



VOL. 6 NO. 3 JULY 2010

# IL CAVALIERE

OFFICIAL BULLETIN OF THE AMERICAN SOCIETY OF THE ITALIAN LEGIONS OF MERIT

## Napolitano Received in Capital

President Barack Obama was pleased to welcome President Giorgio Napolitano of Italy to the White House during a visit to the Capital that saw the guest in the Oval Office, at the Supreme Court, in a meeting with the Congressional Joint Leadership and at a greeting ceremony at the National Gallery of Art, where it was announced that next Spring the Gallery will pay tribute to Italian art and culture through a citywide celebration, appropriately called "La Dolce DC." Accompanying the Italian Head of State, likewise "Head" of all Italian orders of chivalry, was Foreign Minister Franco Frattini (who, incidentally, took marriage vows on June 12 in a very private civil ceremony) and Italy's Ambassador to Washington, Giulio Terzi di Sant'Agata.

In the Oval Office, President Obama thanked his guest for strong leadership in Europe and personal efforts to further strong U.S.-Italian bilateral relations and transatlantic ties. The two leaders discussed a range of important strategic issues, including Iran, Afghanistan, the Balkans, Middle East peace efforts, counterterrorism efforts, and the global economic recovery. The U.S. President went on to express his deep appreciation to President Napolitano for Italy's contributions around the world to promote peace and stability - including significant Italian troop deployments to Afghanistan, Lebanon, and the Balkans - as well as Italy's hosting of the 13,000 American servicemen and women and their families who call Italy home.

With a side visit to the United States Supreme Court, where *Cav. di Gran Croce* Justice Antonin Scalia played host, the President was the subject of praise at Congress by *Cav. di Gran Croce* House Speaker Nancy Pelosi for his "world recognized

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## Diplomatic Reception Success

The American Society of the Italian Legions of Merit's annual reception in honor of the Italian Diplomatic and Consular Corps was held, as it has become a tradition, in the elegant Columbus Townhouse at Fifth Avenue and 69th Street in Manhattan. The event, well attended as always, brought together distinguished Society members with ranking Italian officials of the Embassy in Washington, the Mission to the United Nations in New York, and the various consular and special offices throughout the United States. Accredited diplomats from Italy's neighbors, nations bordering Italy over the Alps, in the Mediterranean and along the Adriatic coast joined the tribute - - Albania, Croatia, Greece, Kosovo, Libya, Malta, Monaco, Montenegro and Spain, likewise Italy's former colony Ethiopia.

Ambassador Giulio Terzi di Sant'Agata was detained by the preparation efforts for the impending visit, at the invitation of President Obama, of the Italian President Giorgio Napolitano, who by virtue of office is "Head" of all Italian chivalric Orders. President Napolitano, in fact, was scheduled to be in Washington, accompanied by Foreign Minister Franco Frattini, for two days of meetings and an appearance at the annual gala of the Order Sons of Italy in America.

Society President, *Cav. di Gran*

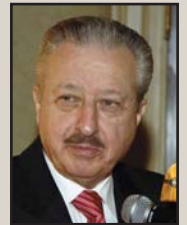
*Croce* Justice Dominic R. Massaro, greeted the guests as they entered the refined entrance of the Townhouse leading to the exquisitely decorated hall. There, the piano accompaniment made the sharing of cocktails perfectly suitable for the mingling of all the guests and the exchange of cordialities. Introduced by chief of protocol *Gr. Uff.* RoseMarie Gallina-Santangelo, the jurist first expressed "the Society's gratitude for *Cav.* Vincent Viola's generosity in sponsoring the evening's program." John Viola, his son, graciously accepted the kind words on behalf of his father.

"Our coming together," Justice Massaro stated, "especially recognizes those who, often behind the scenes, keep in motion the intricate work of diplomatic activity." He emphasized that the presence of so many who serve Italy in this capacity "is a testament of our appreciation for their contribution and dedication." The applause that followed was indeed an affirmation of high consensus.

Justice Massaro then proceeded to introduce the chairman for the evening, the distinguished appellate jurist, *Gr. Uff.* Judge Guido Calabresi. Born in Milan, he holds a high place among legal intellectuals in the



*RoseMarie Gallina-Santangelo*



*Justice Dominic R. Massaro*



*Judge Guido Calabresi*



*Consul General Francesco M. Talò*



*Ambassador Gian Lorenzo Cornado*

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## *Diplomatic Reception Success*

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United States. Appointed to the United States Court of Appeals in 1994 by President Clinton, he is former Dean and continues as Sterling Professor of Yale Law School, where he has taught for a half century. Judge Calabresi is co-founder of the school of economic analysis of the law. A Rhodes Scholar and member of Phi Beta Kappa and Order of the Coif, he holds some forty honorary degrees from universities in the United States and abroad, and is the author of four books and over a hundred articles on law and related subjects.

