

IAHF NEWS

ITALIAN AMERICAN HERITAGE FOUNDATION NEWSLETTER • AUGUST 2016 • FOUNDED AUGUST 5, 1975 • CELEBRATING 40 YEARS

RICHARD STEWART | IAHF NEWSLETTER EDITOR-IN-CHIEF

IAHF OFFICE #: (408) 293-7122 • TAP HERE FOR WWW.IAHFSJ.ORG



PRESIDENT'S MESSAGE

Dear Members of the Italian American Heritage Foundation,

As I write this message, our Festa is still one week away. I am so looking forward to this event. There has been so much hard work and cooperation of our volunteers to put this event together. Just let me say that we could not have done it without all the support of the many gracious volunteers and supporters that put this all together. I really appreciate the effort everyone has put into all of this and I know that you, too, share this gratitude. We should be very proud of yourselves. Also, the many donations from our members that continue to support and keep us strong are an inspiration to myself and all those that serve on the Board of Directors.

Now with the Festa behind us, we are now concentrating on our 40th Anniversary celebration. This event will take place in November and we are pulling out all the stops to make this an event to remember. There will be dancing, music, good food, good company and a celebration of our contributions to the community of Santa Clara County. So, bring your smiles and put on your dancing shoes because this is going to be a night to remember.

This organization continues to amaze me. The support, effort, shared knowledge, and cooperation are like nothing I have experienced before. I am so honored and proud to serve here. As we grow in numbers and wealth, we will be able to leave a strong foundation to those who follow. I look forward to a future that cherishes and celebrates the rich Italian culture that we all share and love. Years from now, people will look back and honor the commitment and perseverance of our efforts to continue the Italian spirit of family, good will, heritage and the beauty of Italian culture.

Yet, there is still more to accomplish. We are working hard to secure funds to install a new carpet in our hall, and in this effort we have received many generous donations. Also on our list of building improvements are: the removal and installation of tile in our front entry, remodeling of our bar, new flooring for the bar area and at some point, new chairs. Then, too, we want to bring more events that highlight and educate Italian Heritage. As the future unfolds, I know all this and more will be accomplished with the help and generosity of our members and from the contributions of our community.

David Perzinski / President, Italian American Heritage Foundation



Emergency Earthquake Relief Fund for Italy

The IAHF is setting up an emergency relief fund for Italy and the victims of the recent earthquake disaster. Please send any donations to the IAHF. Checks should be made payable to IAHF. All monies will be forwarded to NIAF, National Italian American Foundation for their relief program.

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Member SPOTLIGHT

Join the Membership Committee

We are looking for members to help us grow our membership, chair our special member events and generally assist in our outreach to all our members. If you're interested contact Lucia Clementi at membership@iahfsj.org or call the office at 408-293-7122. 🌿

Benvenuti New Members as of July 2016

- | | | |
|---|---|--|
| 🌿 Peter J Allen (Aiello) II - Individual | 🌿 Ruby Domino - Patron | 🌿 Scott and Kerri Mesa - Family |
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| 🌿 Angela Di Berardino - Individual | 🌿 Lorraine Lucivero - Individual | 🌿 George and Myrlen Taddie - Business |
| | 🌿 Bianca Lupo - Individual | 🌿 Salome Woodward - Individual |
| | 🌿 Art Maggio & Pam - Family | 🌿 Ted and Marie-Rose Zsutty - Family |
| | 🌿 Holly McCurry - Individual | |

Grazie 2016 Patron Members

- | | | | |
|---|-------------------------------------|-------------------------------------|-------------------------------|
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| 🌿 Sal & Maeve Alini | 🌿 Melvin & Anna Di Salvo | 🌿 Bill McCraw & Janet Muscio | 🌿 Paolo Romano |
| 🌿 Joyce Allegro & Jerry Sheridan | 🌿 Ralph Di Tullio | 🌿 Gary & Contessa Messiana | 🌿 Connie & Joe Rotolo |
| 🌿 The Villages Italian Club - Susan Baciagalupi | 🌿 Phil & Jennifer DiNapoli | 🌿 Dan & Eva Miranda | 🌿 Joanne & Gene Sanfilippo |
| 🌿 Linda & Bob Binkley | 🌿 Ruby Domino | 🌿 Bobby & Ruth Moorhatch | 🌿 Jim Sanfilippo |
| 🌿 Drs. Peter & Cheri Binkley | 🌿 Randolph Ferretti-Hoyle | 🌿 Rebecca Morici & Tony Morici | 🌿 Joanne E. Sanfilippo |
| 🌿 JoAnn & Roger Bjornstad | 🌿 Ben & Christine Foster | 🌿 Ann & James Myers | 🌿 John & Marj Scandizzo |
| 🌿 Ken Borelli | 🌿 Pete & Marge Gaudio | 🌿 Olga & Anthony Nespole | 🌿 Virginia Sincich |
| 🌿 Elaine Bruni | 🌿 Verdell Ghiorso | 🌿 Elizabeth Novelo & Chris D'Angelo | 🌿 Paul & Mary Stabile |
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- | | | |
|--|--|--|
| 🌿 <u>Anastasi Law Group</u> | 🌿 <u>Charles Gagliasso Trucking, Inc</u> | 🌿 <u>Hillview Packing Company, Inc</u> |
| 🌿 <u>DiNapoli Specialty Food</u> | 🌿 <u>Gioia Company</u> | 🌿 <u>Tri-Star Inspection Services</u> |



IAHF 40TH Anniversary Gala

CELEBRATING OUR PAST
BRIDGING OUR FUTURE



Saturday, November 5, 2016 🌸 6 PM to 10 PM 🌸 IAHF Hall San Jose



*All IAHF Members & Guests
are invited to join in this Momentous,
Elegant, Once-in-a-Lifetime Occasion*

6 PM **Champagne Hour** 🌸

Nibble hand crafted appetizers, sway to the live music of Marcello Severo Trio. Toast our history with a glass of champagne, meet and greet old and new friends.

7 PM **Alla Italiana Seated Dinner** 🌸

Antipasto Caprese with Tonno and Peperoncino | Cesar Salad |
Penne D'Assisi pasta

Entrée: Choice of NY Strip Steak or Grilled Salmon with Fresh Vegetable

Dessert: Tiramisu

Wine, Coffee, Tea, Espresso cart

8 PM **Dancing to The Alfie Dreifuss Orchestra** 🌸

RESERVE YOUR PLACE AT THIS VERY SPECIAL EVENING NOW

\$80.⁰⁰ Per Person 🌸 Cocktail Attire

RSVP: events@iahfsj.org or call 408.293.7122

Tables will be set for 8 guests each

Larger and smaller parties upon request

🌸 Catered by Florentine Trattoria of Saratoga 🌸

Buon Anniversario!

Cena Fuori at Sorelle

Thanks so much to IAHF member Carol Tapella and Ken Borelli for arranging a lovely *cena fuori* at Sorelle Italian Bistro in Campbell. Sorelle (sisters) is operated by three sisters who own and manage the restaurant. One of the sorelle is always present keeping a good eye on the kitchen and the dining room. We were attentively served.



