

ICCO AIR CANADA  
BUSINESS  
EXCELLENCE  
AWARDS

ICCO  
CANADA

*years*  
*founded in 1961*

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# Joseph Mancinelli

2021 Community Building Award

The Fengate team congratulates Mr. Mancinelli on this recognition honouring his incredible vision, leadership and dedication to his community! So well-deserved.

Congratulations to all the 2021 Business Excellence award recipients, and thank you to ICCO for paying tribute to people who bring such positive impact to communities and business.

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*Our sincere  
to all the 2021  
on winning these*

ICC







*Congratulations  
to all BEA recipients  
on their prestigious awards!*





*years*  
*founded in 1961*



PRIME MINISTER • PREMIER MINISTRE

### Message from the Prime Minister of Canada

It is with great pleasure that I welcome everyone to the 19<sup>th</sup> annual Air Canada Business Excellence Awards hosted by the Italian Chamber of Commerce of Ontario (ICCO).



Since its establishment, the ICCO has helped to strengthen business relations between Canada and Italy, and highlighted the significant contributions that Italian-Canadians have made, and continue to make to Canada's landscape. Organizations such as the ICCO are necessary to ensure that economic ties are forged on a strong, stable, and mutually beneficial foundation.

I would also like to take this opportunity to congratulate all of the recipients of today's awards; their commitment and hard work have rightfully earned them this well-deserved honour.

Thank you to the ICCO for all their dedication to organizing and making this event possible despite the many difficulties created by the COVID-19 pandemic.

Please accept my best wishes for a memorable event.

Ottawa  
2021



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## THE ITALIAN CHAMBER OF COMMERCE OF ONTARIO CANADA

# Sixty years of Transformation

Sara Rellini

### Getting started: the 1960s

Sixty years ago, the Italian Chamber of Commerce of Toronto started its adventure at 159 Bay Street, in the heart of Toronto's business district. At an anniversary celebration twenty-five years later, Ron Farano gave a speech commemorating the Chamber's origins. "It was composed by a group of businessmen from Toronto," Farano recalled, "put together by the Console Generale De Rege, who decided that it was probably a good thing to have an Italian Chamber of Commerce representing the unity between the two countries with the idea of developing trade links and cultural links."

Antonio Valeri, the first Managing Director, was vital to the early success of the Chamber, dedicating his life and passion to it. Valeri was the Chamber's original Managing Director, and in 1978 he became President, a position he held for the rest of his life. His passion for journalism inspired him to found the highly successful magazine *Italy Canada Trade* to promote the "Made in Italy" brand in Canadian markets. Like Antonio Valeri, Ronald Farano is considered a major early figure in the Chamber's history. From 1966 to 1970, he

held the position of President, after which he became Managing Director and, from 1990 until his passing away, he continued as Chairman. It is impossible to discuss the Chamber without mentioning Farano—he was there for each and every event as the Chamber's representative. He dedicated his knowledge, leadership and charisma to the Chamber and its members. He passed away on May 23, 2010, but his presence continues through the ICCO Ron Farano Mentorship Program created by ICCO's youth division, ICCO Forward, whose objective is to create a bridge between generations and provide an opportunity for personal, professional and cultural growth.

From the beginning, the Chamber was concerned not only with business and trade, but with Italian affairs in general. In 1963, when a landslide at the Vajont Dam ravaged the Piave Valley, Valeri and the Chamber organized a solidarity campaign. Earthquakes at Belice (1968), Friuli (1976) and Cilento (1980) prompted the Chamber to get involved. Reaching out: the 1970s and 1980s Starting in the 1970s, Valeri and the Chamber organized a variety of trade

