IAHFINEWS

Italian American Heritage Foundation Newsletter & February 2011 & Founded August 5, 1975 & Celebrating 35 Years





The State of the IAHF

Over the last several weeks we have heard about the State of the Nation, the State of the State, and the State of the County, the latter, by IAHF member Board of Supervisor President Dave Cortese. I want to add to that list a dialogue about the State of the IAHF. There are two common themes in all of the "State of Messages." Number one, to no great surprise, these are financially difficult times; and number two, the importantance of focusing on the guiding vision of the nation, state and county, and managing to do it as effectively as possible. (And, yes, to digress a bit, a special kudos to Board President Dave Cortese, when he proclaimed this year the Year of the Child in Santa Clara County-bravo!) Even during these difficult economic times, and perhaps because of it... our common vision becomes a vital tonic. To some extent, as these greater events unfold, they also parallel life at the IAHF. By the time you read this message we will have had two retreats and spent many hours on how to manage our resources and keep our commitment to our vision of promoting Italian American Heritage in Santa Clara County and beyond.

This year we are expanding membership outreach, especially with our language classes, culinary programs, film series, lectures and special events such as *Una Storia Secreta, Festa della Republica*, and joining the greater Bay Area community in world wide celebrations of the 150th year of Italian nationhood. Likewise, by the time we go to print we will have had the honor of hosting a special visit by the Consul General of Italy, Fabrizio Marcelli, and the presentation of an award

to a local resident, Alfredo Chiotti, on behalf of the President of the Republic of Italy, Giorgio

Napolitano. We are also excited to announce an augmented endowment by the Bocciardi Family on behalf of their dad Jerry, in the form of two major scholarships. Plans are also underway to have a special lecture by one of the national experts on Italian American history, Alessandro Baccari.

These and many more exciting and unique events are being considered. At the same time, one of our additional goals that does not get a lot of attention and needs to because it is a means to an end, even though at times it feels like an end in itself, is the management of the foundation facility itself. This is a quite challenging task, but I have to believe the IAHF does have some guardian angels, in the form of super volunteers and board members that give of themselves to keep the organization afloat. I thought about that last week at our Installation Dinner, as I tried to acknowledge the activities of all our board members, including our Advisory Board members. Each one of them is actively chairing events, handling projects and or supporting the Foundation in very special ways. I am sure many of you are aware of their activities from our News Letter. But your ongoing support as a member is actively solicited, too, not just for the Festa which recruits over 200 volunteers yearly, but in the ongoing daily operation of the Foundation, from mailings, working in the kitchen, to hall maintenance. It is critical, too, to consider supporting our fund raisers, for they are also the key to our financial health. One such fund raiser will be our annual Crab Feed on March 26, chaired by board member Steve Cornaglia and his wife Rose. The event is designated as such to support hall

being planned, too, and we would love to hear from you for any suggestions as to how to enhance IAHF revenues.

improvements. Other fund raisers are

Most of our activities are moderately priced. Would that the cost of business also be so, but it its not. We have been fairly creative in cutting our cost, but one of the biggest assets is also one of our

biggest challenges, and that is managing the hall itself. Membership dues aside, hall rentals are our key income source, and yet, ironically, hall rentals do not primarily come from membership, but rather the general community and "quinceneras", or coming out parties similar to a debutante ball within the Hispanic community. They really are stunning events. As our Board does the daily number crunch which we will be sharing with you in the coming months, we want to increase income generating usage of the hall itself. As you may be aware, the hall is now being used for a number of additional mid-week events, but we also want to increase ongoing weekend usage and rentals, as well as prioritize and enhance events that promote our vision. And our vision is clear: we intend to promote our Italian and Italian American Heritage. Our priorities this year will of course be dictated by the economy, our resources, and the good will and support of our members and friends. So, in 2011, let me make a fun new year resolution for you: plan on supporting our activities more, including bringing your friends and family to these events, as well as joining us in the important hands-on work of sustaining Italian American heritage in Santa Clara County.