Tom Scullion, Carol Tapella, Ken Borelli and Maria Bandy enjoying dinner at Sorelle

The bistro did a magnificent job serving the fifty of us who gathered there for the July *cena fuori*. In fact, they closed the restaurant to all other diners! Food was abundant and served family style. Warm, slightly crisped rosemary bread came with a dip of chopped olives soaked in olive oil. This was followed by a sumptuous mixed green salad. Then came smooth and creamy polenta smothered in tomato sauce and topped with Italian sausage. The entrees were chicken piccata sided by an unusual pasta, that got us all talking! It was a remarkable dish. The second entrée was beef short ribs cooked in tomato sauce served over penne. It was tender and saturated with flavor. Dessert was irresistible homemade iced lemon cake. It was quite a train of delicious servings...a very satisfying evening in a warm and friendly environment.

Our next *cena fuori* will be on the last Thursday in September. We will dine at Pizza Bocca Lupo. This promises to be an interesting event. Our hosts have a new imported pizza oven that they are excited about sharing with us. Be sure to reserve through the website or by phone and be doubly sure to let us know if you cannot make it because we always have a waitlist.

-- Article written by Linda Binkley | Photo by Bob Binkley



Bocce & Lunch @ Nonno's

There is a gem of an event held at Nonno's Italian Café and Wine Bar located at 21433 Broadway Road, Redwood Estates in the Santa Cruz mountains.

Every second and fourth Thursday from 10:00 AM to Noon many members of the Heritage play Bocce Ball on two old fashioned outdoor earthen courts followed by Lunch consisting of Gourmet Salad, Pizza cooked on wood in an outdoor clay oven and a beverage, all for a cost of \$12.00.

Members of the Heritage are invited to join us. Just show up and ask for Ralph Di Tullio, our commissioner of Bocce Ball.

If you have never been to Nonno's, it's a great place for lunch or dinner in a quiet and picturesque setting among mature old oak trees. Here is a picture of Joe Pugliese, one of the regular players scoring a grand slam (4 points) at the last Bocce Ball event.

For additional information please call David Perzinski, another one of the regular players at the Heritage.

-- Article written by Paul Stabile



400+ Italian America Family Festa flyers handed out @ the Kids-N-Fun Festival sponsored by the Taiwanese Cultural and Sports Association held in Memorial Park, Cupertino on Saturday August 13th. 10,000 kids attended! Lots of fun for those who visited the IAHF booth representing Italy's culture and language. Almost everyone spoke a little Italian! Many parents and grandparents put pins in the locations on the large map of Italy to celebrate their happy memories of trips made to Italy. All were invited to our Festa on August 27-28th @ Kelly History Park. Representing the IAHF at the event: Tony Zerbo, Richard Stewart, Steve and Pam Lyons and Ken Borelli. The IAHF even met an Italian American Youth Soccer Outreach Coordinator, Fabrizio Oria, who was born in Torino. -- Article by Pamela Oliver-Lyons | Edited by Ken Borelli | 8/13/2016

Above left: Taiwanese Traditional Character pointing to 2016 IAHF Italian Family Festa poster

Above right: Youth Outreach Coordinator Fabrizio Oria, Italian American Heritage (IAHF) Vice President Ken Borelli and IAHF Volunteer Pam Oliver Lyons with Taiwanese Traditional Characters

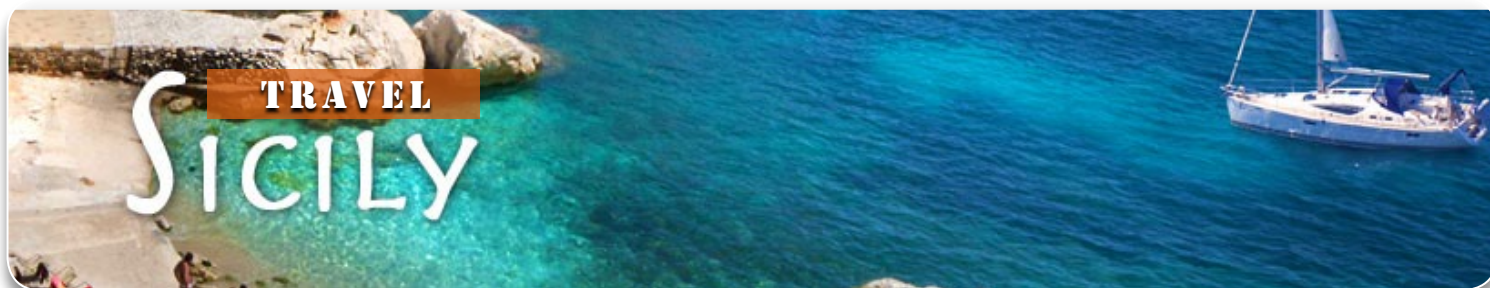
Fiat 500L @ Positano Restaurant in Danville



Photos
by Richard
Stewart

IAHF *Library* NEWS

The IAHF library is much more than just books



Tap Here for an Interactive Map of Sicily

Tap Here for a GREAT 3 minute video of Sicily

Sicily is a delightfully verdant island facing the Mediterranean Sea, characterised by its varied landscape, beautiful scenery and multiethnic inhabitants.

The famous coastline of the island varies from sandy beaches and gulfs opening onto peaceful crystal clear bays, to steep cliffs, and crags.

It is the largest of the twenty regions of Italy and the southernmost tip of the Peninsula. Although in modern times Sicily is treated as an Island, according to geological theory, in antiquity it was part of the mainland. This idea is supported by the fact that the Peloritan Mountains of Sicily are of the same rock as those of Calabria, thus the "separation of Sicily" was probably due to rising sea level.

Sicily in Italy has three principal sides. One facing the Ionic Sea and Greece, one facing Africa, and the last facing the Tyrrhenian Sea (which forms part of the Mediterranean Sea). This unique position as the meeting of many roads by land and sea, made the island the centre of the ancient world. To the Greeks it was an extension of their ancient and extensive domains. Later it became the final frontier of the Arab Islamic domination, which left indelible traces of its influence and culture.

Still greater splendour was added to Sicily during the period of the Norman conquest, during which, Islamic culture fused with the new organisation of the Island. El Idrisi - an Arab geographer and traveller whilst residing in Palermo at king Roger II's court - wrote of this inspiring meeting of the ways between two deeply contrasting cultures. About Sicily's magic he wrote: "[...] the island of Sicily is the pearl of the century for its abundance and beauty. Travellers from every part, and merchants from other cities and the metropolis are drawn to her, praising her splendid beauty. They speak about the goods every other country has, that Sicily steals, and draws to herself [...]".

Thus the Island was the jewel in the crown of the Mediterranean Sea and the ancient world, holding the monopoly on trade as well as culture and beauty.

During the German occupation, Sicily became the cradle of Frederick II's empire, from which the court at Palermo radiated a new and growing culture of literature and science. It was in this period that a written



language, combining the Italian spoken in the area with the elevated French Provençal language of the court, was first attempted. Thus the Sicilian Poetic School was born. The court at Palermo and Sicily had become a melting pot of architecture, culture and language, in which the best of many worlds had been combined.

