

IAHF NEWS

August 2017 • ITALIAN AMERICAN HERITAGE FOUNDATION • ESTABLISHED 1975 • FOUNDED AS NONPROFIT 1976 • CELEBRATING 40 YEARS

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

RICHARD STEWART | IAHF NEWSLETTER EDITOR-IN-CHIEF



PRESIDENT'S MESSAGE

Dear Members of the Italian American Heritage Foundation,

It's August and that means Festa. It's all about the Festa this month. This year again we will be celebrating at History Park San Jose, 1650 Senter Rd., San Jose. Many volunteers have signed up and are ready to go. We really appreciate all the donations that our generous members have sent and of course, all the generous volunteers. This year our Festa is pulling out all the stops with entertainment from Anchora, Sage, Tom Torriglia and Bella Ciao, First Street Opera, Frank Demers as Frank Sinatra and Mike Zampencini. In addition, we will be having Balliamo! Italian Dancers, our Grape Stomp event, Bocce Ball, Wine Tasting, and The Fratello Marionettes. Truly, there will be something for everyone. And then there's the Villaggio Culturale, our Italian cultural center where you can discover lace making, participate in a live interactive


genealogy class, find out about various aspects of Italian culture, and watch presentations on making tomato sauce and more. Go online and check us out at: www.italianfamilyfestasj.org


Speaking of the Festa. We recently sent out a survey to all our members and we were surprised to find out that by far the favorite event listed was our Festa! I want to thank all those members that responded to our survey. With over 80 responses, there is a wealth of information and suggestions that we will review and discuss. Each and every response is important to us and as our membership is what drives our organization, we take your suggestions seriously.

We recently had our July Regional Luncheon and it was a fabulous event. We were honored by the presence of Lorenzo Ortona, Consul General of Italy and Salvatore Caruso, Vice Consul General and former president of the IAHF. Both the Consul General and Vice Consul General gave warm and encouraging statements about the contributions and community engagement of the IAHF. Also present were: Giuseppe Baglione, vice president of Sons of Sicily; Frank Fiscalini, former vice mayor of San Jose and the longtime superintendent of the East Side Union High School District; and Frank Locicero who brought gifts of wine and champagne for the new Consul General. Ken Borelli and his kitchen staff cooked up a fabulous luncheon of baked tortellini, Rimini style chicken, cannellini beans and Torta di Tre for dessert. All this cooking takes a lot of preparation and serving skills. Our volunteers donate their time, energy and skills to this labor of love. We want to give our thanks to Madeline Damiano, Gilda De Simone, Zina Russo, Lucia Clementi, Dorothy Lopresti, Richard Zamar, Dennis Wyatt, Frank Locicero, Bridget McKay, Maria Bandy, and Joseph Lucito for all their work and dedication to making this a great meal and great welcome to the Consul General.

At these luncheons, we always have a presentation of a particular region of Italy that we are honoring. July's luncheon spotlighted the Republic of San Marino and Provence of Ravenna. Our recent purchase of a new projector helped deliver a beautiful visual effect. Part of the presentation was on the government structure of San Marino. San Marino is a sovereign state in Italy, similar to the sovereign state of the Vatican. What makes San Marino unusual is that they have two heads of state that lead simultaneously. Two representatives from the two major political parties are chosen and they lead concurrently. This dates back to early Roman times when two Consuls lead Rome. It's hard to imagine that two opposing party leaders could work together to lead a country, but this is how they do it. Maybe they are doing something right; after all, they have the lowest unemployment rate in Europe and have no national debt.

In keeping with our mission statement to honor Italian-Americans who have made great contributions, we honored Sophia Loren this month. We showed a short video of her that was a compilation of her famous movies and with a background audio of her singing "Mambo Italiano." There were many smiles during the video and a great round of applause at the end. *Molto divertente!*

Grazie Mille, David Perzinski / President, Italian American Heritage Foundation 

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Member SPOTLIGHT

Benvenuti New Members from December 2016 to June 2017

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|---|---|---|--|
| <ul style="list-style-type: none"> • Brian & Hasmig Archbold • Amber Bianchi • Dylan & Adelina Boldt • Jim & Teri Bombaci • Claudine Puglisi Cagwin & Thomas Cagwin • Caitlin Carro • Karen J. Corlett & Chuck Loney • Joseph & Rose Cozzitorto • Helen C. Danna • Zerelda del Fiugo • Michelle & Tony DeOcampo • Russell & Sandi di Bari • Phyllis Dieter | <ul style="list-style-type: none"> • Richard DiTullio • Deborah Edginton • Marianne I. Ezell • Joseph A. Fasano • Fabiano & Beth Fontana • Karen Marie Gidlund-Gibson • Amber Lynn Hallett & Stefano Gallinaro • Carmen M. Johnson • Tonnie Canciamilla Jones • Frank & Roberta LaDucca • Silvia X. Leon • Frank J. Locicero III • Art Maggio & Pam Rohrkemper | <ul style="list-style-type: none"> • Eileen J. Marino • Jennifer Merriss • Josephine Minola & Peter Boguski • Bob Mirolo & Leigh Taylor • Albert Moore • Nuria & Miguel Mora • Jo Ann Marie Morgese & Matt Constantino • Martha Muzi • Amelia Nichol & Nicholas de Almeida • Rich & Rose O'Brien • Mary Perzinski • Monica Bacon-Proctor • Lucy Quacinella | <ul style="list-style-type: none"> • Carl & Aleene Reisinger • Diane J. Renna • Dana Rositano • Arianna Sarchi • Karleigh Hewitt & Gabe Scarpelli • Enrico & Antonina Sciaky • Monita Sun • Mete Tasin • Al & Diana Vallorz • David Venuti • Sharon Vignato • Sandra Williams • Kacie Wilson • Barbara D. Woodmansee |
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Grazie 2017 Patron Members

