FROM ART DECO TO BOUTIQUE
Miami’s Explosion in Numbers

MAN-CAUSED DISASTERS
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INTERVIEW
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6 FOCUS
From Art Deco to Boutique
Miami’s Explosion in Numbers

16 FOCUS
From the Southeast of Florida to the Southeast of Italy
Salento, an Emerging Italian Treasure

19 BUSINESS
Succeeding in U.S. Projects
Experienced Guidance for International Companies

30 INTERVIEW
Piero Mazzocchetti
The Great New Voice from Italy

3 Editorial

10 Italy Shines for Packaged Travel in 2009
2010 Shapes Up as Better Travel Year

22 Incentives for Unconventional Industries

32 R2B
Modern Rome Rediscovered

39 Destinations
Palio di Siena

36 Business Lounge

37 ItCulture

40 Portfolio

41 Members Lounge

43 IACC Happenings
FROM ART DECO TO BOUTIQUE
MAN-CAUSED DISASTERS
FORMULA ONE OR FORMULA MONEY?
INTERVIEW

June 2010 - Vol. 7 No. 2
Italy-America Chamber of Commerce Southeast, Inc.
A periodic publication from the Italy-America Chamber of Commerce Southeast, www.iacc-miami.com
Dear Valued Members,

It is an honor to be named as your new President of the Italy-America Chamber of Commerce Southeast (IACC). Over the last six years, the IACC has seen dramatic growth, diversification and increased recognition under the direction of my predecessor, Giampiero Di Persia. I ask each of you to join me in thanking Giampiero for his tireless commitment to the IACC and the Italian business community. I certainly have some big shoes to fill!

The Italian business community in the Southeast United States, and, in particular, the Southeast of Florida is made up of a unique mix of entrepreneurs, professionals and multinational companies focused on bringing to market the Italian products and services known worldwide for their quality, innovation and style. The IACC has been, and will continue to be a valuable tool for assisting Italian businesses penetrate and grow in the U.S. market. We are proud that, notwithstanding the worst global economic recession in decades, many of our members have flourished by using the IACC as a resource and because of their dedication to excellence and commitment to succeed. The IACC is dedicated to continuing that trend by maximizing its own resources in a planned and efficient manner.

As incoming President of the IACC, it is my goal to continue the long-standing tradition of support to our Italian business community and at the same time increase participation by US firms with Italian business interests. Specifically, my objective is to expand the presence of the IACC throughout the Southeastern United States which will result in new synergies and opportunities for our members, as well as increase the utility of the IACC as a resource for our members. Whatever the need, we as a Chamber will endeavor to provide and create a business environment which will result in the ongoing growth of our members and partners as leaders on both local and regional levels, ultimately bringing success to the Italian business community in all areas of life.

In providing our support, while also promoting collaborative business and community partnerships, the Chamber will continue to offer its wide range of services, programs, and Committees — mixers, networking events and business seminars; our newsletters, the .IT Magazine, email updates, business guides, and direct business assistance.

Together with a fantastic group of fellow Board Members, I look forward to serving our members and the Italian business community. We invite and encourage you to visit our website at www.iacc-miami.com to learn more about our members, services and programs.

Marco Ferri
President
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Mentre anni fa Miami veniva riconosciuta principalmente come meta turistica, oggi è diventata una delle principali destinazioni non solo per viaggiare, ma anche per vivere negli Stati Uniti. Durante l’anno Miami offre una varietà di eventi culturali e d’intrattenimento che attraggono sempre più turisti; dall’Art Deco Festival al Salone Nautico Internazionale, ai diversi festival del cinema, tra i quali il Miami International Film Festival, il Brazilian Film Festival, l’Italian Film Festival ed il Gay and Lesbian Film Festival, agli eventi culinari, quali il South Beach Wine and Food Festival, e culturali, come il Miami Int’l Book Fair o Art Basel, solo per nominarne alcuni.

Arte e cultura hanno acquisito un ruolo di grande importanza a Miami soprattutto negli ultimi 10-15 anni; dall’ACTOR’S Playhouse a Coral Gables, al Bass Museum on Miami Beach, il Lyric Theatre in Overtown, Miami Children’s Museum, al Adrrienne Arsh Center for the Performing Arts of Miami Dade County. Hotel hanno accolto Miami’s arts and culture scene and have partnered with many of the cultural organizations to provide a sense of community to their guests such as events with Florida Grand Opera singers, local artist exhibitions in hotel lobbies, and fundraising events to help some of our cultural organizations.

Greater Miami’s visitor population is as vast as its arts and culture offerings. According to the Visitor Profile and Economic Impact Study prepared in May 2010 for the Greater Miami Convention & Visitors Bureau, “The majority of domestic visitors to Greater Miami and the Beaches continue to come from the Northeast (more than 3 million visitors). The Southern and Midwest regions provided Miami with 2.6 million visitors in 2009, while the Western region continues to be a growing source, with nearly 538,000 visitors. The majority of international visitors to Greater Miami and the Beaches continue to originate from Latin America. This region saw an increase in visitors in 2009 compared to 2008...
visitors chose Greater Miami as their vacation destination, the expenditures in entertainment Greater Miami and the Beaches, which can be highly attributed to international visitor December), overnight visitors spent an estimated $16.6 billion in direct expenditures in According to the Visitor Profile and Economic Impact Study, “During 2009 (January-December), overnight visitors spent an estimated $16.6 billion in direct expenditures in Greater Miami and the Beaches, which can be highly attributed to international visitor spending.” In total, the average expenditure per person per visit was $1,388.59. While visitors chose Greater Miami as their vacation destination, the expenditures in entertainment (up 0.7%). Visitors from South America account for 68% of total Latin America visitors, amounting to more than 2.5 million. Visitors originating from Europe accounted for more than 1.2 million visitors in 2009 while more than 537,000 originated from Canada.”

The very popular Art Deco movement, thanks to many passionate people and the Miami Design Preservation League (MDPL), has restored and enriched Miami and Miami Beach hotels and buildings. The four Art Deco districts are Espanola Way, Collins and Washington Avenues, Museum, and Flamingo Park and together they make up the National Register Art Deco District. From Brown’s Hotel built in 1915 to the Tides Hotel in 1936 and the Raleigh in 1940, Delano in 1947, there are over 40 hotels and landmark buildings that attract hundreds of thousands visitors per year. The MDPL states, “The Miami Beach Historic Preservation Ordinance allows for the protection of those properties deemed historic by the Miami Beach Historic Preservation Board.” Therefore, not all properties in Miami Beach listed on the National Register of Historic Places can be protected in the U.S. They further explain, “Local protection has allowed the Art Deco District to thrive and has become the economic engine behind the rebirth of Miami Beach - a shining example of the value of historic preservation.”

The smallest hotel in the greater Miami area is Prime Hotel with 12 rooms and the largest is Fontainebleau Miami Beach. Both hotels have the same goals and interests. While the origin of the visitor can be the same, the reason for travel always varies. Miami as a destination provides a variety of reasons for visiting however, in 2009, vacation continued to be the main reason people visited Greater Miami and the Beaches, representing 52% of last year’s total market mix. Whether it be a business meeting, a couple’s getaway or a fun family week-end, the destination is the same and each visitor experience is a unique one. In fact, Greater Miami and the Beaches ranked #2 in hotel room occupancy and hotel room rate in the State of Florida and #4 in hotel room occupancy and hotel room rate in the Top 25 U.S. Hotel Markets. According to the Visitor Profile and Economic Impact Study, “During 2009 (January-December), overnight visitors spent an estimated $16.6 billion in direct expenditures in Greater Miami and the Beaches, which can be highly attributed to international visitor spending.” In total, the average expenditure per person per visit was $1,388.59. While visitors chose Greater Miami as their vacation destination, the expenditures in entertainment continua a provenire dal nord est degli Stati Uniti (più di 3 milioni di visitatori). Nel 2009 i turisti provenienti dalle regioni meridionali e del centro-ovest sono stati 2,6 milioni, mentre continua a crescere il numero di turisti dalla costa ovest che hanno raggiunto quasi i 538,000. La maggior parte dei visitatori internazionali proviene dall’America Latina, che ha segnato un +4,7% nel 2009 rispetto all’anno precedente. I turisti dal Sud America costituiscono il 68% dei turisti latino-americani, con una presenza di oltre 2,5 milioni. I visitatori provenienti dall’Europa che hanno visitato Miami nel 2009 sono stati più di 1,2 milioni, mentre più di 537,000 provenivano dal Canada.”


Il più piccolo Hotel nell’area di Miami è il Prime Hotel con 12 stanze, mentre il più grande è il Fontainebleau Miami Beach. Nonostante le diverse dimensioni, entrambi gli hotel hanno gli stessi obiettivi ed interesse, rendere le vacanze dei turisti indimenticabili. E mentre la provenienza dei turisti può essere la stessa, le ragioni del viaggio sono diverse. Miami offre molteplici ragioni per visitarla; tuttavia, nel 2009 il motivo principale che ha spinto turisti da tutto il mondo a visitare questa bellissima città é stato per godersi le spiagge di Miami Beach e rilassarsi in vacanza (il 52% dei visitatori totali). Che rappresenti la sede per un incontro di lavoro, una vacanza romantica, o un divertente weekend in famiglia, l’esperienza di ogni visitatore é unica, e Miami é da sempre stata tra le mete preferite da turisti di tutto il mondo. Infatti, l’area della Greater Miami e delle spiagge si colloca al secondo posto come numero di prenotazioni alberghiere nello Stato della Florida e al quarto posto tra i primi 25 mercati negli Stati Uniti.

Secondo lo studio del GMCVB, “Nel corso del 2009 (gennaio-dicembre), i turisti che hanno aloagato nell’area di Greater Miami e le spiagge, hanno speso $16,6 miliardi, una spesa effettuata soprattutto da visitatori internazionali.” In totale, la spesa media per persona per visita é stata di $1,388.59. Nonostante sempre più turisti abbiano scelto Miami come meta per le loro vacanze, le spese effettuate per il divertimento e l’aloagglì nel 2009 hanno registrato un calo; ciò mostra una maggiore consapevolezza da parte dei turisti sui costi dell’area. Lo studio riporta: “Hotel e motel continuano ad essere le tipologie di aloagglì più comuni; tuttavia, negli ultimi anni si é registrato un leggero calo nella scelta di hotel e motel a favore di alberghi di altre sistemazioni. Stare con amici e parenti, per esempio, é diventata un’alternativa molto popolare e, data l’attuale situazione economica, i turisti sono sempre più alla ricerca di sistemazioni meno costose”.
and lodging decreased in 2009, meaning that the visitors were more conscious of their expenditures in the area. The Visitor Profile and Economic Impact Study states, “Hotels and motels continue to be the most common type of lodging for visitors, but have seen some slight decline over the years in favor of other lodging options. Staying with friends and relatives is a highly popular alternative, especially given the economic situation and travelers’ attempt to look for more cost efficient ways to travel.” Despite the decreases in spending, the Greater Miami area has highly benefited from the $107 million in tourist-related taxes that were generated by visitors and from the 102,500 employment positions that were filled by the visitor industry.

The GMBHA is a membership based organization comprised of hoteliers and allied members across Miami Dade County whose membership boasts over 180 hotels and 300 allied members. Their goal is to unify the travel, tourism and hospitality industry with business and government leaders locally, nationally and internationally in order to enhance the visitor experience through advocacy, education and networking. The positive outcome of their hard work showed when 65.9% of both domestic and international visitors in 2009 stated they were “Extremely Satisfied” with their visit to Greater Miami area.

Wendy Kallergis is President & CEO of the Greater Miami and the Beaches Hotel Association. Her hospitality career began over 25 years ago in Miami as a sous chef downtown at the Pavillon Hotel, now the Hotel Intercontinental Miami. She has worked at the Biltmore Hotel in Coral Gables, The Mayfair House and Grand Bay Hotel in Coconut Grove and opened Delano, the first renovated boutique hotel on Miami Beach.
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In the recent “World’s Best Awards 2009” conducted by Travel + Leisure, Italy’s Aeolian Islands ranked first in the category of “Worlds Best Island Europe” and ranked within the top ten islands worldwide. Smolderingvolcanoes, bubbling mud baths and steaming fumaroles make these tiny islands north of Sicily a hot destination. The seven islands and various uninhabited islets of the Aeolian archipelago were in fact designated a Unesco World Heritage Site in 2000.

The Aeolian islands include Lipari which is the main island and the main town, Vulcano which is located right next to Lipari and dominated by the Gran Cratere volcano cone giving off clouds of sulphurous gas, Salina, a lush and hilly island, Panarea, a smaller, up market island, Stromboli, the most remote of the islands where you can see magma spurting out of the cone at night and Filicudi and Alicudi which both lie to the west and are much less visited due to their agrarian state.

Sicily and its islands are not only popular amongst foreigners. In 2009, Sicily was awarded the BIT Award for being the best destination for Italian tourists. Sicily was chosen in a poll carried out by the Italian Tourism Exchange (BIT) and the Mondadori publishing house. The island received over 40,000 votes from Italian readers of tourism related magazines and from tour operators themselves.

When we speak about the most popular and loved cities, we cannot help but look to Italy. Florence in particular, is one of the most popular travel cities in Italy and one of Italy’s most important Renaissance architectural and art centers. It is called the “Birthplace of Renaissance” as it is home to the works of art of Michelangelo, Raphael, Botticelli, Leonardo da Vinci, Giotto, and Perugino, which may explain why it ranked in first place as the “Best European City” and in the top ten traveled cities around the world in Travel + Leisure’s “World’s Best Awards 2009”. Florence, in the heart of Tuscany, has top museums, beautiful cathedrals and churches, lively squares, and elegant buildings and shops.

L’Italia è conosciuta per le sue destinazioni pittoresche, le sue città storiche, i suoi paesi in collina e sulla costa, e per le regioni produttrici di vini, che incantano tutti i turisti che la visitano.


L’arcipelago delle Eolie è composto da Lipari, che è l’isola principale e la principale città, da Vulcano, che è situata a destra di Lipari ed è dominata dal Grande Cratere che spinge nuvole di gas sulfureo; da Salina, un isola lussureggiante e collinare; da Panarea, più piccola ed esclusiva; da Stromboli, che è l’isola più lontana dell’arcipelago e dove si può osservare il magma fumoso scaturir del vulcano di notte; da Filiucidi e Alicudi, entrambe situate a ovest e che rappresentano una meta turistica di minor interesse rispetto alle altre isole essendo prevalentemente territori agricoli.