With the arrival of the French Angevins, this nucleus of learning and cultural development was checked. The new authorities established and remained in

power from 1266 to 1285, their term in office culminating in the famous uprising of the "Vespri Siciliani" or "Sicilian Vespers", which definitively concluded his rule. Charles I's regime of police control, enforced conformity to the new government, high taxes, a luxurious court lifestyle, rule from the distant Naples and a despotic disregard for established noble families and their rights and customs, was overturned and the French Angevin dynasty was supplanted.

The trigger for this dramatic and bloody event happened at the hour of Vespers: a young married woman on her way to church was harassed by a French soldier. The young woman's husband, seized with rage, struck and killed the offending Frenchman, and a major skirmish ensued between French soldiers and Sicilian natives.

This event, perhaps symbolic of the way Sicilians felt their Island had been molested by French occupation, caused violent riots in Palermo before the city was finally declared an independent republic by the up-risers. The fires of unrest and revolution had been sparked, causing a chain reaction across the island as the French fled before incensed and vengeful Sicilian citizens.

City after city rioted and rejected French rule. Only Messina - a stronghold of the Angevin dynasty which had benefited from the French occupation - displayed loyalty to Charles' cause. The Pope Martin IV, who had originally secured Charles' power in Sicily in 1260, tried to dampen the rebellion and instructed Sicilians to submit to Angevin dominion. He was unsuccessful.

In response to this support for the French king, from high Papal places, the Sicilian rebels appealed to the powerful Byzantine Emperor Michael, and the Spanish King Peter of Aragon.

Source: <http://www.italyguides.it/en/sicily> -- Article submitted by Tony Tasca



Eggplant Parmesan My Way *by Tony Tasca*



Eggplant Parmesan My Way

Melanzana all Parmigiana A Mio Stile

The key to this version is how the sauce is prepared (recipe is included).

There are many versions of this dish. It is all about technique and quality of ingredients. Eggplants must be firm. Tomatoes must be San Marzano, more colorful and sweeter. A substitute for San Marzano might be Roma type. Notice that I do not flour or use breadcrumb on the eggplant slices.

Ingredients Serves 6

- 3-medium Italian eggplant, cut in 1" slices
- 1-cup Vegetable oil
- 2 ½-cup Shaved Parmesan cheese
- 1/2-cup Shaved Parmesan cheese
- ½-cup Fresh basil, chopped
- Salt

Preparation

1. Salt the eggplant slices liberally and let them stand for 1 hour.
2. Heat the oil over medium to high heat.
3. Wash the eggplant slices under running water and dry them well.
4. Fry the slices in the hot oil without crowding them - brown lightly.
5. Transfer them to a platter lined with absorbent paper towels, and let them cool down.
6. In large Pyrex dish ladle the bottom with some the sauce (recipe follows).
7. Spread the eggplant slices to cover the sauce to cover the bottom of the pan.
8. Sprinkle liberally over shaved Parmesan.
9. Ladle some of the sauce over the cheese.
10. Add another layer of eggplant slices.
11. Sprinkle shaved Parmesan and ladle well with sauce.
12. Cover with aluminum foil and bake at 375 F for 45-50 minutes.
13. Remove from oven and let mixture cool a little before serving
14. Serve as a main dish or as a side, hot or cold.

Tomato Sauce for Eggplant Parmigiana

This sauce is the key to a great eggplant Parmesan dish. The sauce has to be light and on the watery side, because during cooking moisture will evaporate and make the sauce final thick enough.

Ingredients

- 2-28 oz. San Marzano or Pear shaped canned tomatoes
- 1 ½-cups Heart (with the leafy part) celery, finely chopped
- 1-medium Onion, finely chopped
- 3-cloves Garlic, finely smashed
- ½-cup Fresh basil, julienne
- 1-tsp Oregano
- 1-tsp Salt
- 1-pinch Red pepper flakes
- 1-tbsp Extra virgin olive oil

Preparation

1. Heat oil over medium heat in a saucepan.
2. Add the onions, celery, and salt, and cook for about 7-10 minutes, mixing frequently, until the onions turn translucent.
3. Add the garlic, salt, oregano, red pepper flakes, and mix well. Cook 1 more minute.
4. Puree the tomatoes in a blender and add to the pan.
5. Bring to a boil, mix well, turn the heat down to simmer, and let it cook for 5-10 minutes.
6. Add the julienne of basil.
7. Use as directed.

A Message from Richard Stewart | IAHF Newsletter Editor

It's always great to get stories from members of the IAHF for the Newsletter. It adds vitality, diversity, and a sense of family and community. I'll be looking forward to your contributions. Please send your proofread entries to Richard Stewart at news@iahsj.org Thank you! 🍷



Corruption, Wealth and Beauty: The History of the Venetian Gondola | By Laura Morelli

Let's Begin...

It's hard to imagine Venice without the curious, banana-shaped gondolas that glide down the canals. How did these boats come to be the trademark transportation of Venice? Laura Morelli details the history of the gondola, explaining why these boats were needed, the painstaking process by which they were made and why they have slowly begun to fade from the once-crowded canals.

[Tap here to view a video about the history of Venetian gondolas](#) 



-- Article submitted by Richard Stewart

A Trip to the Mother Lode Volcano | By Lawrence DiStasi




YOU ARE INVITED TO JOIN ROSE MARIE CLEESE AND THE INSTITUTE FOR HISTORICAL STUDY'S FALL TRIP TO VOLCANO IN THE MOTHER LODGE—SEPTEMBER 23–25, 2016

Italian-Americans were in the State of California from its earliest Gold Rush days. Sponsored by the Institute of Historical Studies, an exciting, upcoming weekend program on September 23 - 25 affirms our rich heritage in the Mother Lode. The gathering of folks interested in this topic covers a weekend, but you can attend all or parts of the program. The Institute is inviting the

Italian Association Studies Association to participate, and it will be a once-in-a-lifetime event. The gathering will be especially meaningful to those interested in local Italian American history, and those who descend from the immigrants who made up the Gold Country Italian communities. Join us.

There is no program fee. Participants are responsible for their own hotel charges and food costs.

To get detailed information about Focus on Italians in the Gold Rush Country and their lasting impact, Reduced Rate Lodging at the St. George Hotel, and Schedule of Events, those interested should contact Rose Marie Cleese (the granddaughter of Angelo Rossi, former mayor of San Francisco born in Volcano) at rcleese@earthlink.net or by phone at (415) 702-9797. Information is also posted at the IHS website: www.instituteforhistoricalstudy.org -- Lawrence DiStasi | <http://distasiblog.blogspot.com/> 

"Extinct" Volcano Near Rome is Waking Up... | By Hannah Osborne

... and entering a new eruptive cycle

Geologists say Colli Albani has potential to unleash an eruption as big as Mount Vesuvius

A volcano near Rome thought to be extinct appears to be waking up and entering a new eruptive cycle, geologists have said. While Colli Albani is not expected to erupt for at least another 1,000 years,

when it does it could be as destructive as Mount Vesuvius, which destroyed the ancient city of Pompeii in 79 DA.