Grazie tante! 2

Andiamo In Italia



IAHF Board member Mike Console has volunteered to set up a trip to "Southern Italy and Sicily" for our members and their friends. The grand trip is scheduled for 12 days, October 20-31, 2011. Some features of the trip are visits and tours in Palermo, Monreale, Agrigento, Valley of the Temples, Catania, Mt. Etna Volcano, Giardini Naxos, Taormina, Taranto, Alberobello, Matera, Amalfi Coast,

Sorrento, and Sassi of Matera and experience how people lived in their cave dwellings. Visit a local winery and *agriturismo* for a tasting and dinner. History comes alive during a visit to the ancient Roman City of Pompeii. During our venture into the region of Apulia, in the mystical town of Alberobello, you will see some of the most unusual-



ly built homes, known as *trulli*, with cone-shaped roofs and no mortar to hold the stones together. The Amalfi Coast is one of the most breathtaking areas of Italy, and I am certain you will marvel at the views of this magical place.

Costs are: double occupancy, \$3,699 per person; \$4,199 single Occ. \$3,669 per person triple costs include: round trip air from San Francisco, air taxes, surcharges, pick up from and return to your home. Ten nights lodging in first class hotel. Seventeen meals (10 breakfasts, and 7 dinners). Professional tour guide and manager.

Not included is an optional cancellation waiver and insurance fee which can be obtained by adding \$200 per person to the \$250 per person deposit required to secure your spot for the trip. Also, the gratuities for the Tour Guides, Manager and driver are not included, approximately \$90 per person.

A daily itinerary and sign up sheets are available with more complete information. Call Mike Console at 408-246-1080 or pick up information at the IAHF office, 425 N. 4th Street, San Jose, CA 95112. *Andiamo* - let's go!



24th Annual Opera San Jose Benefit

- Friday, March 4, 2011
- Social hour at 6:30 pm / Sit-Down Dinner at 7:00 pm
- Program at 8:30 pm with the Resident Artists of Opera San Jose
- Pre-Dinner Entertainment
- Reno Di Bono, accordionist

This event books fast, so please call *now* for reservations at 408-293-7122 Visit *www.iahfsj.org* for more information

Have You Moved?

Please let us know if you have moved so we have your correct address on file to send your monthly IAHF Newsletter.

New Postal regulations do not allow for "Return To Sender" services.

So, if you have moved, we would have no way of knowing if you are receiving all your correspondence from the IAHF.

If you have a new address, please contact the IAHF at: 425 N. Fourth St., San Jose, CA 95112

Phone: (408) 293-7122 • Fax: (408) 293-7154 • Email: iahfsj@sbcglobal.net

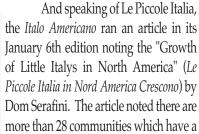
The Urban Villagers & Piccolo Italia by Ken Borelli

In my installation talk, I made mention of a seminal work on Italian Americana. Several people came up after the talk and asked about the book, and here is a brief comment about it. *The Urban Viallgers: Group and Class in the Life of Italian-Americans* by Herbert Gans (The Free Press, Div.

of Macmillan Publishing Co., NY) highlights the demise of an area in Boston known as the West End. Even during the presentation, people confused it with the famous Italian-American enclave known as the North End. In the 1950-60's, the West End of Boston was also a mixed

Italian-American neighborhood whose location and property and market values was being considered for gentrification and development without considering the impact or vitality of the "old neighborhood." Without much discussion, or much consideration of the impact upon the community, the City came into the area to redevelop the district, leaving the residents to pretty much fend for themselves. To some extend it was similar to what occurred in the old River Street and Little Italy area of San Jose, which is hopefully trying to rise from the ashes of the old neighborhood. The importance of the book and study by Herbert Gans was to call attention to the vitality and importance of the neighborhood to the community. What was looked upon at first glance as "just a working class" ethnic enclave really had a history and sense of community that, Gans noted, had some very valuable dynamics. Gan's work could not stop the developers, but did do a couple of things: first it is a valuable chronicle of a slice of Italian American life now gone, but also called attention to the importance

of "impact studies" on those people effected by urban redevelopment. I believe it is out of print now, but it is well worth trying to find the book in the library. It will provide you with a fascinating insight into a transitional time for Italian American life, the 1950's and 60's.