La Sicilia e le sue isole non sono solo popolari tra i visitatori stranieri. Nel 2009 la Sicilia è stata riconosciuta dal Premio BIT come la migliore destinazione per i turisti italiani. La Sicilia è stata scelta da un sondaggio condotto dal BIT (Borsa Italiana del Turismo) e la casa editrice Mondadori. L’isola ha ricevuto la preferenza di oltre 40 mila lettori italiani delle riviste turistiche e dei tour operator stessi.

Quando parliamo delle città più famose ed amate, non possiamo non guardare all’Italia. Firenze, in particolare, rappresenta una delle mete più popolari e una delle città più importanti come esempio di architettura rinascimentale. Firenze è considerata la culla del Rinascimento e qui si possono ammirare le opere di artisti come Michelangelo, Raffaello, Botticelli, Leonardo da Vinci, Giotto e Perugino ed è attualmente considerata la città europea più importante dal punto di vista turistico e fra le prime dieci città più visitate al mondo nella classifica “World’s Best Award 2009” della rivista Travel + Leisure. Firenze, nel cuore della Toscana, ospita alcuni dei musei più importanti al mondo, splendide chiese e cattedrali, piazze animate, palazzi e negozi eleganti.

Nel 2009, che sarà ricordato dagli operatori turistici come l’anno della “grande recessione”, secondo l’Associazione Americana dei Tour Operators (USTOA), i cui associati annualmente ruotano tramite i loro pacchetti vacanze e tour circa 11 milioni di persone, non ha comunque impedito ai turisti di visitare l’Italia.

Nell’indagine condotta dall’USTOA sui propri associati, l’Italia è stata eletta, per il settimo anno consecutivo, come la nazione più amata nel 2009 per i pacchetti turistici. Alcuni dei pacchetti includono visite in famose città e isole, come Roma, Firenze, la Toscana, Venezia, Capri e la Costiera Amalfitana. Destinazioni come Siena e Venezia poi, sono molto popolari, rispettivamente, nel periodo del Palio e del Carnevale.
While 2009 will be remembered in the tourism industry as the year of the “Great Recession”, according to the U.S. Tour Operators Association (USTOA)\(^1\), whose members, send 11 million people a year on vacation packages and tours, that did not stop travelers on vacation packages and tours from visiting Italy.

In USTOA’s annual informal polling of member companies, Italy – for the seventh consecutive year – placed as the top international country as well as the top destination overall for packaged travel in 2009. Some of the packages include visits to renowned cites and islands such as Rome, Florence and the region of Tuscany in general, Venice, Capri and the Amalfi Coast. Destinations such as Siena and Venice are very popular for personalized packaged travel during the Palio races and Carnevale, respectively.

A full quarter of survey respondents cited Italy as the biggest overall destination for 2009, with 20% citing Egypt. In third place was Ecuador’s Galapagos Islands, named by just fewer than 15%. Europe in general outpaced South America in 2009 as most popular continent for packaged travel, and Asia placed third.

\(^1\) Founded in 1972, the United States Tour Operators Association is a professional association representing the tour operator industry. Its members are made up of companies whose tours, packages, and custom arrangements encompass the entire globe but who conduct business in the U.S. As a voice for the tour operator industry, USTOA represents this sector in matters pertaining to the travel industry as a whole, both here and abroad. Among USTOA’s goals are consumer protection and education. USTOA member companies have met the travel industry’s highest standards, including participation in the association’s Traveler Assistance Program which, among other things, protects consumer payments up to $1 million in case the company goes out of business. USTOA is the premier association of companies providing vacation packages, tours, and custom travel itineraries for more than 11 million people yearly.
FOCUS
Italy Shines for Packaged Travel in 2009

According to USTOA chairman John Stachnik, Italy's popularity catapulted Europe into first place. Stachnik also noted a consumer survey conducted early in 2009 which indicated that three out of four Americans planned to travel that year, with 20% planning to go abroad. "Travel overseas in 2009 was generally weaker than in previous years," said Stachnik, "but it's important to keep in mind that people still traveled in 2009, and that Europe continues to be a big draw for international travel."

Based on figures from the National Bank of Italy from 2007, a total of around 2.4 million Americans visited Italy in 2007 which presents a decrease from the 2.5 million that were recorded in 2006. In September 2008, the number dropped to 1.75 million and continued to decrease throughout the rest of the year.

However, there was a 319 million net income from tourism during the month of February 2010 and when compared to 109 million for the same month in 2009, it is evident that Italy's tourism is picking up again worldwide. Fortunately, 2010 is shaping up to be a better travel year than the previous year, and all indications point to another successful year for tourism to Italy.

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Over the years there has been a lot of pressure to fuel the energy needs of an expanding global population that has created a dependence on oil, gas and coal. This is due to the fact that other cleaner sources of energy such as wind, solar and wood among others, have been industries in slow development and popularity. Petrol companies and the petroleum industry in general, have played a particular role in delaying other forms of energy generation and production, in turn affecting their popularity amongst the majority of Americans.

Human-caused disasters derived from petroleum have harmed the human species and the environment in an atrophic way for decades. One of the most impressive human-caused disasters in the Eastern hemisphere was the grounding of Exxon’s oil tanker Exxon Valdez in Prince William Sound, Alaska in 1989. In this case, an oil tanker headed for Long Beach, California hit Prince William Sound’s Bligh Reef and spilled an estimated minimum 10.8 million gallons of crude oil. This oil spread for many miles of shoreline severely affecting all marine and wildlife that was located in that area. The effects of the

Mettere in moto la macchina, viaggiare in aereo, tagliare il prato, fare un giro in barca, accendere la luce quando fuori é buio, preparare la cena, cucinare una torta, rinfrescarsi in una stanza con aria condizionata, alzare il termosifone quando fuori fa freddo, cambiare le gomme della propria auto o semplicemente usare posate di plastica ad una festa di compleanno, sono tutte azioni che direttamente o indirettamente usano petrolio o dei suoi derivati.

Negli anni, l’aumento della popolazione mondiale, ha creato un maggiore fabbisogno di produzione di energia, causando una dipendenza da olio, gas e carbone. Questa situazione è stata provocata anche dal lento sviluppo e dalla scarsa conoscenza di forme di energia piú pulite quali l’energia solare, eolica o dal legno. Compagnie e industrie petrolifere hanno giocato un ruolo particolare nel rallentare lo sviluppo di altre forme di energia influenzandone la popularità tra la maggioranza degli americani.

I disastri causati dall’uomo derivati dal petrolio hanno danneggiato per anni la specie umana e l’ambiente. Uno dei piú impressionanti disastri avvenuti nell’emisfero Orientale fu l’incidente alla petroliera Exxon Valdez nel Prince William Sound, in Alaska nel 1989. La petroliera diretta a Long Beach, in California, urtò la barriera del Prince William Sound gettando in mare almeno 10,9 mila galloni di petrolio. La perdita si diffuse per diverse miglia lungo la costa danneggiando gravemente la vita marina dell’area. Ancora oggi gli
spill continue to be felt for many years afterwards which affected tourism directly. In the Exxon Valdez case there were reductions in the population of various ocean animals, including stunted growth in pink salmon populations and higher death rates for sea otters and ducks. Oil remains are still present on the shores and the damages have created a loss of recreational sports and fisheries.

The case that seems to be possibly turning into the worst human-caused disaster and largest in U.S. history, is the Deepwater Horizon oil spill better known as the BP oil spill. The cause of the spill comes from a sea floor oil gusher that started with an oil well blowout on April 20, 2010. The blowout caused a catastrophic explosion of an offshore oil drilling platform. The explosion killed 11 platform workers and injured 17 others. The estimated amount of crude oil leaked daily is from 210,000 to 4,200,000 gallons. Experts agree that this has all the makings of a more grave environmental tragedy than that of Exxon Valdez. Aside from the wildlife and sea life affected, the inhabitants on the Gulf of Mexico in the states of Louisiana, Mississippi, Alabama, and Florida who depend on a clean ocean and clean beaches to live and work, will also be highly distressed. The impact on tourism along Florida’s Paradise Coast could be $3 billion. Not only will the hotels be affected but other businesses indirectly linked to tourism will be affected as well.

There are other cases of human-caused disasters where the results are not positive for the area’s tourism and agriculture. For example, in 1982 Commonwealth Oil Refineries Company, Inc. (CORCO) closed down its doors in Peñuelas and Guayanilla Puerto Rico leaving behind old tanks and oil spills. As of today, the main issue is the unintended release of petroleum and petroleum products into the soil beneath the facility. This issue is a potential threat to the Caribbean Sea and to the near shore ecosystem. In addition, some groundwater is reportedly used for agricultural purposes and contaminants are of concern. The cause of the spill comes from a sea floor oil gusher that started with an oil well blowout on April 20, 2010. The blowout caused a catastrophic explosion of an offshore oil drilling platform. The explosion killed 11 platform workers and injured 17 others. The estimated amount of crude oil leaked daily is from 210,000 to 4,200,000 gallons. Experts agree that this has all the makings of a more grave environmental tragedy than that of Exxon Valdez. Aside from the wildlife and sea life affected, the inhabitants on the Gulf of Mexico in the states of Louisiana, Mississippi, Alabama, and Florida who depend on a clean ocean and clean beaches to live and work, will also be highly distressed. The impact on tourism along Florida’s Paradise Coast could be $3 billion. Not only will the hotels be affected but other businesses indirectly linked to tourism will be affected as well.

Vi sono rari episodi dove i disastri causati dall’uomo hanno indirettamente beneficiato l’ambiente circostante. Questo fu il caso dell’isola di Vieques, situata a 8 miglia dalla costa meridionale del Porto Rico. Dagli anni ’40 al Maggio del 2003, Vieques è stata sotto il controllo della Marina degli Stati Uniti, la quale utilizzò i 4/5 dell’isola, lunga 21 miglia e larga 3 (circa 34km per 5 km), per diverse esercitazioni militari che comportavano il lancio di bombe e missili. Il problema principale dell’intera situazione era la presenza di civili nella parte restante dell’isola i quali, come ancora oggi, dipendevano sul turismo. A causa dei pericoli provocati dalle esercitazioni della Marina Americana, le bombe ed i missili utilizzati durante le esercitazioni creavano uranio impoverito (DLU), un prodotto altamente tossico dell’uranio usato nella costruzione di armi nucleari e comunemente disperso nell’ambiente.
After 30 years of the refinery closing its doors, Peñuelas and Guayanilla still have not been able to see any growth in tourism which has detrimentally affected the local economy.

There are a few rare exceptions where human-caused disasters may indirectly benefit nearby vicinities while obviously still causing a disaster. This was the case of the island of Vieques, located 8 miles off the southeast coast of Puerto Rico. Since the 1940’s until May 2003, Vieques had been invaded by the U.S. Navy who used 4/5 of the 21 miles long by three miles wide (34km by 5km) island as a target for their ship to shore firing range of bombs and missiles and other ground practices like the Unites States Marine Corps (USMC) beach and helicopter infiltration exercises. The main problem in this picture was that on the other 1/5 of the island lived a population which heavily depended and still depends on the tourism and fishing industries. Many of the inhabitants have been severely affected and unable to prosper for many years due to the contamination and all other dangers associated with the U.S. Navy’s practices.

The bombs and missiles used in their practice schemes were laced with depleted uranium (DU), a highly toxic by-product of the enrichment of uranium for the production of nuclear weapons and reactor fuel commonly used in wars to be dispersed through the environment with the purpose of sickening and eventually killing the enemy. Not only are the inhabitants suffering from the effects but the sea life and wildlife are suffering the damages as well. There have been some allegations that these practices are the cause of Vieques’ high cancer rate.

In this particular case, the positive outcome came when the U.S. Navy vacated the island in 2003 after an accident that killed a Viequense civilian security guard with an errant bomb. This incident brought on an enormous movement on behalf of the people of Vieques to get the U.S. Navy to vacate the island.

The Puerto Rico Tourism Company (PRTC) recently responded to a CNN report on the situation in Vieques, “We continue to urge the U.S. Environmental Protection Agency and the U.S. Navy to aggressively step up their important work on Vieques because our first and primary concern is the health of its residents. In addition, a critical need remains ensuring that Vieques’ natural beauty is preserved and affected areas restored and that Vieques evolve to a world-class destination, as part of the islands of Puerto Rico. This can only be accomplished with the EPA’s environmental restoration experts leading the way.”

The attention on the island has brought new hotels and tourist-related development. In fact, Vieques has already won the Reader’s Choice for Best Tropical Island Escape in Travel + Leisure magazine.

It is inevitable that all human-caused disasters leave their traces behind in all ways, shapes and forms. The United States has experienced and continues to experience countless numbers of them. An alternative must be found to stop these man-caused disasters at their root in order to keep not only the sea and wildlife species out of risk but to keep the human species out of risk. It is important to allow everything to follow its natural due course and appreciate nature without breaking its cycle. Human-caused disasters are unnecessary and can be put to a halt.
Far from the most traditional and popular touristy destinations in Italy, more so known by those passionate of natural marine beauty, and always associated with the terms sun, ocean, and wind, is Salento: one of the Italian regions which has witnessed an exponential growth of domestic and international tourism in the last few years. Aside from notable differences, Salento has many similar characteristics of an area miles and miles away; the southeast of Florida.

Located in the south of the region of Puglia, at the extreme tip of the heel of the Italian boot and surrounded by the ocean on three sides, Salento has a particular shape which consents it a wide variety of landscapes. Salento offers a variety of sceneries from limpid waters and the Caribbean style beaches of the hidden Ionic Sea in areas like Gallipoli and Porto Cesario, to rocks that dive into the tip of the Adriatic Sea, creating a myriad waters and the Caribbean style beaches of the hidden Ionic Sea in areas like Gallipoli and Porto Cesario, to rocks that dive into the tip of the Adriatic Sea, creating a myriad of striking nooks crevices as well as panoramic views that symbolize the true hidden treasures such as the Caves of Zinzulusa at Castro Marina, the Natural Thermal Baths of Santa Cesarea, Torre dell’Orso and the Alimini Lakes. These are every bit as good as Florida’s beaches and rocks, including the crystal clear waters and rocks that give life to its beautiful underwater coral reefs.

The Badisco Port on the Ionic Sea is a very evocative location where legends say Enea first landed when escaping from Troy in flames. Santa Maria di Leuca and Key West - where you can visit one of the most astonishing coral reef barriers – are the extreme southeast points of their respective peninsulas. Here you can observe the overlap of seas - the Ionic and the Adriatic Seas and the Atlantic Ocean and the Gulf of Mexico, respectively.