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none"> • Neno J. Aiello • Sal and Maeve Alini • Joyce Allegro & Jerry Sheridan • The Villages Italian Club -Susan Baciagalupi • Maria Cancilla-Bandy • Linda & Bob Binkley • Drs. Peter & Cheri Binkley • Jo Ann & Roger Bjornstad • Ken Borelli • Carl & Norma Brannon • Elaine Bruni • Sal & Denise Campagna • Sandra & Christopher Carvalho • Dr. Tony & Clare Cedolini • Frank Cetani, Jr. & Theresa C. Cetani • Mike Console • David & Pattie Cortese • Vince & Colleen Cortese • Rose Crimi • Felix & Marie Dalldorf • Gwen & Rich Daulton • Joe & Cathy de Maria | <ul style="list-style-type: none"> • Frank Deturris, Sr • Melvin & Anna Di Salvo • Al & Kathy DiFrancesco • Phil & Jennifer DiNapoli • Ralph DiTullio • Ruby Domino • Frank Fiscali • Ben & Christy Foster • Ebe Frasse • Pete & Marge Gaudio • Verdell Giorso • Judge Al & Vera Girolami • Maria Gloria • Joseph & Carmella Gullo • Joe & Rosella Guttadauro • Allen & Sandra Hill • Jim & Janice Jones • Frank & Roberta LaDucca • Mark & Jeanne Lazzarini • Constance LoBue-Scarpelli • Frank J. Locicero III • Cleo Logan • Kathy & Larry Lohman • Larry & Diane Lovaglia | <ul style="list-style-type: none"> • Kenneth Low • Joe & Kaye Lucito • Steve & Pam Lyons • Bill McCraw & Janet Muscio • Susan & Christopher Monahan • Bobby & Ruth Moorhatch • Rebecca & Tony Morici • Ann & James Myers • Maryanne Nola • Elizabeth Novelo & Chris D'Angelo • Helen & Eddie Owen • Marge Papp • Vera & Jack Pedretti • Dave Perzinski & Lucia Clementi • Kevin & Aurelia Pezzaniti • The Piazza Family • Jackie Pighini • Judi & Joe Rizzuto • Paolo Romano • Joanne & Gene Sanfilippo • James Sanfilippo, DDS • Joanne E. Sanfilippo | <ul style="list-style-type: none"> • Christina Sanfilippo-Coghlan • John & Marj Scandizzo • Shirlee Di Napoli Schiro • Barbara Serrano & Duane Serrano • Carlo & Rosa Severo • Virginia M. Sincich • Mary Ann Sorci Crannell • Nicholas & Diane Speno • Paul & Mary Stabile • Mete Tasin • Corinne Tomeo • Bruce & Jodi Unger • John & Marge Valente • Al & Diana Vallorz • William Venuti • David Venuti • Antonette Viscomi • Joya & Jeff Whitford • Tony Zerbo • Charles Gagliasso Trucking, Inc. • Guglielmo Family Winery |
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Grazie 2017 Business Members

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> • <u>Anastasi Law Group</u> • <u>DiNapoli Specialty Food</u> | <ul style="list-style-type: none"> • <u>Gioia Company</u> • <u>Hill View Packing Company, Inc</u> | <ul style="list-style-type: none"> • <u>Intero Real Estate</u> • <u>Scarnecchia Real Estate</u> | <ul style="list-style-type: none"> • <u>Tadco Supply, Inc.</u> • <u>Giovanni Giannotta</u> |
|---|---|---|--|

The Italian American Heritage Foundation is honored to once again present the

CLICK HERE
FOR
MORE INFO



CLICK HERE
TO
VOLUNTEER

History Park San Jose

Sat, Aug 26 • 11:00 - 8:00 👑 Sun, Aug 27 • 11:00 - 6:00

Join us for a weekend of *fun, music, food, cultural activities & more!!*



ALWAYS FREE ADMISSION



For more info:

<https://www.italianfamilyfestasj.org/>

To Volunteer:

<http://www.signupgenius.com/go/20f0448aba622a20-volunteer1>

We Need a Volunteer Chair! We need YOU!!

Email nmorreale11@yahoo.com

To Donate to the Festa:

<https://www.italianfamilyfestasj.org/donate>



The Italian Family Festa Needs YOU!

CAN YOU:

- ❖ Supervise the Volunteer Check-In booth? Saturday or Sunday or both days? Any help is appreciated.
- ❖ Help coordinate Volunteer t-shirt distribution?

MUST LOVE PEOPLE

Volunteer Supervisor! We have amazing and hard working volunteers that need you to help supervise check-in at the Festa We even have volunteers to help the volunteers, we just need to have someone to oversee the process. Don't wait thinking that someone else will do it. Come on and join the fun!

Please email Nancy Morreale at: volunteers@italianfamilyfestasj.org
or call or text at (408) 368-9094

We Need A
**VOLUNTEER
CHAIR!**

We need YOU,
so click here!

CLICK HERE TO
DONATE TO
THE FESTA

ITALIAN FAMILY FESTA SCHEDULE OF EVENTS*

Saturday, August 26 ♦ 11 AM to 8 PM



MANGIA!!



ENTERTAINMENT



WINE TASTING



ARTS & CRAFTS



GRAPE STOMP



KID'S ACTIVITIES

| <i>Time</i> | <i>Activity / Entertainment</i> | <i>Location</i> |
|---------------|---|-----------------------------|
| 11:00 - 12:00 | Opening Ceremonies | Roma Stage |
| 11:00 - 8:00 | La Galleria | History Park Hotel |
| 11:00 - 8:00 | Bocce | Bocce Court |
| 12:00 - 7:00 | Wine Tasting Garden | Gordon House |
| 12:15 - 1:00 | Italian WWII Internment | Italia Stage |
| 12:30 - 1:00 | The Fratello Marionettes | Guglielmo Grape Stomp Stage |
| 12:30 - 5:00 | Soccer Clinic with Fabrizio Oria | Lawn Area |
| 12:30 - 3:30 | Mike Zampencini, Accordionist | Phelan Entrance |
| 1:00 - 3:00 | Tom Torrigila & Bella Ciao | Roma Stage |
| 1:15 - 2:00 | The Passionate Olive - "Liquid Gold" Track 1 | Italia Stage |
| 1:30 - 4:00 | Heartstrings | Gordon House |
| 1:45 - 2:05 | Bay Area Opera | Gazebo |
| 2:15 - 3:00 | The Making of Olive Oil - "Liquid Gold" Track 1 | Italia Stage |
| 3:00 - 3:20 | Bay Area Opera | Gazebo |
| 3:00 - 4:00 | Grape Stomp | Guglielmo Grape Stomp Stage |
| 3:15 - 4:00 | National Italian Gardens Project | Italia Stage |
| 3:30 - 5:30 | Ancora! | Roma Stage |
| 4:15 - 4:45 | Balliamo! | Crossroads |
| 4:15 - 5:00 | The Art of Growing Italian Vegetables | Italia Stage |
| 5:30 - 6:00 | Balliamo! | Crossroads |
| 6:00 - 8:00 | SAGE | Roma Stage |

