



July • August
2022



Italia

NEWSLETTER of the ITALIAN WORKMEN'S CLUB
914 Regent Street • Madison, Wisconsin 53715

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President's Message



Festa Italia was back. The aromas, sights and sounds of people from Dane County and beyond enjoying all things Italian

graced McKee Farms Park in Fitchburg for the first time since 2019. The weather on Friday was perfect. Some intermittent light rain dampened spirits a little on Saturday, but the sun broke through on Sunday morning and continued throughout the day. The mood was joyous throughout the weekend as scores of volunteers served the needs of thousands of guests. It was a labor of love as we celebrated the 110th birthday of the IWC and the 100th birthday of the old brownstone.

We especially must thank the members who played significant roles in the planning and execution of Festa Italia.

Check out the great pictures from this year's event featured through-

out the body of this newsletter. Check out more photos and some videos on our website as well.

Festa Italia (June 3 - 5)

We welcomed thousands of guests to enjoy great food, incredible musical entertainment, a variety of activities for kids and the sights, sounds and tastes of Italian culture and Greenbush neighborhood history.

Making Festa Happen

Festa Italia doesn't just happen. It's a large-scale outdoor festival that requires months of planning and hundreds of volunteers to execute. It's an immense undertaking for our club, and I want to personally thank all

members who volunteered their time and effort, especially those who worked multiple shifts. I also want to express my gratitude for the many family members, neighbors and friends of members who volunteered their time to help.

I also want to recognize the leaders of our various sub committees.



Pasta Par Boil at Salvatore's. Dan Dyer, Richard Trameri, John Caliva, Steve Carrola, Robert Chiesa, Paul Giansante, Tiny Urso, Pat DePula, Travis Hunter and Luigi Vitritti.

[Click Here to see the Festa Italia Video/Slide Show!](#)

Tri - Chairs

- Frank Alfano and Jim DiUlio joined me in forming the executive committee. We shared committee management responsibilities, maintained open and regular communication, developed a trackable to do list, drafted a pro forma P&L and collaborated on critical decisions.
- Frank and I were largely unable to attend Festa, so the leadership mantle fell squarely on Jim's shoulders. His steady, calm and purposeful manner directed the efforts of the many volunteers and subcommittee leads. The result was a Festa that was a social and financial success.

Beverages

- Frank Alfano, Ralph Russo and Tom Smith built on our

partnerships with Southern Italy Imports, Wisconsin Distributing, Pepsi and Alaska Ice to provide a variety of cold beverages. Our pricing for beer (regular, light, or craft) at \$6.00 a can and \$25.00 for a bucket of five kept bartenders busy throughout the weekend. Southern Italy imports provided a nice selection of white, red and rose wines at \$6.00 a glass and \$20.00 per bottle. Sodas were priced at \$3.00 and water at \$2.00.

Pasta Dinner / Sandwiches / Olive Salad / Fried Specialties

- The Hunter Family (IWC members Travis and John and IAWC member Sandy) managed the club's food area by allocating and sharing resources to make efficient use of available volunteers and to best serve the needs of hungry guests.

- Pat DePula provided the venue (his restaurant in Monona) and Travis provided the leadership as a group of ten members joined to par-boil 280 dry pounds of pasta in preparation for Festa.
- Travis once again was the master pasta boiler on site at McKee, while also directing the efforts of the sauce blenders, bread cutters, olive salad fixers and meatball and hot beef sandwich makers that together produced record revenues.
- Sandy maintained a high level of consistent product quality, while she trained volunteers in the fine art of frying Italian appetizers, while John moved seamlessly back and forth to assist as needed.

Italia

Italia is published bimonthly by the Italian Workmen's Club. Subscriptions available for \$18 per year. No part of this newsletter may be reproduced without express written permission.

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We treat every family as our own ...

Food Vendors – Pizza & Sausage

- Pat DePula (IWC member and owner of Salvatore's Tomato Pies) sold his famous pizza and Italian sausage sandwiches out of the shelter house.
- Pat also served as the conduit with Greco Foods out of Milwaukee for the ordering and temporary storage of all food items.



Beverage Ticket Sales

Food Vendors – Other

- Mike Alioto managed the process of finalizing vendor contracts with Java Cat, Sugar River Kettle Corn, CIAO and the IAWC. Each vendor reported good sales. CIAO and IAWC sold everything they had prepared.



Administration

- Dan Dyer obtained all necessary permits, licenses and insurance. Dan's a one-man show. He represented the club at Public Safety meetings, and deftly navigated the ever changing (especially so during COVID) and always confusing food safety regulations and processes.

*Pasta Dinner Line –
Friday Evening*

Admission

- Joe Tripalin managed this area, where we welcome our guests. We increased the admission price from \$3.00 to \$5.00 and heard no complaints. The various volunteers did a great job keeping the traffic flowing and providing event schedules to our guests.
- Joe also doubled as the leader of the Grounds team.



