



July | August
2023



Italia

NEWSLETTER of the ITALIAN WORKMEN'S CLUB

914 Regent Street • Madison, Wisconsin 53715

IWC President John Caliva, (608) 225-2206, Membership Secretary Dan Dyer (608) 217-1023,
Italia Editor Staff – IWC Phone: (608) 258-1880 – www.iwcmadison.com

President's Message



I want to thank each and every one that helped put on a great Festa. All the committee members, and IWC members who

worked one, two, or many shifts before during and after Festa. Also, the IAWC members for their help, and family, friends and other volunteers. Finally, thanks to the vendors, police dept. & after hours security. If I missed anyone, please forgive me. Thanks for making Festa Italia one of Madison's premier events.

Grazie John Caliva

Festa Italia 2023

by David Rizzo

Our annual Festa Italia was blessed with beautiful weather, large (hungry and thirsty) crowds and great entertainment. Although temperatures reached 90 degrees, the humidity was moderate and bright sunshine along with gentle breezes made for pleasant conditions at McKee Farms Park. Once again, Fitchburg Parks personnel worked closely with our Grounds Committee to prepare the site and make sure we had the necessary

materials and supplies on hand for set up.

Check out the great pictures from this year's event in the body of this newsletter and on our website.

It's appropriate that we recognize the members who played significant roles in the planning and execution of Festa Italia 2023.

Festa Italia (June 2 - 4)

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



Guests enjoying the gorgeous day.



President Caliva gets the crowd reved up

Continued
on page 2

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 scores of volunteers to execute. It's an immense undertaking for our club, and thanks go out to all members who volunteered their time and talent.

Here's a salute to the members who led our various planning committees and club member volunteers who worked multiple shifts over the weekend.

Co - Chairs

- Jim DiUlio and Joe Tripalin co-chaired this year's event. Their organizational skills and collaborative management style kept this multi-faceted effort on track. The calm of the weekend belies the many decisions and last minute problem solving that goes on behind the scenes. Speaking as someone who has filled this same role, I can tell you of the many hours (actually days, weeks and months) required to deliver Festa in the

way our guests have come to expect.

Administration

- Dan Dyer obtained all necessary permits, licenses and insurance. He and the Co-Chairs represented the club at the very necessary and important Public Safety meetings. Dan was also a constant presence at set up and tear down, not to mention shifts in the beverage tent.

Admission

- We didn't have a committee chair person, but a collective effort by several individuals insured that our guests were welcomed with open arms and an efficient process. We increased the admission price from \$5.00 to \$6.00 and heard few complaints. Mike Lumina, Don Mash, Bob Brill, Jim LeTourneau, Steve Urso, Richard Trameri and others did a great job keeping the traffic flowing and providing event schedules to our guests.

Beverages

- Frank Alfano and Ralph Russo coordinated our beverage effort. Southern Italy Imports (owned by John Colletti) provided a nice selection of wines and the bartenders, who did their usual fabulous job of serving our guests. Wisconsin Distributing once again supplied several varieties of lagers and craft beers. Our Buy a bucket of any five beers for \$25 promotion was hugely popular throughout the weekend. Coca Cola provided the various soft drinks and bottled water and Alaskan Ice, along with some of our own incremental purchases at local stores kept everything cold on a very warm weekend.

Beverage Ticket Sales & Coca Cola Tent

- The Beverage Ticket Booth is a beehive of activity throughout the weekend. Dennis DiCarlantonio, Steve Carrola, Steve Lonello, Ricardo Gandolfo, Steve Tortorici, John Tobin, Christian Swomley and Mike Bender did a masterful job of providing our thirsty guests with the tickets they needed to quench their thirsts. Strong sales in this area are key to a financially successful Festa.
- The Coca Cola tent was busier than usual due to the warm temperatures, with guests craving bottled water at record levels. Ralph Russo & Dan Dyer anchored this area with help from member spouses, children and grandchildren of members.

Bocce

- Gary Berger and his wife Mary Anne, along with help from Ron Gatti once again managed this venue. As usual, the courts were meticulously prepared. The competition started with a friendly match on Friday evening with spirited singles and doubles matches throughout the weekend.