Citing his deep roots and commitment to Italy, his native country, as well as to America, his refuge country, the judge commented on Italy's diplomatic tradition, stating "Italy at this moment of 150 years of unification enjoys a diplomatic corps that has done its job," thus giving high marks to the work of Italian diplomatic history. The judge did so with the extraordinary passion that only an immigrant soul can feel, his charm and wit an indispensable filter for successful immersion into a host culture, of which he is a prime example.

Italy's Consul General in New York, Francesco Maria Talò, then conveyed Ambassador Terzi's greetings. His message was of praise for the high professional level of the diplomatic and consular corps and his esteem for the long and distinguished activities of the Society. Minister Talò referred to the Society as "a house of friends, like the Chevaliers de la Table Ronde" and that "the great pride of our diplomacy is to have friends like you" privileged in "the possibility of a double identity, 100% Italian and American all working together in the international arena with other countries and peoples who share the same values of our parents and grandparents who made the decision to come here because of lack of freedom." He went on to highlight that this is an important time, "a time that marks 150 years of Italy as a state and it is the hope of all that Italy will continue with increased understanding and collaboration for the future. Nor should it be forgotten," he intoned, "what ideals Italian Ameri-

*Our coming together especially recognizes those who, often behind the scenes, keep in motion the intricate work of diplomatic activity.*

cans have contributed to the culture of the United States; it was, after all, Jefferson's friend, the patriot Filippo Mazzei who first spoke of the rights of men to equality and happiness. One cannot ignore the work and the rights of human beings independently of their passport."

Consul General Talò added, on behalf of the wishes of Ambassador Terzi, that "it makes even more poignant the case of supporting the reinstatement of the Advance Placement program in the Italian language, because a culture is at essence its language; indeed Italian is the language of culture, not just an ethnic expression, and it is not just important to Italian Americans but it is a language that is important to all

Americans who appreciate it, regardless of their background." He thanked the Society as being the first to step forward, monetary as well, in support of the work of the Italian Embassy in this regard.

Ambassador Gian Lorenzo Cornado, who spoke on behalf of Ambassador Cesare Maria Ragaglini, Italy's Permanent Representative at the United Nations, started by reminding guests that he was no newcomer to the Italian American community. "There is a very personal friendship," he said of Justice Mas-saro, "that grew and was strengthened with the campaign of the 1990's, when he was involved in the valiant effort to prevent the United States from endorsing the candidacy of Germany and Japan to permanent seats on the Security Council, a development that would have marginalized Italy's position within the dynamic of the United Nations.

He added that "Italy is a very important part of this country because Italy knows and is grateful for all that the Italian American community does and Italy knows that without the United States, Italy would not have been a free country after World War II; and we can say that there could be no future without the North Atlantic Treaty Organization." In concluding, he reaf-

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IL CAVALIERE

AMERICAN SOCIETY OF THE ITALIAN LEGIONS OF MERIT



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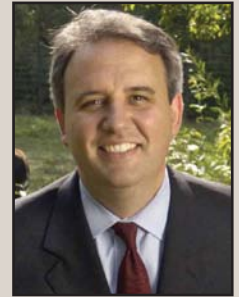
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Filomena Ricciardi

## Calvelli Elevated *Grande Ufficiale*



*John F. Calvelli, Esq.*

John F. Calvelli, Esq., has been named Italy's newest *Grande Ufficiale* in the Republic's Order of Merit. He is the Executive Vice President for Public Affairs at the Wildlife Conservation Society (WCS), a global conservation organization headquartered at the Bronx Zoo dedicated to saving wildlife and wild places. He oversees the work of WCS in the areas of government and community affairs, public policy and communications.

Prior to joining WCS in 2000, Calvelli served as the senior staff person to Congressman Eliot Engel (D-Bronx) in Washington, D.C. As Administrative Assistant/Counsel, he had oversight responsibility for all administrative office functions and oversaw, directed and supervised all legislative initiatives during the congressman's tenure on the House Energy and Commerce, Foreign Affairs, Science and Education and Labor Committees. Prior to his work in Washington, he was chosen to participate in a clinical program with the Civil Division of the Office of then U.S. Attorney Rudolph Giuliani in New York, and subsequently served as Associate Counsel to the New York State Assembly. Married and the father of a boy, he is a graduate of Fordham University and of its Law School.

