

## Division Director's Message



**U. Desmond Alufohai**  
Division Director  
Protocol & International Affairs Division

## Country of the Month Profile

### The Republic of Italy

Flag of Italy



Although Italian history reaches back into antiquity, the modern Italian state grew out of the Risorgimento. After 1815, the movement for Italian unification was inspired by the new economic and political forces at work throughout Europe. The first phase, which was idealistic, romantic and revolutionary lasted until 1849. It was followed by a more pragmatic and diplomatic phase that allowed the House of Savoy (Piedmont-Sardinia) to unify most of the peninsula, and on March 12, 1861, the Kingdom of Italy was proclaimed in Turin, the capital of Piedmont-Sardinia.

By 1870, once Venetia and Rome had been incorporated, the political aims of the Risorgimento had been achieved. After a public referendum on June 2, 1946 abolished the monarchy; the Republic of Italy was born.

Symbolism of the Italian Flag: "Il Tricolore" has three equal size vertical stripes of green, white and red, and green is always placed nearest to the flagpole. These colors first appeared on cockades worn in Genoa on August 21, 1789. In those first cockades, green symbolized social equality and freedom. The colors have also been linked to the theological virtues of Hope (green), Faith (white), and Charity (red).

The most popular hypothesis is that the colors represent Italy: white for the snowy mountain regions, green for the plains and hills, and red for the blood spilt during the fight for independence. The Frece Tricolori, the Tricolor Arrows, the national aerobic team holds the world record for the longest national flag ever made. Whenever possible, they end their performances by drawing a five-kilometer long Italian flag in the sky. The first documented use of the word "pizza" was in Gaeta in 997 A.D.

Italy is the only country in the world to completely surround two sovereign states: San Marino and Vatican City. Italy has 55 UNESCO World Heritage Sites, more than any other country in the world. The Botanical Garden of Padua was founded in 1545 and is the origin of all the botanical gardens in the world.

Venice developed over 118 different islands. It has 170 canals which are spanned by 409 foot bridges and are crossed by more than 15 million tourists each year.

#### Sources:

<https://www.italia.it/en/home.html> <https://whc.unesco.org/en>  
<https://www.ohio.edu/chastain/rz/risorgim.htm>

#### Consular Post in Miami, Florida:

The Honorable Cristiano Musillo, Consul General  
Consulate General of the Republic of Italy in Miami.  
<https://consmiami.esteri.it>

February 2020 is a leap year. Since 1976, the entire month of February is officially recognized as Black History Month, to celebrate the numerous accomplishments of African-Americans in every area of endeavors in American history.

Since about the 14<sup>th</sup> Century, most people around the world celebrate a special day of romance in February a.k.a. St. Valentine's Day. Hence, our focus on Italy, St. Valentine's Day, flowers and Miami International Airport's strategic role in the supply chain network of the floral industry.

Lastly, we are delighted to invite the public to educational opportunities in collaboration with two reputable associations in the field of international protocol, intercultural etiquette and diplomacy: Protocol & Diplomacy International-Protocol Officers Association (PDI-POA) and The Protocol School of Washington®. See details on page 3. Please join us to sharpen your protocol skills.

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## Save-The-Dates

Apr. 6-7, 2020

### Miami World Strategic Forum

Venue: The Biltmore Hotel, Coral Gables, FL.

<https://forum-americas.org/miami/home/>

Apr. 17 - 19, 2020

### 2020 Miami International Agricultural Horse & Cattle Show

Venue: Ronald Reagan Equestrian Center at Tropical Park, Miami, FL.

Contact: <http://miamicattleshows.org/>

Apr. 19-21, 2020

### The OffshoreAlert Conference North America

Venue: EDITION Hotel Miami Beach, FL.

<https://www.offshorealert.com/conference/miami/#>

Apr. 21, 2020

### Florida Dept. of State Consular Corps Summit

Venue: The Biltmore Hotel, Coral Gables, FL.

Contact: [Sandy.Shaughnessy@DOS.MyFlorida.com](mailto:Sandy.Shaughnessy@DOS.MyFlorida.com).



Roses are the main imported flowers into the U.S.

## ABOUT US

The core mission of MDAD's Protocol and International Affairs Division is -

*To facilitate the movement of official guests, delegations, dignitaries and VIPs through MIA and support the airport's international programs and initiatives.*

### Contact:

Tel: + 1 (305) 876-7457

Email:

[Protocol@miami-airport.com](mailto:Protocol@miami-airport.com)

[www.miami-airport.com/about\\_us.asp](http://www.miami-airport.com/about_us.asp)

For comments, suggestions, event announcements or to opt-out, please send us an email.



# BRIEFS & NOTES

## Italiano per Tutti

**Ciao:** Hello

**Aiuto:** help

**Grazie:** thank you

**Buon giorno:** good morning

**Buona sera:** good evening

**È delizioso:** it is delicious

**Prego:** you are welcome

**Mi sono perso:** I am lost

**Dove si mangia bene?** Where is good restaurant?

**Non parlo italiano:** I do not speak Italian

**Non capisco:** I do not understand

**Parli piano per favore:** speak slowly

**Piacere di conoscerti:** pleased to meet you

**Il conto, per favore:** the check please

**Un altro, per favore:** one more please

**Mi chiamo...:** my name is...

**Mi scusi:** excuse me

## Saint Valentine

St. Valentine, the saint who inspired St. Valentine's Day, is a rather enigmatic character. Although he was officially recognized by the Roman Catholic Church, his origin and life remain shrouded in mystery. The official roster of saints shows about a dozen who were named Valentine, so he is officially known as "St. Valentine of Rome". Emperor Claudius II (AD 214-AD 270) believed that unmarried men made better soldiers, so he forbade young Romans to wed.