Salento is not only comprised of the ocean and its beaches; the region is rich of artistic and architectural treasures that spill antique history which has seen diverse mixtures of cultures, from the Greeks to the Spaniards - who were also explorers of Florida - and from the Messapi to the Byzantine. While strolling through Otranto or through the historical center of Gallipoli, you actually feel as if you were on one of the Greek islands, while as you stroll further inland, you are able to admire Lecce’s prominent Baroque history. Lecce, which is the capital of Salento, enriched itself of this exuberant style defined as classic baroque in the late 600’s, during the era of the Spaniard influence. It is known for its classic baroque style due to the use of a unique stone called Pietra Leccese, meaning stone from Lecce. This is mainly evident in the minor details of the facades of the churches and

Lontano dai più tradizionali e noti poli turistici della penisola, più conosciuto dagli appassionati delle bellezze naturali marine, da sempre abbinati ai tre termini “sole, mare e vento”, è Salento una delle regioni italiane che ha assistito negli ultimi anni ad una crescita esponenziale del turismo italiano ed internazionale. Nonostante l’apparente diversità, il Salento presenta invece caratteristiche comuni ad una regione distante chilometri e chilometri: il Sudest della Florida.

Situato nel sud della Puglia, alla punta estrema del tacco dello stivale italiano è completamente circondato dal mare, il Salento presenta una conformazione che gli consente una gran varietà di paesaggi. Allo stesso modo, la Florida, la cui conformazione geografica potrebbe richiamare il famoso “tacco” della penisola italiana, racchiude paesaggi quasi mediterranei. In Salento si va dalle acque limpide e dalle spiagge caraibiche del più riparato Mar Ionico, nella zona di Gallipoli e Porto Cesario, alle rocce che colano a picco nelle acque terse della punta dell’Adriatico, creando una miriade di suggestive insenature e scorci consenti ad una gran varietà di paesaggi. In Salento si va dalle acque limpide e dalle spiagge caraibiche del più riparato Mar Ionico, nella zona di Gallipoli e Porto Cesario, alle rocce che colano a picco nelle acque terse della punta dell’Adriatico, creando una miriade di suggestive insenature e scorci consenti ad una gran varietà di paesaggi. In Salento si va dalle acque limpide e dalle spiagge caraibiche del più riparato Mar Ionico, nella zona di Gallipoli e Porto Cesario, alle rocce che colano a picco nelle acque terse della punta dell’Adriatico, creando una miriade di suggestive insenature e scorci consenti ad una gran varietà di paesaggi.

Altamente suggestiva è anche la baia di Porto Badisco, sul Mar Ionio, dove la leggenda narra sia approdato per la prima volta Enea in fuga da Troia in fiamme. Caratteristica è in addition Santa Maria di Leuca, che come Key West per la Florida, rappresentano la punta estrema sudorientale della penisola e dove si può visitare una delle più belle barriere coraline. Qui si può osservare la suggestiva convergenza dei due mari, una meraviglia di suggestive insenature e scorci consenti ad una gran varietà di paesaggi. In Salento si va dalle acque limpide e dalle spiagge caraibiche del più riparato Mar Ionico, nella zona di Gallipoli e Porto Cesario, alle rocce che colano a picco nelle acque terse della punta dell’Adriatico, creando una miriade di suggestive insenature e scorci consenti ad una gran varietà di paesaggi.

Il Salento non è soltanto mare e spiaggia. La regione è ricca di tesori artistici ed architettonici che ne raccontano l’antica storia, la quale ha visto nei secoli avvicendarsi ed intrecciarsi culture e popoli vicini e lontani, dai Greci agli Spagnoli, questi ultimi visitatori della stessa Florida, dei Messapi ai Bizantini. Passando per Otranto o per il centro storico di Gallipoli si potrebbe tranquillamente credere di trovarsi in una località delle isole greche, mentre recandosi più nell’entroterra si può ammirare l’ormai famosissimo Barocco Leccese. Lecce, la capitale del Salento, nel tardo ’600, periodo della dominazione spagnola, si è arricchita di questo esuberante stile che si distingue dal più classico barocco per l’ancora maggiore minuzia di particolari scultorei sulla facciate di chiese ed edifici, resa possibile dalla conformazione della particolare pietra utilizzata nel luogo, la Pietra Leccese. Il monumento che più esprime la particolare forma architettonica del Barocco Leccese è senza dubbio la Basilica di Santa Croce, con la sua maestosa facciata ed il famoso rosone. La Pietra Leccese, più morbida e malleabile dei materiali utilizzati nel resto d’Italia, è ancora prevalente nelle facciate di più moderne case ed edifici.

Come ogni regione italiana, anche il Salento conserva una miriade di culture e tradizioni, che si manifestano in modo particolare in ambito gastronomico ed enologico. Da menzionare è senza dubbio la produzione dolciana della zona centrale del salento, in paesi come Castrogiovanni di’ Greci, dove tipici sono il Fasciocotta e il Spumone, mentre per la ristorazione tipica sono il Rustico e la Puccia. Famosissimo sono anche i corposi vini rossi locali quali il Primitivo di Manduria, il Negroamaro ed il Salice Salentino. La celebrazione della tradizione enogastronomica salentina tocca il suo
buildings in the area. The monument that best represents Lecce’s particular baroque style is undoubtedly the Holy Cross Basilica, with its majestic façade and its famous rose window. The Pietra Leccese, which is the softest and most manageable material used in all of Italy, is still prevalent in the most modern facades of houses and buildings.

Like every region in Italy, Salento also holds a wide range of cultures and traditions, particularly in the enology and gastronomy sectors. The construction industry is something that cannot go unmentioned in the central area of Salento in towns such as Castrignano de’ Greci, where typical sweets are Pasticciotto and Spumone. As for rotisserie meats, Rustico and Puccia are some of the most characteristic. Salento is also well known for its full-bodied red wines such as Primitivo di Manduria, Negroamaro and Salice Salentino.

When mentioning these festivities, traditional music cannot be left aside as it is always present at all the festivities and it is the foundation for the local dances that have been around for decades, pizica and taranta. Legends say that this type of dance was born as an exorcist ritual for women who had been bit by a tarantula, a dangerous and venomous spider. In order to liberate themselves from the “spell”, they needed to dance these whirling dances to the sound of drums. Nowadays, the taranta is a true symbol of Salento so much that in the province of Lecce, in a small town called Melapignano, a musical festival is held the 17th of August of every year that is dedicated to Salento’s pizica dance and its fusion with other musical genres such as world music, rock, jazz and symphony. As we mention modern music, it is relevant to mention the reggae genre, which when sung in local dialect and mixed with some of the most popular rhythms, brought to life a new musical genre and attention on a national scale to local groups such as Sud Sound System.

Music covers a very important role in Florida’s culture as well. Musicians play instruments that are either bought at local stores or instruments crafted by hand in wood with applied animal skins. These instruments have been widely seen at the Goombay Festival - a yearly festival dedicated to the celebration of Afro-American culture.

Salento, in its history, has been subject to land invasions and conquests by diverse populations. Each invasion has exercised its influence and has contributed to the creation of multiculturalism in the region. Just like Florida, Salento’s varied history makes it unique and it enhances and highlights the natural scenery. Florida is also rich in history and diverse cultures. This region was land of Native American Indians until the conquest of the Europeans and then Americans. Aside from the outsized Cuban population, given Florida’s vicinity (only 90 miles) to Cuba, Florida is also home to a variety of other nationalities including Latin American, Caribbean, African, European and Asian. Their “folk life” and their traditions are found in typical objects and festivities such as the “Quinceañeras” which is a celebration for young women who reach the age of puberty, apice nel periodo estivo, dove ogni paese dedica delle feste locali ad un particolare tipo di alimento che può andare dall’anguria, alla saliccia, alle tradizionalissime “pitlute”. Queste feste prendono il nome di Sagre, e sono così diffuse che nei mesi di luglio ed agosto è difficile non trovarne almeno una al giorno in uno della miriade di paesi della zona. A ciò si aggiunge anche la tradizione musicale che da sempre accompagna queste feste e che si manifesta nelle note musicali quali pizica e taranta, con i relativi balli tramandati nei secoli. La leggenda racconta che questo tipo di ballo sia nato come ritto esorcistico per le donne che, morse dalla tarantola, un pericoloso ragno velenoso, avevano bisogno di ballare questi ritmi voracissimi scambiati da tamburelletti per liberarsi dall’incantesimo. Adesso la taranta è un vero e proprio simbolo del Salento, tanto che il 17 agosto di ogni anno, nella cittadina di Melapignano in provincia di Lecce, ha luogo la famosa “Notte della Taranta”, il festival musicale dedicato al recupero della pizzica salentina ed alla sua fusione con altri linguaggi musicali che vanno dalla world music al rock, dal jazz alla sinfonica. Parlando di musica moderna, infine, rilevante è l’avvicinarsi di alcuni gruppi musicali al genere del reggae, che misto a ritmi più popolari e messo come sottofondo a testi in dialetto locale, ha dato vita ad un genere particolarissimo che ha fatto guadagnare a gruppi quali i Sud Sound System una grande notorietà su scala nazionale. La musica copre un’importante ruolo anche nella cultura della Florida. I musicisti suonano con strumenti acquistati in negozi o fabbricati a mano, con legno o pelli di animali, in occasione di importanti festività, come il Festival del Goombay dove viene celebrata la cultura afroamericana.

Il Salento è stato nella storia una terra soggetta ad invasioni, conquiste e passaggi di dominazioni da parte di popoli diversi tra loro. Ognuno di questi ha esercitato la propria influenza ed ha contribuito alla creazione della multiculturalità della regione. Proprio come avviene in Florida, tale conformazione rende il Salento unico nella sua varietà, e ne valorizza ancora di più le bellezze paesaggistiche di cui è naturalmente dotato. La Florida è anch’essa ricca di storia e culture diverse. Questa regione fu terra di tribù indigene fino all’arrivo dei coloni europei. Dopo l’occupazione della Spagna, la Florida passò poi ai coloni americani che ne fecero parte del loro territorio.

Oltre alla numerosa cultura Cubana, data la vicinanza (solo 90 miglia) con Cuba, la Florida presenta una varietà di etnie: Americana, Caraibica, Africana, Europea e Asiatica. I loro folkiore, le loro tradizioni, si ritrovano in tipici oggetti e festività, quali le quinceaneras Cubane, le celebrazioni per le giovani donne che raggiungono l’età della pubertà.

Nonostante le apparenze e la presenza di un oceano che le separa, il Salento ed il Sudest della Florida sono invece più vicine e simili che mai. Entrambi vantano un mare limpido, paesaggi splendidi ed una diversità culturale che rendono questi luoghi imprendibili.
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Succeeding in U.S. Projects

EXPERIENCED GUIDANCE FOR INTERNATIONAL COMPANIES

BY AL MALOOF, PH.D., MANAGING DIRECTOR, GJB CONSULTING LLC

Competition for major projects today is fierce, and the best technical and financial qualifications sometimes are not sufficient to guarantee success.

To win, a company needs the best professional advice and representation when dealing with procurement rules and regulations, a working knowledge of jurisdiction procedures, acute familiarity with the local, state and or federal political figures and a solid understanding of community concerns and perhaps the media.

A top-quality consulting firm can provide these services, helping clients to design a strategy for approaching a project, and assisting them every step of the way to overcome obstacles, including navigating through the complex issues created when government and the private sector interact.

Procurement processes at the city, county, state and federal levels in the U.S. are highly complex, and fully understanding these processes can mean the difference between winning and losing.

Contracts awarded at the county level in Florida, for example, must be approved by layers of government officials, specialized staff, attorneys, committees and commissions.

The approval process can include a mayor and county manager, a bidding or selection committee, technical staff members attached to a variety of offices, lawyers and finally, county commissioners, who have the last word, unless there is executive veto authority. Depending on the type of advice you receive, the entire process can last anywhere from a few months to a year or more.

European companies have a long history of competing for lucrative, high-value contracts in the United States.

And as the U. S. moves to develop a spate of new public and public/private infrastructure projects – such as high-speed rail, toll-roads and green (LEED) promoted public facilities – many important opportunities are unfolding.

Le aziende europee sono da sempre state in competizione per la conclusione di importanti e luminosi contratti nel mercato degli Stati Uniti.

Ora più che mai si assiste all’apertura di numerose grosse opportunità, dal momento che gli Stati Uniti si preparano a sviluppare un gran numero di progetti infrastrutturali pubblici e pubblico-privati – come ferrovie ad alta velocità, strade a pedaggio e strutture pubbliche eco-sostenibili.

Oggi la concorrenza per i progetti più importanti è elettrizzante, e le più avanzate qualifiche tecniche e finanziarie talvolta non sono sufficienti a garantire il successo.

Per vincere, un’azienda ha bisogno dei migliori parenti e di un’ottima rappresentanza professionale quando si trova ad interfacciarsi con regole e procedure di approvvigionamento, di una conoscenza operativa delle procedure giuridiche, di una grande familiarietà con le figure politiche a livello locale, statale e/o federale, e di una profonda conoscenza dei bisogni della comunità e dei mezzi di comunicazione.

Le migliori società di consulenza possono offrire tutti questi servizi, aiutando il cliente a disegnare una strategia vincente per impostare un progetto, ed aiutandolo fase dopo fase a superare gli ostacoli, incluse le difficili problematiche tipiche dell’interazione tra settore pubblico e privato.

Le procedure d’acquisto a livello di città, contea, statale e federale sono molto complesse negli Stati Uniti, ed una loro piena comprensione può fare la differenza tra vittoria e sconfitta.

Ad esempio, contratti concessi a livello di contea in Florida devono essere approvati da tutta una serie di ufficiali, funzionari specializzati, notai, comitati e commissioni. Il processo d’approvazione può includere un sindaco o un manager di contea, un comitato d’offerta o di selezione, membri dello staff tecnico legato a molteplici uffici, avvocati, ed infine commissari di contea a cui spetta l’ultima parola, fatto salvo il diritto di veto esecutivo. A seconda della qualità dei consigli ricevuti, l’intero processo può durare da pochi mesi fino a diversi anni.

Spesso la decisione finale è presa da un ufficiale o da una commissione ben lontani dallo staff tecnico che ha esaminato le proposte. Questo è il punto in cui aivalerei di un consulente governativo professionista può fare la differenza.