A founder and current chair of the executive committee of the International Conservation Partnership (ICP), a coordinative body comprised of public affairs representatives from the major global U.S. conservation organizations, he coordinates policy initiatives with a focus on educating the U.S. Congress and governmental agencies on global conservation needs.

Serving as a lead member of the negotiation team during the 2003 land transfer of 680,000 acres on Tierra del Fuego, an archipelago off the southernmost tip of South America, from Goldman Sachs to the WCS, he helped produce a first of its kind; this landmark public-private partnership resulted in the creation of "Karukinka," a nature preserve that protects key ecological features found in this extraordinary part of the world.

He is a director of New York City and Company, the Bronx Overall Economic Development Corporation, the Picture House Regional Film Center and the Capitol Hill Alumni Association. He serves on the advisory boards of the Fordham University President's Council, the domestic hunger relief Food Bank, WFUV Radio and CAUSE-NY, a division of the Jewish Community Relations Council of New York's Commission on Inter-group Relations.

First decorated by Italy for his work in promoting stronger U.S.-Italy relations in 1999, he was a quarter century ago a founder of FIERI National, the young professionals association of which he also served as national president. He is past president of the Conference of Presidents of Major Italian American Organizations and currently serves as secretary of the National Italian American Foundation (NIAF). His increasingly influential, even central roles in Italian American affairs and issues pertaining to Italy now sees him elevated to high rank in the Republic's premier Order of Chivalry. ♦





## *Napolitano Received in Capital*

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leadership, scholarship, and as a champion of democracy and pluralism.” She thanked Italy for being “an important base for American troops,” adding, “America has no better friend in NATO than the Republic of Italy.” Indeed, Napolitano’s visit was so welcomed by the bipartisan leadership group of members eager to hear him speak about the European Union and how to work together on a common agenda, that, according to Speaker Pelosi, “We had to change rooms.” The issues at hand, of course, included terrorism and economic growth. Congresswoman Pelosi did not fail to mention, with much pride, “When I became Speaker, Mr. President, I had the curator restore the Italian artwork that makes our Capitol so beautiful. This artistic treasure is just one of the many signs that links America with Italy.”

President Napolitano, in turn, thanked “Madame Pelosi for her so cordial welcome,” expressing his admiration for the first lady



*President Giorgio Napolitano and President Barack Obama in the Oval Office*

Speaker of Italian origin - - she interjected that she was “The first Speaker of Italian origin, male or female.”

Napolitano went on to state that he was there “to address the joint leadership meeting, which is an occasion to deliver a message on behalf of Italy as the constitutionally sanctioned representative of the country’s national unity, her institutions and her people.” He added that his meeting with President Obama was one of “fruitful conversation concerning all issues of the present time, particularly regarding the financial and economic crisis, the financial storm which hit Europe, and the necessity of a joint reaction of America and Europe in order to have more financial stability and more growth of common interests.” Besides reinforcing the concept that only in unity of efforts can there be strength and growth, the Italian president asserted emphatically that “The Euro, the great creation of the single European currency, is not collapsing” and that those who say otherwise “have a penchant for catastrophic prophecies or, perhaps at times, wishful thinking.”

Of Italian Americans, President Napolitano, who holds the Society’s Gold Medal, its highest decoration, had this to say: “Up



*Cav. di Gran Croce House Speaker Nancy Pelosi and President Napolitano address the Joint Leadership meeting in the Halls of Congress*

until the first half of last century, the United States welcomed millions of Italian immigrants. While we recognize their hardships and sacrifices, through which they were able to contribute to the greatness of this land of which they became worthy citizens and in many cases prominent representatives, at the same time we express our unmovable gratitude for the embrace that your country provided to the first Italians, allowing them to integrate and prosper. President Napolitano’s long and rich memory could not prevent him from adding a personal note; he said that he could not forget “the close and warm relationship that grew between the local population and the American troops who stayed on in the city of Naples after they liberated it on October 1, 1943, and who shared in the terrible humanitarian conditions which the war had brought about.”

President Giorgio Napolitano, a southerner, was born in Naples in 1925. As a young man, he started a communist group and was a resister of the totalitarian regime and the Nazi occupation. He is, in fact, the first former communist to become Italy’s head of state. By the 1970’s, he reportedly was keen to see Italy turn toward social democracy and became known for his independent thinking. During his tenure, Napolitano has faced many challenges; however, his political savvy, his writings and his personal character have earned the respect of his colleagues. He came out of retirement to accept the position of President of the Republic in 2006. ♦



*Cav. di Gran Croce Justice Antonin Scalia with President Napolitano at the Supreme Court*



## Diplomatic Reception Success

CONTINUED FROM COVER

firmed that, indeed, Italy's greatest asset in the United States is the Italian American community.