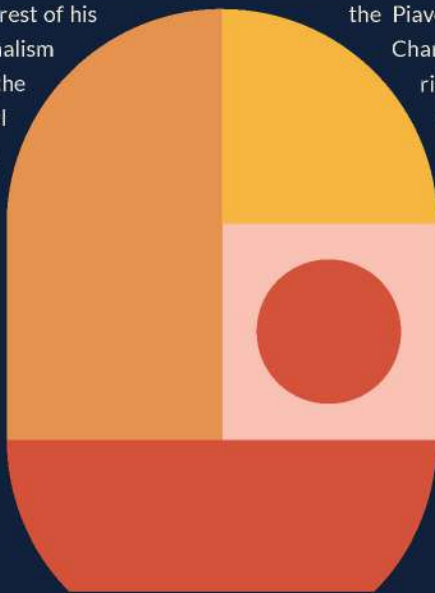
missions representing almost every Italian region. One of the first of these brought a delegation from Abruzzo to Toronto to display crafts and other traditional local products and arranged for then-Ontario Premier William Davis to visit Abruzzo. Representatives from Lombardia came to Toronto a year later, followed by a delegation from Friuli Venezia-Giulia.

The eighties began with changes to the Board of Directors: Antonio Valeri became the President and Ron Farano the Managing Director. New trade missions promoting tourism and local crafts reached out to Abruzzo, Calabria and Umbria. Delegations from those regions were welcomed in Toronto by the Chamber staff and representatives from Canadian companies that recognized the business opportunities offered by the effort and enthusiasm of our organization.

### A decade of change: the 1990s

On May 19, 1990, the Chamber, its members and the whole Italian Canadian community paid their last respects to Antonio Valeri. His wife, Concetta Valeri, would continue his work by becoming the Executive Director and working with Arturo Pelliccione, President of the Chamber from 1990 to 2002.

In the summer 1996 issue of *Italy Canada Trade*, Chamber President Arturo Pelliccione announced the launch of the Chamber's website. The Chamber continued its trade missions targeting specific Italian regions. Many of the delegations the Chamber hosted under his mandate had been in non-traditional sectors such as biotech, high technology and investments, but they could reach their objectives because the Chamber was able to expand the services it provided





to its members.

In November of the same year, Nivo Angelone was elected President of the Chamber. The word the new President liked and believed the most was “multiculturalism.” In his promotion of Canada as an excellent country where Italian business could have great opportunities, he stressed this concept because, in his opinion, the business community needed to be aware of how to take advantage of “the harmony of a multicultural community that creates a wonderful working environment for people to do business together.”

Corrado Paina became the Chamber’s Executive Director in 2006, after six years spent growing the Chamber as Deputy Director. His creation of Partners magazine expanded on the original concept of Italy Canada Trade by engaging with a wider variety of business and cultural leaders and included everything from retrospective profiles of the great Italian design house Missoni, to interviews with leading politicians like Prime Minister Stephen Harper.

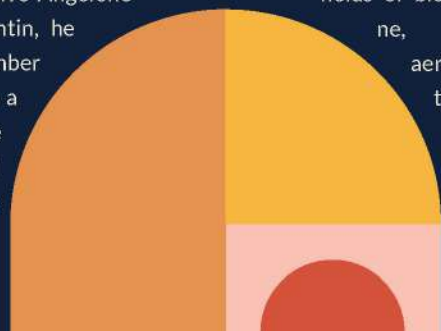
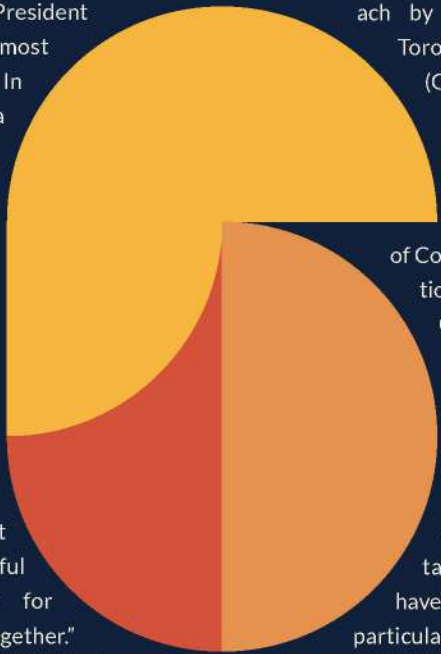
By working first with Nivo Angelone and later, George Visintin, he has pushed the Chamber and its members to play a central leadership role in municipal, provincial and federal arenas. He

