



ITALIAN AMERICAN ASSOCIATION

visit: www.LouisvilleItalians.com

Editor - Mary Perry

October 2011

Membership - Mary Perry

Kentucky – Indiana sud

Messaggio del Presidente

Dear IAA Members

Last month, the IAA participated in the 2nd Jeffersonville Italian Festival sponsored by Adrienne & Co. Café and Bakery. In only its second year, the festival was expanded from one to two days. In addition to its expanded days of operation, the Jeff Italian Festival almost doubled its attendance from 1500 visitors to over 2500 in 2011. Much of the success of the festival can be attributed to the fact that, whether they are held on the Belvedere, on the ground of St. James Church in the Highlands, or now in heart of Jeffersonville, the Italian festivals have a history of great food, excellent entertainment, and a family-friendly atmosphere. In addition, much of the success can also be attributed to the extensive media coverage such festivals tend to receive. Such coverage is provided because the TV and newspaper media outlets do not have to worry about their viewers and readers being disappointed when they choose to attend a local Italian festival. While the IAA is no longer the principal sponsor of the Italian Festival held in Jeffersonville, our presence was clearly visible. The IAA co-sponsored a booth that featured Italian-themed merchandise, such as green-white-and-red aprons, hats, lapel pins, and license plate frames, as well as IAA membership information. Another highlight of the IAA's booth was the "Italian Family Secrets" cookbook, which is the official cookbook published by the IAA. The IAA's cookbook features recipes from the household kitchens of IAA members. If you do not have a cookbook, you can purchase it for yourself or as a gift by visiting the IAA's web site at www.louisvilleitalians.com and clicking on the "merchandise" link. Providing visitors to the festival with the opportunity to chat with IAA members working in the booth about our organization is one of the most important ways to display the pride we have in our Italian heritage, increase our organization's visibility in the community, and recruit new members. In this regards, while at the booth and walking around the festival, I was surprised by the number of individuals I met for the first time who told me of their family's Italian heritage and stories of growing up Italian.

In addition to the Italian festival, the IAA continues to demonstrate its community presence by sponsoring fundraisers with local organizations. This month, the IAA will once again be sponsoring an "Italian Wine and Food Tasting" fundraiser to benefit the Nativity Academy at St. Boniface, a middle school whose mission is "to prepare at-risk students in the Louisville area for a successful high school and college experience." The event will take place on Friday, October 14th at St. Boniface Church near downtown Louisville. Attending this event will allow you to share your sense of pride in your Italian heritage with others in the community while also helping to support a great program. More information about the "Italian Wine and Food Tasting" can be found in the *UNISCALI* ("Join Us") feature of the newsletter. I do hope IAA members will invite their family and friends to this event to help us make this fundraiser even more successful than it was last year.

Warmest regards,
Bernardo J. Carducci,
President

UNISCALI

Italian Wine Tasting to Benefit a Wonderful Cause

The Italian American Association of Louisville proudly presents an evening of Italian wine tasting and buffet of Italian delicacies in support of a fundraiser to benefit the Nativity Academy at St. Boniface.

When: Friday, October 14, 2011, 6:00-9:00 p.m.

Where: Nativity Academy at St. Boniface Church
129 East Liberty Street
Louisville, KY 40202

Admission: \$25 per person payable at the door (checks should be made payable to "Nativity Academy at St. Boniface")

Event Proceeds will benefit Nativity Academy at St. Boniface, a middle school whose mission is "to prepare at-risk students in the Louisville area for a successful high school and college experience."

RSVP: Please make reservations by calling Charlie Francesconi, at (502) 228-1635 or by email to cdfrances@aol.com

For more information regarding this event, please contact: Charlie Francesconi, Event Coordinator, Italian American Association E-mail: cdfrances@aol.com or Phone: (502) 228-1635.

FELICE COMPLEANNO !! ♥

Paul	Castagno	10/2
Mark	Webster	10/3
Michael	Crocco	10/10
Del Marie	Vaccaro	10/13
Angela	Ochsner	10/20

Happy Birthday to Everyone !!

ITALIAN FESTIVAL - IAA BOOTH

The ITALIAN FESTIVAL in Jeffersonville was a real success, and the IAA Booth provided a source of information, IAA membership forms, re-printed IAA Cook Books, and various Italian-related merchandise. A special thanks to Elio and Rose Isetti for their donation of merchandise to IAA. The Italian themed towels and perfume were popular items.

IAA appreciates and thanks the following for their help:

1. Ange Vaccaro
2. Madison Steele
3. Marty Hanka
4. Mary Perry
5. Paul Castagno
6. Donna and Dick Mancini
7. Vic and Walt Carpenter
8. Lesa Patenaude and daughter Micaela
9. Jerry Giancola
10. Elio and Rose Isetti, and
11. Teresa Crocco

THANKS for your time and effort,
Lou Perry

JULY EVENT THANK YOU

The July IAA event was a resounding success and The Italian American Association would like to say thanks to Bob Valvano (Gotchabocce) and his family for the great evening of Bocce and food. The pasta, meatballs, salad, pizza, and dessert were all good.