ITALIAN COOKING SHOW IV
2010 Recipe Book

PANAMA CANAL EXPANSION
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FIAT-CHRYSLER
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INTERVIEW
Mario Vega, Lucchese Boot Company
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INDEX

SPECIAL INSERT
Italian Cooking Show IV
2010 Recipe Book

6 BUSINESS
Panama Canal Expansion
Positive Effects on South Florida Trade

9 BUSINESS
Fiat-Chrysler
An Italian Touch to a 135-year American Classic

14 INTERVIEW
Lucchese Boot Company
Mario Vega, Director of Marketing

3 Editorial

17 R2B
A Flatter World

20 Ask RAL
E2/E1 Visa

22 ItCulture
Julius Caesar’s Prosciutto

24 Destinations
Epicurean Travel

32 Sustaining Members
Graspa Group, Massimo Zanetti Beverage Cafes USA, Orso Italian Specialty Food

26 Members Lounge

28 IACC Happenings

38 Trade Shows

39 Calendar of Events
Indisputably, Italians and Italy are noted all over the world for their food and wine culture. Our Chamber of Commerce, in its nearly 20-year existence has extensively promoted the production of Italian agri-food products and assisted Italian companies interested in penetrating the American market. We have accomplished these objectives by organizing trade missions, fairs, trade shows and events, such as the Italian Cooking Show, that for four years during the summer season, has attracted Italian food lovers from all over Florida.

This issue of .It Italian Trade is a tribute to the fourth edition of the Italian Cooking Show which has seen the participation of an audience passionate for traditional Italian Cuisine, and, most of all, the support of the many sponsors who have helped us transform the MiaCucina showroom into an authentic Italian food, wine, and beverage festival. Our gratitude goes out to these sponsors and the participating restaurants which have enlivened attendees with their delicious concoctions in a battle of Chefs, where the real winner is taste.

In the spirit of celebration, we have decided to publish the 2010 Recipe Book, a special insert, which can be detached and useful in preparing special dishes that will certainly delight you and your guests, not to mention guide you in selecting a restaurant for the next special occasion.

In the coming quarter, Chamber members will enjoy many activities and surprises. The event calendar is full of upcoming business networking events. Also, the previously announced expansion projects of the Chamber are indeed underway. This quarter will, in fact, spotlight three important phases of our path to become the true Chamber of Commerce of the Southeast: the first being a series of initiatives in Palm Beach County, the second, the inauguration of the Representative office in Milan which will serve as the primary point of information for Italian companies, and, finally, the opening of our Chamber chapter in Charleston, South Carolina on November 8th. In this issue you will find a preview of what is to come, while the next issue will be dedicated to the expansion of the Chamber.

The Board of Directors and the staff of the Chamber is committed and resolute in promoting the “Made in Italy” concept, thus strengthening the cultural and economic exchange between the United States and Italy, serving as a model for future chapters to come, and above all bringing together Italian-American entrepreneurs in all areas of expertise. We express our sincere gratitude for our members’ contributions and for all of those who continuously support the Chamber.

We bid you a pleasant reading and … Buon Appetito!

Marco Ferri
President
Sustaining Members

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In order to meet the growing demand and allow the Panamanian maritime route to continue to grow, Panama began its Panama Canal (Canal) expansion project in September 2007. The goal of this ambitious project is to expand the Canal to allow more ship traffic and to accommodate larger ships. After the project’s scheduled completion in 2014, Panama expects to double the Canal’s capacity.

The expansion includes a number of features. But, key to the overall project is the addition of a new third lane of traffic to the Canal’s existing two primary lanes. Also key to increasing the capacity, is the addition of a third set of larger locks which raise and lower ships as they pass through the Canal. The current locks can accommodate ships up to a maximum size of 965 feet in length and 106 feet in width. Ships of these sizes are commonly referred to as “Panamax” ships, and cargo ships with these dimensions can handle cargo volumes of up to 5,000 twenty-foot equivalent units (TEU). A TEU is the volume of a 20-foot-long intermodal (or shipping) container. The Panama Canal currently cannot accommodate larger than Panamax ships, but after the expansion it will be able to handle ships with a maximum size of 1,200 feet in length and 160 feet in width. These “post-Panamax” cargo ships are able to handle cargo volumes of greater than 5,000 and up to 12,000 TEUs. Panama’s strategy to accommodate larger ships makes sense in light of the growing trend towards building larger ships to take advantage of economies of scale. In fact, according to the Florida Trend Magazine article published in 2008, by 2011 more than half of the world’s container ship fleet will consist of post-Panamax ships.

The expansion of the Panama Canal has important implications for the cargo business in the U.S. and, specifically, in South Florida. With the Canal’s expansion, trade with East Asia is expected to continue shifting from Pacific to Atlantic ports. As the closest U.S. port to Panama, the Port of Miami is ideally positioned to take advantage of these changes. To do so, however, the Port must first be deepened to -50 feet, the required depth for fully-loaded post-Panamax vessels. The U.S. Congress has authorized the dredge project and the U.S. Army Corp of engineers will complete.
preliminary designs and engineering by next summer.

Miami-Dade County, along with the City of Miami, is working with the South Florida’s business community to secure $75 million in federal funding to move forward with the project. In July, Miami-Dade Mayor Carlos Alvarez appointed a “Deep Dredge Leadership Team,” comprised of civic and business leaders, to spearhead a communitywide effort to send a message to Washington that the Deep Dredge is essential for South Florida’s future economic growth and development. The project will also have an enormous economic impact for the entire state of Florida. The Deep Dredge will enable the Port to double its cargo business over the next decade with the potential of creating more than 30,000 jobs statewide.

In addition to the Deep Dredge, other Port-related infrastructure improvements include the Port of Miami Tunnel now under construction. The tunnel, expected to open in 2014, will improve port access by directly connecting the port with the expressway system. The Deep Dredge and Port Tunnel are two important infrastructure improvements which will enable South Florida to take advantage of the increased cargo capacity of the Panama Canal, and will secure Miami-Dade County’s competitiveness as a platform for trade for many years to come.

Aerial view of the Port of Miami.
SLIDING DOORS: SIPARIUM

WALL PANELING: ABI ABI

LAMP: QUADRO
At the end of April 2009, it happened: Chrysler filed for bankruptcy and fell under the leadership of Italy’s Fiat. In April, a year later, Fiat executives detailed planned initiatives on several business fronts that targeted to enhance the company’s competitiveness. A vital strategic move was the plan to increase the efficiency of all the Fiat plants, particularly those in Italy. The problem was that the Italian plants were highly underutilized, according to Fiat CEO Sergio Marchionne. Between now and 2014, Fiat hopes to change all that as it works to integrate production with Chrysler Group LLC. This assimilation is important in order to keep pace with Fiat-Chrysler’s projected increase in global sales. Fiat’s two largest automotive assembly plants are Cassino and Melfi, which had disappointing 2009 utilization rates of 24% and 65% respectively. By 2014, Fiat plans to boost utilization at Cassino from 24% to 93%; at Melfi, the target is to raise efficiency from 65% to 101%. The company will also work on improving productions at its Poland, Turkey, and Serbia plants.

Michelle Kerbs, Senior Analyst at Edmunds.com (www.edmunds.com), notes that Fiat-Chrysler has made a lot of progress despite uncertainty on whether the merger would survive in 2010. There are some very promising points to be made about the company:

- The average Chrysler vehicle currently takes around 66 days to be sold, while a year ago it averaged 109 days-to-return.
- The average Chrysler is currently sold for about $1,500 below sticker price, not including incentives. Last year the company averaged a $3,000 discount.
- Chrysler’s incentive program costs about $3,300 per vehicle while last year, that figure was $4,122.

