



Portland Italian Businessmen's Club Newsletter

November 2010

L 'angolo della Cultura

Slow Food

In 1986, McDonalds opened a franchise at the foot of the Spanish Steps in Rome, beginning a huge counter-fast food movement. A food and publishing entrepreneur, Carlo Petrini, offended that a historic part of Italy was being desecrated, led a protest (kind of tongue in cheek). McDonald's is still there and in many other Italian cities, so the protest failed. However, it was the beginning of what is known as the 'slow food' movement, promoting eating for pleasure and the production and promotion of regional cuisines that are from food that is local and of quality.

Later, in Paris, Carlo issued a "slow food manifesto" signed by chefs, farmers and food producers from 15 countries. Its purpose? The "appreciation for locally produced foods, wines, and authentic tastes" and bringing "pleasure and conviviality at the table" and "humane, wholesome conditions of production". The manifesto does not state that food necessarily be organic, but should be fresh, regional and cultural.

That led to an organization which has spread worldwide, today having over 100,000 members in 132 countries. Carlo Petrini, from the Piemonte region of Italy (famous for its truffles and Barolo wines), made the city of Bra headquarters of the organization and founded the University of Gastronomic Science there.

Alice Waters, America's best known chef for promoting fresh, local and organic food, is a VP of Slow Food International, which has become very important in this country's food industry. Portland, a food city, has a vibrant Slow Food chapter.

Slow Food Portland hosts many events for members and the public. These include cooking demonstrations, education on food production, cuisine and other topics supporting the movement...even getting into migrant worker issues. Its members include farms and other food producers, chefs and individuals. It participates in national and international Slow Food conferences with peers around the world and has been recognized by those parts of the organization. Its web site includes food news and recipes (www.slowfoodportland.com).

Slow food's logo?...right, la chiocciola (snail).



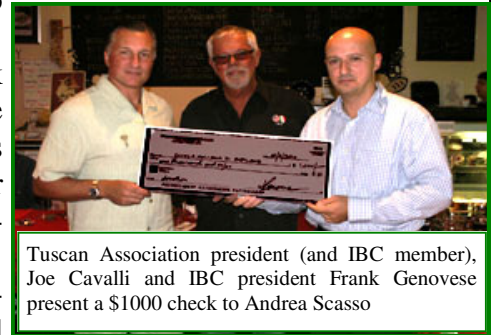
Our next IBC Meeting

Tuesday, November 10, 6:30 at Port City Pasta in LO. Your attendance is important. Come for some great food, fun and friendship and to support your club.

IBC News and Happenings

21 members and guests attended the October IBC meeting at Port City Pasta. Another good meeting with many topics:

- Review by Frank of the event at Alloro Vineyard. A success by every measure, it returned some funds to both clubs in addition to the Scuola Italiana.
- The \$1000 check was given to the Scuola Italiana. Its VP and Treasurer Andrea Scasso accepted the check.
- A membership committee was formed to focus on IBC marketing and follow-through. We need to raise IBC membership and follow up more carefully with guests. Frank noted several inquiries that he has received from our web site. The membership committee will work on taking advantage of that interest. The importance of inviting guests was emphasized for all of us.
- It was noted that our web site is looking good and up to date as noted by inquiries received. Ways to publicize it were discussed. Thank you 'webmaster' Brian Steemsma.
- We have formed a phone committee to notify members of meetings. Each team member will be assigned 5 or so other members to phone. Emails will also be sent.
- **2011 IBC elections:** A committee was formed to nominate members to run for all offices. If you are interested or wish to nominate someone for the board or office, please contact Frank or Guy. Voting will be in January.



Tuscan Association president (and IBC member), Joe Cavalli and IBC president Frank Genovese present a \$1000 check to Andrea Scasso

IBC Christmas Celebration

This year's Christmas celebration will be an elegant Italian dinner and dance at the historic Benson Hotel in downtown Portland. The date is that of our regular monthly meeting; Tuesday, Dec 14 with cocktails at 6:30 and dinner at 7:30.