designated Little Italy, located in 14 states. NYC itself has 3 designated areas, along with communities in Buffalo, Schenectady and Syracuse, New York. In New England, too, there are communities in Bridgeport, Waterbury, Hartford and New Haven, Connecticut; Providence, Rhode Island, along with in Pennsylvania, in Altoona, Connellsville and Philadelphia, and as noted above, in Massachusetts. There are also communities in Springfield, and Boston. Moving west and south, there are designated Little Italys in Youngstown and Cleveland, Ohio; Baltimore, Maryland; Wilmington, Delaware; Omaha Nebraska; Paterson New Jersey; Chicago, Illinois; St. Louis Missouri; and New Orleans, Louisiana. California had two designated communities: North Beach, in San Francisco, and San Diego. Hopefully, soon San Jose will be making the list! I am sure many of our IAHF members can trace their family histories to some of these communities and if you happen to be visiting some of these areas, check them out and share with our readers.



Save The Date: The Una Storia Segreta Forum

On Sunday, April 10th, the IAHF will be presenting an open public forum to re-address the secret story, which became to be known as, "Una Storia Segreta," which tells the story about the Italian-American's evacuation and internment during World War II, in co-sponsorship with the American Italian Historical Association, Western Regional Chapter (AIHA/WRC). Lawrence DiStasi, the AIHA/WRC's, Una Storia Segreta's project director and curator and distinguished author of the book, Una Storia



Segreta, will open the program with a preview of this secret wartime story and will also narrate and answer questions from attendees throughout the afternoon. Joe Simitian, California State Senator, will be attending and giving his discussion on C A State Senate Resolution, SCR 95, which was passed in August 2010, that acknowledged the injustices suffered by thousands of Italian-Americans who were classified by the FBI as "enemy aliens" and sent to detention camps located throughout California and the United States.

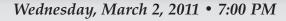
Other notables such as, U S Congressman Mike Honda, Congresswoman, Zoe Lofgren, , Norman Mineta, Former US Transportation Secretary, and Leon Pinetta, US CIA Director are also being invited to attend.

Victims of the internment and others who were affected will be given the opportunity to share their experiences with the audience, and answer questions. The forum will take place at the IAHF Cultural Center, 425 N. Fourth St., San Jose 95112, from 2 PM to 5 PM. Admission will be \$10 for adults with free admission for children 15 and under and free for students from grades 1 to 12. The enclosed flyer has further details for your planning convenience.

The original 1994 exhibit, Una Storia Segreta, which made national headlines when the FBI released it secret files in 1994 on this war time's best kept secret, will be on display for the public's viewing, free of charge, in downtown San Jose at the Martin Luther King Jr. Library, located at 150 E. San Fernando St., San Jose, from April 1st to April 30th. - Tony Zerbo / Forum Chairperson







Facing Windows (La Finestra di Fronte) 106 minutes • 2003

\$5 with popcorn • A variety of beverages available

Interwoven with her predicament is that of an older man with amnesia whose history and personal experience inform Giovanna's life decisions.

This film reveals how the impact of the past on the present and the way in which memory and regret affect our capacity for happiness.

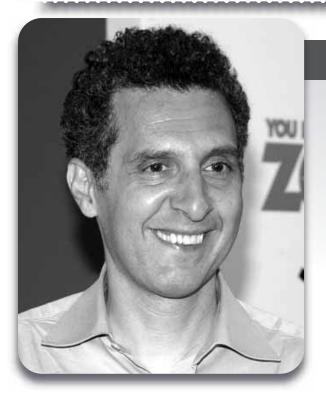
Italian Movie Night is sponsored by the Italian Language Program • 425 N. 4th Street • San Jose, CA

For more information, please call 408-293-7122



Il Gattopardo (The Leopard) Sunday, April 24, 2011

In recognition of the 150th Anniversary of the unification of Italy, there will be a special showing of *Il Gattopardo* (The Leopard), at the IAHF. This is a film classic set in the Sicily of the 1860's and those revolutionary times known as *Il Risorgimento*, including the origins of the famed March on Rome, by Guiseppe Garibaldi, starting with his "band of 1000" as they land in Sicily from Genoa, and completed the struggle for Italian unification. The movie is from the book by Guiseppe Tomasi, *Principe di Lampedusa*. The film features an international cast including Burt Lancaster, Claudia Cardinale and Alain Delon.