We are soon to see the introduction of new vehicles from the new Italian management. The 2011 Chrysler Sebring and Dodge Avenger have seemingly great potential. Also in the works is the 2011 Jeep Cherokee. The new version of one of Chrysler’s top sellers has a lot riding on it, since this would be the first vehicle released since the Fiat takeover. The trick is to appeal to the suburban commuters who were fond of this SUV. Marchionne explains that the sales of this automobile is critical for Chrysler to repair its four-year slides in sales. Jeep brand President and CEO Mike Manley claim that there is no need for nervousness about the release of the remodeled Cherokee model due to Jeep’s longstanding and loyal customers.
After 1992, the European Community ushered in a new era of freer competition that created a more even playing field for imported cars. Fiat nearly went broke as its Italian market share fell, but in the long run the French and Italians hung on and have come back in Europe stronger than before. Fiat quit selling cars in the U.S. under the Fiat brand in the mid-1980s; it had a poor quality reputation summed up by the acronym, “Fix It Again, Tony.” (Fiat also owns the Maserati brand, which it reintroduced in the U.S. market in 2002, after a 12-year absence.) Alfa Romeo quit in 1995, after a shaky first attempt alliance with Chrysler. By the beginning of July, Chrysler Group, LLC reported that June sales had jumped 35% to 92,482 vehicles from 68,297 one year ago. Chrysler brand sales rose 30%, while Jeep brand sales rose 25%. Skeptics still don’t believe that Chrysler can come back, but then again, miracles happen all the time in the auto industry.

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1 Foreigners on Top of the Luxury Automobile Market.” .it Italian Trade. December 2007 Vol. 4 No. 4 pp. 11-12

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This quarter will mark the first phase of IACC’s expansion and we will have many inaugural events in store for you. As Marco Ferri stated in his Presidential appointment letter, the Italy-America Chamber of Commerce Southeast has dedicated nearly 20 years to offering its members the utmost opportunities and support in the Southeastern United States, and the set expansion promises this and more.

It is our pleasure to announce the inauguration of the IACC representative office in Milan on October 28th. The office, domiciled at Pelosi Law Firm offices – founder Giancarlo Pelosi, has been sitting in the IACC Board of Directors since April 2008 - is centrally situated at Piazza Diaz overlooking the spectacular Duomo di Milano. The inaugural event will take place at Terrazza Martini, in the very same premises. The event will count with the participation of IACC’s representatives, prominent guests from the political and economic communities in Milan, and distinguished Italian and American diplomats. The representative office in Milan will fulfill a vital referral role for our Italian partners, as it will serve as the first point of contact for the Italian companies interested in expanding southeast of the United States.

For more information contact the office at: +39 02 7200 5264 or send an e-mail to milano@iaccse.com.

Soon to follow is yet another important event which will take place in the United States: the inauguration of IACC’s Chapter in South Carolina. For the past few months, our Board of Directors has carefully reviewed the diverse opportunities of expansion and potential candidates, well established in the territory, and qualified to assist Italian-American entrepreneurs and collect information on the many opportunities available for Italian businesses. Thanks to the support of the Italian...
General Consulate in Miami, we have worked in collaboration with the Honorary Italian Consul of South Carolina, and Vice President of the Mediterranean Shipping Co. USA in Charleston, Sergio Fedelini who was unanimously appointed by the Board of Directors as the Area’s Vice President last July. The inauguration is scheduled for November 8th to be held at MSC’s headquarters in the presence of the IACC’s representatives, the Honorary Consul General Marco Rocca, the local authorities and business community.

For more information contact them at: 1 843 654 6030 or send an e-mail to charleston@iaccse.com.

So near but yet so far, Palm Beach County has been an unrealized dream for our Chamber. Despite the geographical proximity, in the past, we have sporadically organized promotional Made in Italy events. To meet the growing demand of the Italian-American community in Palm Beach County and current and potential members, we have instituted a Palm Beach Committee who is responsible, together with the IACC’s staff, of creating a calendar of events for the Italian-American community in Palm Beach County. For the last few months, the committee has regularly met to give life to this project that will be launched on September 23rd at the Cocktail Reception. For more information contact us at: 305 577 9868 or send an e-mail palmbeach@iaccse.com.
It was on April 30, 1880 when a young 16-year old Italian shoemaker arrived in New York on the BELGENLAND, a ship carrying 471 passengers which departed from Antwerp, Belgium bound to its final destination, the United States of America. His name was Samuel Lucchese, the mastermind behind the 127 year-old Lucchese brand of boots.

Samuel Lucchese in 1883 founded the Lucchese Boot Company, custom-making boots for ranchers, and later after word had spread about the unique comfort of the shoes, the U.S. Cavalry. His signature style the “twisted cone last” emulated the shape of the human foot in a way that no other shoe would or could ever replicate. Whether his trade was passed on to him by his ancestors or he simply developed this last himself, one can only admire Samuel for dressing Hollywood personalities such as John Wayne, James Dean, Johnny Cash, Governor Arnold Schwarzenegger and U.S. Presidents with a traditional hand-made craft he brought from his native Italy.

According to history, the American-style boot was taken up by boot makers in the cattle ranching areas of Texas, Oklahoma, and Kansas in the mid 1800’s. In the wake of the cattle drive era of 1866-1884 when the pay for cowboys rose, Lucchese set to meet the ranching areas of Texas, Oklahoma, and Kansas in the mid 1800’s. In the wake of the cattle drive era of 1866-1884 when the pay for cowboys rose, Lucchese set to meet the needs of the cowboy.

Sold on the “cowboy spirit”, Samuel Lucchese found a unique niche in boot making, characterizing the traditional American boot with a Italian touch, higher heels and better-quality leather. This combination is what sets a Lucchese pair of boots apart from other American boots.

Samuel was committed to three ideals: “Quality, Fit, and Comfort” which gained national recognition. Do you believe these alone make a Lucchese pair of boots so distinctive?

Yes, that and his fascination with the human foot, to the extent of developing a twisted

Era il 30 aprile del 1880, quando un calzolaio italiano di sedici anni arrivò a New York a bordo della BELGENLAND, una nave che trasportava 471 passeggeri partiti da Antwerp, in Belgio, alla volta degli Stati Uniti d’America. Si chiamava Samuel Lucchese, l’ideatore del marchio Lucchese che da 127 anni produce stivali.

Nel 1883 Samuel Lucchese fondò la Lucchese Boot Company, realizzando stivali su misura per gli allevatori e più tardi per la Cavalleria americana, dopo che si era diffusa la voce sul confort unico che queste calzature offrivano. Lo stile distintivo della forma a cono ritorto ricavava la fisionomia del piede in un modo che nessun’altra scarpa poteva replicare. Sia che abbia appreso questa tecnica dai suoi avi o che ne sia stato l’ideatore, non si può far altro che ammirare Samuel per aver vestito i piedi di personalità di Hollywood come John Wayne, James Dean, Johnny Cash, il governatore della California Arnold Schwarzenegger ed alcuni presidenti americani con la sua tradizione artigianale importata dall’Italia.

Storicamente, lo stivale “americano” ha avuto origine nelle zone di allevamento di bovini di Texas, Oklahoma e Kansas a metà dell’Ottocento. Tra il 1866 ed il 1884, nell’epoca in cui i cowboy spostavano mandrie numerose di bestiame ed erano ben retribuiti, Lucchese si posizionò sul mercato per soddisfare la domanda di stivali di qualità che per i cowboy rappresentavano un investimento.

Immersosi nel “cowboy spirit”, Lucchese trovò una speciale nicchia nel mercato della fabbricazione degli stivali, conferendo un tocco italiano al tradizionale stivale americano, abbandonando i tacchi e migliorando la qualità della pelle. Questa combinazione è ciò che differenzia un paio di stivali Lucchese dagli altri stivali americani.

Sappiamo che Samuel Lucchese prese ispirazione dalla figura del cowboy americano. Fu questo il motivo della sua scelta di risiedere a San Antonio, in Texas?

Non esattamente. Resoconti storici mostrano che in quel periodo San Antonio era una località considerata un paradiso per l’industria calzaturiera, perciò è più probabile che sia stato attratto dalle opportunità che quella città avrebbe potuto offrire alla sua famiglia. Li cominciò a fabbricare stivali su misura; in seguito, la notorietà di Samuel Lucchese raggiunse l’apice quando gli venne commissionata la fornitura di stivali per la Cavalleria Texana.