began in 2003, at the municipal level by organizing the twinning of the cities of Milan and Toronto. He has continued this outreach by creating the Greater Toronto Business Alliance (GTBA), an alliance of the ICCO, the Toronto Chinese Business Association, the Indo-Canada Chamber of Commerce and the Federation of Portuguese Canadian Business and Professionals, with the goal of showing the federal government that the chambers of commerce in Canada are not simply representative organizations but have become a new and particular business reality in this multicultural country. Paina believes that the mandate of the various chambers and their connection to home markets could serve as a prototype for cost-effective Canadian business centres all over the world. The ever-widening networking capabilities of the ICCO was perhaps most evident when the “Lombardia Agreement” was signed in April 2009 by Ontario’s Premier Dalton McGuinty and Lombardy President Roberto Formigoni. It is a contract that ratifies the collaboration between the two provinces in fields of biotechnology, bio-medicine, R&D, environment, aeronautics and advanced technologies. The Chamber helped mediate the meeting of the Ontario Government with the

delegation of 15 Lombard companies led by Formigoni. The relationship with the provincial government remains strong and the ICCO has a contract with Ontario to facilitate trade with Italy. When asked why he has spent so much of his time building business networks and lobbying governments, Paina has an immediate response: “I feel strongly that we are in a phase where all the business organizations in the Italian community must unite to send a more effective message to governments in order to make sure that the voice of the Italian Canadian community is heard and recognized. We must promote our excellence at any level—at a business level offering markets for expansion, new networks where business can flourish—and at a social and cultural level where our people can be protagonists, not only in the international and national business community, but in the international and national scene.”

In 2008, Nivo Angelone passed the presidency to George Visintin who well understood that globalization was permeating more and more areas of business, especially in Italy, where small and medium-sized companies needed to look beyond their national borders to discover new markets and diversify. The vibrant mood of these years affected the activity of the Chamber and its crucial role not only in Toronto but throughout the province of Ontario. So, after years of discussion, in 2010 the Chamber changed its name to the Italian Chamber of Commerce of Ontario (ICCO).

In what has become the most important annual ICCO event, the Business Excellence Awards Gala was inaugurated on May 15, 2003, to recognize and honour individuals in the business community who demonstrate excellence in their field, such as Sergio





Marchionne, who won the President's Award in 2006.

Despite all the changes and challenges that the decades have brought, the Chamber continues its work with the energy and passion exemplified by its founders.

#### CONVERSATIONS WITH PATRICK PELLICCIONE AND TONY ALTOMARE

ICCO: Your dad was involved in the Chamber from the beginning. You're the next generation and you're currently the Co-President, so you must've considered this work important. When did you first become engaged with the Chamber and why?

Patrick: I decided, out of respect for what he had done with the Chamber, that it would be nice if one of our family members stayed involved so there was some continuity. Right after my dad left, Corrado called and he said, "Look, it would be really helpful if we have a Pelliccione as a director. You guys are pretty successful with food. Foods are a mainstay for the Chamber, so if you'd like to come in, I can offer you a director role on the board." It was out of legacy for what my dad did, but I thought a second generation was going to be tough. At that time, social media wasn't as prevalent

as it is today. The Chamber had meaning. There was a reason to connect people from Italy to Canada. Communication was different and the Chamber played a role. When we came in, we were at the high point of the economy. Then the 2008 recession comes and we said, "Look Corrado, we've got to do something different. We've got to figure out how to fund ourselves. Any money that comes from the Italian government would be a bonus. You're going to turn this place into a revenue generation sheet." We turned the Chamber into its own profit center.

ICCO: Now the Chamber has evolved a lot since the beginning due to changing economic conditions, and also because the Italian Canadian business community has matured and become established in all sectors of the economy. How has the Chamber changed for your generation compared to your father's generation, do you think?

