

THE MOHAWK VALLEY HERITAGE CORRIDOR COMMISSION PRESENTS

# 1ST ANNUAL NEW YORK STATE



# LITTLE ITALY HERITAGE TOURISM CONFERENCE



FRIDAY, JULY 23, 2004



*Troy's great good place: The Market Place in Little Italy, circa 1908*

**CONFERENCE LOCATION:**

10:00 A.M. – 4:30 P.M., HEFFNER ALUMNI HOUSE,  
RENSSELAER POLYTECHNIC INSTITUTE  
1301 PEOPLES AVENUE, TROY, NY 12180

**LITTLE-ITALY ALL-STARS PANEL AND DINNER:**

5:00 P.M. – 7:30 P.M., ITALIAN COMMUNITY  
CENTER, 1450 FIFTH AVENUE, TROY, NY 12180

[WWW.LITTLEITALYTROY.ORG](http://WWW.LITTLEITALYTROY.ORG)



Rensselaer

THE  
RECORD

TROY

## HERITAGE TOURISM IS ONE OF THE FASTEST GROWING INDUSTRIES IN THE WORLD!

Please join Little Italy district leaders, Heritage Area leaders, tourism and economic development professionals, elected officials, and supporters from across New York State to learn, plan and network in an exciting atmosphere based on this growth industry. At this conference, MVHCC and Troy's Friends of Little Italy will create a new statewide heritage tourism partnership to promote New York state's unique Italian-American heritage. Come join us!

# 1ST ANNUAL NEW YORK STATE LITTLE ITALY HERITAGE TOURISM CONFERENCE

## FEATURED KEYNOTE SPEAKERS INCLUDE:

“La Dolce Via”

### **RAY OLDENBURG**

Author and Sociologist

Ray Oldenburg is an urban sociologist from Florida who writes about the importance of informal public gathering places. In his book “The Great Good Place” he demonstrates why these places are essential to community and public life. By exploring how these places work and what roles they serve, Oldenburg offers placemaking tools and insight for individuals and communities everywhere.

U.S. Senator

### **HILLARY RODHAM CLINTON**

N.Y.S. Lt. Governor

### **MARY DONOHUE**

N.Y.S. Senate Majority Leader

### **JOSEPH L. BRUNO**

### **ASSEMBLYWOMAN ROANN DESTITO**

VP, Italian-American Legislators

### **ASSEMBLYMAN RONALD CANESTRARI**

106th Assembly District

### **ASSEMBLYMAN PAUL TONKO**

105th Assembly District

### **MAYOR HARRY J. TUTUNJIAN**

Troy, NY

### **ROCCO DeFAZIO**

President & Founder, Troy's Little Italy

## THANKS TO OUR CONFERENCE PRESENTERS:

This conference is presented by the Mohawk Valley Heritage Corridor Commission in conjunction with the City of Troy; Rensselaer Polytechnic Institute; Senator Hillary Rodham Clinton's Office; Senator Joseph L. Bruno's Office; Troy's Friends of Little Italy; Hudson Mohawk Gateway; TAP, Inc.; L&P Media; Bates.Miyamoto Design; and other valuable partners.

## FEATURED WORKSHOP PRESENTERS INCLUDE:

### **FRED MILLER**

Executive Director, MVHCC

### **PIPPY DELUCA**

Philly Italian Market, PA

### **LOU IZZO & BOB DeLILLO**

Arthur Ave., Bronx, NY

### **WALTER POTENZA**

Federal Hill, Providence, RI

### **BETH PUTRINO**

Endicott Little Italy, NY

### **MAYOR HARRY J. TUTUNJIAN**

City of Troy, NY

### **DR. ANTHONY TARTAGLIA**

Former Dean, Albany Medical College

### **CHARLES F. CARLETTA**

Counsel & Secretary of the Institute, RPI

### **PAUL BRAY**

PM Bray, LLC

### **JOHN DANIELS**

President, L&P Media

### **DR. LOUIS VACCARO**

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## TRAVEL & ACCOMMODATIONS:

OUR HOSPITALITY PARTNERS

**AMTRAK** 10% Off on train fares. Mention Code X23D when making your reservation.

**HOTELS:** Mention “Little Italy Conference” for Discount!

**Best Western Rensselaer Inn, Troy** 518.274.3210

**Franklin Square Inn & Suites, Troy** 1.866.708.2233

**Clarion Inn & Suites** 518.785.5891

**Hampton Inn, Albany/Latham** 518.785.0000

**Holiday Inn Express** 518.286.1001

## FOR MORE INFORMATION CONTACT:

[www.littleitalytrou.org](http://www.littleitalytrou.org)

Conference Coordinator Lisa Graham: 518.272.2408

or [createtroy@lycos.com](mailto:createtroy@lycos.com). Any questions about

lodging or transportation please contact Tracy Montoni

at 518.673.1045 x 225 or [tourism@mvhcc.org](mailto:tourism@mvhcc.org)

# CONFERENCE REGISTRATION FORM (Fill out and mail-back)

FIRST ANNUAL NEW YORK STATE  
LITTLE ITALY HERITAGE TOURISM  
CONFERENCE  
FRIDAY, JULY 23, 2004; 10 A.M. TO 4:30 P.M.