Un paio di stivali Lucchese è interamente italiano nella sua realizzazione artigianale?

Da quanto ci risultà, l’origine della “forma a cono ritorto” è interamente italiana. Per quanto riguarda il cuscio, esso proviene da ogni parte del mondo, mentre i disegni degli intarsi provengono da Stati Uniti, Messico, Spagna e ogni altro angolo del mondo creativo.

La Lucchese Boot Company era un’impresa familiare. Quando fu venduta al gruppo di investitori privati? La tradizionale maestria artigianale è rimasta inalterata da allora?

La famiglia Lucchese vendette l’azienda negli anni ’70 ad un gruppo di investitori privati e da allora ha mantenuto quella stessa formula vincente, assicurando...
cone last that emulated its shape, not to mention the top-grade leathers, carefully crafted and stitched by hand.

We know Samuel Lucchese was inspired by the American cowboy. Was this the reason behind his chosen residence in San Antonio, Texas?

Not exactly, historical accounts show that at the time, San Antonio was a place known as shoe-making heaven, so it is more than likely that he was attracted to the city because of the opportunities it offered his family. He began custom-making boots then Samuel Lucchese's stardom peaked when he was commissioned by the Texas Calvary to make them boots.

Is a Lucchese pair of boots entirely Italian in its craftsmanship?

According to our records, “the twisted cone last” is entirely Italian in its origin, as for the leather, it comes from all over the world, and the inlaid designs, they are American, Mexican, Spanish and from every corner of the creative world.

The Lucchese Boot Company was a family owned business. When did the family sell the business to a private investment group, and has the caliber of craftsmanship remained the same?

The Lucchese family sold the company in the 1970s to a private investment group and since the transition it has kept the same winning caliber of craftsmanship, ensuring that every leather seam is touched by our boot maker's hands to complete the task to “near-perfection”. Whether we use ostrich skins, stingray, shark, lizard or alligator, we work with the finest quality of leather. Every pair of Lucchese boots is hand inspected at least a dozen times.

We find Lucchese brand of boots in the finest boutiques all over the world. Would you say it is a luxury brand?

Yes, we are top of the line when it comes to hand-crafted boots. Many of our competitors have tried to lure our clients with prices, but it proved unsuccessful. We are confident our boots are that unique and of the best quality. I believe some of our loyal clients such as former Mayor Giuliani and the Bush family could attest to this theory.

As a Marketing Director for a highly visible brand, such as Lucchese, what would you say it represents for you?

We strive to put the best quality and comfort in our product. We have talented artisans and craftsmen that work hard every day so it is an honor to represent them.

Today in 2010, Lucchese boots sell for $300.00 or higher and can be found in Belgium, Brazil, Canada, France, Germany, Guatemala, Israel, Japan, Puerto Rico, Switzerland and yes Italy, where it was all born. Lucchese boots are designed by artisans and highly trained boot makers in a factory of 300 employees dedicated to a unique craft. There are eight collections of carefully hand-crafted men and ladies styles to choose from, one of them being the 1883 by Lucchese collection inspired by the vigor of the times.

Samuel Lucchese must have envisioned making the finest boots the world would ever know when he taught his craft to his son Cosimo and successively Sam Lucchese Jr.

In the words of Cosimo Lucchese, “If the student cannot exceed the teacher, then the teacher has failed. The teacher passes along all he knows, as quickly as possible. Then he is obliged to push the student to go on from there.”
A flatter world

THE EDUCATION PLATEAU

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

As recently as two weeks ago in mid July, an Italian couple on vacation in Miami visited my office as they were interested in graduate education in the field of architectural engineering for their 23-year old daughter. Their presence in South Florida this year was perhaps circumstantial: in addition to the attraction coming from beauty and fame of the tropics (its sun and beaches), the present state of the economy (and the real estate situation in particular) seemed to provide them with an opportunity for investing in a vacation home. As a result, why not to look into educational opportunities as well?

The fact that this Italian couple visited the University of Miami to explore the possibility of having their daughter complement her Italian education with a U.S. degree is certainly part of a wider and presumably larger trend that goes beyond their particular reasons and merits some reflection.

The U.S. has traditionally been the favorite hub of young adults interested in graduate school and advanced degrees. Historically, the great majority of these individuals has come from depressed parts of the world where the desire to seek a better life was constrained by the local economical and social conditions. For most of these graduate students, the graduate school experience represented a one-way trip to America where eventually they decide to settle to seek fame and fortune. By the way, their decision to live in the U.S. has represented one, if not the most significant, of the reasons for the dominance of the U.S. in the field of research and innovation.

The visit of this Italian couple is another indicator that the graduate education picture is changing. First, the dominance of U.S higher education institutions is challenged by many universities all over the world that are both heavily investing in the research infrastructure and are offering courses in English. It is not uncommon now to see a student from Ecuador apply for graduate school in Berlin as assistantships are available and teaching is offered in English. The direct result of this reality is that many more options are available to potential students as universities compete now with one another on a worldwide basis. Second, and most relevant to the Italian couple of this story, a graduate degree in the U.S. may be sought not necessarily to provide the escape to a new life, but simply to improve one’s qualifications and to experience an international dimension in order to be more successful at home. The implications are that the U.S. educational system may be poised to become more of a service provider to the international community rather than being the engine to its own economy.

What was my advice to this couple regarding their daughter who is completing her first year of “Laurea Specialistica”? She should consider one these three options:

1. Stay in Italy and complete the 6-9 months of experience abroad to see if she wants to pursue the foreign degree.
2. Consider transferring to another university in the U.S.
3. Consider spending a year or two abroad before completing the degree at home.

Circa due settimane fa, a metà luglio, una coppia di italiani in vacanza visitò il mio ufficio essendo interessati ad una laurea in ingegneria dell’architettura per la propria figlia ventitreenne. La loro presenza quest’anno nel Sud della Florida era circostanziale: oltre all’interesse per la bellezza e fama dei tropici (il sole e le sue spiagge), la situazione economica (ed in particolare del mercato immobiliare) ha suggerito loro di valutare un eventuale acquisto di una casa per le vacanze. Ed allora perché non guardare anche alle opportunità di studio?

Il fatto che questa coppia di italiani abbia visitato l’Università di Miami per verificare la possibilità per la loro figlia di completare gli studi svolti in Italia con una laurea negli Stati Uniti é certamente parte di una più ampia tendenza che va al di là delle loro particolari ragioni e merita alcune considerazioni.

Gli Stati Uniti sono tradizionalmente il polo di attrazione favorito di giovani adulti interessati all’Università e corsi di laurea specialistica. Storicamente, la grande maggioranza proviene da aree del mondo disagedate dove il desiderio di ricerca di una vita migliore è ostacolato dall’economia locale e dalle condizioni sociali. Per la maggior parte di questi laureati, l’esperienza scolastica ha rappresentato un modo per arrivare in America dove successivamente hanno deciso di stabilirsi per cercare fama e fortuna. A tal proposito, la loro decisione di vivere negli Stati Uniti ha rappresentato una, se non la più importante, ragione per cui gli Stati Uniti fanno da guida nel campo della ricerca e dell’innovazione.

La visita della coppia di italiani é un altro segnale che l’immagine dell’Università sta cambiando. Innanzitutto, la predominanza degli istituti di educazione superiore statunitensi sta subendo la concorrenza di numerose Università in tutto il mondo che hanno notevolmente investito nelle infrastrutture per la ricerca ed offrono corsi in inglese. Oggi questo non é più così raro vedere uno studente proveniente dall’Ecuador richiedere l’ammissione all’Università di Berlino come assistente di cattedra o di ricerca, ottenendo anche dei sussidi, e considerato che le lezioni sono tenute in inglese. Il risultato diretto di questa realtà é che ci sono molte più opzioni per un potenziale studente e che le Università sono in competizione tra loro in tutto il mondo. In secondo luogo, e poi rilevante per la coppia italiana in questione, una laurea negli Stati Uniti potrebbe non rappresentare un metodo di fuga per una nuova vita, ma semplicemente migliorare la propria preparazione e sperimentare una dimensione internazionale allo scopo di avere più successo nel proprio paese di origine. Di conseguenza il sistema scolastico degli Stati Uniti possa trasformarsi più un fornitore di servizi alla comunità internazionale piuttosto che essere il motore della propria economia.

