



## ROCHESTER VINCENT LOMBARDI LODGE #2270, INC.

71 Cohasset Drive  
Rochester, New York 14618

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April 2010

Dear Brothers and Sisters,

I am very happy that Spring has arrived and the members of our Lodge can now think about our upcoming events that will have us enjoying the outdoors. The Festa in July, the picnic, the parade in October, all in their own way are what it's all about. I don't want to exclude the indoor events such as the Columbus Day Dinner Dance, the Turkey Raffle - all being chaired by excellent people and bringing together the membership for a show of pride in our common heritage. We always hope that these events will attract new members from our own families as well as our friends and acquaintances who share this pride.

In one way or another, every member of our Lodge contributes to the success of these events. By honoring our high school students of Italian Heritage with scholarships we promote our heritage through them. This is true also of the people chosen to be honored at our Columbus Day Dinner Dance. I hope that our Chairpersons will have no problem getting some volunteers to help with all the events.

We will also be in contact with the Geneva Lodges to try to do some events together - one proposal was to have a Bocce Day to raise some money for Alzheimer's. I'm sure we can come up with other events. That reminds me to congratulate the new Officers of the Geneva Lodge and wish the outgoing officers our best for their continued involvement in their Lodge.

We welcome our newest members, Frank and Stacey Romeo who were initiated at our March General Assembly meeting and to Tom and Stacy Avangelista who we plan on initiating at our April meeting.

I had the pleasure of attending both the St. Joseph's Table at the IACC and their wonderful *Regional Dinner Featuring Sardegna* prepared by Chef Don Antinore in March. I encourage our Lodge members to participate in any events at other Italian American Clubs that interest them. We are the Italian American Community of Rochester and proud of it!

From our family to all of yours - BUONA PASQUA, BUONA SALUTA, e MOLTA FELICITA'

Fraternally yours,

Joe Rube'

Visit our website at [www.sosofitalyrochester.com](http://www.sosofitalyrochester.com)



## "The Roar of the Lion"

Jennifer Rubé, editor  
April 2010

### FREE MOVIE SHOWING!

Come Join Us For

## "The Golden Door"

Saturday April 17<sup>th</sup>  
2:00PM

Casa Italiana

**FREE ADMISSION**  
(donations accepted)

Because of limited seating capacity, please call Jennifer at 381-5540 and let her know you're coming. Family and friends are welcome to join us!

Sicilian peasant Salvatore yearns for a better life, one he believes exists only in the fabled land known as America where carrots grow taller than men, rivers flow with milk and golden coins rain from the trees. He sells everything he owns to make the trans-Atlantic passage with his two sons and elderly mother. On the perilous steamship crossing, Salvatore meets a mysterious, worldly Englishwoman, Lucy (Charlotte Gainsbourg), and an unexpected romance unfolds. But neither Salvatore nor Lucy is prepared for the arrival at Ellis Island, where families are inspected, interrogated and split apart. They will have to bravely face their personal and collective dilemmas in order to become part of the American dream.

### NEW MEMBERS

Welcome to Frank and Stacy Romeo who were sponsored by Brother Peter Maddelena. We anticipate inducting Tom and Stacey Avangelista at the April General Assembly meeting. They are both sponsored by Brother Ross Battaglia.

If you know of someone of Italian American descent, or someone that is married to an Italian American, that would be interested in joining our lodge, please contact President Joe at 461-1181 or [Joseph.Rube@RochesterGeneral.org](mailto:Joseph.Rube@RochesterGeneral.org) for membership applications.



Look for all the latest Lodge News on our website at [www.sonsofitalyrochester.com](http://www.sonsofitalyrochester.com)

# VINCENT LOMBARDI LODGE

## 2010 NYS CONVENTION

June 3<sup>rd</sup> - 6<sup>th</sup>, 2010

We now have applications for the NYS Convention. So far, in addition to our delegates, the Agnello's, Galante's and Nancy Rubé will be attending as guests. If you would like to join the group, please contact President Joe (461-1181) or Sister Jennifer (381-5540) right away. We've already been advised that more people are attending than organizers originally expected so you need to get your applications in right away in order for the best chance of getting rooms.