After the presentations, the guests spent the rest of the evening enjoying conversation with old friends and new ones. It was a lively and elegant group with much in common. The

cordiality between Society members, the diplomatic guests and the representatives of the neighboring countries was, without a doubt, a sincere and strong indication of the goodwill that time and again proves to bring lasting collaboration between and among those sharing common values. ♦



1. **Teresa Rosen** and **Arthur Piccolo**

2. Cav. **Angelo A. Sedacca**, KMS, and **Rosario Iaconis**

3. Cav. **Joseph M. Mattone**, Esq.

4. Uff. Prof. **Laura Sanguinetti-White** and **Rosco White**, Ph.D.

5. **John Viola** with **Michael** and **Estela Zampardi**

6. Dott. **Luciano Oddo** and Dott.ssa **Paola del Monte**

7. Cav. **Salvatore Salibello**

8. Amb. **Ranko Vilovic** of Croatia

9. **Julia Bastiani**

10. Cav. di Gran Croce Dott. **Lucio Caputo**

11. Italian Trade Commissioner **Aniello Musella**

12. Amb. **Juan Antonio Yanez-Barnuevo Garcia** of Spain

13. Comm. Dr. **Roberto Piluso**, KCHS, and Cav. **Antonio Rummo**, KHS

14. Cav. Maestro **Vincent La Sella**

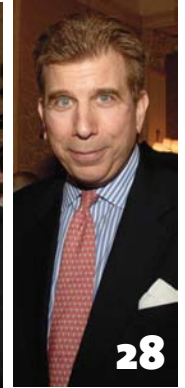
15. Comm. **Renata Archini De Giovanni**

16. Amb. **Abdulahman Muhammad Shalgam** of Libya

17. Cav. **Theodore H. Jacobsen**

Photos by Vito Catalano





18. Italian Tourist Board Director Cav. Dott. **Riccardo Strano** and Dott.

**Giorgio Gorini**

19. Deputy Consul General **Renzo Oliva** and Comm. Dott. **Claudio Cifoni**

20. **Stephen Madsen**, Esq., and Comm. **Stefano Acunto**

21. Gr. Uff. Dott. **Vincenzo Centofanti**

22. Prof. **Filomena Ricciardi** and Amb. **Isabelle Picco** of Monaco

23. **Francesca Verga**, M.D.

24. **Annie B. Fiorilla di Santa Croce**, Esq.

25. Cav. di Gran Croce **Ronald A. Sablosky**, KGCD

26. Dott. **Emanuele di Lorenzo Badia**

27. Dott. **Stefano Cacciaguerra**

28. Cav. **Richard Torrenzano**

# Hold the Date...

Thursday, December 2, 2010

*45<sup>th</sup> Annual Meeting*

Friday, December 3, 2010

*45<sup>th</sup> Annual Dinner*

# New York City



29. Cav. and Mrs. **Mario D'Elia**  
 30. Consul General **Branko Milic**, of Montenegro and Consul **Andrea Barbara**  
 31. Colonel **Giuseppe Coco**  
 32. Cav. **Dominico Mignone**, M.D.  
 33. **Alex Woodin**  
 34. **Alessandra Pitruzzella**  
 35. Deputy Consul General Dott.ssa **Laura Aghillarre**  
 36. **Krista H. Coco**, Cav. **Guiliana Ridolfi-Cardillo**, Cav. **Ann Merlino**, Ph.D., and Cav. **Joan Marchi-Migliori**  
 37. Cav. **Alfonso E. Panico**  
 38. Cav. Justice and Mrs. **Joseph Golia**, KM  
 39. Dame **Cristina Grassi**, KML

Photos by Vito Catalano

## Borboni Investiture and Dinner



At St. Patrick's Cathedral in New York for the investiture ceremony of the House of Bourbon Two Sicilies are (from left) Cav. di Gran Croce Baroness Mariuccia Zerilli-Marimò, Comm. Michael J. Sullivan (KCSG), American Delegate of the House, Edward Cardinal Egan (KGCSG), and Cav. di Gran Croce Justice Dominic R. Massaro.



At the dinner event which followed is Society President Justice Massaro and his wife. The jurist wears the seldom conferred Bourbon grand cross riband and starburst of the Royal Order of Francis I. The Bourbons ruled in southern Italy until the unification of the Italian peninsula in 1861.