Quale é stato il mio consiglio alla coppia per la figlia che sta completando il suo primo anno di Laurea Specialistica? La ragazza dovrebbe considerare una di queste tre opzioni in ordine crescente di complessità e di impegno da parte sua. Potrebbe iscriversi ad un’università americana per:

a. Sviluppare e completare la tesi necessaria per conseguire la Laurea Specialistica. Sebbene questo non porti ad una laurea negli U.S.A., i 6-9 mesi di esperienza all’estero rappresentano sicuramente un’apertura di mentalità per lo studente. Perché ciò avvenga é necessario che
in increasing order of complexity and commitment on her part. Come to a U.S. institution to:

a. develop and complete the thesis required by Laurea Specialistica. Even though this will not result in a U.S. degree, the 6 to 9-month experience abroad is certainly an eye-opener for the student. In order to happen, it requires a relationship between Italian advisor and U.S. mentor (and here the student has to do some homework). Due to the informality of the relationship, there are no academic requirements as for the other two options. The student must obtain a visa as a visiting scholar or equivalent in order to have a legal status in the U.S. Typically, there is no U.S. financial support provided other than covering the costs associated with the research work itself.

b. enroll in and complete a 30-credit Master of Science (MS) degree program (equivalent to about 60 European Credit Transfer and Accumulation System (ECTS) credits). This is a 2 to 3-semester commitment. In engineering, the MS is becoming more and more the entry-level professional degree so that the emphasis is primarily on course-work rather than research. For this reason, U.S. financial support may be unlikely. The typical academic requirements are: 1) a Grade Point Average (GPA) of 3.0 or better (that means an average of at least 24/30 according to the Italian system); 2) a knowledge of the English language as assessed according to TOEFL (http://www.ets.org/toefl/); and, a good score in the GRE (http://www.ets.org/gre/). A student must apply formally and be accepted. Upon acceptance, the school will issue an I-20 type visa.

c. enroll in and complete a doctoral (PhD) degree. The are some good news here as a result of the 1998 Bologna Declaration (http://ec.europa.eu/education/policies/educ/bologna/bologna.pdf) that has introduced the 3+2 educational model throughout the European Union, and is now fully adopted in Italy. U.S. institutions recognize “Laurea Specielsitica” as an MS-equivalent degree. This means that an Italian student can be admitted directly into a PhD program with requirements valid for MS-holder applicants. This is a 3-year commitment. Significant financial support is provided by the U.S. institution in the form of tuition remissions plus a yearly stipend in the $20K-25K range. The academic requirements are similar, but more stringent, to the ones of the MS.

There are many options in the U.S and all over the world for individuals who want to not only be better off but be more relevant to our society wherever they plan to live. There are no options when it comes to higher education: it is simply a must.
Quick Sofa, design Studio Cappellini, 2004
Progetto Oggetto Lamp, design Marcel Wanders, 1998

Cappellini Miami
10 N.E. 39th St. ph. 305.576.3636 www.frauatlantica.net
E-1 and E-2 Visas
UNDER THE 1949 TREATY OF FAIRNESS COMMERCE AND NAVIGATION BETWEEN ITALY AND THE USA
BY MARK R. WEINER, ROBERT ALLEN LAW, MWEINER@ROBERTALLEN.LAW.COM

Italian nationals have long misunderstood and avoided what could be one of the best visa opportunities to do business with the world’s largest and strongest economy: The USA. The misconception that one must invest an exorbitant sum of money or have a large company doing a high volume of trade with the USA has led Italians to shy away from the E-1 and E-2 visas. In addition, most Italians who are aware of the E-1 and E-2 visa have no idea that you can bring employees from Italy to work at an Italian company in the USA.

On July 26, 1946 the USA and Italy entered into Treaty of Commerce or Navigation allowing Italian nationals to invest and obtain an E-1 or E-2 visa to work and live in the USA. In order for an Italian to qualify under the treaty for a visa, the company or individual engaging in trade or investment must have Italian nationality.

This article will cover briefly the E-1, Treaty Trader and E-2, Treaty Investor visa so that the reader can make an informed decision if this is something that they would like to explore in the future.

The E-2 Treaty Investor
An Italian investor must make an irrevocable commitment of funds that represents an actual, active investment. A qualifying investment must be “active” that is, the business enterprise underlying the investment must represent a real operating enterprise productive of some service or commodity. "Passive" investments will not qualify. The funds must be traceable to the Italian investor and must be from legitimate funds.

The law states that the investment must be “substantial” and from this the confusion arises. No absolute test can be applied in determining whether or not an investment is substantial. The US government has an elaborate series of tests that it uses to evaluate whether or not the “substantiality” requirement has been met. These tests are quite complex.

Briefly, in order for an investment to be considered substantial, it must meet one of two tests:

a) It must be proportional to the total value of the particular enterprise in question (the test usually applied to an existing enterprise). For example, the investment must be at least 75 percent cash. One cannot make a five percent deposit and finance the investment using the actual business as collateral. For example, if a restaurant's value is $100,000.00, the investor must make a one time cash investment of $75,000.00.

b) It must be an amount normally considered necessary to establish a viable enterprise of the type contemplated (a test normally applied to new enterprises). Again, if a new franchise normally costs $80,000.00 to open, this would be considered a substantial investment.

There must be creation of jobs. The investment cannot be marginal in nature, that is, one that only supports the investor and his and her family; in most cases it should create job opportunities for U.S. workers.

Finally, the investor must play a central role in the company. The person for whom treaty investor status is sought must fill a key role with the company, normally the executive manager.

E-1 Treaty Trader
For a company to qualify for an E-1 investor it must be engaged in "trade." This is not limited to trade in only tangible goods, but for services as well. The trade must be

-20
substantial. Trade is measured by the volume of trades, the number of transactions and the continued course of the trade.

The trade must be principally between the U.S. and Italy. More than 50% of the trade must be between the U.S. office and Italy. Failure to maintain at least 50% of trade between the U.S. and Italy will negate the visa.

The Italian national applying for the E-1 visa must be serving in a managerial or essential skills capacity.

**E-1 and E-2 employees**

A company in the USA where an Italian national holds either an E-1 or E-2 visa can apply for an Italian national to work at the company. Likewise, a company in the USA where 50 percent or more of the stocks are owned by an Italian company can also apply for an Italian national to work for that company.

Generally, the positions that qualify for an E-1 or E-2 working visa are a managers, specially trained individuals or highly qualified individuals who are necessary for the development of the investment.

In summary, Italians looking to purchase or open a new company in the USA should be aware of the E visa requisites and not hesitate because they believe they do not have sufficient funds or that they are not trading in sufficient volume to qualify. The law mandates to the appropriate governmental agency adjudicating the visa application to be liberal in their approvals so as to live up to the intent of the treaty and to promote business between our two great nations.
In the ancient Roman Province of Hispania Terraconensis, better known today as Tarragona in Catalunia, Spain, academics found the oldest example of a fossilized prosciutto from about 2000 years ago. This would coincide with the period during which Tarraco (or Tarragona today) was one of the Iberian Peninsula’s most important Roman cities, setting out to prove the theory that Prosciutto has been a part of our diet since the time of the Roman Empire.

The name Prosciutto comes from the Latin “perexsucus”, which means very dry and is mentioned by the Roman writer Catone in the second century before Crist. Indeed
it is well documented that Giulio Cesare in his military campaigns throughout Europe
was fond of enjoying salted meats (including Prosciutto). Much later Christopher
Columbus specifically requested that Prosciutto be included as one of the foods for
his second voyage to the new world. It is also known that pigs were amongst the first
animals to be brought to the Americas on his voyages.