**Schedule Subject To Change*

Sunday, August 27 ♦ 10 AM to 6 PM

| <i>Time</i> | <i>Activity / Entertainment</i> | <i>Location</i> |
|---------------|--|--------------------|
| 10:00 - 11:00 | Mass | Roma Stage |
| 11:00 - 6:00 | La Galleria | History Park Hotel |
| 11:00 - 6:00 | Bocce | Bocce Court |
| 11:30 - 12:15 | Exploring Your Roots | Italia Stage |
| 12:00 - 12:30 | The Fratello Marionettes | Grape Stomp Stage |
| 12:00 - 5:30 | Wine Tasting Garden | Gordon House |
| 12:30 - 1:15 | A Glimpse into San Jose's New Orleans Immigrant Experience | Italia Stage |
| 12:30 - 3:30 | Mike Zampencini, Accordionist | Phelan Entrance |
| 12:00 - 2:00 | Tom Torrigila | Roma Stage |
| 1:30 - 2:15 | Cattivo Olio* - Children's storytelling | Italia Stage |
| 1:30 - 4:00 | Heartstrings | Gordon House |
| 2:00 - 2:20 | First Street Opera | Gazebo |
| 2:30 - 3:30 | John Demers as "Sinatra" | Roma Stage |
| 2:30 - 3:15 | The Reindeer Dog* Children's storytelling | Italia Stage |
| 3:00 - 4:00 | Grape Stomp | Grape Stomp Stage |
| 3:30 - 3:50 | First Street Opera | Gazebo |
| 4:00 - 6:00 | Ancora! | Roma Stage |

**Schedule Subject To Change*

Italian Genealogy Resources at the Italian Family Festa



For the first time the IAHF has engaged members of the Los Gatos POINT genealogy group to work with the attendees of the ITALIAN FAMILY FESTA to demonstrate how to search for their genealogical records both here and in Italy. Limited spots for analysis will be available to first comers. We suggest you bring with you all the information that you may have about your relatives: names (maiden names for women), dates of birth, place of birth, year of immigration to the US, etc. The further back you go, the further back we can go. We are looking forward to working with you. *Auguri!*

Angela Berardini

John Scandizzo

Mario Veltri



Lace Making Demonstrations at the Italian Family Festa

Again this year my group will be displaying and making lace at the Festa. We also have "try me" pillows so visitors can learn the basic moves in bobbin lace making.

We often hear people tell us that they have lace at home that has been handed down by family members. We would love to

see some of it and may be able to answer your questions about its construction and the best way to keep it safe.

Drop by the Cultural Tent and let's talk.

-- Article by Marj Scandizzo 🌿



We are looking for family-freindly, Italian-themed 2D art to display in the Italian Family Festa Art Gallery!

Please send a websize image of the work(s) you would like considered to John@JohnPaulsonPhotography.com, along with the dimensions, no later than August 15, 2017. Space is limited so apply early!

--Submitted by John Paulson



As we go to print, our IAHF Cultural Committee is planning a very special Cultural Village at the Festa. We will be rolling out multi-dimensional activities that will certainly affirm our IAHF mission statement: To Preserve and Promote our Italian Heritage and Culture in the Santa Clara Valley. Read on, but for the latest information please go to the Festa website at <https://www.italianfamilyfestasj.org/>

The Cultural Village will include a large exhibition tent, a special art gallery, mini lectures, and, new this year on Saturday August 27, a youth soccer clinic! A brief summary is as follows: First of all there will be an invitational only art show at the hotel area at History Park. It will feature some of the works of friends and members of the IAHF, including the works of past IAHF presidents Sal Scrivano, and Ken Borelli, along with works by John Paulson, Robert LaRocca, Joe Rodriguez, and John Romano, among other artists. New this year, too, will be a special genealogy clinic organized by John Scandizzo, with hands-on mini consultations by a team of experts. Feel free to bring copies of documents and/or questions for the experts. There will also be a lecture by Madelene Damiano and some students from her class earlier in the year on genealogy. They will be sharing their genealogy adventures.

We will also have a track on the art and history of Olive Oil/ presented by author Carol Firenze from her book *The Passionate Olive*. She is one of the few qualified olive oil sommeliers in the world today. Likewise, there will be a discussion on olive oil production by the famed Brigantino Olive Oil producers. And for children, Carol will do some reading from her new children's book, *Cattivo Olio and the Tree of Liquid Gold*.

Our Italian lace makers, under the supervision of Marge Scandizzo, will be back and are planning some interactive experiences for those wanting to learn more about the art. The lace makers welcome you to bring in some family heirlooms to share with the artisans.

FESTA PREVIEW *Il Villaggio Culturale*



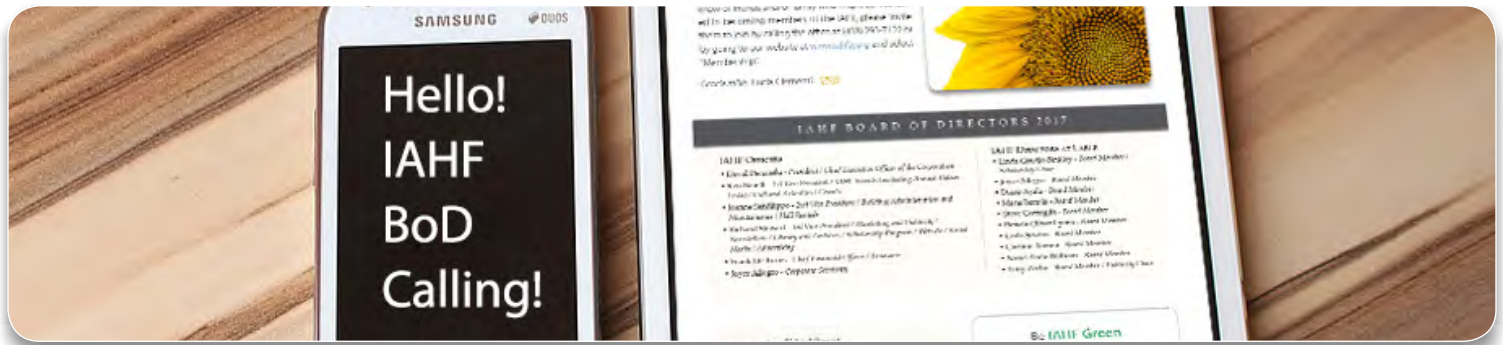
There will also be a panel discussion regarding the Italian internment during WWII, featuring Chet Campanella. Chet has taken the lead nationally to develop federal legislation to address this piece of our Italian American history. Chet will also be inviting local SJ Japanese American leaders to share their experiences in this legislative arena at the panel.