Children's Activities

- Jim DiUlio secured a magician and face artist to entertain children.
- Mark Salerno continued his one-man-show in conducting kids games with stuffed animal prizes.

Culture Tent

- Ron Gatti enhanced our offerings beyond the popular photo display



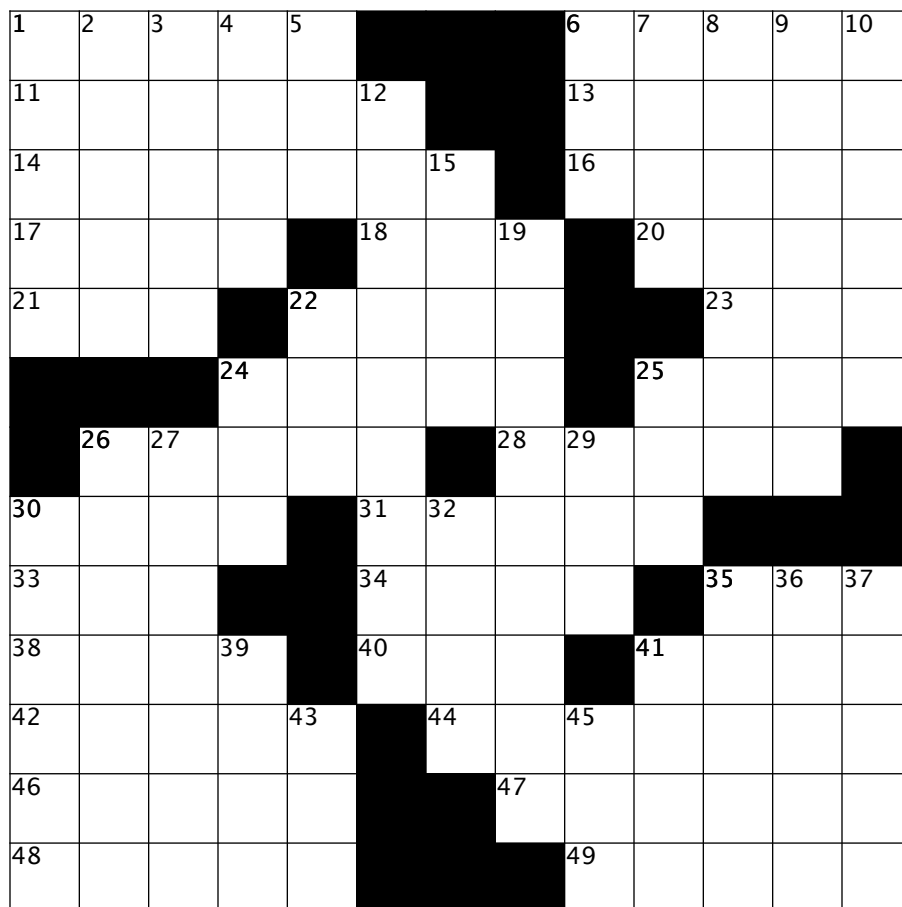
Chowing down at the pasta eating contest.

ACROSS

1. Pizza portion
6. Opposite of gives
11. Prophylactic
13. Santiago's home
14. Across the Atlantic
16. 18 make a round
17. Front men
18. Italians roll them
20. Eastern exercise
21. NY time zone
22. Computer address
23. Scottish hat
24. It's across the Mediterranean from Sicily
25. Osso
26. View
28. James Dean film
30. Never you _____
31. Actress Christine
33. Irritable bowel syndrome
34. Caustic chemicals
35. WWII Naval troop vessel
38. Grime
40. Collection
41. Uh-uh
42. Superman's Krypton name
44. Directed to
46. The homeland
47. Not on paper
48. Oddly frightening
49. _____ Winky (Purple Teletubby)

DOWN

1. Make a goal



2. Better to have _____ than lost
3. Clumsy
4. They replaced LPs
5. Line of Canon cameras
6. Expression of annoyance
7. Sailor's hello
8. H bombs were measured in this
9. Stylish
10. Open _____
12. They can be served with 19 down
15. Fancy shmancy
19. De Cecco product
22. Successful record
24. Hallucinagen
25. Brand of flavored tea
26. iphone ring setting
27. Isolated
29. _____ ALIVE!!
30. Slip someone a _____ (Var.)
32. They have it
35. Actress Sophia
36. _____ a peek
37. Hot drink
39. You get salami there
41. Soda that came in grape and orange
43. Drano ingredient, once
45. Head doctor