Today, the region of Emilia Romagna and the city of Parma are best known in Italy for
their production of Prosciutto including the Prosciutto di Parma and the highly prized
Prosciutto San Daniele.

There is some evidence that this area was already producing high quality salted meats
and exporting them to Greece during the Roman Empire, probably one of the first
eamples of gastronomic globalization. As my past articles have focused on, the
Roman Empire left a significant imprint in the Arts, Culture and languages.

Prosciutto seems to be one more of the many gifts left to us through the centuries.
It is no coincidence that the best known areas in ancient times for the production of
“perexsuccus” are the same areas that are recognized today for their production of
fine salted meats.

Other than Italy, Spain with the Jamon and Portugal with its Presunto produce some
of the most exquisite hams in the world. After trying Italy’s Prosciutto di Parma you
must savor Spain’s Jamon Iberico, the Pata Negra or the Jamon de Bellota, some of
the best hams which are produced in the region of Andulcia, Spain. It is the same
region from where Columbus’ three ships first sailed to the new world. Portugal
produces its own version of the jamon iberico under the name of DOP Barrancos.

So when you savor your next slice of Prosciutto, Jamon, or Presunto, reflect on the
great history and legacy that it represents, gastronomically and culturally.

Ave Caesar e Buon Appetito.

Il nome prosciutto deriva dal latino “perexsuccus”,
che significa molto secco ed è stato utilizzato per
la prima volta dallo scrittore romano Catone nel
secondo secolo avanti Cristo. È ben documentato
infatti che Giulio Cesare, nelle sue campagne militari
attraverso l’Europa, amava mangiare vari tipi di
salumi, tra cui anche il prosciutto. Molto tempo dopo
Cristoforo Colombo aveva espressamente richiesto
che il prosciutto venisse incluso nelle scorte alimentari
del suo secondo viaggio nel nuovo mondo ed i maiali
furono anche tra i primi animali ad essere portati nei
suoi viaggi in America.

Oggi la regione Emilia Romagna e la città di Parma
rappresentano la zona più conosciuta in Italia per la
produzione di prosciutto, tra cui il Prosciutto di Parma
ed il costoso Prosciutto San Daniele.

Ci sono alcune prove che questa regione produceva i
salumi di più alta qualità e che li esportava nelle città
greche già al tempo dell’impero romano, costituendo
uno dei primi esempi della globalizzazione culinaria.
In altri articoli avete letto di quante importanti
tradizioni dell’Impero Romano si possano ritrovare in
altre lingue, nell’arte e nella cultura.

Il prosciutto sembra essere un altro dei regali
tramandati nei secoli. Infatti non è un caso che le
regioni più conosciute nell’antichità per la produzione
del prosciutto siano le stesse che ancora oggi
producono salumi.

Altre nazioni oltre l’Italia, come la Spagna con il suo
Jamon ed il Portogallo con il Presunto, producono
alcuni dei prosciutti migliori al mondo. Dopo aver
provato il Prosciutto di Parma è d’obbligo provare
prosciutti spagnoli come il Pata Negra o il Prosciutto
di Bellota, che vengono principalmente prodotti nella
regione andalusa, la stessa regione da cui sono partite
le tre caravelle di Colombo per il loro primo viaggio
alla scoperta del nuovo mondo. Il Portogallo produce
una propria versione dell’jamon iberico chiamato
DOP Barrancos.

La prossima volta che assaggerete una fetta di
Prosciutto, di Jamon o di Presunto non dimenticate la
grande storia che esso rappresenta, sia dal punto di
vista culturale che gastronomico.

Ave Caesar e Buon Appetito.
Epicurean travel promises an authentic-style journey through Italian regions enriched in local traditions rooted in the gastronomic culture. By now, food and wine are two of the many important components of daily Italian life, whether Italians produce them, prepare them or consume them. The lasting significance of Italian gastronomy is even evident in legislation, which instituted “The Wine Roads”.

We have selected some of the most famous wine roads in Italy for you.

**The road of Noble Wine of Montepulciano** is on a trail where history and countryside come together in perfect harmony with nature to offer tourists excursions and tours exploring the gastronomy of Montepulciano with all the senses. The Vino Nobile di Montepulciano is the first Italian wine to be labeled Docg (denomination of controlled and guaranteed origin). This region is rich with excellent extra-virgin olive oil from the hills of Siena and the ever-popular Pecorino cheese. Let us not forget the Italian beef, such as the renowned Florentine steak unmatched in Italy, the Cinta Senese, Pici, the hand-made pasta, and saffron.

**www.stradavinonobile.it**

Equally important, there is the **Maremma Hills Wine route**, one of the longest roads in Italy, sitting in the heart of Maremma. Morellino di Scansano and Bianco di Pitigliano are two of the most notable wines in this southern end of Tuscany. But the extra-virgin olive oil in this region symbolizes an ancient culture which until today merits the same respect for its age-old method of preparation. This area is richly dotted with small wine stores, handicraft shops, wine bars and agricultural tourism. **www.stradavinimarremma.it**

Travel through the vineyards of the Dukes, where Venice’s nobility spent their quiet moments amidst the majestic Venetian villas and their breathtaking parks, or trail through the Raboso landscape where the scene includes the **Piave wine route**. This is one of the largest Doc areas of Italy, where the land has been cultivated for three thousand years. Surround yourself by stunning and evocative walks in the woods, in search of the Raboso, the native Docg, which stands out amongst the many Cabernets, Refoscos and Reislings. **www.stradavinidelpiave.com**

The **Road of Prosecco and of the Wines of the Conegliano-Valdobbiadene Hills** recaptures the first Italian wine route. The actual 120km stretches along the Conegliano and Valdobbiadene hills throughout uninterrupted vineyards, villages and countryside where one breathes the flavor of the secular art of these lands and finds relics of the medieval times such as retreats and small churches. You can appreciate the local culinary traditions and the unique variety of Prosecco Docg wines, the finest sparkling wine Cartizze and the Torchiato di Fregona. As for local products, the Radicchio di Treviso is a must have. **www.coneglianovaldobbiadene.it**

The suggested trail of **The Wine and dine route through the hills of Forli and Cesena** is 300km long, which cuts through six large valleys of Central Romagna, between Forli and Cesena. The town festivals on this trail invites visitors to plunge themselves into the local gastronomy. From the great Sangiovese and Trebbiano wines to the almond-scented wine of Pagadebit, a name deriving from the fact that local farmers growing it were always able to pay off their debts since its vine withstood any weather condition. This is even the area of white Truffles, Porcini mushrooms and fresh cheese. **www.stradavinisaporific.it**

**The wine and dine tour of Mantova** is another well-known trail which winds its way from the rising land of Oltrepo to the descending Viadanese wine region. This area is worth exploring by those tourists who have a demanding palate. You can either go on a bicycle tour, take a romantic stroll, or engage in a guided excursion along the verdant parks. Whether it is the Stracotto d’asino, the tasty Luccio in salsa or the Agnoli in brodo, you will enjoy exploring the pleasures of Mantuan cuisine with either Lambrusco or sparkling Mantuan wine. **www.mantovastradaviniesapor.it**

The **Castelli Romani wine route** is an itinerary which counts with a three thousand year old wine tradition, archeology, and Roman Empire imprint. These ancient vineyards offer a wide assortment of white wines such as the Bonvino, Bellone, Trebbiano Giallo and the Malvasia Nostrale. The Castelli cuisine distinguishes itself for the famous porchetta d’Aricia, the abbacchio al forno with potatoes, il panepepato, and the local, wooden-baked Genzano bread. **www.stradadevinideicastelliromani.com**
Miami’s Italian Film Festival

ANNOUNCES ITS EIGHTH ANNUAL PRESENTATION OF 10 NEW FILMS IN COMPETITION AS WELL AS A WEALTH OF RELATED EVENTS.

The eighth annual Italian Film Festival in Miami is ready to raise its curtains with the screening of ten new films at Regal Cinema in South Beach, beginning the 7th of October and concluding on the 12th.