Patrick: We have not done the best job to change to meet the needs of our generation and this is what we're trying to do now with the new board. IT people, accounting, business organization people, lawyers, merchandising people, people with travel, hospitality, people from trade itself. The question that we always have at our board meetings is what value is

somebody getting by joining the Chamber? How do we differentiate ourselves from the other organizations that exist in the community? The new people, the millennials especially, have got to have value for the money. If we're not providing a networking service for them, if we're not providing something that allows them to grow themselves as people, they're not coming on board.

ICCO: What would you say in today's environment is the most important role for the Chamber to play?

Patrick: Our mission statement is to foster trade and relationships between Canada and Italy and to provide Italian companies with a doormat into Canada. That's part of it. But I think the most important thing for it is just to exist. We're trying to establish an office in Italy. We had one in Milan. Now we're trying to put another one back there.

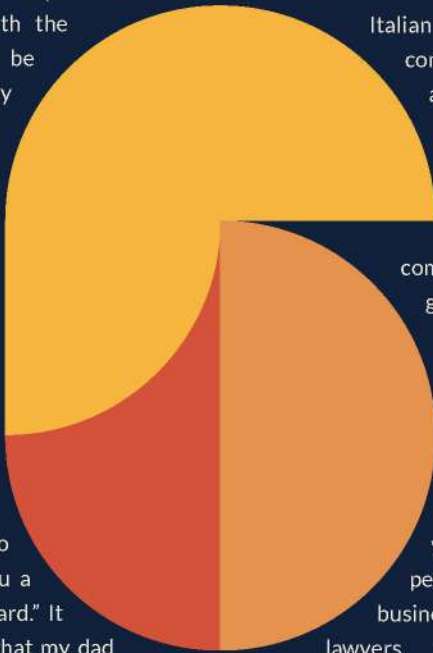
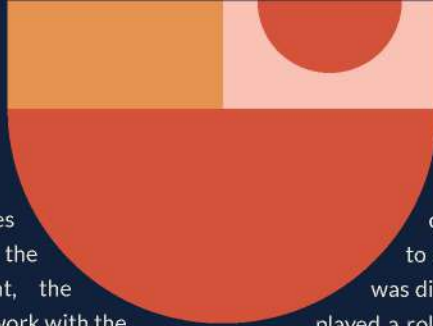
ICCO: Are there any particular initiatives you guys have been doing the last two years that you're proud of—that worked well?

Patrick: Self-sufficiency. In fact, in 2019 we actually ended up positive. We ended up being able to start up our reserve fund just in time for this coronavirus thing because we feel it's going to affect us. And we did that. We're working diligently with the Canadian ambassador in Rome and helping her to promote CETA between the two countries, helping her to establish a base for businesses looking to come over. So, I think that's our legacy. That's what we're doing and that's what we're proud of.

#### TONY ALTOMARE

ICCO: What drew you to the Chamber?

Altomare: I had just started an International Freight Forwarding and Logistics Company







in Toronto, and one of my principal markets was Italy. I thought what better way to get to know the Italian business community in Toronto than to join the Italian Chamber of Commerce.

ICCO: Did you imagine you would one day be president?

Altomare: Never in a million years. It wasn't even on my radar.

ICCO: Are you happy staying on the board? Or are you anxious to get off?

Altomare: Well, the answer is twofold. The first is that I'm very proud to be on the board and to represent the Chamber as co-president. It's important to serve the community and I am happy to be actively involved in an organization whose primary focus is the development of business and investment between Italy and Canada. We try to develop processes and build structure for how things get done. Really, most of the credit must go to Corrado Paina, who's the heart and face of the Chamber. He's done incredible work in bringing credibility and purpose to the Chamber. Of course, there is our executive committee and board members. A lot of innovation comes out of there, a lot of ideas. We have a phenomenal board made up of leading businessmen and women and legal professionals. They participate actively and really contribute to the direction of the Chamber.

ICCO: What would you say is the most important role that Chamber can play in today's environment, and how has it changed since you started?

Altomare: What I see more today than I did years ago is the effort to be a liaison between Canadian and Italian business and investment.

ICCO: Have the new trade agreements changed the Chamber at all, do you think?

Altomare: What the Chamber has done is taken a leadership role, particularly with regards to CETA, the Canadian European Trade Agreement. The Chamber was one of the first organizations to begin doing seminars.