Italian Architecture

By Tom Smith

When most people think about Italian architecture, the first images that come to mind are the Colosseum and the Leaning Tower of Pisa. But the history of architecture in Italy is rich and extensive, filled with architectural achievements. Beginning with the construction of aqueducts, temples, and many other structures during ancient Rome, followed by the founding of the Renaissance architectural movement, the influence of Italian architecture continued throughout history influencing designs in the United States and around the world.

The Greeks and Etruscans were the first people to bring architectural design to Italy. The Etruscans built temples, aqueducts and city gates that would influence Roman architecture. In the 8th century BC, Greek colonists created structures that were bigger, built better, and more technologically advanced, including temples and theaters. The remains of many temples, which contained large stone or marble pillars, can be found in Calabria, Apulia, and Sicily. Temples in the Valle dei Templi in Sicily are beautiful examples of this architecture.



Temple of Hera Lacinia, Valle dei Templi, Sicily

Taking from the Greeks and Etruscans, the Romans incorporated knowledge from both in developing their own style and the characteristics of their architecture. The use of hydraulics and techniques for the construction of arches were particular tools from the Etruscans. But the high population density of their cities, coupled with a growing knowledge of building materials, allowed them to achieve incredible success in the construction of large structures for the public. The Romans developed a process for manufacturing concrete that included pozzolanic material – volcanic ash from Pozzuoli on the Bay of Naples (and shipped across the Roman Empire) – and



The Colosseum in Rome

small particles of lime (“lime clasts”), that made their concrete especially durable. Their sound knowledge, new techniques and unique materials resulted in the construction of structures like the aqueducts of Rome and the Colosseum. The Colosseum, completed in 80 AD, was built using travertine limestone, tuff (volcanic rock solidified from volcanic ash), and the Roman “concrete.” At various points in its history it had a capacity of 50,000-80,000 spectators.

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Winner of pasta eating contest

In the Middle Ages (the mid-9th thru 14th centuries), the Romanesque, Classical, Byzantine, and Gothic architectural styles emerged. Major characteristics of Romanesque architecture included semi-circular arches and arcades, and Byzantine structures featured soaring spaces and detailed decoration – inlays, mosaics, and gold ceilings. Freestanding towers were also popular, with the Leaning Tower of Pisa (the “crooked bell tower” of Pisa Cathedral) a famous example. The tower, which is 183 feet tall and leans at a 4 degree angle, was constructed over the course of 199 years. The foundations were laid in 1173, but when construction progressed to the second floor with a foundation that went only 10 feet into ground that was weak and unstable, the tower began to sink and construction ceased. Battles between the Republic of Pisa and Genoa, Lucca, and Florence halted construction for the better part of a century, which did allow time for the underlying soil to settle. Construction resumed in 1272, with engineers building the upper floors with one side taller than the other to compensate for the tilt. This actually made the tower curved. Construction was again halted in 1284 when the Pisans were defeated by the Genoese in the Battle of Meloria. The 7th floor was completed in 1319, and the bell-chamber (the 8th story) was not added until 1372. The tower is open to visitors today, and you can book a reservation to climb the 251 steps to the top for about \$20.

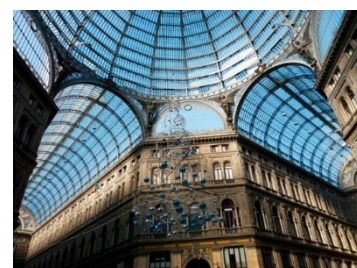
From the early 15th century thru the late 16th century the Italian Renaissance began, bringing with the artistic and cultural movements a new architectural movement as well. Italian architecture was heavily influenced by the Classical ideals of ancient Greek and Roman civilizations. Renaissance architecture emphasized the importance of symmetry, proportion, and geometry in design. Sculptures, paintings, and other decorative elements were all integrated into architectural designs, with architectural elements such as columns, pilasters, pediments, arches, and domes becoming integral parts of Renaissance buildings. Most Italian cities were remodeled with magnificent palazzi, fountains, and piazzas. The Papal Basilica of Saint Peter in the Vatican (simply known as Saint Peter’s Basilica) was built in the Renaissance