In reality, the events related to the Festival begin a little over 15 days before the actual Opening Night, with a tribute to classic Italian cinema at Tower Theatre, a short film selection and two days dedicated to documentaries at Società Dante Alighieri, a memorable dinner with the Italy-America Chamber of Commerce, an evening cocktail at the private residence of the Consul General of Italy, and much more.

However, the heart of the Festival is the presentation of new films competing for the “ultimate judge’s” award (known as the audience’s award) for Best Film. This year, a vast selection of films will be screened including Italians starring Carlo Verdone, Sergio Castelitto and Riccardo Scamarcio (2009), Genitori e Figli directed by Giovanni Veronesi (2010), Generazione 1000 Euro by Massimo Vernier (2010), Io, Loro e Lara starring Carlo Verdone in the role of a missionary priest (2010), L’Uomo Nero, director Sergio Rubini’s latest film (2009), and many more.

Similar to past years, the Festival will open with a screening followed by the much-anticipated Opening Party at SET, one of Miami Beach’s top venues. For the entire duration of the Festival, after parties will take place every evening throughout the city at the best nightclubs including Louis, Mansion and Mokai. The Festival will conclude with a signature Closing Dinner and Award Ceremony at Smith & Wollensky in Miami Beach’s South Pointe Park. The Festival and its related events attract over 6,000 people from the U.S. and abroad as they leverage their communication and logistical efforts by organizing the Italian Film Festival in Atlanta, Georgia in collaboration with Georgia State University for the fourth consecutive year, and for the second consecutive year in Pelham, New York with a host of screenings. The Italian Film Festival was also brought to Acapulco, Mexico for four years.

Italian Film Festival, Inc. is a non for profit, state tax and income tax exempt cultural organization recognized by the IRS with a 501(c)(3) charitable contribution code dedicated to the international promotion of Italian Culture through its cinema. The organization received numerous “Keys to the City” in Miami Beach and Coral Gables as well as Proclamations and other awards including the 2006 Film Festival Award by the Film, Recording and Entertainment Council of Florida, the 2008 Best Film Festival Award by the Miami New Times, the Bronze Seal by the Ministry of Culture of Italy and many more.

To receive more information about the Italian Film Festival please visit www.cinemaitaly.com or contact claudio@cinemaitaly.com. You can also subscribe to the Italian Film Festival’s monthly newsletter which provides information on free screenings and activities that promote Italian Culture.

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Leading Italian manufacturer of porcelain tiles, specialized in the distribution of superior floor covering solutions for commercial/residential projects, proudly announces the completion of the newly modernized showroom in Doral. IMOLAtile introduces the newly renovated 21,000 sq ft show room with a wide selection of the most inventive and inspiring lines in the industry, all produced from a fusion of traditional methods and eco-friendly avant-garde technologies. The new high-tech ambiance settings present the uniqueness of sought-after designs, guaranteed to spark your creativity and bring to life your dream project. A knowledgeable staff awaits to offer you expert guidance and personalized assistance. For more information, contact (305) 513-0034, or visit www.imolatileusa.com.

24SUNNYWINE & JUST QUALITY IMPORTER present IMAGINARIUM October 14th, 2010 - The Coral Gables Museum, Miami, Florida
On October 14th, 24SUNNYWINE & Just Quality Importer will hold an exclusive tasting gala of Italian wines to be presented at the 2010 Miami International Wine Fair. This journey in taste, culture and pleasure, will be hosted by Italian wine professionals in an elegant and exclusive setting. The Main Sponsor of the night is Diadema Wine & Champagne, named by Wine Spectator as one of the 2009 Top 100 most exciting wines around the world. Other Sponsors including: Brugnano, Bucovaz, Paltrinieri, Progettidivini, Sansovino. Special Partner: Università del Gusto taste matching. In collaboration with our partners: Italy-America Chamber of Commerce Southeast, Acqua Panna and San Pellegrino, and PDF Foods. Admission by invitation only. For further information, please contact Imaginarium@justqualityimporter.com or call 786-525-0015.

660 @ The Angler’s Resort
The Angler’s signature restaurant 660 at The Angler’s took home an award from the Miami New Times Best of Readers Poll 2010 for Best Bloody Marys! The Angler’s is home to the ever-so-popular weekend brunch that features unlimited Bloody Marys and Mimosas where you create your own cocktail from 11am to 5pm. Crowds have been enjoying the weekly event all summer and particularly on Sundays where it feels like one big house party. If you are in the mood for classic outdoor cooking, try the Front Porch Supper Series Summer BBQ menu, every Thursday from 6pm to 11pm. All menus are online at www.theanglersresort.com. Call for reservations at 305-534-9600.

BISAZZA
Now Open: Bisazza Miami Flagship Store in the Design District
Bisazza, one of the top luxury brands in the design sector, and the industry’s leading manufacturer of glass mosaic for interior and outdoor decoration, has now a location in the Miami Design District. With the opening of its fourth Flagship Store in Miami, the company asserts its intention to strengthen its presence in the North American market. This new store is located in the heart of the Design District and showcases all the new mosaic collections as well as the Bisazza Home Collection. The store is open Monday through Friday, 9:00 a.m. to 6:00 p.m. and Saturday by appointment. Bisazza Flagship Store - 3740 NE 2nd Avenue - Miami, FL 33137 - Tel. 305-438-4388 - Fax 786-228-0692 - www.bisazza.com or Bisazza.miami@bisazzausa.com.

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Join Club Epoque by Epoqoe Hotels
Epoque Hotels has created Club Epoque, a rewards program for those booking through our website. For every reservation made, our guests will get 6% back towards future reservations! Now, we have more of our signature boutique properties for guests to choose from. We have added many primary and secondary locations, such as New Orleans, San Francisco and key destinations in most of Latin America, Asia and Europe, significantly increasing the number of our hotels. Please visit our website at www.epoquehotels.com.
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• New Business Start-Ups
• 401 K’s/IRA’s

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Public Notary - Si Parla Italiano • Se habla Español
June 17, 2010
ITALIAN COOKING SHOW IV: SICILIA VS LOMBARDIA
MIA CUCINA – CORAL GABLES
1. Chef Nicola Carro (Quattro Restaurant)
2. Chef Davide Piana (Caffé Milano)
3. Chef Davide Piana interacting with the audience

July 15, 2010
ITALIAN COOKING SHOW IV: TOSCANA VS LIGURIA
MIA CUCINA – CORAL GABLES
4. Chef Massimo Giannattasio (Ago Restaurant)
5. Chef Giancarla Bodoni (Escopazzo Restaurant)
6. Guests enjoying the chefs’ demonstration
7. (in the center) Special guest Aria Kagan signing posters for fans
July 21, 2010
EUROPEAN NETWORKING EVENT
CALAMARI – COCONUT GROVE
8. Guests enjoying the event
9. Guests enjoying the event
10. (from left) European Chambers’ Representatives Irina Janzen, Selma Fates, Francesca Tanti, and Miriam Metzger
Photo Credit: Robert Klemm Photography

August 19, 2010
ITALIAN COOKING SHOW IV: PIEMONTE VS. CAMPANIA
MIA CUCINA – CORAL GABLES
11. Chef Giorgio Rapicavoli (660 at the Angler’s)
12. (from left) Special Guest Linda Gassenheimer with Chef Fabio Vaccarella (Puntino Key Biscayne)
13. Guests enjoying the chefs’ demonstration
14. (from left) Joseph Raia (Gunster), Hon. Marco Rocca (Consul General of Italy in Miami), and Cristoforo Pignata (owner Puntino Restaurant)
15. (from left) ICS Gold Sponsors Paolo Doino, Marco Mazzoni, and Antonio Santos with Alma Food and Citterio
16. ICS Sponsor Vito Volpe with Mozzarita
August 19, 2010
ITALIAN COOKING SHOW IV: PIEMONTE VS. CAMPANIA
MIA CUCINA – CORAL GABLES
17. ICS Sponsor 24 Sunny Wine and Just Quality Importer
18. (from left) ICS Sponsors John Lorenzo, Gladys Loa, and Stephen Jourian with Comobar
19. ICS Sponsor Tomson Hospitality Boutique
20. ICS Sponsor Joe Selvaggio with PDF Foods
21. ICS Sponsor Paolo Orsolini with Orso Specialty Food