HEFFNER ALUMNI HOUSE, RENSSELAER  
POLYTECHNIC INSTITUTE (RPI), TROY, NY  
& ITALIAN COMMUNITY CENTER, TROY, NY  
CONFERENCE FOLLOWED BY PANEL AND DINNER

**ATTENDEES MUST COMPLETE AND MAIL THIS CONFERENCE REGISTRATION FORM WITH PAYMENT BY TUESDAY, JULY 13 TO RECEIVE EARLY REGISTRATION RATES. PAYMENT BY CHECK ONLY.**

AFTER JULY 14, ALL RATES GO UP BY \$10. AFTER JULY 19, REGISTRANTS MUST PAY AT THE DOOR.

Make checks payable to: MVHCC. Mail to **Cathy Smith, MVHCC, 66 Montgomery St., Canajoharie, NY 13317.**

No refunds after July 13. Upon registering for the Conference, driving directions and confirmation will be emailed or FAXed by MVHCC.

**Questions?** Please contact Conference Coordinator Lisa Graham at 518.272.2408 or createtroy@lycos.com

## CONFERENCE REGISTRATION INFORMATION:

### \*\*BEST VALUE\*\*

#### 1. FULL CONFERENCE REGISTRATION FEE, INCLUDING THURSDAY EVENING ENTERTAINMENT!

7:00 p.m. THURSDAY NIGHT to 7:30 p.m. FRIDAY NIGHT  
\$110 PER PERSON\*

Full Registration includes ALL meals, meetings, workshops and entertainment. Includes breakfast, breaks, Keynote Speakers, workshops, Italian buffet lunch, Little Italy All-Stars Panel, Italian buffet dinner, wine, beer & soda. Also includes admission to Tri-City Valleycats Thursday night and an all-you-can-eat picnic meal! \*(you save more than 20%!)

#### 2. FRIDAY FULL CONFERENCE (DAY AND EVENING)

10:00 a.m. to 7:30 p.m., HEFFNER ALUMNI CENTER, RPI & ITALIAN COMMUNITY CENTER  
\$95 PER PERSON

Friday morning and afternoon registration includes breakfast, breaks, Keynote speakers, workshops, Italian buffet lunch. Also includes Little Italy All-Stars Panel and Italian buffet dinner, draft beer, wine and soda.

#### 3. FRIDAY DAYTIME ONLY

10:00 a.m. to 4:30 p.m., HEFFNER ALUMNI CENTER, RPI  
\$75 PER PERSON

Friday morning and afternoon registration includes breakfast, refreshment breaks, Keynote speakers, workshops, Italian buffet lunch. Does NOT include evening dinner or Little Italy All-Stars Panel.

#### 4. FRIDAY EVENING PANEL AND DINNER ONLY

4:45 p.m. to 7:30 p.m., ITALIAN COMMUNITY CENTER  
\$35 PER PERSON

Includes Little Italy All-Stars Panel, Italian buffet dinner, draft beer, wine and soda.

#### 5. THURSDAY EVENING: BASEBALL AT JOE BRUNO STADIUM!

7:00 p.m. to 10:00 p.m., Joe Bruno Stadium  
\$6 PER PERSON FOR RESERVED BOX TICKET!  
\$20 PER PERSON FOR ALL-YOU-CAN-EAT PICNIC MEAL\*

Join us for a festive night with the Tri-City Valleycats at the Joseph L. Bruno Stadium in Troy! \*We need 50 committed guests to reserve the picnic area; picnic money will be refunded at the conference if the goal is not met.