A new display on the cultural connections between San Jose and New Orleans will also be on exhibit and we are planning to have *cuccidati* from New Orleans at our Cannoli booth!

New this year will be a special soccer track featuring a display by the San Jose Earthquakes, along with a tribute to San Jose's "Mr. Soccer" Umberto Abronzino, and a Saturday Soccer clinic with Fabrizio Oria from the Silver Creek Sportsplex.

Mary Manetti of the National Italian Gardens will be providing us with an update of their activities, and there will be a special Italian vegetable garden clinic by volunteers and master gardeners from the Emma Pruesh Community Gardens. Incidentally, if you are a gardener and never visited their community gardens, put that on your to do list. They are located on King Road in proximity to Story Road, and host community wide forums and events throughout the year.

This article is but a brief summary of the activities at the Cultural Village! Some additional surprises are also in the works. And because it truly is a village, the exciting thing is the interaction among the participants. It is a rare time to meet and explore our cultural roots. There will always be some changes, updates and additions as we move forward to a great Italian Family Festa weekend. I can guarantee that you will be kept very busy not only with the *Villaggio Culturale* but exploring all the other great Festa events. The Cultural Village is designed to be interactive, so *Benvenuti!*, explore and have fun. --Article by Ken Borelli 🍷




The time is coming when the Board of Directors will have vacancies to fill. We have term limits which ensures the Board remains fresh. According to our by-laws we maintain a Board of Directors of 15 persons... of which you could be one! If you have some good ideas to share and a bit of time, please consider joining us. We are always seeking ways to improve our service to the community.

If you are looking for a way to be helpful, this just might be a perfect fit for you. New ideas about things to offer the Italian American community or thoughts about ways to improve what we are already doing are most welcome. The best way to introduce these ideas is through the Board. We have eager participants and

fantastic volunteers for all our events so you are sure to have all the support you need.

I have agreed to chair the nominating /selection committee and I am enthusiastic about reaching out to all of you. We meet one evening a month in the IAHF Board room. Attendance is important because we cannot vote without a quorum.

Please do consider applying for a Board of Directors position. Each term is for two years and is twice renewable. Contact me with any questions or for an application at linda.binkley@iahfsj.org

-- Article by Linda Binkley 

IAHF BOARD OF DIRECTORS 2017

IAHF OFFICERS

- David Perzinski - *President / Chief Executive Officer of the Corporation*
- Ken Borelli - *1st Vice President / IAHF Events (including Annual Italian Festa) / Cultural Activities / Grants*
- Joanne Sanfilippo - *2nd Vice President / Building Administration and Maintenance / Hall Rentals*
- Richard Stewart - *3rd Vice President / Marketing and Publicity / Newsletters / Library and Archives / Scholarship Program / Website / Social Media / Advertising*
- Frank De Turreis - *Chief Financial Officer / Treasurer*
- Joyce Allegro - *Corporate Secretary*

IAHF DIRECTORS AT LARGE

- Diane Ayala - *Board Member*
- Marie Bertola - *Board Member / Scholarship Co-Chair*
- Linda Gaudio Binkley - *Board Member*
- Steve Cornaglia - *Board Member*
- Carlo Severo - *Board Member*
- Corinne Tomeo - *Board Member*
- Nanci Arata Wilborn - *Board Member*
- Tony Zerbo - *Board Member / Publicity Chair*

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@iahfsj.org

Please check the Submission Guidelines on page 30 of this issue for more information. *Thank you!* 

Be **IAHF Green**
and **go paperless!!!**

Please [click here](#)

or call 408-293-7122.

Want to unsubscribe to the IAHF Newsletter?

Please [click here to unsubscribe](#).

Membership Invitation

As your Membership Chair, I want to thank all of you for your support, participation and contribution to this wonderful organization. As you may know, you don't have to be Italian to become a member of the Italian American Heritage Foundation. All you need is an interest in the rich culture. With that in mind, if you know of friends and/or family who might be interested in becoming members of the IAHF, please invite them to join by calling the office at (408) 293-7122 or by going to our website at www.iahfsj.org and select "Membership".

Gracie mille, Lucia Clementi 🍷



Appreciation Night for Consul General Battocchi

June had to be one of the busiest months on record for activities at the IAHF. Many of the members of the Board, our language program director, Delia Schizzano, and President of the SCC Board of Supervisors, Dave Cortese, attended a special tribute for our Consul General, Mauro Battocchi. The event was held on June 9th at the San Francisco Italian Athletic Club. It was sold out and brought organizations from throughout the Bay Area to celebrate Mauro's achievements. Even though it was a "celebration", the reality was it was also a fond "goodbye" to an amazing Consul General. It was sooner than we expected, or wanted to believe, but his term was up and he was to rotate to a new assignment by the Italian Government. He will be off to the Italian State Department in Rome, followed by a replacement, we think, in September. Such is life in the diplomatic corps.

During his four years in San Francisco, Mauro has truly been an innovator related to technology, hosting several Silicon Valley forums, promoting the Italian language, especially among youth, keeping Italian an official language for college entrance exams, and updating operations at the Consulate, especially regarding Italian citizenship. He has also hosted many regional forums, and provided ways that Italian American organizations can better work together. He also has visited the South Bay many times, especially during our Festa. His leadership certainly will be missed. His parting remarks and optimism for our community was proceeded by organizations being able to say some brief remarks along with, for Santa Clara County, a Resolution of Commendation from Board of Supervisor President Dave Cor-

tese. As noted, the event was sold out and tables were limited. We were fortunate to have two tables for the IAHF delegation. Spirits were very high and a lot of important contacts were made or re-energized.