# Benvenuti Cavalieri

*The President of Italy has decreed the following names for conferral of the Order of Merit of the Italian Republic and the Order of the Star of Italian Solidarity:*



**Cav. Dr. Stefano Albertini**  
New York

**Cav. Giuseppe Angiulli**  
New Jersey

**Cav. Vito Cannella**  
California

**Gr. Uff. Ennio Caretto**  
Washington, DC

**Uff. Federico Cortese**  
Massachusetts

**Uff. Francesco Cristadoro**  
Texas

**Cav. Alan D'Ambrosio**  
New York

**Comm. David Dichiera**  
Illinois

**Gr. Uff. Cesare De Carlo**  
Washington, DC

**Cav. Thomas Di Napoli**  
New York

**Uff. Nicholas Di Tempora**  
Florida

**Uff. James Edmonds**  
Texas

**Uff. Enrique Espino**  
Florida

**Comm. Lawrence Ferlinghetti**  
California

**Cav. Stefano Finazzo**  
California

**Cav. Pietro Frassica**  
New Jersey

**Uff. David Harris**  
New York

**Cav. Gaetana Marrone**  
New Jersey

**Cav. Berardo Paradiso**  
New York

**Cav. Claudio Pastor**  
Florida

**Cav. Joseph Perella**  
New York

**Cav. Gaetano Pesce**  
New York

**Uff. Camillo Ricordi**  
Florida

**Comm. Malcom Rogers**  
Massachusetts

**Cav. Casimiro Sanicola**  
New York

**Uff. Miguel San Juan**  
Texas

**Comm. Dario Snaidero**  
California

**Cav. Richard Storm**  
Florida

**Comm. Anthony Tersigni**  
Michigan

**Comm. Gianfranco Zaccai**  
Massachusetts

**Gr. Uff. Vittorio Zucconi**  
Washington, DC



**Cav. Walter Alvarez**  
California

**Cav. Simona Arcidiaco**  
Massachusetts

**Cav. Francesco Camera**  
Texas

**Cav. Luciana Cardigno**  
Texas

**Cav. Maria Rosaria Corbo**  
New York

**Cav. Francesco Di Cianni**  
Pennsylvania

**Cav. Marcello Filippi**  
New York

**Cav. Mario Marano**  
New Jersey

**Cav. Gaetano Messina**  
New York

**Comm. Fabrizio Michelassi**  
New York

**Cav. Richard Pileggi**  
New York

**Cav. Gaspare Pipitone**  
New York

**Cav. Dianne Plucinnik Hales**  
California

**Comm. Silvana Riggio**  
New York

**Cav. Giuseppe Rollo**  
New Jersey

**Cav. Serena Scaiola Ziska**  
Ohio

**Cav. Carlo Scissura**  
New York

**Cav. Serenella Sferza**  
Massachusetts

**Cav. Claudio Sica**  
Pennsylvania

**Cav. Sandro Sticca**  
New York

**Comm. Allan Strongwater**  
New Jersey

**Cav. Tomaso Veneroso**  
New York

**Cav. Vincent Zuccarelli**  
New York





# Stricken Abruzzo Teaches a Valuable Lesson

This is about the earthquake in Abruzzo, which resulted in almost 300 deaths, thousands of people injured and homeless -- not to mention the immeasurable damage to its capital, L'Aquila. Historic buildings have crumbled. Centuries-old art is now, for the most part, reduced to or buried beneath rubble. It is a tragedy that has shaken Italians to their very core, but has produced a wave of solidarity in helping those who have survived, proving yet again that the very best Italian qualities rise to the occasion when tragedy strikes.

As if by magic, the disaster has put an end to the endless bickering between the government and opposition, and a huge organizational machine has swung into action to help the victims of this latest earthquake. In addition to the civil defense, fire and police forces, thousands of volunteers immediately headed for Abruzzo from all corners of Italy and the globe. Italians in America were quick to declare their solidarity with Abruzzo, a region to which many Italian Americans can trace their roots. They are now leading recovery efforts from the United States.

Prime Minister Silvio Berlusconi has promised that in two years a new L'Aquila will be built in accordance with modern anti-seismic standards and that every effort will be made to recover and restore the city's artistic heritage. Other parts of the province of L'Aquila also hit by the earthquake have received the same assurances.