*Bocce Champion
Jeremy Saffold
& Fire Chief Joe
Pulvermacher*

Finance

- Our finance team of John Benjamin, Jack Parrino and Anthony Gatti, made sure our entertainers were paid on site, the cash flow process was smooth and a quick year-to-year revenue compari-



*Miss Festa With
Scholarship Winners*

Miss Festa –
Sophia Bettinger



Miss Festa –
Sophia Bettinger
and Little Miss
Festa – Phoebe
Noyce



Gary Berger With
Bocce Trophies



son helped us gauge our progress. We maintained our tight process for transferring cash from venues to the finance trailer and the reconciliation of beverage tickets used with revenue was nearly spot on.

Marketing

- Al Falaschi and I formed our marketing team. A two-station tv buy (including the OTT platform), a radio campaign, an increased use of highly targeted and extraordinarily efficient social media and use of local print generated awareness. Live broadcasts by the WKOW weather team on Friday night & an on-site remote by iHeartMedia on Saturday afternoon stimulated spontaneous attendance. Our objective was to reach out to new audience segments and a cursory view of the grounds indicated that we accomplished that.

Raffle

- Phil Clementi and John Caliva managed our raffle again this year. Member participation (buying at least some tickets) was higher than in recent years and combined with aggressive selling on site, we generated record revenue.

Bocce

- Gary Berger and Ron Gatti once again managed this venue. This year, they took it to another level. As usual, the courts were meticulously prepared. The competition started with a friendly match on Friday evening between the Fitchburg Fire Department and Fitchburg government personnel. The trophy tournaments had great participation and spirited matches.

Culture Tent

- Antonio Re and Tim Gatti managed a variety of activities. Chef Giovanni Novella from Bar Coralini demonstrated how to make fresh pasta. His culinary skill and engaging personality made him the perfect fit. Ron and Tim Gatti displayed the historic pictures and Ross DePaola arranged for Greenbush neighborhood DVDs to play. Father Dominic Roscioli said a Catholic mass on Sunday morning. Giovanna Miceli Jeffries coordinated The Flags of Italy parade and presentation with twenty volunteers carrying the flag of their respective region.
- Todd Cambio and Frank Basile (Due Cafoni Americani) performed classic Italian songs with mandolin, banjo and guitar.
- Tim Gatti coordinated the appearance of a representative and several players of Forward Madison FC, who conducted a soccer skills event.

Grounds

- Joe Tripalin, Charlie Belz, Butch Pullara, Jack Parrino, Mike Stassi, Jim Trameri, Richard Alexander, Gary Berger and Dan Dyer managed everything from hiring manpower from Premier Labor, security fence set up (single versus double this year), rentals of tents, U-Haul trucks and porta-potties to electrical power installation, pre event set up (including installation of trash receptacles), hanging sponsor banners and informational sig-



Mark Salerno; Prizes For Kids Games



John Caliva Helps A Young Pasta Eating Contestant



Jim Giacalone Entertains With His Accordion



Flags Of Italy Presentation



"I want a butterfly on my cheek please."



Due Cafoni Americani – Todd Cambio & Frank Basile



Mama Digdown's Brass Band Entertains

nage, post event tear down and on the spot problem solving.

Staffing

- Bob Lavigna managed our Sign Up Genius (on line sign up) to make it easier for members to volunteer. Jim DiUlio and Ross DePaola made sure all areas were staffed appropriately, and re-allocated resources when necessary.

Security

- Mike Kronz contracted with Fitchburg Police and Reliable Event Staffing to ensure that we provided a safe environment for our guests. He also contracted with Harris Golf Cars to secure our popular courtesy shuttles to remote parking areas.

Entertainment

- Mike Cammilleri did a masterful job of managing the contract process for a wide variety of musical acts ranging from a soft jazz ensemble, solo accordionist and Italian guitar and mandolin duet to funk, blues, soul, rock and rat pack sounds that attracted audience members of all ages . . . broadening our festival's appeal. In addition, Tango Community Dancers (featuring IWC member

SUPPORT

Italia

Call **Mike Heald** for more
information on advertising in *Italia*.

(608) 821-0886.

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Wayne The Wizard Delights The Youngsters



The Festa Crowd Settles In



Katie LeTourneau celebrates her 105th birthday with IAWC and IWC members.



IWC Birthdays

.....