Mauro, with his leadership by example, paved the way for greater communication and coordination from the various organization, including the Consulate itself. And for that we are truly grateful. Another person who I must commend is Alessandro Baccari, the unofficial Dean of Italian Americana on the West Coast. The event was partly his brainchild, and with his tireless energy was able to make this stunning event possible. When Alessandro calls, you know he means business! He is a local legend and we are fortunate to consider him a friend. There will be more about the connections made from the celebratory dinner and even some field trips are being planned. For the moment, a sad *arrivederci e grazie tante* to Mauro and his partner, Asher. And we hope to see them in San Francisco some day, or who knows - even in *Roma!*

-- Article by Ken Borelli 🍷



SALAVATORE CARUSO VICE CONSUL OF ITALY

Salavatore Caruso was sworn in Wednesday, July 19th, 2017, as the official Vice Consul of Italy for Santa Clara and Monterey Counties and their regions, by the Consul General of Italy Doctore Lorenzo Ortona. Both Doctore Ortona (pictures at right) and Vice Consul General Caruso were honored at a special regional lunch at the IAHF following the swearing in ceremony. More on the luncheon event will be following in next month's edition.

-- Article by Ken Borelli 🐞



www.JohnPaulsonPhotography.com



July Cooking Class: *Cuccidati*

Our July cooking class featured a popular Sicilian fig cookie called *cuccidati*. The class was taught by Sandi Strouse and assisted by Palma Christman. Through their guidance, the class prepared the dough and stuffed it with the filling which consisted of dried figs, dried apricots, raisins, almonds, fresh lemon and orange zest, and a touch of spice. The cookies were cut and laid out on large cookie sheets and baked to perfection. Traditionally these cookies are topped with icing and sprinkles. Lastly, we sampled these sweet delicacies and took some home to enjoy later. I have to add that these cookies are absolutely addictive and as the saying goes, "you can't eat just one"!

I find that the best part of our cooking classes is working together with friends to create tasty cuisine and building community. Preparing food is the cornerstone of Italian culture so this promotes the essence of Italian heritage.

Upcoming 2017 Cooking Classes

Sept 7: Almond Biscotti / Instructor: Carol Tapella - \$25.00

Oct 5: Italian Pasta Sauces (Bolognese & Puttanesca)
Instructors: Ken Borelli & Lucia Clementi - \$25.00

Nov 2: Annual Holiday Biscotti (Assorted Italian Cookies)
\$25.00

-- Article by Lucia Clementi 🍷

● Volunteer Coordinator Needed ●

The IAHF is in need a Volunteer Coordinator. We have many events staffed by volunteers.

We need someone to coordinate and to keep in contact with our volunteers, particularly at our annual Festa.

We already have a software program in place with volunteer names and info that help track and organize volunteers.

If you are interested, we will of course help you get started.

We need to get going on this right away so please consider being our Volunteer Coordinator.

If you can help, please call the office at 408 293-7122 and ask for Dave Perzinski.



ITALIANS ARE HEALTHIEST IN THE WORLD

The Italian economy may not be in great shape, but Italians certainly are, according to a ranking of the world's healthiest nations.

The Bloomberg Global Health Index ranks Italy top of 163 countries, followed by Iceland, Switzerland, Singapore and Australia.

While Italian babies can expect to live into their eighties, at the other end of the scale in Sierra Leone, life expectancy is just 52.

The index gave countries a 'health score' based on metrics such as life expectancy and causes of death, and then took into account 'health risk penalties'. These included high blood pressure, blood glucose and cholesterol, as well as the prevalence of obesity, alcoholism, smoking and childhood malnutrition. It also considered environmental factors such as carbon emissions and access to drinking water.

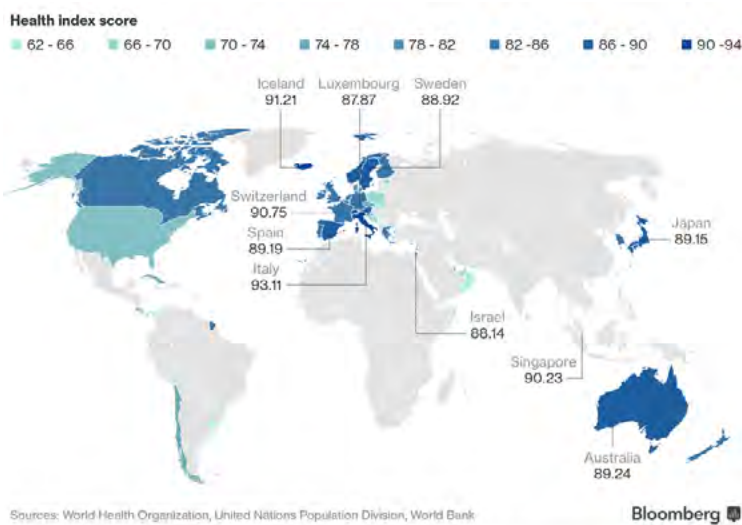
The US, which has one of the highest obesity rates in the world, is in 34th place, with a health grade of 73.05 out of 100.

The key to Italy's good health?

Despite a struggling economy with low growth and high unemployment, especially among young people, Italians are in far finer fettle than Americans, Canadians and Brits, who have higher blood pressure and cholesterol and poorer mental health.

Could the Mediterranean diet be a critical factor? Bloomberg notes that Italians enjoy a diet rich in fresh vegetables, fish, lean meats and olive oil, and that there's an "excess of doctors" in the country.

When it comes to living a very long, active life, scientists believe one place in Italy may hold the secret. The Cilento peninsula, south of Naples and the Amalfi Coast, has an unusually high number of sprightly centenarians.



Researchers found that residents of one village, Acciaroli, where more than one in 10 of the population is over 100 years old, had remarkably good blood circulation. Though an exact reason has yet to be determined, scientists believe it could be a combination of the residents' healthy diet based on vegetables, herbs and fish, being physically active and genetic factors that have developed over centuries.

Source: http://amp.veforum.org/agenda/2017/04/italy-may-have-a-struggling-economy-but-its-people-are-the-healthiest-on-earth?utm_medium=referral&utm_campaign=amp&utm_source=www.veforum.org-RelayMediaAMP

--Article submitted by Richard Stewart

ITALIAN COOKING CLASSES

Our exciting cooking classes are starting up again. If you haven't yet enrolled in one of our cooking classes, you're in for a treat! Our students experience hands-on training with authentic Italian family dishes that have been passed down from generation to generation. Here's a list of our upcoming classes (subject to change). All of the classes begin at 7:00 p.m. and are payable in advance. Please go to www.iahfj.org/events to enroll. -- Lucia Clementi

- September 7: Almond Biscotti / Instructor: Carol Tapella / \$25.00
- October 5: Italian Pasta Sauces (Bolognese & Puttanesca) / Instructors: Ken Borelli & Lucia Clementi / \$25.00
- November 2: Annual Holiday Biscotti (Assorted Italian Cookies) / \$25.00

Our New Carpet

I would really like to thank all of you who have contributed to our new carpet.

