossa Nova, Collepardo and the royal palace of Caserta. Some of the oldest and most picturesque towns in the world can be found amongst the various hilltops nearby.

With 30 years of experience in language instruction abroad, Learn Italy offers you the experience of a lifetime. Strategically situated between Rome and Naples and its major airports, Frosinone boasts a number of attractions including a well-preserved historical center. It is famous worldwide for being the birth place of notorious historical figures such as Cicerone, Caio Mario, Giovenale, Saint Thomas of Aquinas, and Saint Benedict.

Learn Italy's packages give you a chance to explore the art, culture and traditions of Italy. This is possible through a choice of excursions, food and wine activities, and of course, shopping. Beginning November 1st, Learn Italy will also be present in Rome. Courses in Rome will be held close to accommodations and even closer to a subway station, allowing you to have Rome's splendid sights and monuments at the touch of your fingertips.

Learn Italy offers the possibility to begin or further enrich your knowledge of the Italian language and culture. Italian language lessons are offered every morning. All lessons are fun and interesting and are tailored to the level of fluency of each student. All levels are determined through means of an entry test.

This wonderful experience in Italy awaits you! Contact us now for more information and get a head start on your Italian language skills.

Learn Italy is located at Istituto Nobel - Via Aldo Moro 222, 03100 Frosinone - Rome (Italy)
Tel (+39) 0775-884059 - www.learnitaly.us - info@learnitaly.us
24Sunnywine SRL is a young wine consultancy and mediation firm which exports Italian wine (mainly bottled) to the United States and in particular to the State of Florida.

A commercial intuition, joined with an accrued experience in the sector, developed into the establishment of 24Sunnywine SRL's headquarters in Trieste. Trieste, known as the undisputed home of Italian wine culture and production, is where 24Sunnywine SRL takes care of all activities that precede the sale of their wines in foreign markets.

The thorough selection phase of cellars throughout Italy allows for the selection of qualified winemakers. All selected winemakers must possess characteristics in line with the needs of American consumers and be in sync with the specific needs of the winemakers themselves.

The subsequent phases, including transportation and final distribution, are followed by precise and accurate sales strategies, with the goal of achieving overall maximum results.

Professionalism, quality and promptness are the values that shape every action taken in order to reach fixed objectives and are the values that lead the selected products towards success.

Other than offering merely commercial activities, the company also offers organized tours of their wine cells enabled for exportation. Tours are held keeping in mind the importance of strengthening ties between everyone involved in the sales circuit.

The company also organizes musical events combined with a tasting of the best wine labels and a distribution of wine-related accessories such as bottle openers, decanters, fine bottle tops (cork, glass, synthetic etc.), glasses and coasters made of precious Murano glass.

Their collaboration with leading companies in the restoration sector gives their American clientele access to the highest quality Italian furnishings for their remodeling needs.

The link with their alter ego company, Just Quality Importer, whose headquarters are in Miami, assures them a constant supervision of their sales and market trends. This also allows them a redirection of strategies necessary to achieve targeted goals in real-time.

Their entire distribution staff is selected according to their past levels of experience and positions held in the sales field as well as technically prepared according to company standards through rigorous technical training. This, in turn, sets them apart from American sales standards.

24Sunnywine SRL is located at 111 NE 1st Street, # 300 Miami, FL (USA) - Tel (305) 809-6160 - www.24sunnywine.com - info@24sunnywine.com
Host

Host is the International Exhibition of the Hospitality Industry and will be held in the Fiera Milano complex in Rho, Milan from October 23-27, 2009. It is ready to respond to the recession by understanding and interpreting areas and trends that continue to be a business opportunity for the segment.

It will include 1,865 exhibitors of which 350 are from overseas with over 135,000 professional visitors from 134 countries. It is divided into seven sections dedicated to the macro-areas of the hospitality and catering sectors including: Professional Catering, MIPPP (Milan-Bread, Pizza and Pasta fair), Bar (coffee making machines), Gelateria & Pasticceria (Ice-cream producers and confectioners), SIC (International Coffee fair), Hotel Emotion (the hotel industry fair) and Shop Project (the international fair for the design and furnishing of sales outlets).

With its exhibition of services, machinery and products that make a "difference", Host will respond to all necessities in the hospitality industry.

Host 2009 will take place at the same time as the Franchising & Trade Exhibition and the Wellness Spa & Beauty Exhibition (also organized by Fiera Milano Expects). This will potentially allow operators, who often visit both fairs, to further optimize their visits.

For more information visit www.host.fieramilanoexpocts.it or contact the Trade Office at danzeo@iacc-miami.com or suarez@iacc-miami.com, tel. (305)577-9868

Modaprima

Modaprima has reached its 67th edition, which will be held November 28-30, 2009 at its new location in Pavilion 1 of the Portello at Fiera Milano City.

Modaprima, the International Fashion and Accessories Show, will present ready-to-wear men’s and women’s fashion and accessory collections created for a large scale distribution for the 2009/2010 autumn/winter season and flashbacks of the 2009 spring/summer collection.