ICCO: Moving forward, is there any particular initiatives that you're proud of, interested in, nervous about?

Altomare: Well, going forward, I think this whole COVID-19 pandemic has made it necessary to re-evaluate how we do things. We've had to look at ways to reinvent, to stay relevant. Corrado has done a great job developing a plan with his team and with the support of the board, has managed to keep the Chamber in the forefront. We've been holding webinars where, I think, the first webinar had eight or 10 people. The last webinar we had over 350 people.

ICCO: Has the Chamber played a role in making the community more

cohesive?

Altomare: I think the Chamber has definitely created an environment for the community to be more cohesive. A lot of the events we have are geared towards bringing the community together. For example, we have 'Aperitivo in Maschera' at Casa Loma. That brings in a lot of people from a lot of different parts of the Italian Canadian community—not necessarily members. In fact, non-members are in greater proportion than members, which is fantastic.

ICCO: You know, I interviewed your son for this book. His generation is establishing itself in a very different economic environment from the one that you developed your business in. Can the Chamber play a role for him and his generation?

Altomare: Yes, of course. I think it's important for the up-and-comers, the new generation, to be a part of organizations like the ICCO. I think that they can evolve the Chamber so that it meets the needs of young entrepreneurs and young professionals. Trade between Italy and Canada, and the investment between the two countries, is going to continue. It's a very strong relationship. For it to continue, the young people are going to have to get involved. Together with existing members, they will have the opportunity to make those important connections that will no doubt be beneficial to their businesses.

*This excerpt is from the ICCO Canada book "Yesterday, Today, Tomorrow"*





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# Celebrating the 60s Anniversary *A message from ICCO Canada Co-Presidents,*

*Tony Altomare and Pat Pelliccione and ICCO Canada Executive Director, Corrado Paina*

The history of the ICCO Canada is deeply connected to the history of the Italian community in Canada. Italians arrived here as far back as the 16th century, but the first big wave of Italian immigration was at the end of the 19th century. Around 1930, the first Italian Chamber of Commerce was founded in Toronto, although the Second World War put an end to that significant episode of organized business.

The second great wave of immigrants came after the Second World War when hundreds of thousands of Italians arrived and settled in cities and towns across the country. In 1961,

the ICCO Canada was created in Toronto, and this year the Chamber is sixty years old.

Tonight's BEA is much more than just a simple celebration. The ICCO Canada recognizes champions of Italian origin for their commitment to their businesses, their craft, their society and their nation: Canada. The Italians, like all communities made up of immigrants, celebrate by remembering the birth country and the accomplishments of the past. Tonight's 19th edition of the BEA brings together people who are the best in their fields and acknowledges their sensitivity to change and innovation, their sense of

responsibility to the social environment—those who help prepare us for the future. The ICCO Canada is there with them, pushing toward the horizon, and opening the frontiers toward new goals and a new society.

Tonight's speaker is John Ruffolo who embodies the future-oriented Canadian. We are honoured to have him with us. A great thank you must go to the founders of the Chamber, among them Ron Farano, Tony Valeri, Arthur Pelliccione, Concetta Valeri and all the people from the first wave and the second wave of Italians who contributed to the settlement of Canada.

Over the years the ICCO Canada has learned to assist and advocate on behalf of the business community, and all communities, for a better living and a better life. The past and the future stand over Canada, and the ICCO Canada is between them as a sentinel with a precise role: to shorten the distance, to promote the business, the culture, the language, and the lifestyle of the two countries.

We want to thank the board of the Chamber for its tireless commitment and the staff of the ICCO Canada for its dedication and hard work.



*Tony Altomare*



*Pat Pelliccione*



*Corrado Paina*

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## BUILDING A NATION OF ENTREPRENEURS

# John Ruffolo

Founder & Managing Partner at Maverix Private Equity.