St. Peter's Basilica

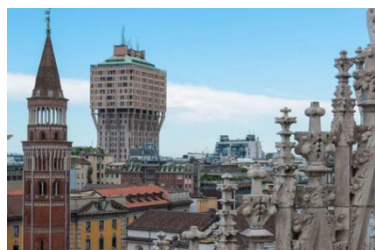
style, with construction beginning in 1506 and completed in 1626. St. Peter’s is perhaps the most renowned work of Renaissance architecture and – by interior measure – the largest church in the world. Its central dome dominates the skyline of Rome, and the entire interior of St. Peter’s is lavishly decorated with marble, reliefs, architectural sculpture, and gilding.

A Neoclassical period followed the Renaissance in the late 18th and early 19th centuries, with Roman and Greek themes found in everything from villas, palaces, and gardens. In the mid-19th century Italy was also known for some avant-garde structures, with the Galleria Vittorio Emanuele II in Milan (built in 1865) the first building in Italy constructed with glass, iron, and steel. This building influenced construction of the Galleria Umberto I, the world’s oldest purposely-built shopping gallery in Naples. Named after Umberto I, the King of Italy at the time of construction (1887), it was designed to combine businesses, shops, cafes, and social life – a public space – with the private space of apartments located above.



Galleria Umberto I

In the 1950s and 60s Modernist Italian architecture came to Italy. The Torre Velasca, a 26-story



Torre Velasca

skyscraper built in the heart of Milan, was part of the first generation of Italian modern architecture. During the Middle Ages, property taxes were based on a building's footprint and owners avoided paying taxes by making the lowest part of their buildings narrower than the upper sections. Though this no longer applied in the 20th century, the architects designed the Torre Velasca as a modern interpretation of the medieval

structures in Milan. With a peculiar mushroom like shape it stands out in a city skyline made up of domes and other towers. It was a pioneer in the use of reinforced concrete. The Pirelli Tower was built in 1956 during an economic boom in Italy and became a symbol of the economic recovery. Characterized by a structural skeleton, curtain wall facades and tapered sides, it was among the first skyscrapers to abandon the traditional block form. It is regarded as one of the finest examples of modernist Italian architecture and also dominates the Milan skyline. The Pirelli Tower inspired the Pan Am Building (today known as the MetLife Building) in New York.



Torre Pirelli



The Pan Am Building is but one example of the buildings inspired by the Roman architecture from millennia ago, both here and around the world. In England, Buckingham Palace (Neoclassical) and London's Natural History Museum (Romanesque) are two examples of Italy's influence. In Germany, the Brandenburg Gate in Berlin is representative of the Neoclassical style. In France, the *L'Arc De Triomphe* in Paris is a clear example of Italian Neoclassical. And in the United States, the Smithsonian Institution Building in Washington D.C. shows the Romanesque Revival, and the Neoclassical style is clearly present in the New York Stock Exchange building, the U.S. Supreme Court, the Jefferson Memorial, and even The White House. These represent just a few of the buildings on a long list of the famous examples you will find everywhere you go!



Italia

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David Zanesco & Don Mash are ready to welcome guests

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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)
John Pascarella	(20)
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

Joanne Stupenbach Jensen	May 18
Regina Vitagliano Gallagher	June 8
Cindy Parisi	June 13
Jean Musillami	June 21
Kim Rendler	June 29
Charmaine Pellitteri	July 3
Paula Reif	July 6
Katie Porwoll	Aug 7
Karen Myers	Aug 12

of the Greenbush Neighborhood. Colorful signage captured guest's attention and a presentation on Ruins of the Roman Empire was well attended. Antonio Re presented two cooking demonstrations that both drew good crowds and conducted & narrated the Flags of Italy parade. Tim Gatti managed the appearance of players from FMFC. Finally, a Catholic mass was conducted on Sunday morning, presided by Father Dominic Rosciolli.