**PLEASE PRINT CLEARLY FOR REGISTRATION AND BADGE PURPOSES. PLEASE INCLUDE EMAIL ADDRESS.**

FIRST NAME(S): \_\_\_\_\_ LAST NAME(S): \_\_\_\_\_

BADGE NAME(S): \_\_\_\_\_ TITLE(S): \_\_\_\_\_

ORGANIZATION/DISTRICT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/ STATE/ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**PLEASE CHECK YOUR PREFERRED OPTION(S)... THEN FILL OUT SIDE 2 FOR PREFERRED WORKSHOPS.**

- |  |                  |         |                        |
|--|------------------|---------|------------------------|
| 1. Registering for: Full Conference Registration | \$110 per person | x _____ | # of people = \$ _____ |
| 2. Friday Full Conference (Day and Evening)      | \$95 per person  | x _____ | # of people = \$ _____ |
| 3. Friday Daytime Only                           | \$75 per person  | x _____ | # of people = \$ _____ |
| 4. Friday Evening Panel and Dinner Only          | \$35 per person  | x _____ | # of people = \$ _____ |
| 5. Thursday Evening: Baseball Italian Style!     | \$26 per person  | x _____ | # of people = \$ _____ |
| 6. Late Registration Fee (After July 13)         | \$10 per person  | x _____ | # of people = \$ _____ |

**TOTAL (enclosed check payable to MVHCC) \$ \_\_\_\_\_**

# CONFERENCE REGISTRATION FORM (Fill out and mail-back)

Below are the Workshop Topics to be presented. Please indicate your first, second and third choice in the morning and afternoon workshops (we will do our best to accommodate everyone's preferences).

## MORNING WORKSHOPS 11:25 – 12:40 pm

### \_\_\_\_\_ **Strolling Through Little Italy: Providence, Rhode Island's Federal Hill**

WALTER POTENZA, Federal Hill Little Italy District, Providence, Rhode Island.

### \_\_\_\_\_ **Building the Foundations for a Successful Little Italy District**

BETH PUTRINO, Endicott's Little Italy.

### \_\_\_\_\_ **"The Great Good Place:" Growing Community in Little Italy Districts**

RAY OLDENBURG, Author, "The Great Good Place"  
MICHAEL ESPOSITO, Troy Neighborhood Historian  
Others speakers TBA

### \_\_\_\_\_ **Institutional Roles in Revitalizing Cities: Successful Partnerships**

DR. ANTHONY TARTAGLIA, Albany Medical Center  
CHARLES CARLETTA, Rensselaer Polytechnic Institute  
JOHN DANIELS, President, L&P Media  
Other speakers TBA

## AFTERNOON WORKSHOPS 2:10 – 3:25 pm

### \_\_\_\_\_ **The Wharton School Study: Little Italy Means Big Economic Results!**

PIPPY DELUCA, Philly Italian Market, Philadelphia, PA

### \_\_\_\_\_ **Little Italy in the Bronx: A Good Taste of Tradition**

LOU IZZO & BOB DELILLO, Arthur Avenue, NY

### \_\_\_\_\_ **The Role of Government in Revitalizing Neighborhoods**

ASSEMBLYWOMAN ROANN DESTITO, Vice President, NYS Italian-American Legislators  
MAYOR HARRY TUTUNJIAN, Troy, NY  
Other speakers TBA

### \_\_\_\_\_ **Heritage Tourism: Connecting the Dots**

FRED MILLER, Executive Director, MVHCC  
RACHEL BLIVEN, Regional Heritage Director, MVHCC  
PAUL BRAY, PM Bray LLC  
Other speakers TBA

## FEATURED EVENING PANEL

### ITALIAN BUFFET DINNER TO FOLLOW

### **LITTLE ITALY ALL-STARS PANEL 5:00 pm Italian Community Center**

Representatives from successful Little Italy districts share their secrets of success!

- ARTHUR AVENUE, BRONX, NY
- PHILLY ITALIAN MARKET, PHILADELPHIA, PA
- LITTLE ITALY, OAK HILL, ENDICOTT, NY
- FEDERAL HILL LITTLE ITALY, PROVIDENCE, RI
- MODERATED BY CONFERENCE COORDINATOR LISA GRAHAM, TROY'S LITTLE ITALY.

## MAKE A WEEKEND OF IT!

COME THURSDAY NIGHT, STAY THROUGH SATURDAY, AND ENJOY THESE GREAT EVENTS!

**Exclusive Premiere of "Chooch," The Movie!** 8 p.m. Friday Night! [www.choochthemovie.com](http://www.choochthemovie.com)

**Award-Winning Troy Farmers' Market,** Sat., July 24, 9 a.m. – 1 p.m., 433 River St., [www.troymarket.org](http://www.troymarket.org)

**Hudson Mohawk Gateway Tour #5 2004. "The Lost Canal."** Sat., July 24, 10 a.m., \$15. 518.274.5267.

**Antique Car Show in River Street Antique District:** Sat., July 24, 11 a.m. – 4 p.m., FREE, 518.273.3027

**Baseball Night at the Joseph L. Bruno Stadium, Thurs., July 22 at 7 p.m.:** (Please check on your registration form to attend!): The Houston Astros' Class A affiliate Tri-City Valley Cats meet the Staten Island Yankees in New York-Penn League action! Join us for the game and an all-you-can-eat picnic!