Founder, Omers Ventures and CO-Founder, Council of Canadian Innovators

*“I said I was trained and shaped as a professional, and yet I had this entrepreneurship fighting in me to get out, and that was the Italian heritage that was fighting to get out. I was holding it down and now it’s embraced and released. I feel like I have come full circle now.”*

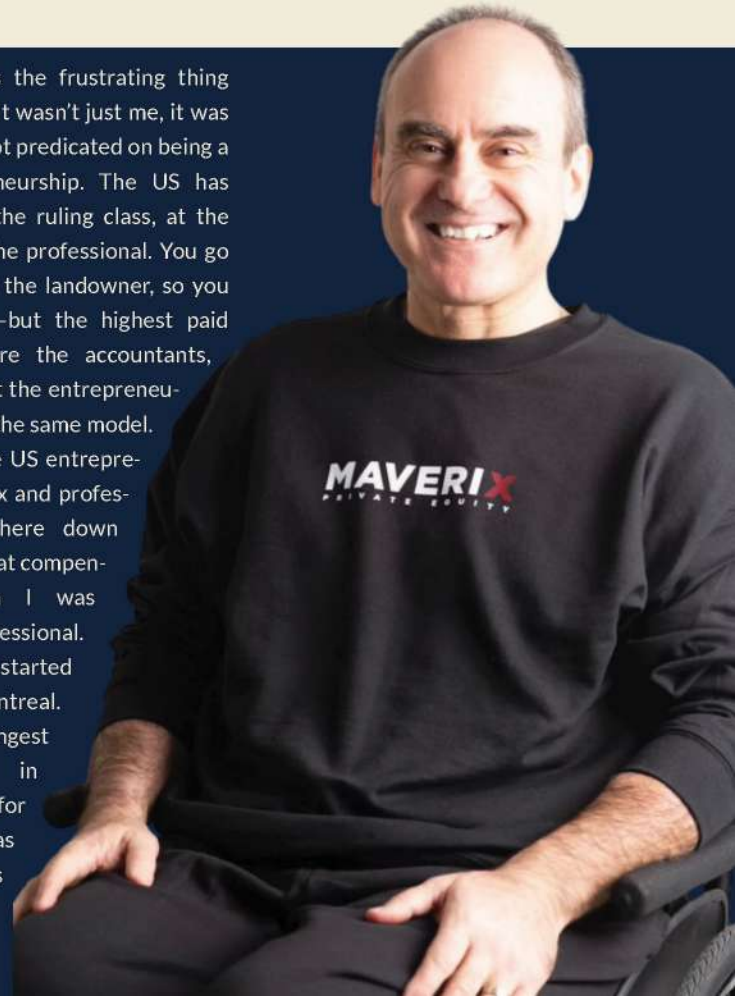
**ICCO Canada:** So, just a little bit of background: you started out as an accountant, right?

**Ruffolo:** You say that with such disdain!

**ICCO Canada:** Ha! No, I don’t mean it disdainfully, it’s just that you don’t associate accounting—no offence—with a daring kind of venture capital. I wouldn’t want my accountant to be overly adventurous, you know?

**Ruffolo:** The reason is the influence of my parents’ immigration. My dad went to grade five, my mother to grade seven. I have a large extended family here. And yet I was the first kid of my dad’s brothers, sisters, et cetera, to go to university. All of my cousins, my aunts and uncles, are in some sort of manual labour or construction-related activities. And my mother got a job as a bank teller. Success for me needed to be professional, and professional was really defined, through my family, as an accountant, lawyer or banker. But it was shaped because of my mother. It was, you know—break out of manual labour and be

legitimate. This was the frustrating thing when I reflect back. It wasn’t just me, it was Canada. Canada is not predicated on being a nation of entrepreneurship. The US has been, but Canada—the ruling class, at the apex of society—is the professional. You go into the UK, it’s still the landowner, so you get the aristocrats—but the highest paid folks in the UK are the accountants, lawyers, bankers, not the entrepreneurs. Canada followed the same model. The US didn’t. In the US entrepreneurs are at the apex and professionals are somewhere down there when you look at compensation. In Canada I was groomed to be a professional. At 16 years old, I started with the Bank of Montreal. At 17, I was the youngest bank manager in Canadian history for BMO. My mother was the oldest at 71. I was





in high school managing that. I thought I was going to be a banker. Yet starting when I was six or seven years old, I actually read the criminal code thinking every year I was going to be a lawyer.