Entertainment

- Mike Cammilleri arranged for a great variety of musical acts. It all started on the main stage on Friday evening with *Cherry Pie* playing the very best of '80's rock. Saturday began nice and easy with the smooth jazz sound of *Gerri DiMaggio* followed by classic soul from *Don't Mess With Cupid*. Saturday's feature band was *Rod Tuffcurls & The Bench Press* from Chicago with an amazingly diverse repertoire of classic hits. *Joe Scalissi* kicked things off on Sunday afternoon performing his renowned impersonation and tribute to Dean Martin. The main stage entertainment concluded with the irresistible, gotta get up and dance disco/funk party band, *V05*.
- The beer tent was bursting at the seams, especially on Saturday night and all Sunday afternoon, evincing the excellent selection of musical acts.

Finance

- Led by John Benjamin, and Dr. Dan Malone with assistance from Anthony Gatti our entertainers were paid on site, the cash flow process was smooth and a quick year-to-year revenue

comparison helped us gauge our progress. Key to this process are the money runners. Jack Parrino, David Rizzo and Jack Zarovy collected money (mostly large bills) from Admissions, Ticket Sales and the IWC Food Area and delivered it to the finance trailer, returning to those sites with much needed small bills to make change for our guests.

Food Vendors

- Mike Alioto managed the process of finalizing contracts with Atwood Scoop, our new ice cream vendor (kudos to Joe Tripalin), Ben's Soft Pretzels, Sugar River Kettle Corn and Salvatore's Tomato Pies, who sold whole pizzas and Italian Sausage sandwiches. The IAWC sold homemade Italian cookies and Cannoli this year in a new location, as part of the food area under the shelter canopy.

Grounds

- Paul Giansante took the lead on this key committee and like several other members was a constant presence at McKee Farms Park. Together with Butch Pullara and Jack Parrino and help from Mike Stassi, Todd Cambio, Jim Trameri, Richard Alexander, Dan Dyer, Mike Brill, Gary Berger and others including PIOCs (persons in our care) manpower from Oregon Correctional, they managed everything from security fence set up, tables and chairs for the tents, sound equipment and electrical power installation, post event tear down and on the spot problem solving.

IWC Food Area

- Travis Hunter with help from Dominic Desano and others, once again organized this area and managed food supplies to

minimize expenses and reduce waste. Traffic was consistent throughout the weekend with lots of compliments.

- The decision to incorporate the Pasta Dinner, Sandwich Station and Fry Tent and call it the IWC Food Area allowed for the sharing of staff to meet the needs of our guests. Placing the IAWC dessert booth in the adjacent space gave guests the convenience of purchasing appetizers, dinner and dessert in one stop.
- Dozens of volunteers throughout the weekend provided continuity and several members worked multiple shifts to keep the lines moving and our guests well fed.
- Sandy and John Hunter provided additional management and coordination while maintaining a high level of consistent product quality while training volunteers in the art of frying and serving Italian delicacies.

Marketing

- Al Falaschi and David Rizzo formed our marketing team. A two station tv buy, iHeart Media radio campaign, print ads and an increased use of highly targeted and extraordinarily efficient social media generated awareness, especially for the musical acts. Live remote broadcasts by channels 27 & 15 & WIBA-AM 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.
- We doubled our fun this year by conducting two Pasta Eating Contests (one for kids 12 and under & one for people 13 + over). iHeart Media live-streamed the event and local TV

stations also provided coverage.

Parking Shuttles

- This FREE service is welcomed by our guests, especially seniors. The various cart drivers (Dave Valenza, Russell Theel, Jim Le-Tourneau, Joe Musillami and our newest membership applicant Richard Baker) are our goodwill ambassadors, engaging directly with our guests as they arrive and depart.

Raffle

- Phil Clementi managed our raffle again this year. Phil was helped by John Caliva, Al Falaschi, Mike Bender, John Cusimano, Steve Urso and Rudy Senarighi. Although member participation (buying at least some tickets) was still lower than we'd like, we still generated significant profit.

Security

- Jim DiUlio contracted with Fitchburg Police and Reliable Staffing Service to ensure that we provided a safe environment for our guests.
- He also contracted with Harris Golf Carts to secure our popular courtesy shuttles to remote parking areas.