In the past edition in May, 150 collections were presented by over 70 companies. Modaprima continues to establish its role as the point of reference for an important production sector within the Italian fashion sector and the international fashion business in general.

For more information visit www.pittimmagine.com or contact the Trade Office at danzeo@iacc-miami.com or suarez@iacc-miami.com, tel. (305)577-9868

“Made in Italy” US Flag table donated to President Obama

President Barack Obama will now have an artistic reason to remember the G8 and the recent earthquake in the town of Aquila. Italy’s Prime Minister, Silvio Berlusconi, gave President Barack Obama a very special gift: a unique crystal table portraying the American flag.

The table given to President Barack Obama is part of Gallovich’s collection titled Flag Tables which was presented at the Salone Internazionale del Mobile at Fiera Milano last April. This is a sign of the importance of the “Made in Italy” signature around the world and is a testimony of the growth of the Italian design fair which reunites architects, designers, companies and students from around the world every year at Fiera Milano.

The table, ideated and created by Guido Gallovich, is intended to be used as a desk. It was crafted by the stratification of three separate tempered crystal layers. Each layer had one of the three colors of the American flag inserted; one red, one white and one blue, creating a 3D effect. It was richly enhanced with the President’s name engraved in gold dust.

The table, which will make a great impact at the White House, was placed in the Meeting Room of President Obama’s apartment during his stay for the Summit. In honor of this event, 10 Flag Table - USA models will be made as part of a limited edition. Some tables will be auctioned in Italy and the U.S. and all funds obtained will be donated the people of L’Aquila.
New Members


Sustaining Members

Gold and Silver A.P.I. Group

Mr. Angelo Ragusa
President
Galleria Crispi, 45
36100 Vicenza (VI)
Italy
Phone: [39] 0444-232-259
Business Category: Gold & Silver Export- Promoting Consortium

Italian Boutique Hotels, LLC

Mr. Cristoforo Pignata
President
353 SE 2nd Street
Miami, FL 33131
Phone: 305-371-9661
Business Category: Italian restaurant

Learn Italy

Mr. Massimo Veccia
Director
Via Aldo Moro, 222
03100 Frosinone (FR)
Italy
Phone: [39] 0775-884-059
Business Category: Education

WebVisionItaly.com

Mr. Justin Del Sesto
General Manager
49 Weybosset Street
Providence, RI 02903
Phone: 401-223-6492
Business Category: Publisher

Wimex, LLC

Mr. Walter Cappelletto
General Manager
150 SE 2nd Avenue, Suite 1010
Miami, FL 33131
Phone: 786-348-0568
Business Category: Import/Export

Business Members

Bales Sommers & Klein, PA

Mr. Thomas Carless, C.P.A., J.D.
Attorney at Law
2 S. Biscayne Blvd., Suite 1881
Miami, FL 33131
Phone: 305-372-1200
Business Category: Law Firm

Detour Food, LLC

Mr. Stephane Giraud
President
14 NE Avenue, Suite 1205
Miami, FL 33132
Phone: 305-379-3742
Business Category: Food Distribution

Fine Foods Int.

Mr. Fred Leoni
President & Owner
118 Neddle Pine Lane
Sapphire Valley, NC 28774
Phone: 828-743-3115
Business Category: International Food Broker

I Bischeri, LLC

Mr. Andrea Alimenti
Partner & Executive Chef
1120 Collins Avenue
Miami Beach, FL 33139
Phone: 786-333-1001
Business Category: Italian Restaurant
Membership Benefits

**Dining**

**Caffè Milano**
All members will receive a 20% discount on total bill (food & alcoholic drinks included).
Caffè Milano: 850 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Antonio Rizzi or the Manager
Call Caffè Milano: 305-532-0707

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

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

**Piola Hallandale**
All members will receive a 50% discount on all food.
1703 E. Hallandale Beach Blvd | Hallandale, FL 33009
Contact: Mr. Andrea Rainis
Call: 954-457-9394

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

**Via Quadronno**
All members will receive a 20% discount on food & soft drinks.
320 San Lorenzo Ave. | Coral Gables, FL 33146
Call: 305-476-1160

**Wine 69**
All members will receive a 20% discount on total bill.
6909 Biscayne Blvd | Miami, FL 33138
Contact: Mr. Ben Neji
Call: 305-759-0122

**Rios Churrascaria Miami**
All members will receive a 10% discount on the rodizio.
801 Brickell Bay Dr. #16 | Miami, FL 33131
Contact: Ms. Fabiana Soares
Call: 305-373-2777
660 Mediterranean Kitchen @ The Angler’s
All members will receive a 20% discount on lunch and dinner. Offer applies on total bill for food, beverage and alcohol.
Must present IACC Membership card.
660 Washington Avenue | Miami Beach, FL 33139
Call: 305-534-9600