Entertainment will be by Marino de Obegoso's trio, who played for our Vendemmia. His wife, singing in English, Spanish and Italian, joins in with favorites for listening and dancing. Cost is a very reasonable \$125 per couple (\$65 single) with a no-host cocktail hour including Italian appetizers.

Kindly respond to the enclosed invitation by December 1.

Columbus Day Dinner Review

With almost 250 attendees, this annual Columbus Day event was a financial, as well as social, success; a very good thing since this was a benefit for the Scuola Italiana di Portland. Success was largely attributed to the support from all of Portland's Italian organizations. Italian Vice Consul, Andrea Bartoloni, was instrumental in making this happen by organizing the "Comitato Italiani Uniti", a steering committee of the presidents of all the organizations.

The theme of the event was Italian unity, specifically, Portland's clubs working together towards common goals. Each club president had a few minutes to speak about their club or organization. Frank Genovese "did us proud" when he spoke about the success of the IBC and Tuscan Association working together for our fund raiser at the Vendemmia. He began his talk by highlighting the 'men' in 'Businessmen', which initially drew groans from the women, but he quickly turned the comment into laughs.

Festa Italiana Wrap up

The October Festa meeting was the last one for the year and a final review of the August event was made. Costs for the event are extremely high, so it is very difficult to be on the financial plus side without the sponsors of past years. With the economy being what it is, this year again proved to be difficult. Though successful in terms of attendance (good weather helped a lot) and positive reviews for the use of tokens rather than cash, success of the new restaurants, entertainment, good sales of food and wine and a successful raffle, the Festa Italiana did not quite break even financially.



Because it will be the 20th anniversary, next year's event is planned to be significant. Pioneer Courthouse Square is again reserved, and plans are underway to find sponsors (if your business can help, it would be appreciated). Fine tuning, but no major changes will be made to the food and entertainment. Portland's Italian-American organizations (including the IBC) will be asked to participate more fully in the planning, as well as event volunteering.

One comment raised at the Festa meeting, which we may examine, was "the IBC sold shirts and hats in the past...and this year no organization sold those items printed with "Portland's Festa Italiana". Evidently, they were asked for by several locals and tourists. Did we miss an opportunity?

IBC member wins UNICO award

The following email was received from UNICO International:

"It is my honor and pleasure to announce that our Member, **Bob Iannacone**, is the Second Place Winner of the 2010 Ella T. Grasso Literary Award for his essay <<about his father>>. The Award Recipients' essays were chosen from hundreds of Members' essay entries from UNICO Chapters across the United States. Bob is going to generously donate his monetary award prize to **The Scuola Italiana di Portland.**"

Wow! What a terrific guy....who is he?

Speaking Italian

Though brought up as Italian-Americans, for several reasons most of us (myself included) are marginal at best in speaking Italian. Here in the Portland area, there is no excuse to at least try to prepare for our next visit to the mother country. Besides adult classes at PCC, regular classes at PSU (free to us older folk) and several people offering private or small group lessons, there are less formal options. Café Umbria has classes on Monday evenings, Lucia Galizia hosts informal monthly conversational sessions at Café Costello on Broadway (next is Nov 2), and www.meetup.com has a monthly conversational group that meets for a pot luck and conversations in all levels of Italian. Also, there are dozens of language lessons available for free on the web or at low cost by CD or DVD.

Of course, you can pick up some language by listening to Lucia Galizia's Italian Hour. There are announcements of events for Portland's Italian community and old and new Italian favorites KBOO, 90.7 FM and www.KBOO.fm on the web, alternate Sunday mornings at 9:00-10:00 AM; November 7 and 21.

....un meraviglioso Giorno del Ringraziamento a tutti!

IBC • 4110 SE Hawthorne #658 • Portland, OR 97214

www.ibcpdx.org • email: info@ibcpdx.org

Frank Genovese, Pres, 626-216-8709

Guy LaCesa, VP 503-635-3303 • Max Corona, Treas 503-235-0705 • Bob Iannacone, Sec 971-255-0420