Staffing

- Ross DePaola designed our Sign Up Genius (on line sign up) to make it easy for members to volunteer. Bob Lavigna tracked sign up progress and provided regular updates, so we could identify areas of need and appropriately reallocate resources when necessary.
- Several members of the Associated Bank community outreach team also volunteered along with members from the Oscar Mayer retiree group.



IAWC sells home made cookies and cannoli



Ralph Russo enjoying a day in the sun



David & Shannon Rizzo are all smiles



Charmaine Pellitteri & Harper Peck

- We need to take note of how many non-members were among the hundreds of volunteers that made Festa possible.

Stage Management

- We saluted our most senior members.
- We introduced Miss Festa and Little Miss Festa.
- Jason Mascitti led the scholarship application evaluation process and Mike Lumina presented certificates to the winners. We awarded \$8,000 worth of scholarships to deserving High School seniors.
- 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 members and guests enjoy themselves?

Yes! Smiles were in abundance as our guests reveled in the combination of delicious food, fine wine, cold beer, wonderful music, interactive cultural exhibits, fun activities and great weather.\

Food

A delicious array of food options provided by:

- IWC Food Area
- Salvatore's Tomato Pies
- Ben's Soft Pretzels, Atwood Scoop Ice Cream
- Sugar River Kettle Korn, IAWC

Musical Entertainment

Musical offerings for every ear:

- Rock / Jazz / Soul / Blues / Disco / Funk / Italian Classics

Sports Activities & Children's Entertainment

- Bocce tournaments
- Pasta eating contest
- Soccer skills demonstration

Children's entertainers

Karen Wendt – Face painter, Wayne the Wizard – Magician, and Kid's games

Italian Culture

- A display of photos of the Greenbush Neighborhood

- Presentation on The Ruins Of Ancient Rome
- Cooking demonstrations
- Arthur Murray Dance Studio
- Flags of Italy parade and presentation
- Member recognition

Did we make money?

- **Yes!** We won't know the final numbers for a few weeks as we reconcile all expenses, but preliminary revenue estimates look very good. Despite increased costs in some areas, 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.



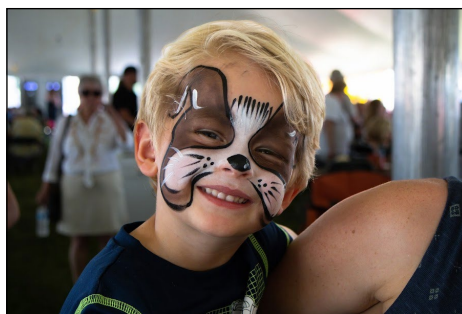
Thank You Sponsors!

We levered relationships with long term sponsors and added a couple new ones. We should all look for opportunities to support all of our sponsors, who provide much needed revenue for our event.

A-1 Furniture	Inventure Capital	Southern Italy Imports
Associated Bank	Jerry's Camping Center	Veridian Home Foundation
Capital City Tent Rental	KellyMoss	Wisconsin Distributing
Country Inn & Suites by Radisson	MGE Foundation	Woodman's Food Markets
Dr. Robert Bradley (First Choice Dental)	Pellitteri Waste Systems	Wolf – Sub Zero – Cove
Dental Implant & Periodontal Specialists	Sky's Edge Wealth	
	Salvatore's Tomato Pies	



Catherine Tripalin Murray and Sister Toni Palermo



Happiness is pretending to be a cat



Mark Salerno provides fun games and prizes for kids



Scholarship Winners From Left to Right: John Caliva, Charmaine Pellitteri, Joseph Cristoforo - IWC, Olivia Cerro - IWC, Sophia Bettinger - IWC & IAWC, Cooper Smith - IAWC, Paula Reif, Phyllis DeGioia



Paul Giansante & Jim DiUlio

Solution

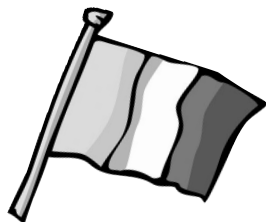
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E	E	R	I	E				T	I	N	K	Y



Butch & Nancy Pullara celebrate anniversary



Rod Tuffcurls & The Bench Press rocks the beer tent



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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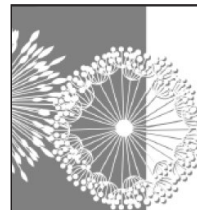
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