Source: http://www.ibtimes.co.uk/extinct-volcano-near-rome-waking-entering-new-eruptive-cycle-1570642?utm_source=yahoo&utm_medium=referral&utm_campaign=rss&utm_content=rss/yahooous/news&yptr=yahoo

-- Article submitted by John Romano 

The Big Nut



By Matt Ng / Spring 2010

Source: <http://pabook2.libraries.psu.edu/palitmap/Planters.html>

No one picked up Amedeo Obici, an immigrant from Italy, when he arrived in New York in 1895; yet, destiny lent its hand by leaving him with a \$60 million operation. Obici founded Planters in 1906, the nut company with the ubiquitous and well-known icon, Mr. Peanut. Before Planters established itself as an important company, peanuts were not a significant product for consumers. However, with Obici's excellent advertising skills and initiative, he established "Mr. Peanut" as the icon for the

whole peanut industry and made them a sought-after snack. Furthermore, as a result of Obici's innovative character, consumers are now able to find a variety of Planters products from the shelves of convenience and grocery stores to baseball games. Once he started Planters, Obici rose from rags to riches.

Amedeo Obici immigrated to America when he was eleven years old. His father had passed away unexpectedly, and his mother was forced to sell the family business. His uncle suggested young Amedeo move to America to live with him in Scranton, and the boy learned English during night classes and worked during the day to save enough money for his family's passage to America. Obici landed a job at a fruit stand in the Wilkes-Barre, Luzerne County area, and after saving enough money for his family's passage to America, Obici decided to use his leftover savings to open his own fruit stand and to buy a peanut roaster. He developed a special way to prepare the nuts that took away the shells, and he dubbed himself "The Peanut Specialist." Obici quickly realized that peanuts did not rot as quickly as the produce did, and this led him to the decision to invest more of his time in peanuts. He saw a lot of potential in selling them and in the sheer amount of nuts he could store, due to the peanut's long shelf life. Eventually, he

started to sell peanuts from a horse-drawn cart equipped with a whistle on it to promote his cart and attract more attention.

In 1906, Obici partnered with a fellow Italian immigrant, Mario Peruzzi, to rent a factory to produce peanuts; they called their business the Planters Peanut Company. However, due to the high expenses in transporting peanuts to Wilkes-Barre from Virginia, company finances became tight. As a result, the two men moved to Suffolk, Virginia, in 1913. This move to Virginia reduced transportation costs significantly, as the peanuts they bought were from that area and all the middlemen were removed. However, Obici wanted to keep the roots of his company alive, so he kept the company headquarters located back in Scranton. However, an odd predicament occurred when retailers started selling low quality peanuts under the guise of Planters, creating a problem that damaged the company's reputation for high quality peanuts. Obici wanted to resolve the problem quickly, so he decided that advertising for the company was the best solution.



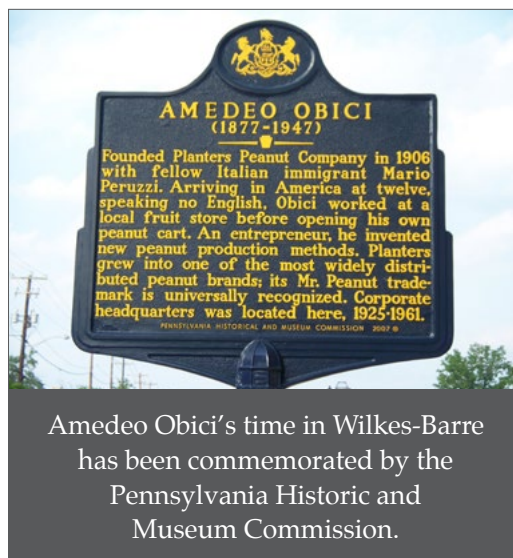
For the company to be more well-known, Obici wanted to have an icon that was easily and quickly recognized, instantly reminding shoppers of Planters. Obici held a contest for drawings of his new icon, and a 13-year-old boy named Anthony Gentile was the winner; Mr. Peanut was born. After Gentile's drawing won the contest, Obici had it edited by an art firm for it to be trademarked as the company's icon.

From that point on, Mr. Peanut was the face of the brand and became a major part of how Planters targeted their advertising to the youth of America. To help solidify Mr. Peanut in the peanut industry, Planters created such items as Mr. Peanut's Paint Book and "Planters Peanut Party," a game for all Mr. Peanut fanatics to play and enjoy. Mr. Peanut also became the spokesperson for the company, informing consumers of the nutritious value of peanuts and of the convenience of eating them.

Mr. Peanut was an instant success. He first appeared nationally in 1918 in an advertisement in the Saturday Evening Post, and Mr. Peanut became the symbol of the peanut industry by the mid-1930s. By the 1950s, Mr. Peanut was appearing regularly on television commercials. Moreover, this icon of Planters was a popular figure in Atlantic City. According to Andrew Smith, the author of *Peanuts*, the beloved company mascot strolled up and down the boardwalk of Atlantic City in 1930, promoting peanuts and the newly opened store along the promenade. However, the Atlantic City boardwalk has not been the only walkway Mr. Peanut has appeared on; in 2004, Mr. Peanut earned a star on the Advertising Walk of Fame, where one can see him in the cement today. Mr. Peanut was also the star attraction at the 1961-1965 New York World's Fair, and he also became the official snack nut of NASCAR in 1999.

Furthermore, the peanut company was able to create innovative advertising campaigns to adjust to changing times. In 1923, Planters launched the Nickel Lunch campaign, allowing customers to buy their peanuts more conveniently; freshly packaged one-ounce bags were sold for a nickel. This campaign also promoted peanuts' nutritional value, showing that simply eating peanuts on a daily basis provided a person with

the nutrients they needed. Moreover, a few years later in 1930, Obici saw the positive aspects of peanut oil and decided to utilize the potential it had by introducing Planters Peanut Oil. Then, during World War I, peanut sales skyrocketed because people



Amedeo Obici's time in Wilkes-Barre has been commemorated by the Pennsylvania Historic and Museum Commission.

were asked to eat more peanuts in order to send other food supplies to soldiers, and Obici saw the chance to build a good company image so that people would stick with Planters even when the war was over. He also created the Peanut Bar, a candy bar, to help diversify peanut products that were sold, as well as compensating for the lower amounts of sugar available during the war. Obici's keen eye for the potential gain of more customers during this time helped Obici cement Planters as a national brand.

Today, Planters Peanuts and Mr. Peanut are seen everywhere because of one

Italian immigrant who came to the United States not knowing a word of English. Even though he had very little formal education, his initiative, mind set, vision of potential, and ability to advertise boosted him to success. He took something so small, a peanut, and made it a commodity in a growing nation. From owning a small fruit stand in Wilkes-Barre to a starting the largest peanut-processing company, Amedeo Obici lived the American dream.



The Center would like to thank Frank H. Jump and his [Fading Ad blog](#) for his help illustrating this story.