Costs are for three days and nights with all meals and gratuities included. Convention begins Thursday 6/3 with lunch and ends Sunday 6/6 after breakfast.

**Single Occupancy:** \$745 per person includes meals and entertainment for three nights.

**Double Occupancy:** \$545 per person includes meals and entertainment for three nights.

Lodge members attending the Convention as guests will be able to sit in on all convention meetings. They will also be able to sit with lodge delegates for meals and will be included in all activities including concerts, dances, entertainment, etc. Villa Roma is a resort with gaming facilities, a sports complex and plenty of activities planned etc – literally something for everyone!

## EASTER IN FLORENCE ITALY

A huge explosion will be detonated Easter Sunday in front of the magnificent green-and white-marbled neogothic church in Florence's centro storico. Instead of running in fear from a terrorist's bomb, though, thousands of spectators will cheer the noise and smoke, for they will be witnesses to the annual Scoppio del Carro—explosion of the cart.

For over 300 years the Easter celebration in Florence has included this ritual, during which an elaborate wagon, a structure built in 1679 and standing two to three stories high, is dragged through Florence behind a fleet of white oxen decorated in garlands. The pageantry ends in front of the Basilica di S. Maria del Fiore, where Mass is held.

During the midday service, a holy fire is stoked by ancient stone chips from the Holy Sepulcher, and the Archbishop lights a dove-shaped rocket which travels down a wire and collides with the cart in the square, setting off spectacular fireworks and explosions to the cheers of all. A big bang ensures a good harvest, and a parade in medieval costume follows.

Tradition and ritual play a strong role in Italian culture, especially during celebrations such as Easter, the Christian holiday based on the pagan festival called Eostur-Monath. No matter what date Easter falls on, there are many ceremonies and culinary customs that are religiously upheld. Some traditions are regional, for instance the art of palm weaving, in which decorative crosses and other designs are created from the palms received on Palm Sunday.

# VINCENT LOMBARDI LODGE

## COMMUNITY CALENDAR

- **April 7, 2010** – 12Noon – IACC Luncheon (info: 594-8882)
- **April 8, 2010** – 7:00PM – Casa Italiana – OSIA General Assembly Meeting
- **April 15, 2010** – 12Noon – IASC Club Luncheon (info: 464-9160)
- **April 17, 2010** – 2:00PM – Casa Italiana – OSIA Movie Day – “The Golden Door” (info: Jennifer 585.381.5540)
- **April 21, 2010** – 12Noon – IACC Luncheon (info: 594-8882)
- **April 22, 2010** – 7:00PM – IACC - Discussion with Dominic J Pulera, author of “Green, White and Red”
- **April 29, 2010** – 12Noon – IASC Club Luncheon (info: 464-9160)
- **May 2<sup>nd</sup>, 2010** – 3:00PM – IACC – Marian Celebration Dinner Dance (info: 594-8882)
- **May 5<sup>th</sup>, 2010** - 12Noon – IACC Luncheon (info: 594-8882)
- **May 6<sup>th</sup>, 2010** – 7:00PM - Casa Italiana – OSIA Board Meeting
- **May 13<sup>th</sup>, 2010** – 12Noon – IASC Club Luncheon (info: 464-9160)
- **May 13<sup>th</sup>, 2010** – 7:00PM - Casa Italiana – OSIA General Assembly Meeting
- **May 19<sup>th</sup>, 2010** - 12Noon – IACC Luncheon (info: 594-8882)
- **May 27<sup>th</sup>, 2010** – 12Noon – IASC Club Luncheon (info: 464-9160)
- **June 2, 2010** – 12Noon – IACC Luncheon (info: 594-8882)
- **June 2<sup>nd</sup>, 2010** – IACC - Festa della Repubblica
- **June 3<sup>rd</sup> – 6<sup>th</sup>, 2010** – OSIA NYS Convention at Villa Roma
- **June 10<sup>th</sup>, 2010** – 7:00PM - Casa Italiana – OSIA General Assembly Meeting
- **June 16<sup>th</sup>, 2010** - 12Noon – IACC Luncheon (info: 594-8882)
- **July 16-18<sup>th</sup>, 2010** – Festa Italiana (info: 594-8882)