Our new carpet looks absolutely beautiful!

It has a modern appearance, makes our space look even larger, and has that fresh carpet smell. Both members and renters have commented on the great improvement. We couldn't have done it without you.

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Italian **History** in The Valley



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<http://www.wetheitalians.com/newsletter>

Defining a *piazza* and why it's not a plaza



Why is it even important? The words plaza, place and piazza have the same Greek origin, with plaza being the Spanish adaption, place in French, and piazza the Italian one. However, while these spaces retain their community-centric car-free heritage in each respective country, the U.S. chose the term 'plaza' to define its own urban public squares, which have since become auto-oriented models that have almost nothing to do with its Spanish origin. For instance, the New Urbanism Lexicon, the de facto dictionary for progressive urban planning, defines a plaza as:

A public space at the intersection of important streets set aside for civic purposes and commercial activities. A plaza is circumscribed by frontages; its landscape consists of durable pavement for parking and trees requiring little maintenance. All parking lots on frontages should be designed as plazas with the paving not marked or detailed as parking lots.

That's three references to parking in one definition. It's no wonder the term shopping plaza doesn't elicit elegant examples of memorable placemaking.

The definition of a piazza however, still retains its definition as an

open public square, especially in Italian towns, surrounded by buildings, and usually the center of public life. In other words, it's still defined by its historic heritage as a pedestrian-only destination, designed to be the heart of a neighborhood or town, filled with cafes, restaurants and bars and host to a series of local events and public markets. See a more detailed description in "What emerging generations really want: a piazza; 2011.

There is only one piazza in the U.S., and it just opened in 2009: The Piazza in Philadelphia. It has quickly become the beloved center of the neighborhood. A second is being crowdsourced in Bristol, Connecticut.

So, how does one technically distinguish a piazza from a plaza? For that we turn to Moule & Polyzoides, where you'd be hard pressed to find an urban design firm in the U.S. that is more knowledgeable about piazzas and plazas. It shouldn't be a surprise that co-founder Stefanos Polyzoides is from Greece, the birthplace of the agora and precursor to forum, then the piazza. Based on their criteria, here's how to tell a piazza (which they refer to as a Mediterranean piazza) from an Americanized plaza (see below):

1. **Strong Enclosure** – Piazzas feel like being in human-scaled outdoor rooms; very large courtyards, not like the aforementioned parking, cars and sometimes skyscrapers that are associated with plazas.

2. **Wall Continuity** – Piazzas are almost always surrounded on all sides by buildings with pedestrian-sized passageways, as opposed to the minimum two-lane traffic-filled streets that break up the sense of place in plazas.

3. **Continuous Accessible Ground Floor** – Piazzas are true to their Greek origin, acting as open stages by nature, deemphasizing landscaping features other than its floor. Plazas are often completely filled by fountains, monuments and other over-designed landscaping elements (see Georgetown Waterfront in Washington DC where the entire plaza is a fountain).

4. **Open to Multiple Use/Non-Specific Design** – The buildings on piazzas are designed to be timeless, so that as the economy and culture changes, so do the uses in the building... seamlessly. For

some reason, many plazas seem to insist on featuring large buildings that are easily dated.

5. **Temporariness vs. Permanence** – As with a stage, the blank slate that is a piazza leaves the imagination to whoever is planning an event in it that day, unlike many plazas that are designed for specific experiences, from a fountain show to a landscaped viewing garden to picnic areas... which are fine for a park.

6. **Day and Night** – A piazza is in full use day and night by the locals – it can be a playground in the morning, welcome a concert in the afternoon, be a dining scene in the evening, and host a movie later that night. Plazas commonly have dead zones during certain times of the day if it's not positioned as a major tourist attraction.

7. **Design of the Threshold between Public and Private Spaces** – This is a big one. Piazzas emphasize the private lingering spaces within it, from an outdoor dining area to a local coffeehouse or pub on the corner, it's a third place filled with third

places. Plazas tend to feature more corporate or large public venues.

8. **Cars Matter at Times** – Piazzas can accommodate vehicles when necessary, such as when needed for special events and loading/unloading, versus plazas where accommodating cars is necessary, period. There are no roads bordering any side of a piazza as you'll find with just about all plazas. You could say that the historic piazzas that have been transformed into parking lots are now plazas rather than piazzas.

9. **People-Watching as Sport** – As a stage, there is always a spontaneous human activity show going on. In other words, life is never dull in a piazza. While people may enjoy people watching in a plaza, it's definitely a sport in a piazza.

10. **The Heart of the Neighborhood** – This is what makes a piazza a piazza. Just ask anyone who lives near one, they couldn't imagine not having one.

Source: <http://cooltownstudios>.

– Article submitted by Richard Stewart

How American Cities Can Learn From ITALIAN PIAZZAS



By Ghigo DiTommaso | April 16, 2015

When the paradigm of modernist architecture crumbled, urbanists began a quest for credible alternatives that often took them to the streets and squares of old Italian cities.

Nevertheless, despite the seminal research of Gehl and other far-sighted scholars, too often the fascination with the architecture of the Italian peninsula inspired superficial or diluted reinterpretations of its stylistic canons.

In the '70s, '80s and '90s, architectural pastiches in Italian sauce proliferated across Europe and the U.S., but the spatial values that informed the architecture those projects referred to were almost always lost in translation. Propelled by postmodernist architects like Charles Moore, designer of the infamous Piazza d'Italia in New Orleans, these projects took on the finishings of the classic Italian piazzas with none of the substance. They were placeless places.

Now that a growing faction within the urban design community is coalescing around design values that focus on people and not on style, it is time to go back to square one, and reexamine what Italian piazzas have yet to tell us about the public places we aspire to create.

I recently found myself considering Italian placemaking while working on a new project Gehl Studio developed in partnership with the [Knight Foundation](#), San Jose's Tech Museum of Innovation, and the City of San Jose. Dubbed "Innovation in Public," the project involved an ethnographic study of the plaza and the development of a design brief to inform future interventions with the aim of helping the space realize its potential as a "place for people."