John Turturro is Coming to Cinequest!

John Turturro joins Cinequest (San Jose Film Festival) to present the breathtaking film "Passione" on Tuesday, March 1, 2011. The film and the event will be held at the California Theatre in San Jose!

John Turturro directs a spectacular and beautiful love poem to the city of Naples - a city of music, of culture, and most of all, its extraordinary people.

The stunning and evocative music of Naples takes center stage in John Turturro's fourth directorial outing with magnificent results. Turturro immerses us in the rich culture that lies within the complex city, exploring the dynamic music which continues to define its traditions. Richly textured and layered, Passione vibrantly combines archival footage with astonishing musical numbers on the streets, inside the sites and within the hearts of its people. To purchase tickets, www.cinequest.org Article by Judy Verona Joseph

Vacancies and Volunteer Help Needed at the IAHF

As noted last month for 2011, we are actively recruiting a cadre of people to get our mailings out, work on the many events we produce and support our culinary events in the kitchen. Please contact the IAHF if you are interested in helping out.

There is also one vacancy on the IAHF Board due to a resignation. Per Article V of the By Laws, the requirements include being a member in good standing for eleven months, demonstrating an interest in Italian heritage, attending Board meetings approximately once a month and occasionally participating in special retreat meetings. Applications for the position can be obtained by contacting the IAHF office. Your interest and commitment is actively solicited. We particularly want to invite newer members to consider coming on the board. This is in many ways a historic time for our organization and our community. This is your opportunity to play an important roll in the decision making process of the foundation.

We are also actively recruiting a Treasurer for the IAHF. The Treasurer shall oversee receipt of all funds, record this information on a now automated Quick Book system, and oversee the safekeeping of all funds of the corporation and / or applicable government recording forms, as noted on Page 8 of the IAHF By Laws. The Treasurer attends Board meetings once a month and, as an officer of the Board, attends the Executive Board meeting. The Treasurer shall also ensure that financial statements shall be prepared in accordance with standard accounting procedures and present this information to the Board and membership. This, too, is a dynamic position, of course requiring some special experience and knowledge base, although some mentorship on Quick Books can me arranged if you have the basic understanding of the process. It is a critical task to the financial health of our organization and if you possess the skills, time, and desire to be of service to the organization, we would love to talk to you. We estimate approximately a couple of hours every two weeks in addition to board meetings.

For more information on any of these positions, please contact the IAHF Office at 408 293-7122.

Scholarship Drive Campaign



The Italian American Heritage Foundation is proud to offer 7 Scholarships this year to graduating high school seniors in the Santa Clara County. These students come from family members of the IAHF.Every year deserving students are struggling financially to meet their college needs. Last year 26 excellent candidates applied but unfortunately only 5 could be given a Scholarship. This year with the generosity of our members we are giving 7 scholarships:

- Two \$3,000 Gerald Bocciardi Scholarships
- One \$2,000. Diana Hurst Scholarship
- One \$2,000 IAHF Endowed Scholarship
- One \$1,000 Joseph and Frances Borelli Scholarship
- One \$1,000 Delia Schizzano Scholarship
- One \$1,000 Richard Zamar Scholarship

Lets hit the big 10!!!.... Help us achieve this goal with your sponsorship of a deserving student to fulfill their college dream. Thank you, Delia Schizzano, IAHF VP

Folding Metal Chairs for Sale

The IAHF has a collection of folding metal chairs for sale @ \$3 each for IAHF memebers and \$5 each for non-members. The chairs are in good condition and useful for a variety of purposes, like big Italian parties. If you need some good, sturdy folding chairs (and who doesn't?), call Rosa at the IAHF office at 408-293-7122 for more information.





Alfredo Chiotti Receives the Medal of Honor

On Thursday, February 3rd, a recepion was held for a long time Santa Clara County resident Alfredo Chiotti on behalf of the government of Italy. The award, the Medal of Honor, was bestowed by the President of the Republic of Italy, Giorgio Napolitano. and acknowledgement was presented to Mr. Chiotti by the Honorable Fabrizio Marcelli, Consul General of Italy and the Honorary Vice Consul General of Italy in San Jose, Silvia Raviola. The recognition is part of an Italian nationwide initiative, *Giorno della Memoria*, to remember and declare a day to acknowledge the many victims of intolerance during the World War II years. Mr. Chiotti, a US born citizen of Italian parents, was residing in Italy during the war years. He was conscripted into a German labor troop, which was in effect a prison work brigade, and sent to Germany.