Infatti, la mancanza di consigli mirati può costare molto alle aziende. Ad esempio, un’azienda vinse un contratto di $200 milioni in Florida, per poi perderlo a causa della scarsa familiarità con le norme e regole dell’agenzia con cui stavano intrattenendo affari. Questi rischi possono essere evitati con una solida rappresentanza.

Dopo mesi di lavoro preparatorio, un gruppo industriale europeo in concorso per un contratto multi-milionario negli Stati Uniti si rese conto di essere ben indietro rispetto agli altri concorrenti, sia nel rispondere alle procedure giuridiche, di una grande familiarità con le figure politiche a livello locale, statale e/or federale, e di un’ottima rappresentanza professionale quando si trova ad interfacciarsi con regole e procedure di approvvigionamento, di una conoscenza operativa delle procedure giuridiche, di una grande familiarità con le figure politiche a livello locale, statale e/or federale, e di un’ottima rappresentanza professionale quando si trova ad interfacciarsi con regole e procedure di approvvigionamento, di una conoscenza operativa delle procedure giuridiche, di una grande familiarità con le figure politiche a livello locale, statale e/or federale, e di un’ottima rappresentanza professionale quando si trova ad interfacciarsi con regole e procedure di approvvigionamento, 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Succeeding in U.S. Projects

BUSINESS

could mean the difference between success and failure. Providing expert guidance for regulatory, political, and media affairs is a vital element that when competing for major contracts in the U.S. In fact, finding the right consultancy to help you set up local presence and assist in finding appropriate facilities for starting up a new enterprise or relocating existing operations is crucial.

After months of preparatory work, a European industrial group, which was one of several competitors for a multi-million contract in the United States, realized that it were far behind other competitors in meeting regulatory requirements and developing key political contacts.

It reached out to the consulting firm GJB and it was provided with a full range of services in bidding and regulatory compliance, effective representation before government bodies, lobbying, and strategic media advice.

The group was accepted into the contract procurement and was successful in a high-profile and important contract for their European conglomerate.

To find the right consulting firm, European companies should look for a variety of elements:

- Ask if a potential consultant/lobbyist offers a full range of services tailored to your needs in areas such as procurement (including RFPs and bids), acting as a liaison with government officials and technical staff, regulation/enforcement, and public relations.
- Governments in the U.S. frequently are presented with an array of well-qualified companies competing for large public and public/private contracts. Find out if consultant can provide unique expertise, contacts with key political decision makers and advice on government and media positioning that give companies the competitive advantage necessary to win.
- Look for consultancies with a range of experience, including projects in public transportation, infrastructure and development, as well as purchases of products, equipment and services.
- Make sure a consultant can help you set up local presence and assist in finding appropriate facilities for starting up a new enterprise or relocating existing operations.
- Discuss reference projects and become familiar with a consulting firm’s experience.

Many companies overseas believe that their experience and expertise alone are enough when competing for major contracts in the U.S. In fact, finding the right consultancy to provide expert guidance for regulatory, political, and media affairs is a vital element that could mean the difference between success and failure.

Challenging firms often need to ensure they understand the competitive landscape and regulatory climate to make informed decisions for success. With expertise in government relations, public affairs, and media strategy, GJB Consulting can help companies navigate the complexities of U.S. regulatory and political environments.

Al Maloof is the founder and Managing Director of GJB Consulting LLC. With operations in Washington, D.C., throughout Florida and in South and Central America, GJB Consulting is an affiliate of the Genovese Joblove & Battista, P.A. law office. Over the last 24 years, Maloof, who has extensive experience in government and private sector projects, has assisted U.S. and international firms in competitions for public and private sector contracts. He can be reached at (305) 349-2300 or al.maloof@gjb-law.com.

Per identificare la giusta società di consulenza, le aziende europee dovrebbero considerare una serie di elementi:

- Chiedere se il potenziale consulente/lobbysta offra una serie completa di servizi per soddisfare tutte le esigenze in aree quali approvvigionamento (inclusi gare d’appalto ed offerte), interfaccia con ufficiali governativi e funzionari tecnici, messa in atto dei regolamenti e pubbliche relazioni.
- Gli stati degli USA presentano spesso un’ampia scelta di aziende qualificate, che competono per ottenere grossi contratti pubblici e pubblico-privati. Assicurarsi che il consulente sia in possesso di competenze chiave, sia in grado di offrire contatti con le figure politiche che detengono il potere decisionale, così come di consultare sul modo in cui posizionarsi nei confronti dello stato e dei mezzi di comunicazione, al fine di ottenere un vantaggio competitivo che consenta all’azienda di vincere il contratto.
- Cercare consulenti con esperienza in un ampio numero di ambiti, inclusi progetti riguardanti trasporti, infrastrutture e sviluppo pubblici, così come acquisti di prodotti, attrezzature e servizi.
- Assicurarsi che il consulente possa aiutare a stabilire una presenza locale e possa offrire assistenza nella ricerca di strutture appropriate per fondare una nuova impresa o trasformare la base operativa esistente.
- Ottenere delle referenze da parte di aziende che hanno già lavorato con il consulente ed comprendere il suo livello d’esperienza nei vari settori.
- Molte aziende oltreoceano credono che la loro esperienza e le loro competenze da sole siano sufficienti nel competere per un importante contratto negli USA. Invece, cercare una consulenza adeguata, che faccia da guida esperta in questioni regolamentari, politiche e relative ai mezzi di comunicazione, è un elemento vitale che può fare la differenza tra successo e fallimento.

Al Maloof è il fondatore e direttore generale di GJB Consulting LLC. Con basi operative da Washington D.C. alla Florida, oltre che in America Centrale e Latina, GJB Consulting è affiliato all’ufficio legale Genovese Joblove & Battista P.A. Nel corso dei passati 24 anni, Maloof, che vanta una lunga esperienza nell’ambito di progetti nel settore pubblico e privato, ha assistito aziende statunitensi ed internationali nel concorrere per contratti sia nel pubblico che nel privato. Per contattarlo telefonare al (305) 349-2300 o scrivere a al.maloof@gjb-law.com.
Incentives for Unconventional Industries

BY KRYSTLE CACCI

In Florida, Governor Charlie Crist is working to diversify the state’s economy and many businesses can benefit from choosing Florida to contribute to the Governor’s mission. During a visit to Tampa in February, Governor Crist emphasized his commitment to growing Florida’s economy through job retention and creation and economic development. His goal is to diversify the economy beyond housing, agriculture, and tourism, which still are very much crucial industries; Florida must work on attracting new businesses and new industries. In that same month, Governor Crist also announced his $307.5-million economic incentive budget proposal for the Fiscal Year 2010-2011.

Florida continues to have a thriving aerospace industry, and with the announcing of the Space Transition and Revitalization Act at the Florida Statewide Industry Summit, the state will continue to advance in space exploration development. This new legislation will establish the Space Business Investment and Financial Services Initiative within Space Florida, the state’s aerospace development organization committed to attracting and expanding space industry businesses. The proposed Act will provide assistance for new and expanding aerospace businesses; good news for IACC members that fall in that category. The legislation will also help offset job losses and promote economic growth and secure the Governor’s aerospace budget priorities. His 2010-2011 aerospace budget centers on a request to invest $32.6 million including $20 million for business recruitment activities and $3.2 million for workforce development assistance.

Florida is committed to preserving and growing its high technology employment base by giving Florida defense, homeland security, and space business contractors a competitive edge in consolidating contracts or subcontracts, acquiring new contracts, or converting contracts to commercial production. Pre-approved applicants creating or retaining jobs in Florida may receive tax refunds of $3,000 per net new Florida full-time equivalent job created or retained; $6,000 in an Enterprise Zone or rural county (EZ and rural information can be found on the Enterprise Florida website – www.eflorida.com). For businesses paying 150 percent of the average annual wage, add $1,000 per job; for businesses paying 200 percent of the average annual salary, add $2,000 per job.

Most unsuspecting and unassuming is how the clean energy industry plays a significant role in the space industry, and it’s all happening right here in the Southeast. Two unlikely partners, Florida Power and Light and NASA have paired to make Florida
the Florida Renewable Energy Technologies and Energy Efficiency Act. The four-year Systems Incentives Program, or the solar rebate program, was created in 2006 by Florida offers through the Florida Energy and Climate Commission. The Solar Energy Residents and businesses alike are encouraged to gain from incentives the state of more than 5,000 total jobs for the state during the construction period.

FPL’s three solar projects combined are creating more than 1,500 direct jobs and Indiantown, Fla. It will be the largest of FPL’s solar facilities at 75 megawatts. In total, FPL’s three solar projects combined are creating more than 1,500 direct jobs and more than 5,000 total jobs for the state during the construction period.

Residents and businesses alike are encouraged to gain from incentives the state of Florida offers through the Florida Energy and Climate Commission. The Solar Energy Systems Incentives Program, or the solar rebate program, was created in 2006 by the Florida Renewable Energy Technologies and Energy Efficiency Act. The four-year program is designed to encourage residents and businesses to invest in solar energy technologies by providing rebates for purchase and installation of solar energy systems in homes and businesses. Purchases and installations of new solar energy systems from July 1, 2006, through June 30, 2010, are eligible for a rebate on a portion of the purchase price of that solar energy system.

The 2006 Florida Energy Act established provisions for sales tax exemptions and corporate income tax credits aimed at promoting infrastructure development that supports hydrogen and bio fuel technologies. In addition, the Act created a production tax credit that provides a corporate income tax credit based on the amount of electricity produced from renewable energy sources at a new or expanded Florida facility. Also of interest is the Florida Renewable Energy Production credit, administered by the Department of Revenue. This credit is intended to encourage the development and expansion of facilities in Florida that produce electricity from renewable energy. The new law provides a corporate income tax credit equal to one cent ($0.01) for each additional kilowatt hour of electricity produced from renewable energy sources at a new or expanded Florida facility. Applications for an allocation of each year’s available credit must be filed by the following February 1st.

More information on these incentives can be found on the Florida Energy and Climate Commission website (www.myfloridaclimate.com). These incentives are sure to keep attracting businesses in an arena that is sure to continue to grow as we become ever more conscious of the state of the environment.
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
When we speak about Formula One, we cannot help but speak about money, the real fuel behind one of the most followed sports in the world. With an average of 580 million television-viewers per year, forget about it being an inexpensive sport, moreover a mindless expense. Law of averages says that every F1 Grand Prix generates, on average, $229 M which is nearly ten times that of its closest competitor - The NFL - which generates “only” $24M per game. Therefore for a championship such as the current one, composed of 19 races, the gross amount of a F1 season is $4.3B.

But where does all this money come from? It is simple: commercial rights (race sponsorship, corporate hospitality and broadcast fees), team gains (sponsorship and contributions from partners and owners) and circuit incomes (ticket sales and sponsorships).

To begin, Formula One, as everyone knows, is entrusted to one single man: Mr. “$3.7B” Bernie Ecclestone, FOM’s (Formula One Management) President. To be exact, the entire management is in his hands and in CVC Capital Partners’ hands, the British financial group that since 2005 has held 70% of Formula One Group. Ecclestone and CVC possess in practice the commercial and financial rights. They keep the commercial rights of team names, of the official F1 logo and of all broadcasting rights, rights that they resell to about 80 television stations worldwide. For example, British ITV, which had a corner on F1 for Great Britain until 2010, pays FOM nearly $57M per year to be able to broadcast all the races and everything related to them; it is not an inexpensive price.

When we speak of the teams, we first ask ourselves, how much does it cost to build up a team from scratch? Tony Fernandes, Lotus F1’s new team principal, said he accepted this challenge despite the economic crisis because according to him, “Formula One is a great business for other business to sit on as a platform”. To begin, he needed a budget of $55M only for the first year. Indeed, for an entire season teams must pay out higher prices, even on the basis of results. Top teams reach nearly half a million dollars (McLaren $445.6M, Ferrari $433.3M, Renault $393.8M); smaller
teams instead, ring around lower numbers, so to speak (Toro Rosso $128.2M, Force India $121.8M). All these sum up to a grand total of $3.1B*.

At this point, one is naturally inclined to wonder, where does Ferrari spend $433.3M? Firstly, on the engine, the most expensive item in a team’s budget. The development and production of an 8 cylinder costs nearly $100M making up 30-40% of the annual budget. Then, we have employee wages; there are approximately 1,000 employees in a team including engineers, mechanics, technicians, etc. Among all these employees, we cannot certainly forget to mention the team principals, managers and above all, the drivers. Ferrari for example, pays out $31M per year just to Fernando Alonso.

About 12% of the F1 team’s annual budget goes to manufacturing the car itself. Manufacturing a Formula One adapt car is not enough though, each car requires a hefty amount of maintenance and it must be rebuilt every time it is involved in an accident or when a reliability problem arises. To give you an idea of the costs, here are some examples of a F1 team’s seasonal expenses: an engine $107,000; a gearbox $95,500; a steering wheel $29,400; tires for an entire season $408,000. Therefore, to maintain two cars, a team has to pay out nearly $6.3M per year. You also have to add travel and transportation expenses. The team winner of the Constructors’ Championship does indeed take home $80M and the sponsors which stand out on the drivers. Ferrari for example, pays out $31M per year just to Fernando Alonso.

We cannot certainly forget to mention the team’s livery do disburse huge numbers (Banco Santander signed a five-year contract with Ferrari for the “modest” price of $251M), but the costs are still very high in comparison.

So we find ourselves at the last point: circuit incomes. To build a circuit from zero, South Korea for example, paid $264M. The question arises: how could they balance the accounts? Here is where sponsors come back into play, but that’s not all, even the governments of the host States or districts often help counterbalance the costs by giving money. Finally, there are tickets sales that, as we know, are certainly not a bargain but considering, the high stakes we’ve seen, how much it costs to organizing and keep a Formula One championship running, taking part in it as a team and buying the broadcast rights, at this point, a fan should not complain if a ticket for the Montecarlo Grand Prix costs $993.

* inquiry relative to season 2008.

Passiamo ora a parlare del team. Innanzitutto, quanto costa creare uno da zero? Tony Fernandes, team principal del nuovo team Lotus F1, ha dichiarato di aver accettato questa sfida, nonostante i tempi di crisi, perché “Formula One is a great business for other business to sit on as a platform”. Il budget che gli è servito per iniziare: $55M. E questo solo per il primo anno. Si stima infatti che per ogni stagione i team debbano sborsare cifre ben più elevate, anche in base ai successi ottenuti. I top team, arrivano quasi al mezzo milioni di dollari (McLaren $445.6M, Ferrari $433.3M, Renault $393.8M); i team minori, invece, girano su cifre per così dire più basse (Toro Rosso $128.2M, Force India $121.8M); per un totale complessivo di $3.1B*.