August 26, 2010
EUROPEAN NETWORKING EVENT
THE PALMS HOTEL – MIAMI BEACH
22. Guests enjoying the event
23. Guests enjoying the event
24. (from left) Marcela Paz-Cohen and Sharon Johnston at IACC registration desk
Graspa Group, Graziano Sbroggio's restaurant management company, was established to streamline the operations of five very successful dining venues: TiramesU, Spris, The Van Dyke Café and Segafredo on Lincoln Road, as well as Maitardi in the Design District. Graspa Group also manages Spuntino Bakery & Catering and events at Ice Palace Studios, all while creating a brand synonymous with innovation and professionalism. It was soon essential to adhere to corporate-like procedures to ensure proper and efficient management while growing yet keeping the family-like environment for employees and patrons. Today, with HR, Accounting, Inventory Control, Social Media and Marketing departments in place, Graspa Group is well equipped to handle the responsibility. The group of experienced and driven professionals working toward a common goal, is the cornerstone of Graspa Group's success.

But it all began when Graziano Sbroggio landed on Miami Beach's sunny shores in 1990. He took a job working for family friends, the Fregonese family, managing TiramesU restaurant. By October 1998, Graziano had become partner at TiramesU and opened Spris “La Pizzeria del TiramesU”, just two doors down. The new venue offered a more casual take on TiramesU's white tablecloth format.

Also on Lincoln Road and celebrating 10 years of success this August with a block party, Segafredo has shown to be another winner on Graziano's portfolio. Under the direction of Luca Voltarel, the casually chic outdoor café became Lincoln Road's best people-watching spot attracting tourists, locals and extraordinary personalities for its ambiance and service.

Spuntino Bakery was born from the increased demand from Graspa Group's restaurants for homemade breads, pastas and pizza dough. TiramesU's Executive Chef Carlo Donadi took over management and soon expanded Spuntino services to include catering by 2004 servicing weddings, social and charitable events and corporate functions.

In January 2007, Graziano undertook his biggest endeavor thus far when he partnered with Luca Voltarel and Mark Soyka in the historic Van Dyke Café, an American indoor/outdoor bistro on Lincoln Road. After giving it a facelift, Van Dyke Upstairs is now known locally, nationally and internationally for its fantastic nightly live music from jazz to Latin, soul, R&B and funk.

Maitardi, opened in October 2009 with Voltarel and Corporate Chef Alberto Marcato in the heart of the Design District, continues to receive raving reviews by critics and customers alike. The beautiful shaded outdoor terrace offers the best al fresco dining in the area with an outside bar and a wood-burning oven based menu. The addition of Noche Latina, every third Thursday of the month, has also brought in a new live music scene alluring patrons that love to dance under the stars.

And so Graspa Group was born, striving to make patrons think of their venues as a home away from home. Simple food, great service and unique ambiance have become key ingredients to the winning formula. Graspa's slogan says it all: “We are food people. It's what we do. It's what we love.”

Graspa Group is located at 1112 N. Miami Avenue, Second Floor. 305-532-1233. www.graspagroup.com
MASSIMO ZANETTI BEVERAGE Cafes U.S.A., Inc., is the franchising arm of MASSIMO ZANETTI BEVERAGE U.S.A., Inc. Both belong to the MASSIMO ZANETTI BEVERAGE Group which offers a wide range of premium coffees/espressos and related products (e.g. teas, chocolate, etc.), with an annual output of over 250,000,000 pounds of coffee processing over 3 million bags of green coffee.

The Group is the largest private roaster in the world (the 5th, including public/multinational companies) counting, among its assets, the world’s largest single unit plantation along with 13 roasting facilities. But it is best known for its espresso… Segafredo Zanetti Espresso which is proudly served at over 80,000 Foodservice accounts and in its 600-unit worldwide franchising network.

Unique market position: “the only café with Italian credibility” Segafredo Zanetti Espresso’s Cafés are unique in that they are purely Italian and internationally adopted as such, serving Italian-style espresso drinks and snacks in very eclectic foodservice environments and set-ups. The detail of service and attention to the quality of product follow the Italian model, which is based on a multi-sensorial experience and not on the coffee alone.

Café Structure: Italian life-style means internationally fashionable and sought

SEGAFREDO ZANETTI ESPRESSO Cafés are the result of a multi-sensorial project researched down to the last detail. Designed by a renowned architectural firm, this modular concept enables personalized installation according to the space and is characteristics.

M2B Cafes USA is expanding the franchising network!

Solid support and training - excellence in execution and service Operations must be dedicated to the quality of their product, services and the SEGAFREDO ZANETTI ESPRESSO brand. We are convinced this can be realized through a commitment to achieving results through careful selection and training of our partners. Training is the foundation for an exciting experience that will lead us both to success. And to make sure of it, we will assist the operator through all stages of professional growth, starting with site approval, construction assistance, training sessions and ending with ongoing support. Although, on the operator side, a solid Foodservice experience is highly desirable as well as problem solving attitude.

Contact: info@segafredocafe.com or Jferreira@mzb-usa.com
Tel. (786) 459-7445

Featured Sustaining Member:
Massimo Zanetti Beverage Cafes U.S.A.
Orso Italian Specialty Foods is a dynamic small corporation owned and managed by Paolo Orsolini.

The Company was founded 10 years ago and today, it is recognized by its loyal clientele as one of the most specialized company in the Italian gourmet Imports.

The majority of the Customers are to be named after some of the most famous Italian and International Hotel’s Restaurants in the Miami Area, Fort Lauderdale, Palm Beach and Naples not forgetting the ones in the Caribbean Islands.

The product line is imported exclusively for the most products and counts about 700 items in stock; some of the brands we have been working consistently since the beginning are: Francia Latticini for the Mozzarella di bufala Campana DOP and the Fresh Ricotta, Delitia for the traditional Cheeses like Taleggio, Gorgonzola, Mascarpone etc, Guffanti for the Specialty Regional Cheeses, Pastificio Cavaliere Giuseppe Cocco for the gourmet brass died pasta, Prosciuttificio San Nicola for our 18 months aged Parma prosciutto, Academia Barilla for our gourmet products and oils and 5 Stagioni for our award winning “00” pizza and fresh pasta flour.

Our philosophy is: “Authentic Ingredients make the Best Culinary Experience”, we strongly believe in this principle and despite many obstacles like the economy downshift in demand and quality for gastronomic products and FDA restrictions on import procedures we keep selecting and importing the best foods Italy has to offer.

Orso today is preparing to launch its next project to retail customers: ITALIANGOURMETONLINE.COM a new way to shop at the palm of your hand, an online gourmet store, able to deliver at your door in real time our food specialties.

We are planning to open this falls for the palates of the community!

Orso Italian Specialty Foods
italiangourmetonline.com

New Members

Sustaining Members

Fendi Casa

Mr. Andrea Minnucci
Managing Member
90 NE 39th Street
Miami, FL 33137
Phone: 305-438-1660
Business Category: Furniture
Website: www.fendi.com

Korus USA

Mr. Gianfranco Ippoliti
CEO
1959 Tigertail Blvd.
Dania Beach, FL 33004
Phone: 305-878-6850
Business Category: Engineering and Construction
Website: www.korususa.com

Business Members

A&P Global Accounting Services, LLC

Ms. Alejandra Malo
Manager
P.O. Box 228284
Miami, FL 33222
Phone: 305-878-6850
Business Category: Accounting

Citibank

Ms. Ana Rodriguez-Cepero
Branch Manager Vice President
120 S. Biscayne Blvd.
Miami, FL 33131
Phone: 305-530-3267
Business Category: Bank, Financial Institution
Website: www.citibank.com

Delverde (Molinos USA Corp.)