Abruzzo is a mountainous and wooded region bordered to the east by the Adriatic Sea. "Strong and kind" is how Gabriele D'Annunzio, the region's most famous poet, who is also one of Italy's greatest writers, described its people, and Abruzzo is also featured in Ernest Hemingway's famous novel, "A Farewell to Arms." Pride and dignity are other characteristics always associated with the people of Abruzzo and the earthquake has showcased all these qualities and more besides. The "Abruzzesi" are typical mountain folk, used to sacrifice

and battling against nature. There can be absolutely no doubt that with help from the state, they are well up to the task that yet lies ahead.

But this catastrophe in Abruzzo has also raised the spectre of other important safety issues in this, a country that faces ongoing risks of volcanic eruptions, earthquakes and landslides. To be precise, two thirds of Italy's inhabited areas face such dangers all the time; it does not seem as if regional and municipal governments have been as proactive enough regarding preventative measures such as building standards. ISPRA (the National Institute for Environmental Protection and Research) has recently finalized a report likely to cause many a sleepless night.

*Italy must make use of her genius to ensure that future catastrophes are prevented.*

It says, for example, that "today, 5,596, or 69 percent of Italy's towns are at risk of landslides" with some 2,839 towns classified as being at "great risk." It states that landslides are the most frequent natural calamity of all and that "after earthquakes, they incur the greatest number of victims as well as the greatest damage to residential areas, infrastructures and the country's natural, historic and cultural heritage."

The document -- now part of the public record -- basically says that one tenth of the country "is classified as being at high risk of floods, landslides and avalanches" and that this "unequivocally fragile situation" is aggravated by the fact that more than two thirds of the areas at risk involve urban centers, infrastructures and industrial areas connected to the country's social and economic development. A curse inflicted by an adversarial Mother Nature? Not at all: "amongst the causes of hydro-geo-



FRANCESCO NICOTRA

logical instability," man's foolishly conceived interference with the natural lay of the land is becoming an increasingly serious problem.

The ISPRA report, which reads like a heavy indictment against those who have failed to create anti-seismic building standards, states that, "Italy is one of the most at-risk countries in Europe." The areas most vulnerable to earthquakes are Friuli, the central and southern sections of the Apennines and southeast Sicily.

As if that were not enough, the report also states that, "Italy is one of the countries most at risk of dangerous volcanic activity" and makes particular mention of the areas around Mt. Vesuvius and the Phlegrean Fields, Ischia, Mt. Etna, the Eolian Islands and, just a few kilometers from Rome, the Alban Hills. Thousands of houses have been built on the slopes of Vesuvius over the years, despite decades of warnings from scientists that it is only a question of time until the volcano that symbolizes Naples erupts, an event that has the potential to be the greatest disaster of all. Even so, the state's evacuation plan, which would enable those who live in the shadows of Vesuvius to reach safety, would take some 12 days to achieve.

Little wonder then that a truly vast number of people are now, thankfully, calling for public administrators to seek out and make use of the genius that is certainly available in Italy to ensure that future catastrophes are prevented, instead of just sitting around waiting for death and destruction to bring out the best of this country of ours. ♦

• A keen and balanced observer of the Italian scene, Francesco Nicotra is the publisher of *Italy Italy* magazine. His articles often appear in leading media outlets on both sides of the Atlantic.



## In Memoriam...

**Cav. Joan Arpiani**

MONTANA

**Cav. Prof. Antonio Carrara**

MASSACHUSETTS

**Cav. Nicholas De Benedictis**

PENNSYLVANIA

**Uff. Domenico Ferrari**

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**Cav. Gemma Impara**

NEW YORK

**Comm. Irene H. Impellizzeri, Ph.D.**

NEW YORK

**Assoc. Ann Oestreicher**

NEW YORK

**Comm. Domenico Schapis**

NEW YORK

**Comm. Giuseppe Zagame**

NEW YORK

## Emilio Lavazza, “King of Coffee”

*Cav. del Lavoro* Emilio Lavazza, who infused high-tech innovation with caffeinated marketing to transform his family’s coffee roaster into a global brand, has died at 78.

Starting out by delivering ground coffee door-to-door to restaurants in and around Turin, where his grandfather founded the company as a grocery store in 1895, Mr. Lavazza made his name a national brand in the decades after World War II. Today, Lavazza is Italy’s biggest-selling coffee with almost half of the retail market.

But it wasn’t until Mr. Lavazza became CEO of Luigi Lavazza in 1971 that the company began testing foreign markets. He started putting coffee in vacuum-sealed packages for export, a practice since adopted by most producers. From his coffee laboratory in Turin, he developed coffee capsules for single-shot brewing and other technical innovations in roasting and

vending. He then began opening coffee bars abroad, in recent years further expanding into Asia and Latin America.