San Jose City Hall is less than 10 years old. Designed by California architect Richard Meier in the early 2000s and opened to the public in the fall of 2005, the vision for the \$382 million complex included a public plaza that aspired to serve as a new Agora for the Silicon Valley. When confronted with the project's task, Meier looked once again to Italy. This time the references did not regard decorative aspects but rather architectural typologies. The entire complex is defined by three gestures: a soaring tower hosting all municipal public offices in the tradition of the Italian Palazzo, the sweeping curve of the City Council building that embraces the public space and a rotunda at its very center, both of which strongly evoke archetypes of the Renaissance. However, not even this more substantial invocation of Italian models seems able to conjure the public life such models foster in their original location. A decade after opening, the plaza feels barren and often sits empty or nearly so. Far from realizing its aspirations as a center of urban life, the complex remains much like a shimmering

cathedral in the desert. We are left asking ourselves if looking back to the architectural tradition of the Italian peninsula is of any use at all when we design new public spaces in our cities.

Trying to wrap my head around these questions, I found myself walking across the space of the San Jose City Hall while thinking of the city hall square of my hometown, Bologna's Piazza Maggiore. The heart of a prosperous and dynamic metropolitan area of one million people, just like San Jose, Piazza Maggiore is an astonishing realization of everything we cherish about successful public space. It is the hearth of the city's daily life; a place of constant teeming yet composed activity that sleeps only when the city sleeps. The piazza is the primary destination for all people, regardless of their social strata or race in a now more multicultural Italian society. It is always the place to go, whether on an ordinary day or on those special occasions in which we congregate to celebrate, or to protest. Having served this role throughout the city's history, the piazza is also the soul of its collective memory and the most potent symbol of the city itself.

So, why are these two spaces performing so differently while trying to do exactly the same thing? An easy answer could ascribe all responsibility to the context in which these two squares find themselves. One could argue that the reason why a place like Piazza Maggiore works so well is the thriving public life of the rest of the city and the Italian habits that make life revolve around public space. While this is certainly an important factor, I believe there is more to it than simply this. I argue that some of the reasons why places like Piazza Maggiore thrive are to be found in the spatial characteristics that their design entails. Such spatial characteristics can be looked upon, understood, and replicated elsewhere,

truly enhancing the quality of new public places, unlike the merely anecdotal reproduction of decorations or out-of-context typologies.

The design of the San Jose City Hall Plaza, as many newly designed public spaces across America, overlooks a series of spatial principles that are rarely missing in any of the thousands of piazzas in which you might find yourself enjoying a gelato.

Keep Centers at the Center

Piazza Maggiore seems to have it clear: The best way to create a thriving center for the city's public life is by positioning it at the center of the city's public space. In fact, the location of Italian City Hall piazzas with respect to the surrounding urban fabric is anything but arbitrary. With a few exceptions, they are to be found at the heart of the city's oldest core, persevering in their location and function throughout the tumultuous course of the city's history. Functioning as nuclei of their city, while everything else around them might change, they remain the same, as if their role was to preserve the "genome of the city's public life." As many new city halls across America, San Jose City Hall seems to ignore this rule of thumb: Now at its third location since the incorporation of the municipality only 150 years ago — a few blocks too far from the core of a reflowering downtown and at the edge of the city's center — the plaza remains on the sidelines, watching the life of the city pass by from a distance.

Connect the Urban Paths

If Piazza Maggiore could talk, it would tell you that the life of the city shaped its form and not the other way around. Great piazzas became such by successfully serving as nodes of the pre-existing pedestrian patterns. They are places that offer you the opportunity to change your path and perhaps your mind on what you want to do. They present you with all of the routes you have not yet taken. And, most importantly, they allow you to encounter the people that have taken those different routes. This sense of possibility, as well as the actual direct or indirect interaction with the people that are set off to do things that are different from the ones you are doing, is what provides the place with some of its most relevant values. Largely untouched by the urban paths that define the downtown, San Jose City Hall Plaza can be traversed in only one way, and while such passage is not a true thoroughfare, it is what saves the space from total inactivity after City Hall operating hours. More paths would mean more life.

Activate the Edges

You would think this would be clear to everyone by now: Active



and permeable ground floors are a sine qua non for the functioning of an urban plaza. This is what really provides Piazza Maggiore and most Italian Piazzas in general with the fuel and spark of their vibrancy. The monumental scale of the churches and palazzi is broken down to the human scale with the insertion of fine-grained bustling commercial activities. Yet, unfortunately, it seems

like not even this rule can be archived in the folder of "lessons learned." Look at San Jose City Hall Plaza and you will find a trade show of ground floor life-suckers: a vacant lot, a multilevel parking garage, a gas station and the parking lot for a big box retail complex wrap around the space, rendering any intent of the design of the plaza irrelevant.

Set the Stage (and the Arena)


When these three primary conditions are present, the spectacle of public life is set to unfold, and Piazza Maggiore would tell you that there is nothing more irresistible than that. Even in the least exhibitionist of societies, the activity of a successful urban plaza becomes a theatrical play in which we spontaneously choose to take the role of the actor at times and the role of the spectator at others. Good plaza design subtly defines the space of the stage and the parterre for this ever-changing and always captivating play. Again, nothing is arbitrary in the definition of these elements. Successful open-air theatre relies on a delicate balance; it requires a most favorable microclimate of light, shade, and wind. The space must be framed for the right views and vantage points. It must be carefully arranged with spaces for people to linger, and sometimes places to hide.

Bologna's Piazza Maggiore on New Year's Eve

As a public space designer, going back to square one means to rekindle the memory of that one place that defined my identity as a citizen; to go back to that piazza that offered me a grey and pink stone stage to be, act, and represent life in public, and the white marble steps where I sat to watch my fellow citizens be, act and represent theirs. The public spaces of tomorrow won't, and shouldn't, look like the spaces of yesterday but they can share the same power and they can provide the same stage.

The column, In Public, is made possible with the support of the John S. and James L. Knight Foundation.

Source: <https://nextcity.org/daily/entry/italian-piazzas-the-future-of-public-space>

-- Article submitted by Richard Stewart 

THE PIAZZA @ SCHMIDTS



A European-style open space surrounded by shops, restaurants and galleries

ABOVE THE PIAZZA AT SCHMIDTS

Since the days of William Penn, Philadelphia's five original squares have been prized places to rest and relax outside.