## BIRTHDAYS

### April

04/01 Ted DeSoto  
04/10 Angela Amato  
04/13 James Vacanti  
04/14 Bonnie Cottone  
04/17 Edmund Calvaruso  
04/26 Peter Maddalena

Your April 2010 newsletter printed at no charge because we had so many cartridges turned in for credit. Thank you to all the members who have donated their printer cartridges to help us keep printing costs down. When we turn them in, we get \$3 for each cartridge back in credit towards printing our newsletters!

## ASSEMBLY MEETINGS

The next general assembly meeting will be held on Thursday April 8th, 2010 at the Casa Italiana located on the Nazareth College Campus at 4245 East Avenue. The college is located about half a mile from the Village of Pittsford on Route 96/East Avenue. Enter the campus at the entrance with the traffic light (South Campus Drive). Turn immediately into Parking Lot A on the right as you enter the campus. On the right you will note the Casa Hispana building and then the Casa Italiana building. Take the lower walk to the right of the building which leads directly to the meeting room. The meeting will begin at 7:00PM sharp and everyone is welcome. Please Note: the meeting room is handicapped accessible.

# COMMISSION FOR SOCIAL JUSTICE

As the CSJ representative and contact for District VII, CSJ President Stella Grillo asked me to contribute in the fight against the MTV Program "Jersey Shore". Below is the letter I wrote to Anthony DiSanto, President, MTV Programming. At the bottom is the press release after the CSJ meeting with Viacom/MTV.

As the recipient of hundreds or possibly thousands of these letters, one would think that as an American of Italian descent yourself, you would see what your show "Jersey Shore" is doing to our culture. As an Italian American teenager and twenty-something, thirty-something and now forty-something, I too vacation at the Jersey Shore every summer. I cannot recollect EVER seeing anyone acting the way your show says typical Italian Americans act.

I can think of two reasons why you would choose to air these shows, depicting your "guidos and guidettes" as stereotypical rough-guy Italians with little or no class. One would be that you're in it solely for the money. The other would be that you have no pride in your heritage.

This is supposed to be a "new reality show," but the real reality is that the many young adults who do summer at the Jersey Shore, most likely hold down productive jobs, possibly as young professionals, in order to pay for their summer on the Jersey Shore. They too "juggle work, go out with friends, navigate relationships, including ensuing drama," without the crude innuendos and unacceptable behavior. We don't need to be loud and obnoxious for anyone to know we're Italian Americans.

Further, there recently was an event here in Rochester New York with a supposed casting call for the "Jersey Shore" program. Hundreds of very young teenagers and preteens showed up on the coldest night of the year with wind chills well below zero and they were dressed in tiny shorts, tank tops and flip flops as if it was ninety degrees out. Young children were admitted to local hospitals with frostbite and hypothermia. THIS is what your program is showing young impressionable teens to be acceptable behavior. The children that showed up for this event were not just children of Italian descent. They were children from all cultures, of all ages and of all economic backgrounds all wanting to be "guido's and guidette's."

There was a line years ago in the movie "Forrest Gump" which said, "Mamma always said, stupid is as stupid does" and the way your program is set up right now, you are insinuating that Italians are too stupid to act with class or decorum. If you honestly think that throwing around the word "guido" a few times during a television show is what is attracting your audience, then it really does not say much for the show itself or the actors in it.

Please review the real reality of this show and remove it from the air or at least make it less offensive to any specific ethnic group.