In the 1960’s, the brand developed the characters “Carmencita and Caballero,” stars of a beloved Italian television ad campaign. Later, he initiated award-winning advertising campaigns featuring celebrities such as the singer Luciano Pavarotti and movie star Nino Manfredi.

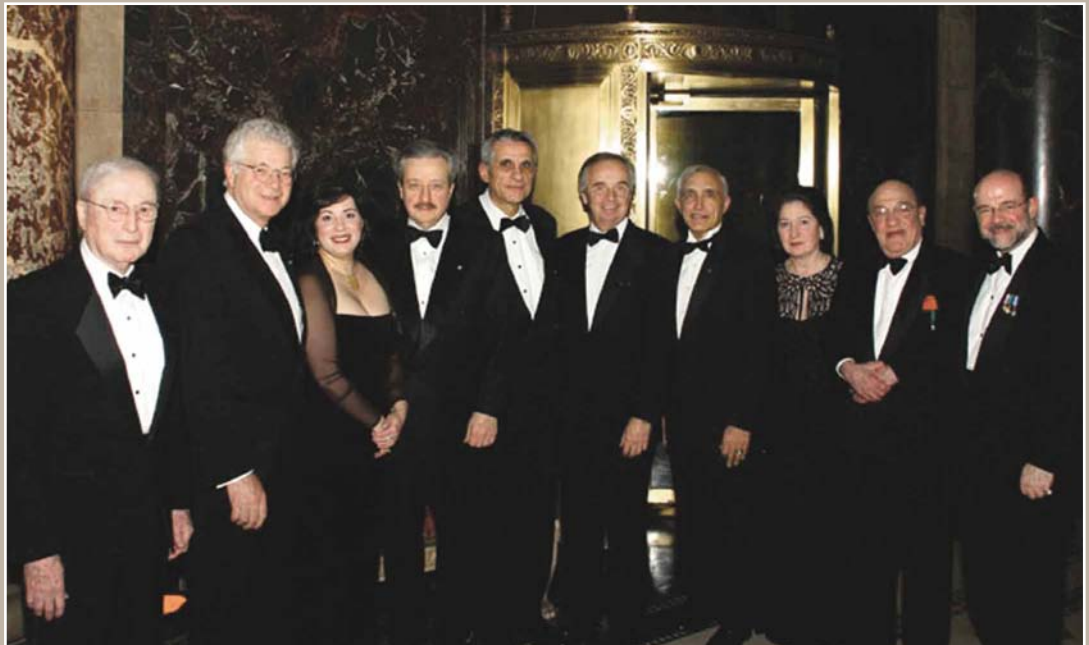
Knighted in 1991, Mr. Lavazza’s death follows by two years that of Ernesto Illy, who for decades ran Trieste-based Illycaffè. The two men propelled a postwar Italian espresso boom that spread the coffee-making technique to an international audience.

Today, Lavazza espresso is brewed in more than 90 countries; the company is the sixth largest purchaser of green coffee beans in the world. ♦

## Looking Back...

...to 2005, *cavalieri* gathered at the dinner of La Scuola d’Italia Guglielmo Marconi, the Italian Government accredited school for North America.

Seen (from left): *Cav.* Dr. Richard J. Bellucci; *Comm.* Anthony “Tony May” Magliulo; *Cav.* Maria T. Fosco; *Cav. di Gr. Croce* Hon. Dominic R. Massaro; Ambassador Marcello Spatafora, Italy’s Permanent Representative to the United Nations; Minister Antonio Bandini, Consul General of Italy in New York; *Uff.* Joseph Sciame; *Gr. Uff.* RoseMarie Gallina-Santangelo; *Cav.* Michael L. Santangelo, Esq.; and *Cav.* Dr. Joseph V. Scelsa.







## HELPCORNER

*Cavalieri* honorably discharged from military service may wear miniatures of their military medals at formal Society events. Miniature military medals are available at nominal cost for display, or, for a miniature medal bar, write: *Gr. Uff.* RoseMarie Gallina-Santangelo, Chief of Protocol, American Society of the Italian Legions of Merit, Eight East 69th Street, New York, NY 10021. Include a copy of order(s) of entitlement or certificate(s) of award.