E a questo punto la domanda sorge spontanea. Dove gli spende ad esempio $433.3M la Ferrari? Innanzitutto per il motore, la spesa più ingente nel budget di un team. Circa $100M per lo sviluppo e la produzione di un 8 cilindri. Il 30-40% del budget annuale insomma. Poi ci sono gli stipendi dei dipendenti; si parla approssimativamente di 1000 dipendenti, tra ingegneri, meccanici, tecnici ecc. E tra loro, non bisogna certo dimenticare i team principal, i direttori di scuderia e soprattutto i piloti. $31M all’anno se ne vanno, ad esempio, solo nello stipendio di Fernando Alonso.

Ma andiamo avanti. Un’ulteriore spesa per una squadra di F1, viene dalla fabbricazione delle monoposto, circa il 12% del budget annuale. L’auto però, non basta costruirla, va anche “mantenuta”; va ricostruita ogni qualvolta accade un incidente o insorge un problema di affidabilità. E allora, per portare qualche esempio, ecco alcune delle spese stagionali di un team di F1: un motore costa $107,000; una scatola del cambio $95,500; un volante $29,400; le gomme per un’intera stagione $408,000. Insomma per mantenere due macchine, un team deve sborsare circa $6.3M all’anno. A queste cifre ci sono poi da sommare i viaggi e tutte le spese di trasferita necessarie. E’ vero che il team che vince il campionato costruttori, si porta a casa $80M. E’ anche vero, che gli sponsor che appaiono sulla livrea delle monoposto sborsano cifre enormi (Banco Santander ha firmato un contratto quinquennale con Ferrari alla modica cifra di $251M). Le spese, però, restano comunque molto elevate.

Arriviamo quindi al punto finale: i profitti dei circuiti. Se pensi che per costruire un circuito da zero, ad esempio, la South Korea ha sborsato $264M. Sorge spontanea una domanda: da dove rientreranno tutti questi soldi? Qui tornano in gioco gli sponsor, ma non solo. Anche i governi degli stati o delle regioni ospitanti spesso forniscono fondi. E poi ci sono le vendite dei biglietti, che come sappiamo, non sono certo a buon mercato. Ma considerando, come abbiamo visto, quanto costa organizzare e mantenere un campionato di Formula 1, parteciparne con un team, comprare i diritti televisivi, a questo punto un tifoso non dovrebbe lamentarsi se un biglietto in tribuna per il GP di Monaco costa $993...
Graduate admission for international students is competitive and meeting minimum program requirements does not guarantee admission. Every graduate program has an admissions committee which determines admission based on the pool of applicants and the limited number of seats available for a particular term. Outlined below are the general admissions criteria for graduate programs, however, for specific program criteria, applicants are encouraged to contact the university or program they are interested in attending directly.

In order to apply for graduate school as an international student, applicants must have a bachelor's degree or equivalent from a well-established institution of higher learning that is authorized to grant degrees by appropriate authorities in their respective country. Applicants must meet the minimum Grade Point Average (GPA) of a 3.0 ("B" average) for course work completed during the last two years of the bachelor's degree or equivalent. GPA and coursework evaluations of international transcripts are performed by an admissions evaluator once the application and transcripts have been submitted. Most applicants are also required to submit standardized test scores, either the Graduate Record Exam (GRE) or the Graduate Management Admission Test (GMAT).

Aside from the above-mentioned requirements, international applicants from non-English speaking countries must provide a TOEFL score to establish the applicant's proficiency in the English language. Applicants must submit an acceptable score on the Internet Based Test (iBT) TOEFL or an overall acceptable score on the International English Language Testing System (IELTS). All required minimum scores vary by university and/or program. International applicants who hold a college degree from an institution in an English speaking country are not required to submit TOEFL scores.

High or secondary school transcripts are in most cases requested and translations are required if the official transcripts are not in English. Official transcripts from all previously attended colleges/universities must be in a sealed envelope from the institution along with a course by course evaluation of all academic credit earned from that institution. Applicants must prove they have received the equivalent of a U.S. undergraduate diploma through a National Association of Credential Evaluation Services (NACES) credential evaluator. Within the United States, there is no government agency that monitors the establishment of foreign credential evaluation services therefore NACES serves as an association which provides private foreign educational credential evaluation services and which is committed to formulating and maintaining ethical standards in the field of foreign educational evaluation.

L’ammissione universitaria per studenti internazionali è un procedimento molto competitivo ed il rispetto dei criteri minimi richiesti dal programma non ne garantisce l’ammissione. Tutti i programmi universitari hanno un Comitato di ammissione che determina le ammissioni sulla base del gruppo di candidati ed il numero limitato di posti disponibili per ciascun periodo. Di seguito troverete elencati i criteri generali di ammissione a programmi universitari, ma vi invitiamo a contattare l’università, o il programma di studi prescelto, per conoscere i criteri applicabili nel vostro caso specifico.

Al fine di richiedere l’ammissione in un’università come studente internazionale, i candidati devono avere un diploma di laurea (o titolo equivalente) rilasciato da un istituto di istruzione superiore riconosciuto ed autorizzato a rilasciare diplomi dall’autorità competente nel rispettivo paese di appartenenza. I candidati devono aver ottenuto il punteggio minimo di 3.0 (GPA o Grade Point Average), o una media di B nei corsi completati durante gli ultimi due anni di universita. Una volta che il GPA e le trascrizioni dei corsi sono inviati all’università, un valutatore procederà ad esaminarli per l’ammissione. Molti dei potenziali studenti devono inoltre inviare i voti ottenuti in test standard, quali il Graduate Record Exam (GRE) o il Graduate Management Admission Test (GMAT).

I risultati del liceo o scuole medie sono in genere richiesti e dovrebbero essere tradotti in inglese. I voti ufficiali ottenuti in un’università o college precedentemente frequentati devono essere inviati in una busta sigillata dell’università stessa, con la valutazione di ogni corso frequentato e di tutti i crediti ricevuti. Gli studenti che intendono ottenere una specializzazione presso un’università americana devono dimostrare di aver ricevuto un titolo equivalente ad una laurea americana attraverso la valutazione presso la National Association of Credential Evaluation Services (NACES). Poiché negli Stati Uniti non c’è un’agenzia governativa che controlla la valutazione delle credenziali di studenti stranieri, la NACES provvede alla valutazione delle credenziali di studenti internazionali e si impegna a fornire e mantenere gli standard etici nel campo della valutazione dell’istruzione straniera.
With regards to obtaining a student visa in the United States, the United States Citizenship and Immigration Services (USCIS) requires each student to obtain a release from their current institution before issuing a new SEVIS I-20 OR DS2019. Therefore, applicants must contact their university or program and ask for the correct release form to be filled out by the international student advisor at the current/previous school. Once the university or program has received this release, they will begin the process for the final issuance of the student’s SEVIS I-20 OR DS2019. The papers need to be approved by USCIS before issuing the SEVIS I-20 OR DS2019 form.

A married student who plans to bring his/her dependent/s will require an additional amount of allowance for the spouse and for each child. Additional insurance for family of F-1 students is optional but highly recommended. Medical insurance is required for all J-2 dependents. F-2 dependents are not permitted to work or enroll in classes.

U.S. immigration regulations require that international students register as full-time students during fall and spring semesters in order to be in status for immigration purposes. Students who are admitted in the summer semester must enroll full time for that semester and subsequent terms.

The process for issuing a Certificate of Eligibility (the SEVIS I-20 for F-1 student status or the DS2019 for J-1 student status) will begin once the student has been admitted to a university or program and has submitted the necessary documentation to their office.

The Department of Homeland Security/United States Citizenship and Immigration Services requires all students to show proof of financial support prior to requesting approval to issue the SEVIS I-20 OR DS-2019. Therefore, it is important that prospective students are aware of the cost of attending their chosen university or program and that they have all necessary funds to support themselves.

Many universities and institutions offer internal scholarships to accepted students. All students are encouraged to apply for scholarships offered directly by their university or program of choice. Students may also apply for external scholarships through trusted websites such as FastWeb (www.fastweb.com) which has been offering scholarships for the past 15 years.

Students interested in applying for admission into a graduate degree program at FIU should visit http://gradschool.fiu.edu. The application deadlines for international applicants are as follows: April 1st to start in the Fall; September 1st to start in the Spring; and February 1st to start in the Summer.


Uno studente sposato che intende portare il coniuge deve dimostrare di disporre di un sussidio supplementare per il coniuge e ciascun figlio. L’assicurazione aggiuntiva per la famiglia non è obbligatoria ma altamente raccomandata. L’assicurazione medica è richiesta per tutti i J-2 dipendenti. I dipendenti con un visto F3 non sono autorizzati a lavorare o iscriversi ai corsi.

I regolamenti di immigrazione degli Stati Uniti richiedono che gli studenti internazionali siano iscritti come studenti a tempo pieno per entrambi i semestri di autunno (da novembre a dicembre) e primavera (da gennaio a maggio). Gli studenti ammessi al semestre estivo devono essere iscritti a tempo pieno per quel semestre e i successivi periodi.

Il processo di rilascio del Certificate of Eligibility (il modulo SEVIS I-20 per gli studenti che intendono ottenere un visto F1 o il DS2019 per gli studenti che intendono ricevere un Visto J-1) inizierà quando lo studente verrà ammesso all’università o al programma di studio ed avrà inviato la documentazione necessaria all’ufficio competente.

Il Dipartimento di Homeland Security/United States Citizenship and Immigration Services richiede che tutti gli studenti dimostrino di avere un adeguato supporto finanziario prima di richiedere l’approvazione per il rilascio del modulo Sevis I-20 o DS-2019. Infatti, è importante che potenziali studenti siano consapevoli dei costi necessari per frequentare l’università o il programma di studio scelto e che abbiano i fondi necessari per mantenerli economicamente.

Diverse università ed istituzioni offrono internship interni per gli studenti ammessi. Tutti gli studenti sono invitati ad inviare le domande per le borse di studio offerte direttamente alla loro università o programma scelto. Gli studenti possono anche inviare domande per le borse di studio esterne attraverso diversi websites, tra i quali FastWeb (www.fastweb.com) che per 15 anni ha offerto borse di studio a studenti internazionali.

Gli studenti interessati ad inviare una domanda per l’ammissione ad un programma graduate degree alla Florida International University possono visitare il sito internet http://gradschool.fiu.edu. Le date di scadenza per le domande di studenti internazionali sono le seguenti: 1 aprile per il semestre di autunno, 1 settembre per iniziare nel semestre di primavera e 1 febbraio per iniziare nel semestre estivo.
SOFA: ALLISON

LOUNGE CHAIR: HOPPER

OTTOMAN: SELF

RUG: CONNER
The renowned Italian tenor Luciano Pavarotti commented on your voice saying, “He has a beautiful voice. Yes, really beautiful. Very interesting.” How does it feel to have one of the world’s best tenors comment so gracefully on your voice and to be referred to as Italy’s greatest crossover artist to hit the charts since Pavarotti?

For me it is a great honor to have been critiqued by the best tenor of all times. I still remember as if it were yesterday, when he called to congratulate me and invited me to Modena to visit him. Unfortunately, I didn’t have the chance to meet him given he passed away a few weeks after our phone call. His figure still accompanies me during every concert, during every performance and in every acute note I hit and it will continue to accompany me for the duration of my career. Climbing the ranks with a crossover genre is very difficult but I can assure you that when it happens, you feel a particular emotion and gain consciousness of having entered into peoples hearts, to then never leave again.

Piero Mazzocchetti is well known for being Italy’s “Great New Crossover Artist”. Where does your inspiration come from for the interpretation of pop and operatic repertoire?

There was no particular inspiration, yet it was more of an artistic path. It began when I used to perform at piano bars in Italy and abroad where since a young age, I demonstrated proneness for pop music and at 15 years of age for lyrical music. They were two paths that magically fused together creating with time, almost unconsciously, what is now my peculiar artistic style.

How does a tenor vocally prepare, beginning from the day before a concert up until the concert itself?

L’indimenticabile tenore italiano Luciano Pavarotti ha detto della tua voce: “Ha una bella voce. Davvero, molto bella. Molto interessante”. Come ci si sente a ricevere un tale complimento da uno dei più grandi tenori e ad essere considerato l’artista crossover italiano che ha conquistato le classifiche musicali dopo Pavarotti?

Per me è un grandissimo onore essere stato criticato dal più grande tenore di tutti i tempi. Ricordo ancora come se fosse oggi quando mi chiamò per complimentarsi e mi invitò ad andare a Modena per visitarlo, ma purtroppo non ci fu tempo in quanto il grande Pavarotti venne a mancare dopo alcune settimane dalla nostra telefonata. A tutt’oggi la sua figura mi accompagna ad ogni concerto, ad ogni performance e in ogni acuto, e lo sarà per sempre, fin quando continuerò la mia carriera. Scalare le classifiche con il genere Crossover è molto difficile, ma posso assicurarti che quando ci si riesce si ha una particolare emozione e consapevolezza di essere entrati del cuore della gente, per poi non uscirne più.

Piero Mazzocchetti è conosciuto come il “Nuovo Grande Artista Crossover” italiano. Da dove hai preso l’ispirazione nel cantare un repertorio che va dalla musica pop alla lirica?

Non vi è stata una particolare ispirazione, ma bensì un vero e proprio percorso artistico. Quando mi esibivo nei piano bar in ogni luogo, in Italia ed all’estero, sin da ragazzo ho avuto una predisposizione al canto pop per poi avvicinarmi, all’età di 15 anni, al canto lirico. Sono stati due passaggi naturali che nel tempo si sono fusi magicamente creando anche con un velo di inconsapevolezza la mia peculiare artistica.

A partire dal giorno prima fino al concerto stesso, come si prepara vocalmente un tenore?
The preparation before a concert is never the same given that my emotions before a concert are different each and every time! Every performance has its own technical difficulties and therefore the preparation varies based on such. One thing that is certain is that I prefer to remain in complete silence for the entire day on the day of the performance and vocalize the day before in order to keep my voice warmed up. Nutrition also plays an important role and I always seek to eat light by having a good plate of pasta with tomato sauce and plenty of fruits and vegetables.

You are well-known for the standing ovations you cause around the world, including the one you received at your recent concert in Miami on May 27, 2010. What goes through your mind when you find your audience reacts in this manner?