Many of these people died in the process of working in a war zone,

and the suffering endured was horrific. As a way to acknowledge this tragic part of World War II history, the Italian government is honoring Mr. Chiotti as well as calling attention to those whose lives were lost during this tragedy, and to reinforce a law passed in Italy in 2000 with the intent to "diffuse reciprocal respect for the diversities of cultures and religions, denying every type of racism and anti-Semitism". On January 27th, teachers all over Italy at every grade level are engaging students in special projects to commemorate this *Giorno della Memoria* and an awareness of racism and intolerance in general. The Consul General is taking part in these activities by this special recognition of Mr. Chiotti's personal war time experiences. "We were honored to host this event on behalf of the South Bay Italian American community, and, perhaps, we too should borrow this current page of Italian History, and adopt our own Day of Remembrance to promote a national teach-in regarding healing some of our own issues regarding the dynamics of intolerance and racism", noted Ken Borelli, President of the Italian American Heritage Foundation.



General of Italy, Fabrizio Marcelli

Another Sicily

On January 20, the IAHF held one of its popular "Regional Lunches," this one focusing on the culture and identity of Arbëreshë Italians of Southern Italy and Sicily. The 60 attendees enjoyed an "Arbëreshë" menu devised by Massimo Chisessi, who gave a talk following the delicious meal.

The Arbëreshë are descendants of a disparate collection of Eastern Orthodox catholic peoples from Southern Albania. In the late 15th Century, after 20 years of fierce fighting to protect their homeland from the invading Ottomans, many Albanians fled to Puglia, Basilicata, Calabria and Sicily. The refugees were granted dispensation to continue to practice the Byzantine rite, and were eventually granted special recognition as an ethnic minority by the Italian government. Due to their sanctioned status, and a lack of intermarriage with other Italians until the 20th Century, the Arbëreshë have retained many of their unusual customs.

In the immigration years many Arbëreshë came to the Santa Clara Valley, and the Goosetown neighborhood was the center of a lively subculture of Arbëreshë and other Italians from the late 19th Century until after WWII. They creat-

ed institutions such as the "Trabresh Club," a place where the men of the community went to eat, drink and play cards. For many years this club organized a summertime "Trabresh Picnic" attended by hundreds of people.

Arbëreshë Italian-Americans have contributed much to the economic and social fabric of the Valley, including the Dorsa Brothers, who invented the Eggo waffle in San Jose in the 1930s and Henry Schiro, founder of the San Jose Jazz Society. Other notable Arbëreshë include talk show host Regis Philbin, Italian Prime Minister Francesco Crispi and Pope Clement XI.

After the talk, there were many interesting questions and comments. One long-time club member said "I had heard of the Arbëreshë, or "ghe-ghe" Italians, but I had no idea that they made up such a large ethnic group and had played such a big role in the history of the Valley." Some were surprised to learn that the cannolo was a contribution of Arbëreshë culture. Others reminisced about the Goosetown neighborhood and the many Arbëreshë families they had known, and at least two childhood friends were reunited after 70 years.

Look for a full transcript of the talk, photos, recipes and more at Chisessi's blog, anothersicily.com. Special thanks to Norma and her kitchen crew!



A Renaissance Evening: April 2, 2011

Save The Date!! Only \$65 per person

The County of Santa Clara / Province of Florence, Italy Sister County Commission invites you, your family and friends to attend *A Renaissance Evening*