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-- Article submitted by Richard Stewart



VENETIAN *Gondolas*



By Gene Openshaw | From Rick Steve's Europe

Source: <https://www.ricksteves.com/watch-read-listen/read/articles/the-gondolas-of-venice>

Riding a gondola is simple, expensive, and one of the great experiences in Europe. Gondoliers hanging out all over town are eager to have you hop in for a ride. While the high cost of a ride is a rip-off for some, it's a worthwhile splurge for anyone enchanted by Venice's otherworldly magic.

Two hundred years ago, there were 10,000 gondolas in Venice. Although the aristocracy preferred horses to boats through the early Middle Ages, beginning in the 14th century, when horses were outlawed from the streets of Venice, the noble class embraced gondolas as a respectable form of transportation.

The boats became the way to get around the lagoon's islands. To navigate over the countless shifting sandbars, the boats were flat (no keel or rudder) and the captains stood up to see. During the Age of Decadence, wannabe Casanovas would enjoy trysts in gondolas. Part of the gondolier's professional code was to never reveal what happened under the canopy of his little love boat.

Today, there are about 400 gondolas in service, used only by tourists. The boats are prettier now, but they work the same way they always have. Single oars are used both to propel and to steer the boats, which are built curved a bit on one side so that an oar thrusting from that side sends the gondola in a straight line.

These sleek yet ornate boats typically are about 35 feet long and five feet wide, and weigh about 1,100 pounds. They travel about three miles an hour (same as walking) and take the same energy to row as it does to walk. They're always painted black (six coats) — the result of a 17th-century law a doge enacted to eliminate competition between nobles for the fanciest rig. But each has unique upholstery, trim, and detailing, such as the squiggly-shaped, carved-

wood oarlock (*fórcula*) and metal "hood ornament" (*ferro*). The six horizontal lines and curved top of the *ferro* represent Venice's six sestieri (districts) and the doge's funny cap. All in all, it takes about two months to build a gondola.

The boats run about €35,000–50,000, depending on your options (a/c, cup holders, etc). Every 40 days, the boat's hull must be treated with a new coat of varnish to protect against a lagoon-dwelling creature that eats into wood. A gondola lasts about 15 years, after which it can be refinished (once) to last another 10 years.

You can see Venice's most picturesque gondola workshop (from the outside; it's not open to the public) in the Accademia neighborhood. The workmen, traditionally from Italy's mountainous Dolomite region (because they need to be good with wood), maintain this refreshingly alpine-feeling little corner of Venice.

Carving the uniquely curvy oarlock is an art form. To see the work in action, visit the wood-carving shop of Paolo Brandolisio, just behind St. Mark's Square. You can pop in to watch Paolo carving both *fórcole* and traditional oars.

In the Dorsoduro district, not far from the Peggy Guggenheim Collection, you can visit the workshop of Saverio Pastor, another *fórcole* maker, who has scale models for sale.

There are about 400 licensed gondoliers. When one dies, the license passes to his widow. And do the gondoliers sing, as the popular image has it? My mom asked our gondolier that very question, and he replied: "Madame, there are the lovers and there are the singers. I do not sing."



Tips for Riding

Dozens of gondola stations (*servizio gondole*) are set up along canals all over town. Prices are standard and listed on the gondoliers' association website. Because your gondolier might offer narration or conversation during your ride, talk with several and choose one you like. You're welcome to review the map and discuss the route.



Doing so is also a good way to see if you enjoy the gondolier's personality and language skills. Establish the price, route, and duration of the trip before boarding, enjoy your ride, and pay only when you're finished.


While prices are pretty firm, you might find them softer during the day. Most gondoliers honor the official prices, but a few might try to scam you out of some extra euros, particularly by insisting on a tip. (While not required or even expected, if your gondolier does the full 40 minutes and entertains you en route, a 5–10 percent tip is appreciated; if he's surly or rushes through the trip, skip it.) Don't be surprised if your gondolier answers phone calls during the ride (have you ever called your loved one at work?).

If you've hired musicians and want to hear a Venetian song (un canto Veneziano), try requesting "Venezia La Luna e Tu."

Asking to hear "O Sole Mio" (which comes from Naples) is like asking a Chicago lounge singer to sing "Swanee River."

Once you're on board, put the camera down and make it a point to drink it all in. Savor the scene as the gondola glides through quiet canals while music echoes across the water. Approached with the right attitude, the experience can be extremely relaxing (and, I think, worth the extra cost to experience at night). If you're here with a partner, let yourself be seduced into a threesome with Venice. But women, beware...while gondoliers can be extremely charming, locals say that anyone who falls for one of these Venetian Romeos "has slices of ham over her eyes."

Gene Openshaw is the co-author of the Rick Steves Venice guidebook.

-- Article submitted by Richard Stewart 



Upcoming Election of

IAHF Board of Directors

Save The Date for the IAHF Annual Membership Dinner on Thursday, October 20, 2016.

Election of Directors on the Agenda!

If you are interested in serving on the 2017 Board of Directors, you may obtain an application form by contacting the office and completing the application form by deadline date of September 13, 2016. At this time, we do not know the number of openings that may be available at the end of this year.

Here are a few notes quoted from our bylaws with reference to Article V, Directors:


Section 1. There shall be fifteen (15) directors, including the President.

Section 2 – Adult members in good standing for (6) six months prior to the beginning of their term shall be eligible

to hold the position of director. Only one person from the immediate family may serve on the Board at the same time.

Section 4. Terms – Each director shall be elected to a two (2) year term of office. Elected directors shall take office on the first day of the following January. There shall be no limitations on the number of terms a director may serve, however, consecutive terms shall be limited to three (3).

Board of Directors meetings are usually held once a month, date and time to be announced at the beginning of the new year.

If you have further questions, feel free to contact Marge Valente, Chair of Nominating/Election Committee for 2016. You may obtain her email address and/or home phone number at the IAHF office. Completed application forms should be directed to Marge Valente, c/o IAHF, 425 No. 4th Street, San Jose, CA 95112 

IAHF Visit to the INTERNATIONAL CULINARY CENTER



In late August the IAHF was invited to attend a special culinary seminar by the Center highlighting their Italian Program. Three years ago, the Center sponsored our Festa's Culinary Stage, so this was a reconnect visit and likewise a way to build some bridges with the Center as well as plan for future membership programs.

We were greet by the Center's President Bruce McCann and his staff including Ginny Cook, the Associate Director of Admissions and an introduction by Chef Mark who explained a little about the Italian program, which includes a 10 week course at the Campbell Campus followed by 10 weeks at their school in Parma, and by an internship in Italy. The school also has a campus in SoHo, in NYC. Of their 18,000 graduates, 130 of their alumni have gone on to become Michelin Star chefs, an amazing, "amazing" achievement, worth a definite "Bravi !"

The event included a lecture by master sommelier Denise Kelly (formally of the French Laundry in Napa), which featured a review of two Italian wines, a Verdicchio from the Marche region, a 2014 Castelli di Jesi, and a 2013 Chianti Classico from Tuscany, Badia a Coltibuono. The wines themselves were bold regional classics, but equally fascinating was Denise's analysis of the wines and their complexities along with what goes into a wine tasting. Suffice to say, one has to have a very educated palette to follow this detail of wine appreciation and memory. We were also feted with a Sorelle Bronca extra dry Prosecco di Valdobbiadene throughout the event.