July

Scott Rossi	(2)
Paul Giansante	(5)
Robert J. Schiro	(8)
Mike Cerro	(9)
Henry Cuccia	(9)
Butch Pullara	(10)
Joseph Cabibbo	(14)
Anthony Bonanno	(16)
Daniel Dyer	(16)
John Scalissi	(17)
Francesco Vitale	(21)
Michael Stassi	(22)
David Zanesco	(22)
Bill Czajkowski	(26)
Steve Loniello	(27)
Joseph Lombardino	(30)
Leonard Novara	(30)

August

Alfred Falaschi	(5)
Robert Battaglia	(7)
Phillip S. Clementi	(9)
Michael Heald	(9)
Tim Gatti	(12)
Richard Alexander	(22)
Charles Belz	(23)
Michael Kronz	(24)
Eugene Urso	(27)

IAWC Birthdays

.....

Leanne Puglielli	July 17
Nancy Urso	Aug 4
Butch Jensen	Aug 15



Joe Scalissi Packs Them In On Sunday Afternoon



Finance Trailer Courtesy Of Jerry's Camping Center



Phil Clementi & John Caliva – Raffle Ticket Titans

Anthony DeGregoria) performed on the main stage on Saturday and Sunday.

- Ross DePaola and Jim DiUlio secured Wayne the Wizard and Karen the face artist to entertain children.
- Mark Salerno expanded the kid's games area that he created. New games and stuffed animal prizes had our younger guests smiling from ear to ear.

Sponsorship

- We secured a good number of sponsorships by leveraging past relationships and exploring new ideas. We welcomed back many of our 2019 sponsors and added several new ones.

Stage Management

- We saluted our most senior members.
- We introduced Miss Festa and Little Miss Festa.
- Mike Lumina presented this year's scholarship winners with a total of \$8,000 awarded.
- We kept our guests informed and engaged without burdening them with an overabundance of speeches, and properly recognized our vendors and sponsors.

We measure the success of Festa by answering two questions

Did our guests enjoy themselves?

- **Yes!** Smiles were in abundance as people reveled in the combination of delicious food, fine wine,



Paul Giansante, "Yes Ma'am, we take cash."



Pasta and Meatball Dinner



The Kitchen Crew Hard At Work

cold beer, wonderful music, interactive cultural exhibits and fun activities.

Food

A delicious array of food options provided by:

- IWC Pasta and Fried Food Venues
- Pasta Dinner, Pasta Bowl, Meatball and Italian Beef Sandwiches, Olive Salad
- Mozzarella sticks, calamari, arancini, sfingi
- Salvatore's Tomato Pies
- Pizza & Italian Sausage
- Sugar River Kettle Korn, CIAO (cannoli), IAWC (home made Italian cookies)

Musical Entertainment

- Musical offerings for every ear:
- Friday – Gerri DiMaggio Group, Stephen Cooper and The Nobody Famous
- Saturday – Jim Giacalone, Due Cafoni Americani, Mama Digdown's Brass Band and Paul Cebal Tomorrow Sound
- Sunday – Joe Scalissi and Cash Box Kings

Sports Activities & Children's Entertainment

- Sports
- Bocce tournaments
- Pasta eating contest

- Children's entertainers
- Karen Wendt – Face painter
- Wayne the Wizard – Magician
- Kid's games

Italian Culture

- A display of photos of the Greenbush Neighborhood
- Greenbush neighborhood presentation (DVDs)
- Cooking demonstration
- Tango Community Dancers
- Flags of Italy parade and presentation
- Member recognition
- Soccer skills demonstration

Did we make money?

Yes! We won't know the final numbers for a few weeks as we reconcile all expenses, but revenue estimates are strong. Despite some unexpected and one-time-only expenses, we should realize a solid profit, which will contribute to the scholarship fund and help pay for necessary building maintenance without having to access our general business account.

President's Mail Box

Send me an e-mail (davidrizzo@me.com). If there's something you like or don't like about our club, I really want to hear from you. I can't promise that we'll address every need, or implement every idea, but I can promise you the courtesy of a response.

Alla prossima volta, statevi bene e Dio vi benedica.

David Rizzo 



Travis Hunter – Pasta Boiler Extraordinaire



Jim DiUlio Draws The Winning Raffle Tickets



Java Cat Serves Up Gelato



John Benjamin Keeps Track Of Revenue



Bocce Singles Winners – Eric Branaugh & Cody Peacock



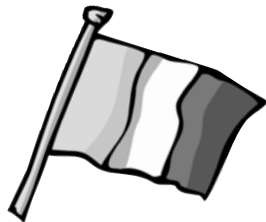
Ross DePaola & Sister Toni



Chef Giovanni Novella Demonstrates Making Fresh Pasta



Paul Giansante, Mike Bender & Ross DePaola



Meeting Dates

IWC Council Meetings – 2nd Tuesday of
Each Month 7:00 pm

IWC Membership Meetings – 3rd Tuesday of
Each Month 6:30 pm

Please clip and post this calendar.



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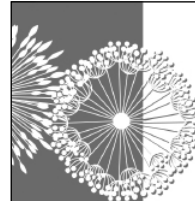
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