Every single time the audience gives me a standing ovation, my heart fills up with joy and mixed emotions. I spent my entire youthful years studying, preparing, traveling, taking courses, participating in contests and even living abroad away from my family for several years. I have done all of this in the name of music. Therefore, when thanks to my music I am able to transmit emotions and receive the gratification of a standing ovation, it is like a dream come true every single time. The audience is my daily bread and without them, I wouldn’t be able to survive.

Why did you choose Miami as your debut city in the U.S.? How do you think your visit to Miami will add value to your career?

My producer Adriano Aragozzini asked me a while ago if I wanted to follow him to Miami to debut in the United States of America. I was enthusiastic from the start given I have always known that Miami is an extraordinary city full of enchantment and traditions, with an audience that loves music and Italian opera. I was born near the ocean and therefore waking up in the morning and hearing the sound of the ocean fills me with peace and at the same time it charges me in an incredible manner. I think Florida, including Miami, will cover an important role in my near future, so much that I am considering moving here for a period of time.

Given your positive outcome and success in Miami, what are your future plans and goals in the U.S. market?

After the success achieved in Miami, I am very glad because several very important opportunities have become available to me both for tours and discography. The U.S.A. is known as the most important market in the world and for me it will be an immense professional and personal satisfaction as well an honor to approach this market for good.
Modern Rome Rediscovered
BY AMERICAN ARCHITECT CARMEN GUERRERO AND HER STUDENTS
BY ANTONIO NANNI, PH.D., P.E., PROFESSOR AND CHAIR, DEPT. OF CIVIL, ARCH. & ENVIRON. ENGINEERING,
UNIVERSITY OF MIAMI, NANNI@MIAMI.EDU.

In a column dedicated to research and development, one may wonder the reasons that prompted the publication of this article. When dealing with buildings and infrastructure, one needs to recognize the role of architecture and history as critical elements that guide the development of our cities, affect the quality of our lives and shape the implementation of technology. Prof. Carmen L. Guerrero, a practicing architect and a faculty member...
at the University of Miami School of Architecture (SoA), is the guest author in this issue. As the coordinator for the SoA’s Rome Program, prof. Guerrero has developed special courses on 20th century Italian modernism and, with her students, is providing us with a better understanding of our recent past.

“As an architect and professor, I have been involved with a number of initiatives related to the conservation of Italy’s modern heritage. Travelling south to Rome led me to discover the work of a 20th century architect, Luigi Moretti. Moretti had been a close collaborator of the Fascist regime and a promoter of avant garde ideas. He was able to imbue his modernity with qualities of the Italian past, especially of the Roman Baroque heritage. Just four years ago it was a painstaking task to take students to visit Moretti’s buildings in Rome. Not only had their interiors been significantly altered but the exteriors were in considerable decay. It was a far stretch to ask students to imagine how these buildings were at their inaugural moment some seventy years ago. The work of Moretti in Rome, probably due to its tie with the dark period of Fascism, had fallen in oblivion. After having visited most of his built work in Rome I discovered its role in the shaping of a modern city, not previously known for its modernity, was a topic worthy of further investigation.

Since 2007 we have collaborated with research institutions in Italy and Switzerland on the re-examination of Luigi Moretti and produced models and drawings of nine of his projects. Three models in particular have played a valuable role in the conservation work taking place in Rome at the Casa delle Armi, 1936, Casa della Gioventù Italiana del Littorio, 1933-36 and the Foro Italico, 1936. Aided by the models built by our students, a first exhibit that took place at the Archivio Centrale dello Stato in Rome, brought to light a body of work that had been forgotten. It also displayed the original designs of each building without the alterations they had succumbed to over the years. Shortly after this exhibit opened major exterior renovations of the Casa delle Armi began to take place. The building is currently scaffolded while the travertine cladding is being restored. On a recent visit to Rome I learned of ongoing efforts to propose a complete restoration of the interior as well.

Currently restoration work on Moretti’s Casa della Gioventù Italiana del Littorio is also taking place in the neighborhood of Trastevere. This building, originally designed as a school for male youths during the Mussolini years was vandalized after World War II and subsequently occupied by various tenants who have altered the interior and exterior extensively. Our model of this project was again built to display both exterior structure and interior space and was placed inside the building while the renovation work began on the entrance portion of the building. The model is on permanent exhibition in the renovated part of the building, which is now used as a gallery space. It also continues to serve as a resource for the renovation of the remaining parts of the project.

The success of these models as pedagogical tools brought an invitation to build a model of Moretti’s 1936 design of Rome’s Fascist sports complex, the Foro Italico. Through research, we learned of the complex history surrounding the design and construction of this great sports complex located at the foot of Monte Mario. Although the master plan as we see it today was designed by Enrico Del Debbio, very little is known about the master plan that Moretti drafted for the same project. Moretti’s version exudes the grandeur and a curious likeness to Ancient Roman imperial culture. The canyoning of immense open public spaces intended for the staging of Fascist celebrations and sports replaced the insertion of buildings in his master plan. Despite the large scale of the open arenas which are impressed into the ground in Moretti’s master plan, we discovered the subtlety and tact he exercised on the bucolic site, choosing to build as little as possible
above the ground. This model was recently placed in the main administration building of the Foro Italico to memorialize the vision and master plan that was not executed.

In May of this year, most of the models we have built of Moretti’s work will be displayed in one of the five inaugural exhibits of the new National Museum of XXI century Arts museum in Rome, “Luigi Moretti architetto. Dal Razionalismo all’Informale”. The selection of this venue for exhibiting this material should not be taken for granted. It will be interesting to see the celebration of a part of Italy’s 20th century heritage within the context of this very 21st century building in Rome. It also prompts some reflection on what role the re-examination of the artistic heritage of 20th century Rome will play in the city’s reception of 21st century ideas.”
Green Cards for Sale in the USA: EB-5

BY MARK R. WEINER*

The USA is promoting the selling of permanent resident visas, or “green cards,” through investment. The United States Citizen and Immigration Services (USCIS) has sanctioned the “selling” of green cards through programs known as “Regional Centers,” or what has become known as, the EB-5 program. These investment centers allow an Italian national to invest and obtain permanent residence for themselves, their spouse and children under the age of 21. The investor does not have to live or work near or in the regional center.

An investment of $500,000.00 into a Limited Liability Company, together with the money of other investors into a specific project, or a series of projects, is all done under the watchful eye of the USCIS.

Interest on the investment varies, usually around 2% per year. However, the return on the monetary investment is not what motivates an investor; it is the issuance of the green card. After the initial investment is made, a two-year conditional green card is issued by the USCIS. This allows the investor and their family to live and work anywhere in the USA.

Unlike investor visas (E-2, which Italian nationals have had available to them since the USA entered into a treaty with Italy on July 26, 1949), you do not have to work in the company you invested in.

90 days prior to expiration of this two-year period, the investor applies for a “permanent” green card. Sometime after the permanent green card is approved, usually five years, the investor can withdraw their money and retain the green card for themselves and their family.

The USCIS constantly reviews regional centers and their programs. If any problems arise, the USCIS makes sure the program falls into compliance with all rules and regulations. This ensures that no fraud is perpetrated against foreign nationals who invest into a regional center.

If an Italian national has the financial means to invest into a regional center, and their desire is to live, work and raise their children in the USA, this is amazing opportunity that should not be overlooked.

* Mark R. Weiner is a Board Certified Specialist in US Immigration Law

Mr. Weiner is the past President of the American Immigration Lawyers Association CFC. He is licensed in Florida and the Czech Republic.

Robert Allen Law is a boutique law firm based in downtown Miami governed by the motto of integrating law into business. The firm caters to foreign investors and companies and assists them with all legal aspects of their investments and business dealing in the U.S. from company formations, product warranties, product distributions, contracts, employment agreements, and capital finance. Robert Allen Law attorneys practice commercial and residential real estate law, commercial litigation, and business law. Umberto C. Bonavita of Robert Allen Law and his staff are fluent in Italian.
Telemar Yachting opens Fort Lauderdale office

Telemar Yachting, an Italian-based super-yacht electronics company, is opening a new North American office in Fort Lauderdale.

"This permanent base in the yachting capital of the Americas rounds out our coverage of Asia, the Mediterranean and the Americas," general manager Andy Gifford said in a statement.

The new Telemar Yachting office will be managed by Mark Theissen, Telemar’s business development manager.

"As a company we are very pleased to have Mark on board," said Gifford. "I've known him personally for several years and, with his international background, I know he'll make a great addition to our team."

The new Fort Lauderdale Telemar Yachting office opens June 1.

It is the third CG Telemar Group office in the U.S., but the first targeted specifically at the superyacht industry.

Alfaparf Milano opens their newest academy center in Miami.

Alfaparf Milano is a company dedicated to the Hair Professional. Their goal is to provide quality products, education, and new techniques to help the hairdresser grow their business and achieve their artistic goals. Alfaparf is recognized as one of the biggest seller of products worldwide with 30 years of experience in the field of beauty products and selling in over 80 countries.

Alfaparf Milano currently has 23 branches in key locations around the world to serve the larger markets. One of the 23 branches is located in Miami, FL and it serves to all of America and Canada.

Alfaparf Milano is proud to announce the opening of their newest academy center located in Miami, Florida. The academy programs are designed to support the vision of all creative inspirations and educate hairdressers on different aspects of the industry. Courses are taught in collaboration with the International “Architect of Design” Team which consists of professional stylists with combined years of experience, who elevate all levels of creativity, skill and talent in supporting the education that represents Alfaparf Milano.

Some of the courses that are taught in the academy are:

- Discovering the Color
- Creativity Fashion – latest color trends and collections
- World of Hair Lightning Expert
- Color correction

The academy is located in 4203 Ponce de Leon Blvd. Suite 110. Coral Gables, FL 33146.

For more information, contact customer service at 305-437-9937 or the academy at 786-523-7433
Even if the economic crisis has made the lives of many people harder, nobody gives up the much desired dream vacation during summer. Summer has arrived and millions of people have planned their year's vacation months ago, while others may have already started their week (or weeks) relaxing and basking under the sun. Americans like Italians spend hours, if not days, searching for hotel and airline promotions, and at times visit travel agencies, looking for the most attractive offer. What influences the destination choices of Italians and Americans?

August is the "untouchable" month for Italians. It is the month that Italians have been dreaming and waiting since January. During August the most important Italian cities fall vacant when Italians start moving closer to the Italian Riviera. In summer, it is not surprising to find an Italian tourist in the weirdest and furthest place in the world, so long as there is a beach. Italians spread as quick as an oil spill. In fact, Italians regard vacations as a break from months of hard work. After months of long work schedules, Italian employees who have just a week of vacation opt to spend it by relaxing as much as they can. Of course, there are also many Italians, with longer vacation time which allows them to leave to remote countries and explore new places. However, the purpose of a vacation for many Italians, with only a week to dispose of, is to golden their skin the whole day, eat, stay up late, and fall asleep on the sandy beaches.

In choosing their vacation spots, the Italians look for the most popular location. Formentera (Spain), for instance, is so inviting in Italy that during summer there are many more Italians than Spanish people on the island. Miami is another favorite hot spot of the Italians'. Aware of the attraction, travel agencies offer incredible travel deals. Thus, the Italian presence in Miami grows significantly, and now with the prolonged advantageous currency exchange rate, the U.S. looks even more attractive. Of course, this may not apply to older more mature Italians who might prefer a quieter place in their own country, avoiding long flights, and resorting to little seaside towns in the south of Italy.

While Italian tourists plan their vacations around the concept of "relaxation and fun," Americans are, instead, more inclined to explore the cultural and historical places they set out to visit outside the confines of American territory, which unfortunately may not be as rich in history as Europe.

Young Americans, like young Italians, look for places that ensure adventure and limitless fun, such as Cancun or Miami, which are more popular during Spring break than summer. Interestingly, during summer American College students spend more time with their families in light of the fact that most of them go away to college and are simply happy to go home. Unexpectedly, Italian College students jump at the thought of leaving home for
the summer in that they tend to stay home until they finish their studies, so any break is welcomed.

The US is a vast continent where people have the opportunity to take advantage of a variety of landscapes (beaches, deserts, mountains), but with regards to historical sites, Americans need to look outside the fifty states and explore other continents. Italians, on the other hand, can benefit from historical sites in their own country.

American and Italian tourists choose their vacations based on different criteria. Americans are allured by a strong interest in visiting exotic destinations rather than having fun or just relaxing on the beach. In contrast, Italian tourists are more attracted to the popularity of the place; the more fashionable the location is, the more attracted they will be. But not because they lack the interest, but simply because Italy itself, is rich with history and Italians have studied their history and art from early on. On the other hand, the Americans since they have always been focused in its own U.S. history are fascinated at the mere opportunity of learning about other countries.

Whether Americans are attracted by world history or the Italians are attracted by the popularity of the destination, the suspicion is that both nationalities share a fascination with travel.
DESTINATIONS
Il Palio di Siena
A MEDIEVAL TRADITION STILL ALIVE
BY STAN DOUGLAS, PRESIDENT AND OWNER, PALIO TOURS

In the mind of the casual observer, the Palio of Siena appears to be a crazy, but simple horse race. With but 3 laps around the city’s shell-shaped city center, Piazza del Campo, the race itself is over in a matter of a minute or two. However, for the Sienesi the thoughts and feelings of il Palio are with them year round, and then on display for all to see during the 4 days of the festival, held twice every summer on the 2nd of July and 16th of August. In the hearts and minds of the citizens of this small Tuscan town, the Palio is the essence of their life and over the centuries an event that has molded not only the character of this beautiful medieval city, but the people as well.

The Palio can be first documented as taking place in Siena as early as 1238, with the expectation that such horse races were being contested even prior. The word ‘Palio’ is derived from the Latin, “pallium” which describes a cloth, or banner of fine material such as silk and typically adorned with other artistic enhancement. In the early races (as now) this banner was awarded to the winner and thus the name associated with the banner also became attached to the race itself.

The current format of the festival and the race has been more or less the same since the early 18th century. Horses are selected at a random draw (tratta) 3 days prior to the race to represent each of the Contrada (city districts) of Siena. While only 10 of the total 17 Contrada are represented in the race itself, deep historical alliances and long standing adversarial relationships take over among the Contrada. The leaders of each Contrada assign their selected jockey a “race strategy” which in many instances can only be confirmed once the sequence of the horses for the starting gate is revealed. This sequence is only determined minutes before the race is to begin and is delivered by the starter (mossiere) as he announces the name of each Contrada to the thousands of people in the campo. This assigns each horse and jockey their starting positions and the possible fate of the Contrada. With the random horse selections and the last minute knowledge of the starting sequence, the city and its Contradioli (Contrada members) are thus consumed with anxious thoughts as the drama plays out in the days leading up to the race and with its eventual outcome. For the Sienesi, if the “enemy” Contrada wins the race, it will provide more emotional pain than if their own horse should simply finish last.