The wines were followed by the Dean of Italian Studies, Chef Cesare Casella's description of the culinary program at the center, and then a demonstration of a special Tuscan pasta called "Trofie" with a fresh tomato sauce. We were also treated with savory antipasti throughout the seminar. One hint Chef Casella noted that I will share was in making the Italian soffritto or battuto, a core sauce composed of sautéed chopped onions celery, carrots, parsley and garlic in olive oil. The ratios vary from region to region, likewise the spices and herbs, for example crushed red pep-



A Little Italian

By Request

By Linda Binkley

Match 'm Up!!


Answers at the bottom of the page

- | | |
|--------------------------|------------------------|
| 1. ____ con piacere | A. In the meantime |
| 2. ____ mi dispiace | B. Well said |
| 3. ____ al piu' presto | C. With pleasure |
| 4. ____ non e' verro? | D. To be right |
| 5. ____ nel frattempo | E. I am sorry |
| 6. ____ avere ragione | F. I think so |
| 7. ____ avere torto | G. Isn't that so? |
| 8. ____ avere bisogno di | H. To need |
| 9. ____ credo do si' | I. To be wrong |
| 10. ____ ben detto | J. As soon as possible |

per is used in the "mezzogiorno", and not much north of Rome. Many home chefs also make a stock of this and use in their on going cooking. It also freezes well, and in small containers can be added to other sauces and dishes.

It was a very special afternoon shared by the staff and community people and we hope to develop some programing for our members to attend at this world renown institution, right here in the south bay, in Campbell, California. On a lighter but fun note, our president Dave Perzinski shared a cucuzza luonga with Chef's Mark and Casella and if you have not visited the IAHF lately Dave has a plant growing at the Heritage. I am sure there will be some seeds available for you to plant next year. Just ask Dave!

Allora, buon appetito, and looking forward to some culinary adventures with the International Culinary Center. Also, for any one interested in enrolling in their programs or learning more about the Center, you can contact theCenter by calling 408 370-5584. They are located at 700 West Campbell Avenue, Second Floor, Campbell, CA 95008.

-- Article written by Ken Borelli 

Answers to Match 'm Up: 1.C 2.E 3.J 4.G 5.A 6.D 7.I 8.H 9.F 10.B

Labor Day & Italians in the Santa Clara Valley



By Maria Gloria | Sep 10, 2014 |

Dear Readers,

The Labor Day holiday reminded me that back in the days when chips were made of wood and not silicon, the labor that enriched the Santa Clara Valley was predominantly Italian. The fertile land and mild climate attracted Italians from all regions of Italy, including Abruzzi, Basilicata, Calabria, Tuscany and Piemonte. The immigrants labored as farmers, ranchers, vegetable growers and winemakers. Italian men, women worked in canneries and packing houses, supplying the rest of California and the nation with fresh produce.

Labor Day theme in mind, I'll share some excerpts from the (late) J. De Vincenzi article on how early Italo-Americans labored in the Santa Clara Valley, now aka "Silicon Valley": "Santa Clara Valley, then known as the 'Valley of Hearts Delight', was a perfect location for the early immigrants to work in the fruit and vegetable ranches, the canneries, the railroads, and to establish businesses. They came to America to be Americans. They saved their money to send to parents and relatives, so they could also come to America.

In the three major areas of Agriculture, Business and Professions, many Italians who labored in fields and orchards and later became landowners, whose descendants became highly professional people in law, business, education, food processing, and real estate.

In the early 1900's, people like Frank Perrone, from Tricarico, province of Matera in the Basilicata region of Italy, exemplified success in his new country America. A longtime San Jose rancher, he later owned the Perrone Cheese Company.

In 1922, the Barbaccia Brothers, Philip and Nicholas, along with their father, Ciro, were successful ranchers and had started a new cannery, the Santa Clara Valley Canning Company. They increased their earnings and purchased a 50-acre ranch in southwest San Jose.



In Cupertino (now the heart of Silicon Valley and home of Apple Computer), Rosario and Joe Cali expanded their orchard ranch into a fruit hauling business that included hay and feed. All this began from two Sicilian immigrants who had faith in America and were determined to succeed.

Marco "Mike" Lobue and his brother went from ranch laborers to landowners, later establishing Lobue Packing Company of San Jose and the San Jose Canning Company.

The Di Fore Family started the Di Fore Canning Company, adding to the many canneries that became a part of Santa Clara Valley's fame as the fruit canning capital of the world.

Anthony R. Giangli, Sr. from Cerda, Palermo, a pioneer in the tomato canning business, established with his family, the Contadina Tomato Paste Cannery, the first tomato cannery in the United States. He later started the Giangli Brothers Packing Company in Santa Clara. His sons, Valentino, Peter, John and Anthony Jr. carried on the business after World War II. >>>

The Sabatino Family, of east San Jose, under the leadership of Murphy, worked hard with his ten brothers and sisters on the ranches and in an established family grocery store. Murphy became a very successful businessman, realtor, investor, land developer, politician and an Italian-community volunteer.

Don Lima, taking over his father's orchard at the early age of 11, became a very successful businessman in the mortuary business. The Lima Family Mortuary business included his four children, Carly, Joe, Gus and Don Jr. In 1975, he and fourteen others became the original founders of the Italian American Heritage Foundation.

The Lamantia Family, of Orchards of Evergreen, were family ranchers headed by Leonard and Ted Lamantia, children of Grace (Cancilla) and John Lamantia. Their roots were firmly attached to Sicily. They grew quality apricots, prunes and cherries. "Red" Lamantia operated one of the largest dry yards and was the first to innovate with automated apricot cutters.

The Di Napoli Family, headed by rancher Frank Di Napoli, started the Sun Garden Cannery with the acquisition of the Bisceglia Canning Company in San Jose. Today, the Di Napoli family is very prominent in land development, real estate, and community philanthropy.

The Vincent Cortese Family, who came from Trabia, Sicily in 1922, progressed from picking cherries and prunes to operating over 1,000 acres of orchards. His son, Dominic, later entered politics and was elected chairman of the Board of Santa Clara County Supervisors. From 1966 to 1979, he also served as State of California Assemblyman, representing the 24th district.

The De Rosa Family- Gene, Al, and Joe - became prominent orchardists prior to and after 1940, extending their interests later to shopping centers.

Joe Perrucci started the Mayfair Packing Company and helped to start the Sun Garden Packing Company, both major fruit processing and distributing operations. Perrucci, in 1961, established a dried fruit plant, a replica of his own San Jose plant in Naples, Italy at the request of the Italian Government.

Beniamino Cribari started his business in 1904 with his sons, forming the winery known as B. Cribari and Sons.

The Fontana Family formed a fruit packing plant, which later became the Del Monte Canning Corporation, a nationally known label in canned fruits and vegetables.

The Guglielmo Family- Gene, Gary and George of Morgan Hill - operate the oldest winery in the Santa Clara Valley and distribute the wines throughout the United States.