## **News Release: OSIA CSJ Members Meet with MTV Executives**

At the request of the counsel for the New York State Commission for Social Justice, OSIA, MTV Executives agreed to meet with CSJ leaders in midtown Manhattan Thursday evening, March 18th to discuss the airing of the channel's Jersey Shore series. George Cheeks, Executive VP, Business and Legal Affairs, Tony DiSanto, President of Programming, Jeannie Kedas, Executive VP of Communications and Janette Borelli, Senior VP, Standards and Practices, sat down with CSJ Members John Dabbene, National CSJ President Emeritus, Santina Haemmerle, National CSJ President, Stella Grillo, New York State CSJ President, and Michael A. Santo, Esq., counsel to the NY State CSJ.

The hour long meeting was found to be productive in that the CSJ members aired the complaints of the Italian American community over the often debated MTV "reality" show, which depicts young men and women at a summer New Jersey beach house. The MTV Executives were receptive to the exchange of the ideas as lead by Mr. Dabbene, with suggestions by Presidents Haemmerle and Grillo. The meeting ended with an agreement to have a further exchange in the near future with the hope of leading to some changes.

# ITALIAN-AMERICAN NEWS

From i-Italy.org...

## **Saving "Our Lady Of Loreto." Italian Americans and African Americans Join Forces in Protest**

On March 26th, the front page of The *New York Times* online edition presented the case of the "Our Lady Of Loreto" church in Brooklyn. Residents have long been fighting the decision of the Diocese to demolish this historical monument, built by Italian immigrants in the early 1900s, in order to build in its place low income housing. We had published a story in January 2009, suggesting that the NYT look into it more closely.

Our article, written by Joey Skee, reviewed the issue giving plenty of historical and cultural detail; it also hinted that the weakness of the local residents' protest could be explained not only in ethnic-political terms (that is, as a sign of weakness of the Italian American community) but also as the consequence of low rates of church attendance by the local Catholics – the majority of whom now are Latinos, Haitian Americans, and others. Over the years, this led to the site's increasing disuse, which "transformed it into a dead place, a spent memorial to an Italian-American past."

Now that the Italian-American and African-American communities are joining forces in their protest to convert the church into a much needed neighborhood cultural center, we believe that is incumbent on all of us to gather our resources. In so doing, we have decided to re-publish our previous article together with a Facebook message from Senator Diane Savino urging everybody to join the battle.

For more information, follow the link: <http://www.i-italy.org/13727/saving-our-lady-loreto-italian-americans-and-african-americans-join-forces-protest>

### **Please add the following information to your 2010 Lodge Contact List:**

Frank Romeo (Deborah)  
745 Titus Avenue, Annex Building  
Rochester, New York 14617  
585-544-5650

Stacey Romeo (Michael Schmitt)  
100 Harbor Hill Drive  
Rochester, New York 14617  
585-785-8096

The IACC of Rochester invites members of the Italian American Community to join them On April 22<sup>nd</sup> for a return engagement with acclaimed author Dominic J. Pulera. His latest book, "*What Is Right With America*" will be featured at this discussion. He is the author of three serious non-fiction books, "*Visible Differences Why Race Will Matter to Italian Americans in the Twenty-First Century*", "*Sharing the Dream: White Males in Multicultural America*" and "*Green, White and Red: The Italian American Success Story*".

## OSIA VETERAN'S JOURNAL

The Grand Lodge of NY is producing a souvenir journal for the Grand Convention, which will be held in June. It will honor our veterans and those who are currently serving in the military. It will include those veterans who may be deceased and the person being honored does not have to be an OSIA member. It seems like a great way to honor our family members who have made this sacrifice by serving our country.

The cost for these ads is \$45 for a full page with two photos or \$25 for a half page with one photo. All photos will be returned and all who purchase an ad will receive a copy of the journal.

If anyone is interested in placing an ad in the journal we will have the information and the necessary form available at our lodge office or call to have one sent to you. All ads must be submitted **no later** than April 30th, 2010.