I personally attended the Palio in Siena for the first time in 1998 and found it to be like no other event I had ever witnessed. Yes, the “anything goes” style of the race was exciting and the medieval setting of Siena and Piazza del Campo is like stepping back in time to the middle ages, but the finality of the race, the emotional state of both joy and sadness that consumes all the Sienesi was for me – il Palio – and the reason I wanted to find a way to return, not just once, but every year.
Italy’s history and culture leads us to yearn to learn more each and everyday about this magnificent country, its art, music and customs.

The Age of Conquest, an exhibition open in the Musei Capitolini from March 13 through September 5, explores the question: how did Rome’s conquest of Greece (146 BC) influence Roman art? The answer is of course that the influence was huge: Roman copies of canonic Greek masterpieces ensued, there were aesthetic influences in the decoration of sanctuaries and funerary monuments, while every-day domestic objects mimicked Greek styles too. The exhibition, through masterpieces coming from the Mediterranean basin, including impressive marble statues, fine works in bronze and terracotta sculptures entire cycles, ornaments and home decor items made of bronze and silver, the highest value style, describe the period that will be among the most innovative and original for the entire development of Western art. www.museicapitolini.org

In Pisa, from April 28 – July 25, more than 200 Egyptian finds plus drawings and manuscripts will be exposed at the "Along the Nile" exhibition at Palazzo Blu. The finds come from the collections of the Library of the University of Pisa, the Egyptian Museum of Florence, the Egyptological Collection of the University of Pisa, the Museum of the Opera Primaziale Pisana and the Botanical Museum of Pisa. They run through the story of Pisan archaeologist Ippolito Rosellini and the excavation campaign he conducted with Jean-Francois Champollion in Alexandria and Abu Simbel. The exhibition includes watercolor paintings, sketches and notes from the same campaign. www.mostraegittopisa.it

The town of Rovereto is showcasing an exhibition of Sara Landau’s art entitled Iper Pop Post, from June 5 – August 22. The exhibition is part of the “Young in the Future” programme, with which the Mart offers young international talent an opportunity to exhibit their work and show themselves for the first time to critics and collectors. The 14 paintings selected for the exhibition, painted between 2008 and 2010, depict female faces painted in a hyper-realistic way, and given names like “Jacklyn”, “Jewel”, “Ramona”, “Summer”, “Natasha” and “Venus”. The sharpness of detail by contrast accentuates an equally strong impression of vagueness: the faces are framed in such a way as to exclude their bodies, and it is impossible to say whether the young women depicted are real people or idealized models from the fashion world. www.mart.trento.it

One of the summer events that can’t be missed is The Spoleto Festival dei Due Mondi. Held from June 18 – July 4, The Spoleto Festival dei Due Mondi celebrates all arts, not just music. It is one of Italy’s – indeed Europe’s -- most important cultural events. Visitors can expect the unexpected, as innovation is highly prized here. www.festivaldispoleto.com

On a musical note, Umbria Jazz is one of Europe’s most popular jazz festivals held in Perugia yearly. This year, Umbria Jazz will be held from July 9 – July 18. Umbria Jazz brings big names in jazz from all over the world to the Arena Santa Giuliana. Free outdoor jazz performances make the festival fun for everyone, whether they hold tickets or not. www.umbriajazz.com

Lastly, this year marks the 88th year of Verona’s International Opera Festival, to be held June 18 - August 29. The Verona International Opera Festival is held in the First-century Roman arena, the best preserved Roman amphitheater in Italy. The 2010 program of five operas includes Turandot, Aida, Carmen, Madame Butterfly and Il Trovatore. Aida is perhaps the festival’s signature event, with a staging to match the magnificent venue. www.arena.it
**Anima Domus: New Showroom in the Miami Design District**

Since January Anima Domus has moved its Showroom from Coral Gables to the Miami Design District. 3200 sq feet now hosts the most important brands of contemporary design: Poltrona Frau, Foscarini, Fiam, Flos, Pianca, Jesse, Besana, Clei, Bonaldo, Meridiani, Porada. Anima Domus – leader in the home furnishings sector – boasts numerous collaborations with the most esteemed contemporary designers and architects. It is also a strong point of reference for all its clients which assists skilfully with projects development. For more information, please call 305.576.9088 or visit www.animadomus.com. 25 NE 39th Street Miami, FL 33137

**Condotte America Inc. Participates in SR-826 and SR-836 Interchange Project**

A new member of the Italian-American Chamber of Commerce, Condotte America Inc. may not be a common name yet. Since 1987, Condotte has been at the forefront of the transportation industry in the U.S. building signature bridges from Florida, to Virginia. Now as part of the consortium that was recently awarded a major contract by the Florida Dept. of Transportation for the new SR-826 (Palmetto) and SR-836 (Dolphin) Interchange project, you may be getting to know them a little better when reading their name on equipment along the new roads and bridges. For more information, visit www.condotteamerica.com

**INP Takes a Spin on its Focus**

While 2009 was devoted to cinema and fashion, in 2010 INP focuses on Arts and Design: a prestigious historic exhibition will bring sixty ‘capolavori’ from Pinacoteca Brera to Florida, in collaboration with Ministero dei Beni Culturali. Summer 2010: INP focuses on the new Ken Scott design collection (Houston, May Italian Expo and Miami, October Design District). Art Basel: INP will present a striking Italian selection in collaboration with Galleria Mazzoleni and art critic Maurizio Vanni.

**Italian Shoemakers Shines in Japan**

This summer, “Made in Italy” is making its way to Japan. Due to the growing popularity of ladies’ Italian footwear in the Japanese market, The Jupiter Shop Channel in Tokyo, similar to U.S. channels QVC and HSN, has invited Italian Shoemakers sales executive Charles Podesta to be a guest speaker on a May 3 live TV broadcast. During the show, Podesta will talk about Italian Shoemakers’ 28-year history, its diverse lines and the company’s innovative process that allows it to keep prices affordable.

**Palio Tours Offers New Culinary Wine Tours this Fall**

Palio Tours is offering a new format for its Culinary Wine Tours this coming fall. The new 5-night program offers three nights in a Tuscan Villa and 2 nights in Siena. The tour includes 3 culinary sessions with hands-on professional instruction followed by either a sit down lunch or dinner. In addition, the tour offers guided excursions, winery visits, wine tastings, welcome dinner and all transportation. Rates start at €1,575 pp double occupancy. Scheduled tour dates beginning September 10, 2010. Custom tour dates can be provided to fit any travel schedule. Contact: Elena Carrea in the U.S. 1.888.495.8502, in Italy 011.39.0577.285009 or by email info@paliotours.com

**Quintairos, Prieto Wood and Boyer, P.A. Sponsors Golf Challenge in Italy**

The law firm of Quintairos, Prieto, Wood and Boyer, P.A. (QPWB) is proud to be the first U.S. sponsor of the prestigious “I Carissimi” Invitational Golf Challenge in Italy. The event will kick off the summer and will be held at the exclusive Villa D’Este Golf Club, in Lake Como, Italy. QPWB, a law firm with over 20 years of history in Florida, has multiplied its practice areas in recent years, and it has embarked in an international expansion, becoming one of the fastest growing law firms in South Florida.
**Tomson Hospitality and Alessi together in Florida**

Tomson Hospitality, a purveyor of fine hotels and restaurants supplies, has been appointed as official distributor for the Alessi products in Florida for the hospitality market. Alessi is the undisputed leader of the home design sector and with Alessi you can combine the benefits of a world-renowned and valued brand with the uniqueness of unusual, functional, precious and elegant products created by some of the most prestigious designers of our times. For more information, please contact Mr. Tommaso Cardana at tommaso@tomsonhb.com or visit www.tomsonhb.com and www.alessi.com/horeca/pub_en/horeca.php

**Oro Life™ Becomes Exclusive Importer of Mokador®/Castellari®**

As is the tradition of Italians, Oro Life™ is about savoring the moment. Purveyors of coffee and Fine Italian Living, Oro Life seeks the ‘best of the best’ from Italy. We are thrilled to have forged a recent joint partnership to become the exclusive importer of Mokador®/Castellari®. The Mokador name is synonymous with personal service, careful attention to detail and premium boutique quality coffee blends from the robust to the subtle and complex. Castellari products include espresso machines, beans, coffee pods and coffee cartridges and are priced competitively as compared to other leading Italian roasters. For more information, please call 954.316.4401 or visit www.oro-life.com

Attention Members: Publish your company’s most recent news and events here by sending an e-mail to info@iacc-miami.com. Please include your company’s logo and copy (100 words max).
April 6, 2010
AUTHENTICALLY ITALIAN PRELUDE DINNER
VIZCAYA MUSEUM AND GARDENS – COCONUT GROVE
1. (from left) Valeria Bernardini (Ministero dello Sviluppo Economico), Federico Tozzi (IACC New York), Silvia Cadamuro (IACC Miami), Patrizia Giafrattara (Ministero dello Sviluppo Economico), Hon. Marco Rocca (Consul General of Italy, Miami), Haydee Rocca, Aniello Musella (Italian Trade Commission, New York)
2. Guests enjoying aperitifs and the astonishing view
3. Guests enjoying aperitifs and the astonishing view
4. Silvia Cadamuro (IACC Miami) and Fabrizio Giustarini (Italian Trade Commission, Atlanta) among participating restaurants: Quattro, TiramesU, Sardina, and Escopazzo

April 17, 2010
FRANCESCO BELLUCCI MEMORIAL TENNIS TOURNAMENT
CRANDON PARK TENNIS CENTER – KEY BISCAYNE
5. Players at the final match
6. (from left) Francesca Tanti (IACC Miami), Dennis Britt, Stefano De Marchi and Isabella Ronchi (1st place), Benoit Benaibbouche and Virgilio Mariano (2nd place), and Silvia Cadamuro (IACC Miami)
7. (from left) Luca Gregorio, Fabrizio Cilento, Paul Scicchitano, and Ricardo Menoscal
8. Players and spectators during a break
April 19, 2010
FRANCESCO BELLUCCI MEMORIAL TENNIS TOURNAMENT
AWARDS DINNER
PIOLA BRICKELL – MIAMI

9. Guests enjoying dinner
10. Guests enjoying dinner
11. (from left) Suzanne Bellucci, Francesca Tanti (IACC Miami), Alessandro Bellucci, Silvia Cadamuro (IACC Miami), Stefano Bellucci, Dennis Britt and Marco Britt
12. (from left) Francesca Tanti (IACC Miami), Stefano De Marchi and Isabella Ronchi (1st place), and Silvia Cadamuro (IACC Miami)
13. (from left) Stefano Bellucci, Virgilio Mariano (2nd place), Francesca Tanti (IACC Miami), Benoit Benaibouche (2nd place), Silvia Cadamuro (IACC Miami), and Alessandro Bellucci

April 21, 2010
L’APERITIVO
THE BENTLEY HOTEL SOUTH BEACH – MIAMI BEACH

14. (from left) Francesca Gallorini, Luis Vucci, Francesca Tanti (IACC Miami), and Stephen Whitting
15. (from left) Luca Ventriglia, Davide Ferraretto, Federica Cortese, Matteo Tinti, Alessandro Macchi, and Vincenzo Nunziata
16. (from left) Jasmine Gonzales-Gran, Elise Granjot, Weyleen Ma, Michelle Giler, Corylie Suarez-Valente (IACC Miami), and Federica Cortese
17. (from left) Marcel Jarvis, Daniel Rowinski, Alejandro Martinez, Monica Lopez, Cristina Martinez, and Andres Arias
18. (from left) Marguerite Beaty and Carol Haefner
19. (from left) Marcela Pinto, Monica Quintero, Carolina Stevens, and Silvia Cadamuro (IACC Miami)
May 03, 2010
INAUGURATION 10TH ABICC WORLD BUSINESS MONTH
THE RUSTY PELICAN – KEY BISCAYNE
20. Lita Haeger, President of ABICC, among bi-national Chambers’ Representatives during the ribbon-cutting ceremony

May 05, 2010
EUROPEAN SEMINAR ON LABOR LAW
MARRIOTT COURTYARD – MIAMI
21. Guest speaker Mark Cheskin (partner at Hogan Lovells US PA) during the seminar

May 12, 2010
EUROPEAN CHAMBERS’ NETWORKING COCKTAIL EVENT
THE RALEIGH HOTEL – MIAMI BEACH
22. (from left) European Chambers’ Representatives: Victoria Gonzalez, Francesca Tanti, Bjørg Eikeland, Henry Chau, David Munn, Miriam Metzger, Irina Janzen, Selina Fates, and John Bauer (Honorary Consul of Guatemala)

May 20, 2010
ITALIAN COOKING SHOW IV: VENETO VS SARDEGNA
MIA CUCINA – CORAL GABLES
23. (from left) Chef Pietro Vardeu (Enoteca Sardinia Ristorante) and Chef Luca Taretto (TiramesU Restaurant)
24. Chef Pietro Vardeu (Enoteca Sardinia Ristorante) presenting Malloreddus con Vongole e Bottarga
25. Chef Luca Taretto (TiramesU Restaurant) presenting Risotto al Nero con Capesante
26. ICS sponsor Paolo Doino with Alma Food Imports and Citterio
27. ICS sponsor Joseph Selvaggio with PDF Foods Inc.
May 20, 2010
ITALIAN COOKING SHOW IV: VENETO VS SARDEGNA
MIA CUCINA – CORAL GABLES

28. ICS sponsor Vito Volpe with Norba inc and Mozzarita, among guests
29. ICS sponsors Stephen Jourian and Gladys Loa with Comobar
30. ICS sponsors Yvette Mansanet and Victoria Corea with Acqua Panna and San Pellegrino-Nestle Waters North America
31. ICS sponsor Ducati Miami
32. ICS sponsors Alberto Prealoni with Vias Imports LTD and Paolo Orsolini with Orso Italian Specialty Foods
33. (from left) Nelly Galvis, Matteo Tinti, Martina Bonani, Carolina Stevens, and Davide Frau

May 28, 2010
PIERO MAZZOCCHETTI
COLONY THEATRE – MIAMI BEACH

34. (from left) Piero Mazzocchetti, Marco Ferri (President, IACC Miami), and Adriano Aragozzini
June 2, 2010
IACC GENERAL ASSEMBLY
THE BILTMORE HOTEL – CORAL GABLES
35. A view of the Stoneman-Douglas room with participating IACC members

June 9, 2010
EUROPEAN SEMINAR ON EB 5 VISA PROGRAM
MIAMI SCIENCE MUSEUM – MIAMI
36. Guest speaker Eric Gould (Co-founder, South Florida Regional Investment Center) during the seminar
As President and owner of CMC Group, Inc., Ugo Colombo is internationally renowned for the unique flair and exceptional design he brings to each of his luxury high-rise developments. Colombo is the creator of Brickell Avenue landmarks Bristol Tower and Santa Maria condominiums, Grovenor House in Coconut Grove and the most recent development, EPIC Residences & Hotel in downtown Miami.