The Marchese Family, ranchers led by Chris Marchese, became one of the largest growers of cherries and apricots. In 1960, he became the largest apricot grower in the world.

The Italians in Santa Clara Valley also contributed to the establishment of a wide variety of businesses servicing the community in the following areas: A.P. Giannini, born in San Jose and probably the most famous businessman in Santa Clara Valley, opened the "Banca D'Italia" or the Bank of Italy in San Francisco in 1906 and his first branch bank in San Jose. With a name change to Bank of America, it became the largest banking system in the world. And "nota bene": During the Great Depression of the 1920s and 30s, he refused to foreclose on property owners who could not pay the property tax payment.

Source: <http://www.italoamericano.org/story/2014-9-10/Labor-Day>

-- Article submitted by Richard Stewart 🍷

Italian Celebration at SF Symphony, September 22-24!



The IAHF has been invited by the San Francisco Symphony to their Italian Celebration and a 3 day performance, of Italian composers, including Verdi, Luciano Berio, and Benedetto Marcello. The program will also feature Italian Tenor, Michael Fabiano, along with the Swingle Singers (a well known choral group), and conducted by MTT (Michael Tilson Thomas). This "all Italian program" will provide a range of music from Verdi's "Te Deum" through the art songs and "new music" of Berio, and harmonies of Marcello interpreted by the Symphony's own, MTT, guest artist Fabiano, and the Swingle Singers.

Members may recall we went to the premier of Two Women last year at the SF Opera House, followed by dinner. This year we have the opportunity to attend this event with a special 25% discount for any of the three days of the performances on Thursday, Friday and Saturday. This is a great offer by the SF Symphony as a way to outreach to the Italian American community in the bay area and

is lining up to be an exciting concert. The SF Symphony is a world class orchestra, so I hope you are able to take advantage of this special offer. To purchase tickets at this discounted rate go to the SF Symphony web page at : <http://www.sfsymphony.org/group/iahf>.

I will be attending the Saturday performance. If others wish to attend the same performance and have dinner prior to the event, leave me a message at the IAHF. I am expecting to have some flyers from the Symphony available at the IAHF, so plan to take advantage of this special discount based upon your own schedule and seating needs. As noted the discount is available for the entire three day period. While we often hear the operatic music of Giuseppe Verdi, his choral pieces are less played. Likewise, the music of Berio and Marcello is not often preformed in the area, which also makes this such an engaging performance. And if you have not visited the SF Symphony at the Louise M Davies Symphony Hall, this is a great time to do so. -- Article written by Ken Borelli 🍷



The Padrone System


A padrone (from the Italian padroni for “patrons” or “bosses”) was a middleman in the labor trade, helping poor immigrants obtain transportation to North America, jobs upon arrival, and basic needs in an alien society. Though most often associated with Italian immigration during the 19th century, the labor middleman was common in many ethnic groups from colonial times, especially in arranging contracts for indentured servitude. With industry largely unregulated before World War I (1914–18), it was easy for labor bosses to take advantage of poor, uneducated immigrants. In organizing labor gangs to fill contracts negotiated with railroads and other companies, padrones did provide jobs and often advanced money for transportation or other essentials, but they also charged fees for every transaction and sometimes required their clients to purchase goods from their own stores. It has been estimated that more than half the Italian labor in large U.S. cities during the late 19th and early 20th century worked under the padrone system.

As progressive legislation was passed and immigrants in the wave of new immigration found more family, friends, and social contacts to assist them upon arrival, the role of the padrone changed from labor boss to economic adviser. Often well connected to economic and political leaders, the padrone was frequently able to help clients qualify for mortgages or improve their chances of moving



up the business ladder. As Italians and other new immigrants became increasingly assimilated into American society after World War II (1939–45), the role of the European padrone declined. Labor brokers continued to play a significant role in the lives of poorer immigrants, especially those from Mexico, Central America, and Asia, though the modern padrone was seldom as well connected

to the community as he had been early in the 20th century.

-- Article submitted by Richard Stewart 



IAHF Administrative Assistant Needed

To perform a wide variety of clerical and administrative duties in support of day to day operations, including hall rental sales. Computer skills necessary. Spanish a plus.

Hours are: M-Th: 1-5 PM; F: 1-6:30 PM.

Contact 408-293-7122. Please send resume to IAHF at iahfsj@iahfsj.org.

Be IAHF Green and go paperless!!! Please [click here](#) or call 408-293-7122.

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Italy tackles food waste with law encouraging firms to donate food



A market in Turin. It is estimated that Italy wastes about 5.1m tonnes of food a year. Photograph: robertharding/Rex/Shutterstock

Restaurant customers will be encouraged to use doggy bags as part of move to save 1m tonnes of food a year

Italy has made it easier for companies and farmers to donate food to charities and is encouraging greater use of “doggy bags” at restaurants as part of a legislative push to curb the epidemic of food waste.

A law passed in the Senate on Tuesday will help Italy recover 1m tonnes of food a year for the needy, according to the law’s chief sponsor, and comes six months after a similar bill was passed in France.

Unlike [the French law](#), however, which penalises supermarkets that fail to abide by new rules forcing them to donate unsold food to charities, the Italian law has instead focused on incentives that make it easier for companies to change their behaviour. It is estimated that Italy wastes about 5.1m tonnes of food a year.

The law, which was passed overwhelmingly in the Senate, has essentially relaxed regulations that made such donations cumbersome. It has clarified that food may still be donated even if it is past its sell-by date, and allows farmers to transfer produce to charities at no extra cost if it has not been sold. The law also opens the door for companies to donate food that has been mislabelled as long as it does not pose a safety risk.

But the move to encourage Italians to use doggy bags to take leftovers home from restaurants is perhaps one of the biggest cultural changes envisioned by the law. In many restaurants, and among many Italians, such requests are rare.

In a statement about the initiative last year, the environment under-secretary Barbara Degani said the introduction of the term “family bag”, as it is being called in Italy, represented [an upgrade from the use of the words “doggy bag”](#), which in turn would help people free themselves of the notion that it was indecent to request to take home uneaten food. Instead, she said, it ought to be welcomed as virtuous behaviour.

Massimo Bottura, who was recently named [the best chef in the world](#), is one of Italy’s most vocal activists on the issue. Last year, during the Milan Expo, he opened an experimental soup kitchen with a Catholic charity that used food that had been left over from the exhibition as part of a campaign to raise awareness about food waste.

It is estimated that about 15 tonnes of food that was heading to rubbish bins ended up feeding the homeless instead. Now, Bottura [is bringing the same message to the Olympic Games in Rio](#), where he is setting up an “anti-waste” kitchen and cafeteria on the Rua da Lapa, with the aim of feeding people who live in Rio’s favelas, or slums.