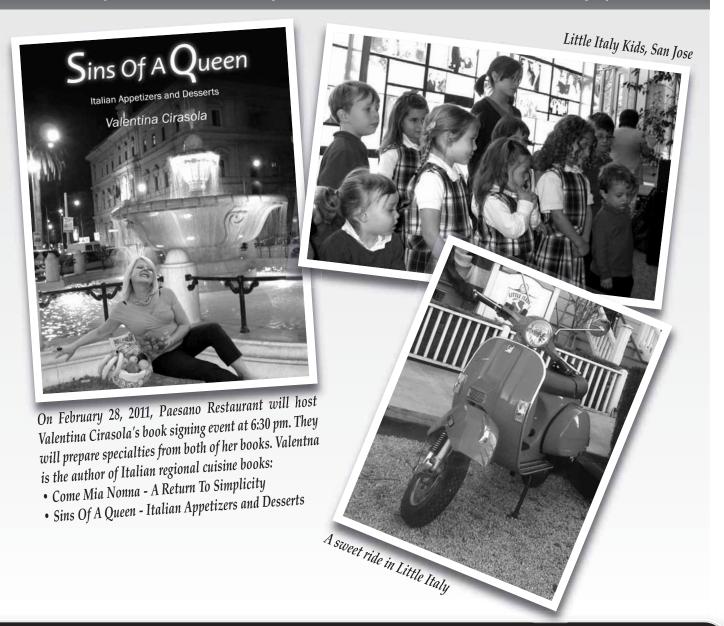
- Saturday, April 2, 2011
- The Italian American Heritage Cultural Center, 425 N. 4th St., San Jose
- 6 PM: No Host Special
- 7 PM Dinner
- 8:30 PM: Fashion Show depicting Women's and Men's fashions from the Renaissance era
- 9:15 PM Raffle Drawing
- 9:30 PM 10:30 PM: Music for your entertainment
- RSVP by March 23, 2011
- For more Information, call Co-Chairs: Cathy Lazarus (408) 255-2020 Delia Schizzano (408) 250-7527

A Renaissance Evening

Reservations due by March 23, 2011 Please send reservations to: Marge Valente, 1429 Minnesota Ave., San Jose, CA 95125

Name		
Address		
City		
Phone	Email	
Please reserve persons at \$65 each: Tables of eight for \$520		
List names of guests here:		
Enclosed is donation for raffle tickets:	\$	
Sorry, we are not able to attend; enclosed is a flat donation:	\$	
Total	\$	
Check enclosed. payable to Italy Sister County Commission		
□ Visa □ Mastercard #		Exp Date
Signature		
☐ Vegetarian Entrée Available #		

News from Little Italy, San Jose • www.littleitalysj.com



2011 Italian Family Festa News

Ciao a tutti,

As promised in last month's newsletter, we would like to share the on-going progress regarding the 2011 Italian Family Festa. This year's event will be held on August 27-28, once again in Guadalupe River Park and Gardens. Our new hours will be Saturday 12:00 PM to 9:00 PM and Sunday 12:00 PM to 6:00 PM.

We are in the process of booking entertainment for this year's event with a wonderful roster of performers and some new surprising additions. Returning will be Festa favorites: Pasquale, Bella Ciao, and The Don Giovannis, just to name a few. Festa favorite Italica (formally Espresso 5) will energize the dance crowd on Saturday night, with the Fratello Marionettes entertaining the bambinos during the afternoon. Popular activities such as the Bocce Ball Court, Wine Tasting in the beautiful Little Italy courtyard, and children and adult Face Painting will again be part of the Festa festivities.

Mark your calendars for this wonderful annual event. Hope to see you all there again in *bella* Guadalupe River Park and Gardens Park! *Mille Grazie,*

Joe Rizzi / Festa Director / 2011 Italian-American Family Festa / Italian American Heritage Foundation of San Jose

Sponsors of the 2010 IAHF Family Festa

Roma Stage Sponsor

Royal Glass Company

Messrs. John and Jim Maggiore

3200 De La Cruz Blvd., Santa Clara, CA 95

Sponsor for Pasquale Esposito

Lima, Campagna, Alameda Mission Chapel

Messrs. Joe Lima and Sam Campagna 600 So. Seond Street, San Jose, CA 95112

Sponsor for Bella Ciao Band

Lima Family Memorial Chapel

- Willow Glen

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DBI Beverages - San Jose

Mr. Bill O'Leary, 63 Quinn Ave, San Jose, CA 95112

Sponsor for Bella Sorella

Classic Car Wash

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4848 Pearl Ave, San Jose, CA 95136