Ms. Dolores Marianeschi
Marketing Manager
1110 Brickell Ave, Suite 510
Miami, FL 33131
Phone: 305-358-1123
Business Category: Food Product & Import
Website: www.delverde.com

Epstein Becker & Green, P.C.

Mr. Hector A. Chichoni
Member
200 S Biscayne Blvd., Suite 4300
Miami, FL 33131
Phone: 305-579-3270
Business Category: Law Firm
Website: www.ebglaw.com

Lipscomb, Brady & Eisenberg, PL

Mr. William T. Brady
Partner
2 S. Biscayne Blvd., Suite 3800
Miami, FL 33131
Phone: 786-431-2228
Business Category: Law Firm
Website: www.lbefirm.com

Seahorse Insurance, LLC

Mr. Leonardo Salani
Director
13365 SW 41st Street
Miami, FL 33131
Phone: 305-606-2421
Business Category: Finance, Insurance
Website: www.seahorseinsurance.com

University of Miami School of Architecture

Ms. Carmen L. Guerrero
Rome Program Director
1223 Dickinson Drive
Coral Gables, FL 33146
Phone: 305-284-6134
Business Category: School-Academic Institution

Upgrade to Sustaining Members

Epoque Hotels

Ms. Francesca Maranzana
Partner and Director of Operations
350 NE 24th Street, Suite 104
Miami, FL 33137
Phone: 305-538-9697
Business Category: Hotel Representation
Website: www.epoquehotels.com
Membership Benefits

Dining

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

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

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

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

Piola Naples
All members will receive a 20% discount on food & soft drinks. ID must be presented with a current Membership card.
9118 Strada Place, Suite B170 | Naples, FL 34108
Contact: Mr. Francesco Bissaro
Call: 239-592-5056

Rios Churrascaria Miami
All members will receive a 10% discount.
801 Brickell Bay Dr. #16 | Miami, FL 33131
Contact: Ms. Juliana Azevedo
Call: 305-373-2777

TRE Italian Bistro
All members will receive a 15% discount on food & drinks. ID must be presented with a current membership card.
270 East Flagler Street | Miami, FL 33131
Contact: Mr. Nicolas Oliveira
Call: 305 373-3303

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

Travel

Best Western Palm Beach Lakes Inn
Special rates starting at $99 + tax/daily at the Best Western Palm Beach Lakes Inn. A deluxe continental Breakfast is included. Contact: Ms. Rosalie Denkin - rdenkin@dricmc.com
Sales Department: 561-839-1468
(E-mail Monday-Monday)

Courtyard Marriott Miami Downtown
Special rates starting at $99.00+ tax/daily. Subject to hotel availability. Black out dates: Jan 29-31, 2010, Feb 4-7 & 11-15, 2010
Call: 305-374-3000
Phone Central Reservations: 1-800-321-2211

Holiday Inn University of Miami
Special rates starting at $89.00/daily. Subject to hotel availability.
Contact: Ms. Adriana Parra-Simon
Call: 305-667-5611 ext. 7808

Hotel Modigliani (ROME-ITALY)
Special rates starting at Euro 80 (low season) or Euro 140 (high season). Tax, service and breakfast INCLUDED.
Via della Purificazione n. 42, 00187 Roma
Tel: 0039 06 42815226
Fax: 0039 06 42814791
info@hotelmodigliani.com
www.hotelmodigliani.com

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

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

The Angler’s Boutique Resort South Beach
Special Rates available for Studio Suites with 1 King-sized bed:
July 1– Sep 30, 2010: $135.00+ | Oct 1– Dec 31, 2010: $175.00+
Black out dates: Super Bowl | Boat Show | South Beach Wine & Food Festival | Winter Music Conference | Memorial Weekend | Labor Day | Thanksgiving Day | Art Basel | New Year’s Eve. Contact: Ms. Estelle Gae – estelle@theanglersresort.com
Call: 786-594-5888

The Bentley Hotels
Special rates starting at $179.00/daily offered at The Bentley
20% discount off bar on room nights
Contact: Mr. Leo Santos/ Reservation Manager
Call: 305-938-4606

The Setai - South Beach
All members will receive 15% off the best available rate.

Hertz
Special year-round discounts on your daily, weekly, weekend, and monthly rentals for business or pleasure; traveling in the U.S. or worldwide. Your Hertz CDP#1646043 is the key.
Call 1-800-654-2210 or visit the Hertz website at www.hertz.com when making your reservation. Then present your Hertz Member Discount Card at the time of rental.
It’s that easy!
Since January 2010, the Italy-America Chamber of Commerce Southeast and other local bi-national Chambers of Commerce have been sharing their membership discounts and benefits. The present list includes benefits directly associated with the Italy-America Chamber of Commerce and does not account for the benefits offered by the other chambers. For the complete list of benefits, please visit our web site: www.iacc-miami.com.

Remember to always carry your membership card with you to enjoy the many benefits included with the new Joint Membership Benefits Package.

The Joint Membership Benefits Package is provided in collaboration with: Spain-US Chamber of Commerce, French American Chamber of Commerce of Florida, German American Business Chamber, and British American Business Council Miami.
Trade Shows

**Italy**

**September 19-22**  
Footwear  
**Micam Shoevent**  
Fiera Milano, Milan  
www.micamonline.com

**September 28 - October 2**  
Ceramic Tile and Bathroom Furnishings  
**Cersaie**  
Bologna Fiere, Bologna  
www.cersaie.com

**September 29 - October 2**  
Stone Design and Technology  
**Marmomacc**  
Fiere di Verona, Verona  
www.marmomacc.com

**October 2-10**  
Nautical Industry  
**50th International Boat Show**  
Genoa Fair Center, Genoa  
www.genoaboatshow.com

**December 4-12**  
Automotive Industry  
**Motor Show**  
Bologna Fiere, Bologna  
www.motorshow.it

**USA**

**October 8-11**  
Jewelers International Showcase  
**JIS**  
Miami Beach Convention Center, Miami Beach, FL  
www.jisshow.com

**October 14-17**  
Wine  
**9th Annual Miami International Wine Fair**  
Miami Beach Convention Center, Miami Beach, FL  
www.miamiwinefair.com

**October 26-27**  
Food and Beverage  
**14th Americas Food & Beverage Show**  
Miami Beach Convention Center, Miami Beach, FL  
www.americasfoodandbeverage.com

**October 28 - November 1**  
Nautical Industry  
**Fort Lauderdale International Boat Show**  
Broward Country Convention Center, Ft Lauderdale, FL  
www.showmanagement.com

**December 2-5**  
Contemporary Art  
**Art Basel Miami Beach**  
Miami Beach Convention Center, Miami Beach, FL  
www.artbaselmiamibeach.com
Calendar of Events

September
16
Italian Cooking Show IV | Grand Finale
Mia Cucina | Coral Gables, FL

23
Palm Beach Cocktail Reception
HSBC Bank USA | Palm Beach Gardens, FL

29
Seminar: Florida and the Renewable Energy Opportunities in the State
Brickell Bay Office Tower, Suite 2110 | Miami, FL

30
Spaghetti & Cinema
Caffé Milano | Miami Beach, FL

October
21
October
Van Dyke Cafe | Miami Beach, FL

23-27
XIX Convention of Italian Chambers of Commerce Abroad
Parma | Italy

27
Seminar: Florida’s main sectors
Brickell Bay Office Tower, Suite 2110 | Miami, FL

November
8
Inauguration IACC Southeast South Carolina Chapter
MSC Offices | Charleston, SC

18
L’Aperitivo
Caffé Milano | Miami Beach, FL

30
Seminar: Request for Proposal (RFP) and Request for Quotation (RFQ)
Venue TBA

December
9
IACC Holiday Dinner
Venue TBA
Another triumphant Italian Cooking Show series has whisked its fans away on a magical journey through Italy. Buckle up for the next one, taking off May 2011.
Visit www.itcookingshow.com
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