Source: <https://www.theguardian.com/world/2016/aug/03/italy-food-waste-law-donate-food>

Tap here for [A Visual Guide to Food Waste](#)

<http://www.theguardian.com/environment/ng-interactive/2015/aug/12/produced-but-never-eaten-a-visual-guide-to-food-waste>

-- Article submitted by Linda Binkley --



Regional Lunches*

All are on the 3rd Thursday of the month, and start at 12 noon. • \$13.00 members, \$16.00 non members

September 15: Thursday, 12 noon | Trabia, Sicily | Presenter and culinary consultants: Maria Bandy & Friends • \$13.00 members, \$16.00 non members | RSVP at eventrsvp@iahfsj.org or call 408-293-7122

December 15: Thursday, 12 noon | Italian Holiday Lunch | \$13.00 members, \$16.00 non members | RSVP at eventrsvp@iahfsj.org or call 408-293-7122

Cena Fuori

September 29: 7:00 PM, Location to follow | Pay at Venue

Cooking Classes | RSVP at eventrsvp@iahfsj.org or call (408) 293-7122

September 1: Thursday, 7 pm | Mama Tanina's Homemade Polpetta (meatballs) | \$25 | Instructor Lucia Clementi | Class limit 25

October 6: Thursday, 7 pm | Sausage Making | Instructor Joseph Fasano | Class Limit 25

November 3: Thursday, 7 pm | Assorted Biscotti for the Holidays | \$25 | Various Instructors | Class limit 25

General Membership Meeting

October 20: Social Hour 5:30 to 6:30 | Dinner 6:30 to 7:30, Buffet Style | General Meeting 7:30

IAHF 40th Anniversary Celebration -- November 5

YOU CAN CLICK HERE TO RSVP AND TO PRE-PAY AT
<http://www.iahfsj.org/#!/events/cfog>

RSVP FOR ALL EVENTS (UNLESS OTHERWISE NOTED) BY EMAILING
eventrsvp@iahfsj.org or by calling 408-293-7122

Dear Members, your assistance is needed as we plan events. The following guidelines are helpful tips to assist our Event Chairs with activity planning:

- 1) When you sign up for an event and you wish to sit with a group, please list the group on the reservation form. If you use PayPal or a credit card, call, write, or email the IAHF with the names of the people who you wish to sit with.
- 2) It is not necessary to have a seating reservation, and we always have plenty of open seating tables. Many events, such as regional lunches and lectures, are "open seating".
- 3) If you make a reservation, please be sure the others in the party you listed will be attending the event (in some instances people are listed in two separate guest list, and they were not aware).
- 4) If you are canceling an activity please call the IAHF as soon as possible. Sold out events usually have a back up list that the Committee Chair can call. Just not showing up to an event is costly since supplies and food are purchased several days in advance, and also denies others the ability to participate.
- 5) Our events are priced modestly as a benefit to our members and their guest, so following these suggestions will help the Chairpeople plan efficiently and effectively. The more lead time the better in order to purchase food and plan the events accordingly.
- 6) When in doubt about an activity *please call the IAHF*. More and more we are using online information and hope to have our new website up and running shortly, but a simple phone call or email usually can resolve an issue.

Circulation: 500

Size Pricing

Bus card 3.25"W x 2.25"H

3 issues	\$100
6 issues	\$170 (15% discount)
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- * Preferred file format is EPS with vector outline text but we can accept any high resolution graphic file format
- * We can do simple design layouts based on your input
- * Images/business cards can be scanned and insert as well

Note: Depending on the item, scanning does not always provide the best quality

Contact

Richard Stewart: 408-821-4260
or news@iahfsj.org

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Professional Experience

Rosetta is a full-time, professional real estate agent assisting in buying and selling homes in all of Santa Clara County. Throughout the years, Rosetta has earned many achievements and awards such as, International Presidents Elite, Top Listing agent, Top Buyers agent, one of Silicon Valley's Top 100 agents and Top Producers with over 14 years of sales, marketing and negotiation experience. Rosetta takes pride in providing 100 % quality service to all her clients and has earned an impressive reputation in the real estate community. She is known for her exceptional work ethic, effective communication skills, attention to detail and fierce negotiating experience. With her clients' best interests at heart, Rosetta understands the meaning of commitment and dedication.

Education

Since obtaining her California Real Estate license, Rosetta has attended mandatory legal classes, completing various state required programs, such as Real Estate Principals, Real Estate Appraisals, 1031 Exchange Reinvestment Plan, Limit Liability Company for Reinvestments, Protecting the Fee, Due Diligence and Disclosures, Agency Fair Housing, Trust Funds, Ethics and Risk Management, Survey Course and Risk Management.

Professional Philosophy

Rosetta's passion and philosophy have always been to put her clients best interests first, provide every client with the highest of business ethics, commitment and 100 % excellent quality service. Building a lifetime relationship by earning the respect and trust of her clients, is her ultimate goal.

Professional Affiliations

- California Association of Realtors
- National Association of Realtors
- San Jose Real Estate Board
- Re-Infolink Multiple Listing Service

Personal Background

Spending quality time with family and friends, exercising, running and giving back to the community

It is my ultimate goal, as your professional real estate agent, to provide you with quality service, exceed your expectations and make your real estate transactions a positive and painless experience. My overall local expertise and extensive real estate experience will benefit you whether you currently are selling or buying a home, or are a returning client checking out the many homeowner resources I offer.

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Submission deadline: 20th of each month for inclusion in the next month's newsletter & website

Revision deadline: No later than the 25th of each month

Guidelines for the newsletter and website must be followed before submitting entries.

Information for the newsletter or the website **MUST** be submitted by having all information together and not piecemeal. If you don't know the date or the start time then you'll have to wait until you know all the info before you submit it. *Otherwise it cannot be posted.*

For posting Events, please provide the following information:

- Official name of event
- Time of event
- Cost of tickets
- Date of event
- Location of event
- Short description of event

Articles

- Original articles must be carefully proofread, spell checked and grammar checked before submission. The IAHF cannot assume responsibility for errors that appear in articles. Include author's name and other pertinent credits and/or information.
- Original articles should be submitted simply as text in paragraph form, single line spaced, with no formatting (no centering, no indents, etc.). The newsletter staff will format the article as required.
- Articles from the Internet, magazines or other sources must have author's credits, photographer's credits, website or publication name.
- Articles must be submitted in either Word or PDF format, or as email text. PDF documents must have text that can be selected and copied. PDFs made from scanned hard copies will not work.

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The IAHF media staff reserves the right to use images at their discretion.

Transmission:

- Image files should be sent as email attachments, not embedded in a text document or in an email message.

Format:

- JPEG preferred; BMP, EPS, GIF, PDF and TIFF formats may be acceptable as well.
- Photos should be big, bright, and sharp, with no timestamps or watermarks. Low-quality photos or out-of-focus photos cannot be used.

Size:

- Send full-size, unedited, high-pixel-count files. Make sure your email program doesn't downsize the files. Sizes of 500 KB and larger are preferred.
- Each photo must have an individual name. Leaving the name of the photo as named by your camera is suggested.

Credits:

- Original photos should include the name of the photographer. If you are not the photographer, you must give credit or secure permission to use the photos with your article.

Captions:

- Please provide captions as either email text, as a Word document, or as a PDF document

Questions?

- Please contact Richard Stewart, IAHF Newsletter Editor, at 408-821-4260, or at news@iahfsj.org 

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