Sponsor for The Don Giovannis Band

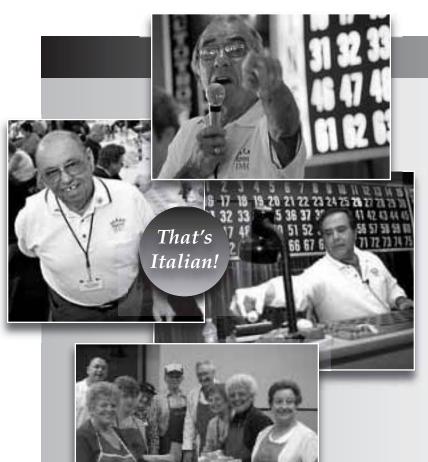
Gagliardi Insurance Services

Mr. Daniel Szathmary

284 Digital Drive, Morgan Hill, CA 95037

Kathy Winkelman

Gioia Company



Italian Men's Club Bingo

Elks Lodge, 444 W. Alma St, San Jose Phone: (408) 286-2007

- Every Monday Night; Doors Open at 4:00 PM
- Early Bird at 6:00 PM; Regular Session at 6:45 PM
- Play \$1,199 Flashboards, Cherry Bells (pull tabs) and all Games Pay \$250.00 (except for Early Bird)
- 15 minute Buy-ln (2-15 Game Packs)
- Birthday Specials and on the *Last Monday of Every Month We Have a Free Prize Drawing!*
- Lots of Lighted Parking, Good Security, Delicious Free Coffee,
 & Really Nice People
- A Fun and Rewarding Experience for All
- ATM Machine Available
- Outstanding and Delicious Home-Style Meals
- Join Us: We're Always Looking for New Members!
- We Host a \$5.00 Senior Lunch and Bingo every Monday afternoon starting at 11:00 AM
- Check our website: http://www.italianmensclub.com

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Larry Marsalli

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Tony Virgilio (1992)

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Sal Scrivano (1995-1996) Nick Lickwar (1997)

Nick Lickwar (1997)

Ed Foglia (1998-2000)

Phil Barone, Ed.D (2001-2003)

Sal Caruso (2004-2005)

Marge Valente (2006)

Nancy De Vincenzi Melander (2007-2008)

*Deceased

IAHF Member Businesses

- Blevins Realtors/Coldwell Banker
- Borelli Investment Co.
- Campo di Bocce
- Charles Gagliasso Trucking, Inc.
- · Citti's Florist
- Classic Car Wash
- Custom Pad & Partition Co.
- DiNapoli Specialty Foods
- Guglielmo Family Winery
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- Hillview Packing Co, Inc.
- Intero Real Estate Services
- Ionian Publications
- Lima Family Mortuaries
- Mastrocola Millenium Travel
- Mezzetti Financial Services
- Iooo Monnoti
- Nonno's Italian Restaurant
- Oak Meadow Dental Center
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- Robert Mezzetti Law Firm
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- Tadco Supply
- Ventura Barnett Properties
- Willow Glen Meats & Smokehouse
- Mark Rindge, D.D.S.

IAHF NEWS

Send your letters, comments and articles to:

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San Jose, CA 95112

Phone: 408-293-7122 Fax: 408-293-7154

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Ad Rates & Deadlines

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

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

publication. Rates are payable in advance:

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

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

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Visit www.onthetown15.com for more information

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Upcoming Events February 2011

- February 17, 2011
 Luncheon: The Cuisine of Italo Argentina
- March 4, 2011
 Opera San Jose Benefit
- March 26, 2011 Crab Feed
- April 2, 2011
 Renaissance Fair
- April 10, 2011 Una Storia Segreta

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Town Square, Verona, Italy

Valentine's Day Traditions in Italy

Italy has a popular Valentine's gift known as Baci Perugina. Baci Perugina is a small chocolate covered hazelnut containing a tiny slip of paper with romantic poetic quotes in four languages. Exchanging love notes and flowers is a very common practice in Italy on Valentine' day. Tourists fly to hugely popular destinations in Italy such as Rome, Verona, and Venice to enjoy the cultural elegance of Italy on Valentine's Day. As American culture influenced the world culture in a large extend. Italians also follow the rituals of giving gift baskets, love maps, heart shaped candies, soap flakes, flower bouquets and photo collages.