

Dear Members,

First there were fires lit from hilltop to hilltop, then telegraph, then telephone, next came the web and web pages. The IACCW has come into the modern age!! We are beginning a new weblog, entitled "**Italy in America**" (<http://italyinamerica.blogspot.com>). This project creates a consolidated source of information for those who seek to learn more about the Italian influence, culture, events, food etc. in the Southern California area. With your participation, we will achieve this goal and get your message out.

We seek proactive local businesses and organizations to provide up-to-date information to share with our readers. We will provide the information that our readers need and desire. The blog will spotlight Italian restaurants, businesses, art/films, and events on a daily basis. Special discounts and incentives will also be offered to our readers as they help "Italy in America" and its contributors to grow.

After receiving information from various businesses, the blog will be run in the following weekly format:

- Monday - News and Company Profiles of IACCW members
- Tuesday - Restaurants and Food Related Events and Specials
- Wednesday - Music/Art/Movies/Food (Italian Cultural Institute)
- Thursday - Local Events
- Friday - Italian Towns and Tourist Destinations (ENIT - Italian Government Tourist Board)
- Saturday - Institutions (Italian Consulate, Italian Trade Commission, IACCW, local Chambers of Commerce, etc.)
- Sunday - Recap

Being run in this daily format on a weekly cycle, the blog will be replete with content, the key to running a successful blog. This content and its immediacy will be our currency. When using social media, the primary figure to determine its success is engagement. With virtually no monetary cost in running the blog, we seek to increase our Return on Engagement as opposed to Return on Investment.

In building a relationship and a conversation with our readers, we increase our number of followers, and this is fundamental to our success. As an extension of the Italy-America Chamber of Commerce, we have the clear advantage over all other Internet sites in becoming a trusted source on all things Italian in Los Angeles.

With the nature of using social media as a vehicle for advertising and spreading information, this project can grow as quickly as we want it to. With everyone on board, and contributing their own special message, we can increase our reader's awareness of "Italy in America". I hope to earn your support in this endeavor.

Warm Regards,

Agostino Magni
President