Apparently, Valentine believed in love and secretly helped Christian couples to wed. As a result, he was martyred and beheaded on Claudius' orders around AD 270. Some accounts claim that he was the Bishop of Terni, who was also martyred by Claudius II. Since there are so many similarities between the two accounts, it could be possible that they refer to the same person. Because he is so enigmatic and so much confusion exists around his persona, the Catholic Church discontinued liturgical veneration of him in 1969, but he remains on the list of officially recognized saints.

Pope Gelasius declared February 14 St. Valentine's Day at the end of the 5<sup>th</sup> century, and Geoffrey Chaucer was the first to refer to it as a day of romantic celebration in his 1375 poem "Parliament of Fowles". In the 1840's, the first mass-produced valentines' cards were sold in America, and today, it is estimated that 145 million Valentine's Day cards are sent each year.

Source: [www.history.com](http://www.history.com)

## The Symbolism of Flowers

Throughout the ages, flowers were not only used to convey emotions such as love, joy, and sadness, they were also used by traditional cultures as communication tools. This language of flowers, or floriography, became very popular during the Victorian age and was often used to send hidden messages, especially by people not allowed to communicate openly. Not only does each flower have its own meaning, such as: gardenia, secret love; daisy, innocence; edelweiss, courage; aster, wisdom; and bird of paradise, joy; each color also has its own connotation. White and yellow are often associated with death. Blue represents peace and serenity. Purple indicates dignity and success, and red stands for desire, strength, and passionate love.

[www.teleflora.com](http://www.teleflora.com); [www.theflowerexpert.com](http://www.theflowerexpert.com); "The Complete Idiot's Guide to Cultural Etiquette" by Carol Turkington

## Miami Floral Hub

Miami International Airport receive approximately **89%** of the imported cut flowers that come into the U.S. by air. About **5%** enters via Los Angeles and less than **3%** via New York.

About **80-85%** of the cut flowers presently sold in the USA are imported. Over **90%** comes from Colombia, Ecuador and the Netherlands.

**6.7 billion** stems were imported in 2019. Imported Roses are more than **95%** of the roses sold in the U.S.

The cut flower industry provides over **200,000** jobs in the U.S. About **6,000** jobs in South Florida support the imported fresh cut flowers.

The cut flower industry is worth about **\$20 billion**.

**Source:** Association of Floral Importers of Florida (AFIF) [www.afifnet.org](http://www.afifnet.org)

# EDUCATIONAL OPPORTUNITIES

The general public is invited to the following professional and educational opportunities from two very highly acclaimed and reputable international institutions to sharpen your skills in the areas of international protocol, intercultural etiquette and diplomacy:

## One-day Protocol Training Workshop

Organized by **Protocol and Diplomacy International – Protocol Officers Association (PDI-POA)** and Miami International Airport's Protocol and International Affairs Division. The general workshop curriculum includes – overview of protocol, official salutation and forms of address, seating and dining, cross-cultural etiquette, flags, VIP hosting/gifts, ask the experts panel, etc. Meet and network with representatives of PDI-POA and other participants.

**Location:** Miami International Airport – Concourse D Auditorium, 4<sup>th</sup> Floor, Door #1

**Date:** Monday, March 2, 2020

**Time:** 9:00 AM – 4:00 PM

**Cost:** \$50 (PDI-POA members) / \$65 (Non-members)

Participation fee includes complimentary parking at airport garage, continental breakfast and lunch.

**To register, please visit:** <https://www.eventbrite.com/e/pdi-poa-miami-fl-workshop-tickets-93117967347>

**About Protocol and Diplomacy International – Protocol Officers Association (PDI-POA)** [www.Protocolinternational.org](http://www.Protocolinternational.org)

PDI-POA promotes the protocol profession and raise awareness of its central role in business and diplomacy through education and networking. Its mission is to share the highest level of collective expertise, training, information and advice regarding accepted rules of protocol. PDI-POA is committed to facilitating communication, understanding and cooperation among individuals, governments and cultures around the globe.

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## Five-Day Protocol Officer Training Course

Organized by **The Protocol School of Washington ® (PSOW)** and Miami International Airport's Protocol and International Affairs Division. This five-day comprehensive training provides expert instruction, guided exercises and coaching that provides a thorough foundation in the fundamentals of operational protocol. Participants gain a broad understanding of functional business, military, government, and international protocol. Strong personal leadership skill development balances this high-quality curriculum, elevating confidence, preparedness and professionalism.

**Dates:** June 1 – June 5, 2020

**Location:** Miami International Airport Hotel Conference Room, Concourse E, 7<sup>th</sup> floor, Door #11.

**Time:** 7:30 AM – 4 PM (daily)

**Tuition: \$6,500 per person** - A special one-time only discount for Miami, Florida course participants.  
(In Washington DC, normal tuition costs \$7500 plus lodging and roundtrip airfare).

**Includes** - Complimentary parking at airport garage, some meals, training materials, reference books and certificate of completion).

**To register, please visit:** [https://www2.psow.edu/po\\_miami](https://www2.psow.edu/po_miami)

**About the Protocol School of Washington ®** [www.PSOW.edu](http://www.PSOW.edu)

The mission of PSOW is to provide expertise in protocol, business etiquette and communication skills around the world using the highest educational standards. PSOW envision a world where people create professional relationships through cultural understanding, communication and respect. Through training in business protocol, intercultural etiquette and cross-cultural intelligence, The Protocol School of Washington prepares professionals with the critical behaviors necessary to build lasting relationships.

We look forward to your participation.