Travel

The Setai - South Beach
Special Rates available (through Dec. 31, 2009): reservation and ref to IACC must be made in advance of arrival. Black out dates: Dec 1-6, Dec 24-30, 2009 & Jan 2, 2010
Contact: Ms. Jennifer Tseng
jtseg@ghmamericas.com or 305-520-6100
Call: 305-520-6100 Ext. 6102

The Bentley Hotels
Special rates starting at $199.00/daily offered at The Bentley.
Contact: Ms. Vanessa Virgilio
Call: 305-938-4606

The Angler’s Boutique Resort South Beach
Special Rates available for Studio Suites; Special rates starting from $149.00/daily
Call: 561-683-8810 Ext. 470 or 561-839-146

Hertz
Special year-round discounts on your daily, weekly, weekend, and monthly rentals for business or pleasure; traveling in the U.S. or worldwide.
Call 1-800-654-2210 or visit the Hertz website at www.hertz.com when making your reservation. Then present your Hertz Member Discount Card at the time of rental. It’s that easy!

Hilton
Special rates starting at $109 + tax/daily at the Best Western Palm Beach Lakes Inn. A deluxe continental Breakfast is included.
Contact: Ms. Rosalie Denkin
Call: 561-683-8810 Ext. 470 or 561-839-146

Shoping

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

Oro Florida
10% discount on the purchase of Lavazza espresso coffee machines.
Contact: Mr. Riccardo Riccio
Call: 954-316-4401 x 204

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

Maiya 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

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 Paglia Longa
Call: 786-201-1145 - Laura Reitano Taylor

Professionals & Others

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

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

Avila Rodriguez Hernandez Mena & Ferri LLP
First hour of initial legal consultation free of charge.
Contact: Mr. Marco Ferri
Call: 305-779-3579

Studio Legale Pelosi & 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: +39-02-72081809

Rothstein Rosenfeldt Adler
First legal consultation on immigration, taxation, asset protection, investments, real estate or criminal law.
Contact: Ms. Sara Coen-Giovanelli
Call: 954-522-3456

Cambridge Mercantile Group
No fees on foreign currency wire transfers or drafts.
Contact: Manuel Lopez
Call: 305-374-9182

Dynamic Printing
10% discount on all printings.
Contact: Giuseppe Calabrese
Call: 561-706-6462

Greater Miami Skin and Laser Center
One free cancer screening and a 10% discount on all our cosmetic procedures and products are offered to members and their family.
Contact: Dr. Martin N. Zaiac
Call: 305-532-4478
Trade Shows

Italy

September 16-19
Footwear
**Micam-Shoevent**
Fiera Milano, Milan
www.micamonline.com

September 29 - October 03
Ceramic Tile and Bathroom Furnishings
**Cersaie**
Bologna Fiere, Bologna
www.cersaie.com

September 30 - October 03
Stone Design and Technology
**Marmomacc**
Verona Fair Center, Verona
www.marmomacc.com

October 03-11
Nautical Industry
**49th International Boat Show**
Genoa Fair Center, Genoa
www.genoaboatshow.com

December 05-13
Automotive Industry
**Motor Show**
Bologna Fiere, Bologna
www.motorshow.it

USA

October 1-5
Jewelers International Showcase
**JIS 2009**
Miami Beach Convection Center, Miami Beach
www.jisshow.com

October 12-14
Boatbuilding Technologies
**Ibex 2009**
Miami Beach Convection Center, Miami Beach
www.ibexshow.com

October 29 - November 02
Nautical Industry
**Fort Lauderdale International Boat Show**
Broward Country Convention Center, Ft Lauderdale
www.showmanagement.com

November 09-10
Food and Beverage
**Americas Food & Beverage Show**
Miami Beach Convection Center, Miami Beach
www.americasfoodandbeverage.com

December 03-06
Contemporary Art
**Art Basel Miami Beach**
Miami Beach Convention Center, Miami Beach
www.artbaselmiamibeach.com
Calendar of Events

September
17
Italian Cooking Show III – The Grand Finale
Mia Cucina Showroom
Coral Gables

24
Valentino – The Last Emperor
Lincoln Theatre
Miami Beach

29
Spaghetti & Cinema
Acquamare Restaurant
Sunny Isles

October
15
L’Aperitivo
Miami

November
19
L’Aperitivo
Miami

December
10
IACC Holiday Dinner
Miami

Attention Members:
Publish your company’s most recent news and events by sending an e-mail to info@iacc-miami.com.

Gold & Silver API Group is a consortium that represents more than 100 gold and silver jewellery companies manufacturing collections exclusively “Made in Italy”.

The companies associated to Gold & Silver API Group are located in the Vicenza area.

Gold & Silver API Group offers the whole range of jewellery production for women, men and children: in fine gold, sterling silver and with diamond and precious stones.

Come and visit us:
♦ during the JIS Miami Beach Show (October 1–5, 2009). Booth n. 903/903A/905/1002A
♦ at our office in Miami

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