# Cavalieri *in the news...*

**Gr. Uff. Giorgio Borlenghi** (Texas) promoted Knight Grand Cross in the Equestrian Order of the Holy Sepulchre of Jerusalem

**Comm. Prof. Marco Grassi** (New York) appointed president of the Courtauld Institute of Fine Art

**Cav. Maestro Vincent La Selva** (New York) honored by Career Bridges

**Gr. Uff. Dr. Pasquale Nestico** (Pennsylvania) named to National Italian American Hall of Fame

**Cav. Patrick A. O'Boyle, Esq.** (New York) invested Knight of Merit in the Sacred Constantinian Order of St. George

**Comm. Anne Paolucci, Ph.D.** (New York), published *Edward Albee: The Later Plays* (Griffon House, 2010)

**Cav. Berardo Paradiso** (New York) awarded *Ambasciatore* by the Italian American Museum

**Uff. Joseph Sciame** (New York) appointed Vice Delegate of the American Society of Savoy Orders

## Did You Know?

Washington, D.C. leads the nation with 12 Christopher Columbus monuments. Pennsylvania follows with 11 and New York with seven, according to a recent national survey. The United States has the largest number of tributes to Christopher Columbus of any nation in the world.

The report found 63 tributes in 44 cities and 15 states, plus the District of Columbia and Puerto Rico. Besides Washington, D.C., Pennsylvania and New York, other states with the most Columbus monuments include: Illinois (6); New Jersey, Connecticut, Rhode Island and California, each with three; and Maryland with two monuments.

Baltimore, Maryland, has the oldest monument to Columbus, a stone obelisk which was erected in 1792. The oldest statue of Columbus is in Boston. It was raised in 1849.

New Jersey has the newest monument to Columbus, while New York has the tallest. The New Jersey monument overlooks New York Harbor in Liberty State Park. It is a three-story sail of Columbus with bas-reliefs of scenes from his life, a gift of the Italian government. The tallest monument to Columbus stands in New York City's Columbus Circle at 59th Street. The 14-foot marble statue rests on a granite column 61 feet high (total: 75 feet). It was erected in 1892 by subscription to the newspaper *Il Progresso*. ♦

## Cronaca

*Since his election by acclamation on November 29, 2004, the President of the Society, Cav. di Gran Croce Hon. Dominic R. Masaro, continues to represent it at the following chivalric, diplomatic and beneficent events:*

**April 17, 2010:** by invitation of *Comm.* Michael J. Sullivan, American Delegate of the House of Bourbon Two Sicilies, on the occasion of the 2010 Investiture Dinner under the patronage of H.R.H. Prince Carlo of Bourbon Two Sicilies.

**May 12, 2010:** by invitation of H.E. Daniele D. Bodini, Permanent Representative of the Republic of San Marino to the United Nations, on the occasion of a

dinner to celebrate the San Patrignano Drug Rehabilitation Program.

**May 14, 2010:** by invitation of *Comm.* Marco Grassi, President of the American Foundation of Savoy Orders, on the occasion of *the Festa della Primavera* under the patronage of H.R.H. Prince Victor Emanuel of Savoy.

**May 24, 2010:** by invitation of H.E. Timothy M. Dolan, Archbishop of New York,

on the occasion of a reception in favor of the 25th Anniversary of the Episcopal Consecration of H.E. Edward Cardinal Egan.

**June 8, 2010:** by invitation of H.E. Celestino Migliore, Permanent Observer of the Holy See at the United Nations, on the occasion of the 2010 Path to Peace Award Dinner in honor of H.E. Mary Ann Glendon, President of the Pontifical Academy of Social Sciences.

## Last Call for Chivalric Medal

The American Society of the Italian Legions of Merit will re-strike its miniature chivalric medal over the Summer.

The medal depicts the Great Seal of the United States, indicative of the American quality of the Society, with the Society's name in the round. The miniature is suspended by a ribbon featuring the Italian and American colors symbolic of the shared values and traditional bonds between Italy and the United States.

To be made available for the benefit of Society members

who may wish to display it whenever invitations call for the wearing of decorations, it will be ready for delivery in the Fall of 2010. As a matter of protocol, a chivalric medal would appear at the extreme right of any display or miniature medal bar.

That an accurate number of miniatures be cast at this second strike, *cavalieri* interested in reserving one are invited to return the form below to *Gr. Uff.* RoseMarie Gallina-Santangelo, chief of protocol, at their earliest convenience. ♦

***Gr. Uff.* RoseMarie Gallina-Santangelo**

**Chief of Protocol**

**American Society of the Italian Legions of Merit**

**Eight East 69th Street**

**New York, New York 10021**



## ORDER FORM

Please forward a miniature of the Society's medal to me at:

Name

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Address

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**My check in the amount of \$100.00 is enclosed to cover costs.**