And now, the Piazza at Schmidts — affectionately designed and named after Rome's famous piazzas — is giving Philadelphians and our visitors a new place to hang out outside.

Located in Northern Liberties, the Piazza at Schmidts is a beautifully landscaped, 80,000 square-foot, open-air plaza with free events year-round, surrounded by three new buildings including 35 artists' studios and boutiques and four new restaurants.

VIEWING PARTIES AT THE PIAZZA

The new Piazza, with a 800 square-foot stage and a high-definition, 400+ square-foot Daktoniks LED screen, will

be a hive of activity all year long with free festivals, concerts, dance performances and live broadcasts of sporting events.

You can expect to catch lots of Phillies games on the screen throughout the summer.

DINING AND SHOPPING

While alcohol is prohibited within the Piazza itself, several surrounding restaurants and bars give you plenty of opportunities to get a drink or two.

Surrounding the Piazza are several restaurants: Darling's Diner, a funky 1950's style diner; Apollinare, an Italian wine bar with pizza and pasta; P.Y.T. bar and lounge serving up wild burgers; and the newly opened Gunners Run, featuring classic American cuisine and craft beers.

Some of the 35 artisans and boutiques surrounding The Piazza include: Millesime+, a fashion and home design boutique; Toothless Cat Gallery, with underground, tattoo and pop surrealist art; Jinxed, featuring art and design based t-shirts, books, vinyl toys and more; and Paris Chic, a full-service bridal boutique.

EVENTS

The Piazza hosts free events just about daily. Visit their Events Calendar and join in the fun.

Read more: <http://www.visitphilly.com/museums-attractions/philadelphia/the-piazza-at-schmidts/>

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Source: <http://www.visitphilly.com/museums-attractions/philadelphia/the-piazza-at-schmidts/>

-- Article submitted by Richard Stewart 🐼



Derek Brad Photography



AUGUST

August 7 / Movie: La Mafia Uccide Solo d'Estate

Free Movie Night at the IAHF Hall / 7:00 PM / Open to all IAHF members and their friends / RSVP at eventsvp@iahfsj.org or call 408-293-7122

August 8 / Giorgio's Italian Restaurant Fundraiser

4:00 PM to 10:00 PM / 1445 Foxworthy Ave., San Jose / 15% of your bill goes to our Scholarship Program

August 15 / Movie: Cinema Paradiso

Free Movie Night at the IAHF Hall / 7:00 PM / Open to all IAHF members and their friends / RSVP at eventsvp@iahfsj.org or call 408-293-7122

August 23 / Movie: Mediterraneo

Free Movie Night at the IAHF Hall / 7:00 PM / Open to all IAHF members and their friends / RSVP at eventsvp@iahfsj.org or call 408-293-7122

August 26 & 27 / Italian Family Festa

History Park San Jose / Sat., Aug 26: 11:00 AM to 8:00 PM / Sun. Aug. 27: 11:00 AM to 6:00 PM

SEPTEMBER

September 7 / Cooking Class / Almond Biscotti

\$25.00 / Instructor: Carol Tapella / 7:00 PM / RSVP at eventsvp@iahfsj.org or call 408-293-7122

OCTOBER

October 5 / Cooking Class / Italian Pasta Sauces (Bolognese & Puttanesca)

\$25.00 / Instructor: Ken Borelli & Lucia Clementi / 7:00 PM / RSVP at eventsvp@iahfsj.org or call 408-293-7122

October 26 / Cena Fuori / Antipastos by DeRose

Pay at door only / 7:00 PM / RSVP at eventsvp@iahfsj.org or call 408-293-7122

NOVEMBER

November 2 / Cooking Class / Annual Holiday Biscotti (Assorted Italian Cookies)

\$25.00 / 7:00 PM / RSVP at eventsvp@iahfsj.org or call 408-293-7122

*Calendar of Events is subject to change**



Thursday, September 14th: Save The Date and join the IAHF as we see *Cooking with the Calamari Sisters*. The play is direct from NYC to the Montgomery Theater. We will be getting group ticket rates. Approximately \$42.00 a person, depending on the amount of people who are attending. Contact the IAHF for further details. From the producers of "My Mother's Italian my Father's Jewish and I am in Therapy", "My Son the Waiter" and other zany production. A fun time will be had by all!

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

RSVP FOR ALL EVENTS (UNLESS OTHERWISE NOTED) BY EMAILING
eventsvp@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) If you are signing up online, there is a form to indicate who you want to sit with. If you use PayPal or a credit card, call, write, or email the IAHF with the names of the the people who you wish to sit with.
- 2) Many events, such as regional lunches and lectures, are "open seating", however, please be sure to sign up for these events by going online or calling the IAHF office.
- 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 guests, 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*. All information regarding an event can be found on the Events page of the IAHF website, but if you have a question, a simple phone call or email usually can resolve an issue.

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Join us at the Institute for a 30-week journey into the heart, mind, and imagination of the Italian people in the modern era. In our academic year together, we will study the Italian story from the end of the dazzling Renaissance to the tumultuous 20th century.

In the Fall quarter, we will encounter the sudden new energy of the papacy in the 17th century and the titanic

intellectual struggles that contributed to the making of early modern Europe. In Winter,

we will consider the exciting story of the unification of Italy that took almost 100 years from the late 18th century, through the

Napoleonic Wars, to the crisis of the 1860s and the triumph of the Risorgimento. In

the Spring, we will see Italy grappling with a new democracy and the demagogue

Mussolini who hijacked it. Along our way, we will meet a cast of fascinating characters:

Galileo, Caravaggio, Bernini, Vivaldi, Garibaldi, Mazzini, Cavour, Verdi, Giolitti—

and even Hemingway and other *stranieri* who entered into the romance and

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The History of Modern Italy *Tuesday evenings, beginning Oct 3, 2017*

Instructor: William H. Fredlund, Ph.D.

Dr. Fredlund has taught at Stanford University, UCSC-Extension, and the University of Florence, and is one of Silicon Valley's most popular lecturers.

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

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

Guidelines for the newsletter must be followed before submitting entries.

Information for the newsletter **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.

Photos

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:

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- Each photo must have an individual name. Leaving the name of the photo as named by your camera is suggested.

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- 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 📧

Piazza San Marco

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for More
Information



Piazza Navona



Piazza de Spagna



Piazza Ducale



Piazza del Plebiscito



Piazza San Pietro



Tap On
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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 18 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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