Born in Milan, Italy, Colombo came to the United States in 1983 to attend the University of Miami.

CMC Group was established in 1987, when the savvy Italian envisioned revolutionizing residential developments for a niche market of buyers. Betting heavily on the return of the luxury market – first as an investor, then as a developer - the man behind CMC Group has established himself and his brand as one of South Florida’s premiere luxury residential developers. After Colombo and his partners acquired and quickly resold over one hundred units in Villa Regina, Colombo saw that overseas buyers were willing to pay for high-end properties with more livable square footage, thus leading CMC Group to focus on the design and construction of its own buildings from the ground up.

In addition to his ability as a real estate strategist, Colombo remains involved in every aspect of his business, from the purchase negotiations to the architectural plans and the interior details.

Colombo conceived the idea of a round condominium and the result was Bristol Tower, a 40-story curvilinear glass design. Upon completion, Bristol Tower was the tallest residential high rise south of New York City. Panoramic views of Biscayne Bay and the city, state-of-the-art security, and an extraordinary interior design all helped propel the $80 million, 147-unit, Brickell Avenue landmark to a record-breaking sell out.

A few years later, Colombo surpassed Bristol Tower with the even more remarkable Santa Maria. Santa Maria’s 52 stories grace the Miami skyline with its twin-cylinder curvilinear design.

The next venture was Porto Vita, a $300 million development on an expansive 18-acre parcel, in Aventura that includes villas, 2 mid-rise and 2 high-rise towers, as well as a private clubhouse, restaurants, spa and fitness center.

After perfecting the art of residential development, Colombo built 4000 Ponce. Considered one of Coral Gables’ most prestigious business addresses, 4000 Ponce was completed in 2002 and is a Mediterranean-style Class-A office tower comprised of 750,000 square feet of mixed use office/retail space.

CMC Group’s most recent masterpieces are Grovenor House, a 32-story luxury condominium, located on South Bayshore Drive spanning 3.5 acres, and EPIC Residences & Hotel, an exceptional 54-story tower boasting exquisite modern residences which offer magnificent bay and city views, and access to all of the amenities of EPIC’s 4-star hotel. Both Grovenor House and EPIC are equipped with state of the art technology, imported Italian granite countertops, Snaidero cabinetry, Sub Zero and Miele appliances, Lualdi doors and imported Italian marble baths and hardware.

Today, CMC Group offers a comprehensive selection of services, including development, construction, and management of both residential and commercial real estate. The Miami-based company has a development portfolio that represents a combined residential sellout value of $700 million. With an exceptional eye for style and elegance, Colombo attributes his success in residential real estate development to a simple philosophy: Create your own brand and perfect it.
ENJOY A TRUE EUROPEAN EXPERIENCE FILLED WITH ITALIAN CHARM ON COSTA CRUISES

Europe’s Number One Cruise Line Offers New Ships at an Incredible Value

Do you dream of a vacation filled with the romance of Europe so many know and love around world? In Italy, it’s called “La Dolce Vita” and is found on every cobblestone street and every curve of a fashionably styled scarf. With Costa, your clients will enjoy that ambience not only in the ports of call they visit, but onboard as well. Costa's mix of cosmopolitan travelers from around the world combined with the warm, authentic Italian hospitality Costa has cultivated for over 60 years are just some of the reasons it’s Europe’s Number One Cruise Line. New ships including the Costa Deliziosa, Costa Luminosa and Costa Pacifica will all sail Europe this summer, each boasting their own incredible innovations and decadent design. Best of all, there’s no better time than now for you to take advantage of “Cruising Italian Style.” With fares under just $100 per day, you can take the “trip of a lifetime” to the Greek Isles, Romance countries or Northern Europe, all within reach.

When sailing Europe with Costa, you’ll enjoy an impressionable feeling of truly enveloping yourself in the ambience of the Continent beyond the ports of call visited. Dining begins a bit later, with leisurely dinners boasting cuisine that is reminiscent of some of the best Italian restaurants from Venice to Rome. Italian phrases such as “buongiorno” welcome you in the morning and “buonasera” in the evening, while English is always spoken in between. Cosmopolitan European travelers become new friends from around the world and soccer is understood as a passion, not just a game, after enjoying a match in the sports lounge. You’ll be humming “That's Amore” without even realizing it!

Costa Cruises is Italy’s largest tourism group and Europe’s Number One Cruise Line. For more than 60 years its ships have sailed the seas of the world, offering the best in Italian style, hospitality and cuisine and providing dream vacations filled with fun and relaxation. The company’s 14 fleet members, each with its own distinctive characteristics and unique style, all fly the Italian flag and sail each year to 250 destinations in the Mediterranean, Northern Europe, the Baltic Sea, the Caribbean, South America, the United Arab Emirates, the Far East and the Indian Ocean. Two more new ships are due to enter service by 2012.

Costa Cruises has been certified by RINA (Italian Shipping Register) with the BEST4, an integrated system of voluntary certification of corporate compliance with the highest standards governing social accountability (SA 8000, issued in 2001), environment (UNI EN ISO 14001, 2004), safety (OHSAS 18001, 2007) and quality (UNI EN ISO 9001, 2008). Costa Cruises has been an official partner of WWF Italia for the protection of the Mediterranean Sea since 2005.

For more information on Costa Cruises or to make reservations, please contact a travel agent by calling (800) GO-COSTA or visit www.costacruises.com.
MiaCucina is excited to announce the completion of its remodeling of both of their premier 7,500 square foot showrooms. Their showrooms have always been spectacular but now they are receiving worldwide attention.

MiaCucina showrooms are dedicated to displaying their select products in creative ways which allows you to envision your own project with the confidence that you are bringing something into your home that you will enjoy for years to come. With the ample displays they have, you have the ability to touch and feel the materials you are imagining for your home. It is truly an enjoyable experience from start to finish.

According to Owners Rey Rouco and Javier Wainer, “Our vision was to take the pain out of the process. We have found high quality Italian manufacturers and we coupled this with our highly effective staff who are experts in their field. This combination brings comfort and the knowledge that our products will be supplied in a professional and timely manner.”

MiaCucina represents several manufacturers, all of which we have been thoroughly tested for quality and service to meet MiaCucina’s high standards.

Record Cucine is part of Gruppo Setten which is a family run enterprise with over 600 employees and has been manufacturing quality furniture and cabinetry for more than 30 years. We selected Record to produce our kitchen cabinetry because of their dedication to quality and design. Record is considered one of the industry leaders in terms of design and innovation and has the ability and commitment to meet our customers’ needs and requests.

Idea Group is a well established bathroom furniture manufacturer whose name is synonymous with quality, innovation, and flexibility. The focus of Idea Group is the end user and this means a dedication to quality with a wide choice of products and materials delivered in a timely fashion at a fair price.

Idea Group’s production facilities cover approximately 280,000 square feet and include their four divisions; Idea, Aqua, Blob, and Disenia. With these production facilities, Idea Group is able to adhere to its philosophy of continual research which is the stimulus for its innovation and enables it to meet the challenges of an ever expanding and competitive market.

At MiaCucina, quality luxury kitchen, bath, closet, and furniture needs are met with minimalist and classical designs at both of our locations. Each of our innovative collections are designed to accommodate every way of life with Italian style. Experience the purest form of beauty and practicality our products have to offer by visiting one of our showrooms. Discover how by combining art and utility into domestic perfection MiaCucina brings an array of masterpieces to the limelight.

We invite those IACC members who miss their Italian heritage to visit MiaCucina and feel at home.

Showroom locations:
105/107 Miracle Mile, Coral Gables, FL 33134
20385 Biscayne Blvd, Aventura, FL 33180
New Members

Sustaining Members

**Ducati Miami**

Mr. Luigi Trevale  
General Manager  
2001 NW 167th Street  
Miami, FL 33056  
Phone: 305-625-2453  
Business Category: Motorcycle Dealership

**Massimo Zanetti Beverage Cafes USA, Inc.**

Mr. Paolo Evangelista  
Vice President  
11393 NW 122nd Street  
Medley, FL 33178  
Phone: 305-889-5400  
Business Category: Franchising, Food Service, Retail, Coffee & Maintenance

Business Members

**Caffe Milano**

Mr. Christian Quarato  
Manager  
850 Ocean Drive  
Miami Beach, FL 33139  
Phone: 305-532-0707  
Business Category: Restaurant

**Cargo Clay USA, Inc.**

Mr. Matteo Tinti  
Sales Agent  
8925 NW 27th Street  
Miami, FL 33172  
Phone: 305-903-3534  
Business Category: Logistics Provider

**Gava I.F.C. (USA) Inc.**

Mr. Massimo Cacace  
Vice President  
1611-1617 NW 82 Ave  
Miami, FL 33126  
Phone: 305-470-9911  
Business Category: Freight Forwarders

**Iberia Airlines of Spain**

Ms. Maria Vasquez  
Account Manager S.E.  
5835 Blue Lagoon Drive, Suite 350  
Miami, FL 33126  
Phone: 305-267-7747  
Business Category: Spanish Flagship Carrier/Airline

**Monique Troncone CPA PA**

Ms. Monique Troncone  
President  
55 NE 5th Avenue, Suite 501  
Boca Raton, FL 33432  
Phone: 561-417-0308  
Business Category: Accounting firm

**Palio Tours**

Mr. Stan Douglas  
President  
1825 Ponce de Leon Blvd., Suite 438  
Coral Gables, FL 33134  
Phone: 305-460-4090  
Business Category: Travel

**Tomson Hospitality Boutique**

Mr. Tommaso Cardana  
Vice President of Sales  
7824 NW 46th Street  
Miami, FL 33166  
Phone: 305-538-5558  
Business Category: Hotel and Restaurant Supplier
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 Angiolieri
Call: 305-757-7735

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

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

Gaia Restaurant
All members will receive a 20% discount on dinners. Offer applies on total bill for food, beverage and alcohol. Must present Membership card.
101 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Tom Cunha/Restaurant Manager
Call: 305-672-6635

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

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

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

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

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

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

Xs Café
All members will receive a 20% discount on dinners. Offer applies on total bill for food, beverage and alcohol. Must present Membership card.
1120 Collins Avenue | Miami Beach, FL 33139
Contact: Mr. Andrea Alimenti
Call: 305-394-8890

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@drmc.com
Sales Department: 561-839-1468 (Mon.-Fri. 9-5)

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:
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!

Shopping

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

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

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

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

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

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

Professionals & Others

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

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

Cambridge Mercantile Group
No fees on foreign currency wire transfers or drafts. Free assessment of foreign exchange exposure and transaction needs.
Free consultation to assist in formulating an appropriate foreign exchange hedging strategy.
Contact: Manuel Lopez
Call: 305-573-9182

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

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

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

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

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

Wellness & Entertainment

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

Hilton Bentley Beach Club
All members will receive a 25% discount on Beach Furniture (beach chairs & umbrellas) and a 15% on all food and beverage. Valet parking $10.00.
Contact: Mr. Tom Cunha
Call: 305-538-7755

Take advantage of your Membership!
There are lots of benefits reserved to our members.
Discover where and how you can save money!
Each corporate member can extend benefits up to 5 membership cards for its employees. If you lost your card, we will be glad to send you a duplicate.
Just contact us at 305-577-9868 or marketing@iacc-miami.com.
Trade Shows

**Italy**

**June 15 - 18**
Fashion Industry
PITTI IMMAGINE UOMO
Firenze Fiera, Florence
www.pittimmagine.com

**September 9 - 12**
International Exhibition of Natural Products
Sana
Bologna Fiere, Bologna
www.sana.it

**September 9 - 12**
International Home Show
MACEF MILANO
Fiera Milano, Milan
www.macef.biz

**September 10 - 14**
International Exhibition of Gold Jewelry, Silverware, Watches and Gemology
Vicenzaoro Choice
Fiera di Vicenza, Vicenza
www.vicenzafiera.it

**USA**

**July 14 - 21**
Home Furnishings
Atlanta International Gift & Home Furnishings Market
The Atlanta Convention Center
www.americasmart.com

**July 15 - 19**
Fashion
Miami Fashion Week Swimwear
The Raleigh Hotel, Miami
www.mbfashionweek.com

**August 9 - 10**
International Watch and Jewelry
International Watch & Jewelry Guild
Renaissance Waverly Hotel, Atlanta
www.iwjg.com

**September 12 - 14**
Travel
The Travel Retail and Destination Expo
Orange County Convention Center, Orlando, FL
www.thetradeshow.org
### Calendar of Events

**July**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>3-6</td>
<td>XI Meeting Segretari Generali</td>
<td>Rome</td>
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<tr>
<td>15</td>
<td>Italian Cooking Show IV</td>
<td>Mia Cucina</td>
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<tr>
<td>21</td>
<td>European Happy Hour</td>
<td>Calamari Restaurant</td>
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**August**

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<tr>
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<td>Italian Cooking Show IV</td>
<td>Mia Cucina</td>
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**September**

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<tr>
<td>9-12</td>
<td>Macef International Home Show</td>
<td>Fiera Milano</td>
</tr>
<tr>
<td>16</td>
<td>Italian Cooking Show IV</td>
<td>Mia Cucina</td>
</tr>
<tr>
<td>29</td>
<td>Seminar: Alternative Energies</td>
<td>Venue TBA</td>
</tr>
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Please refer to our online Calendar of Events via our website at www.iacc-miami.com or the Italy-America Chamber of Commerce Southeast facebook page for upcoming events.
Postcard

2010 FIFA WORLD CUP SOUTH AFRICA: 32 Countries, one passion, one mission, one Champion.
The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.