**ICCO Canada:** I'm not sure what I was doing at six, but it wasn't reading the criminal code!

**Ruffolo:** I was. It was called Martin's Criminal Code. I thought I was going to be a lawyer. I got a job in a bank because my mother was working in the bank. I took accounting in high school and I was the top student in Ontario. I liked accounting, I wanted to be a lawyer and I was working at a bank. So, the three things that I was subconsciously streamed for was out of my control—it was purposely embedded in me. The irony was, in third year university, I was going to switch into investment banking and all of my buddies were taking accounting summer intern jobs. One of my buddies said, "Are you going to apply to an accounting firm?" I said, "No, I'm going to be a banker." And he said, "but you get to party in Chicago if you go to this one firm called Arthur Anderson." And I thought, that's pretty cool. So, I applied on the last day and I got the job offer. In your fourth and final year, you have to make your full-time decision. I was going to go into investment banking for BMO and they were offering, I think, \$45,000. Arthur Anderson offered me \$22,000. I went to BMO and I'm being interviewed by this vice president. I remember asking him how long it would take for me to be in his position. And he said, "Oh, my position, it's going to take you 20 years." Which was, you know, "20 years! I'm 21 years old. Are you kidding me?"

**ICCO Canada:** It's an eternity at that age.

**Ruffolo:** At Arthur Anderson I asked the same question, and the partner said, "as fast

as you can move, maybe 9 or 10 years." So, I took a pay cut, and I became a partner in that timeframe.

**ICCO Canada:** Within 10 years?

**Ruffolo:** 9 years. The irony was, I ended up in accounting because of the attitude of the folks there. And after auditing for a couple of years, I went into tax law. So, there was my legal. It's amazing how you get streamed for what your perception of success is. The reason I tell that story is that's no longer the case. I stream my kids to be entrepreneurs and to create things. And as opposed to creating physical things, create digital things, i.e., be a coder or develop technology, but develop it on your own. So, my kids, that's all they hear, and they will never, ever hear banker, lawyer, accountant.

**ICCO Canada:** You got involved with tech pretty early on.

**Ruffolo:** Yes, 1992. For Arthur Anderson.

**ICCO Canada:** Why technology? Why did you pick that?

**Ruffolo:** I became a manager, and if you recall, this is the depths of the '91, '92 recession. Horrible. And I'm now a tax guy. But when the recession was on, it was boring because there were no transactions, and I wanted to be involved in transactional activities. I was getting bored and frustrated that I didn't understand the decision-making of entrepreneurs. So, I really wanted to shift from being a tax advisor into a business advisor. I went through the various industries, and here is the problem: I'm 25 years old. Which CEO is going to listen to me? It's not going to be a bank CEO; it's not going to be these big

companies. But there was this small, burgeoning sector that had shockingly young founders and CEOs, and I had two clients at the time that I inherited in the tech sector, which I liked. And these two small companies were Microsoft and Oracle. So, I went to a few of the partners, and I said, "Hey, you know, I kind of like that tech sector. What do you think if I just try to build this one here?" And their response was, "Go knock yourself out." Not one of them wanted to touch it because, a) they didn't understand it, and b) it was shitty. And I have to go after the shitty stuff because I'm only 25 and I'm not the partners, you know, in their mid-forties, et cetera.

**ICCO Canada:** They're going to pick the low fruit.

**Ruffolo:** Correct. So, I started in 1992, by virtue of opportunity, to build a business inside of a business. I didn't realize it at the time but that was the start of my entrepreneurial career. From '92 to '95, I basically ended up with three years of zeros, trying to teach myself technology and understanding it—it was really rough. And then in '95, the magic started to happen. Netscape launched their browser. Internet surfing was born. All of a sudden, I became hot, and millions of dollars started coming in. I'm a young kid and I'm delivering revenues more than most of the partners. The supportive partners knew, but most of them were not supportive. I remember them turning to me in 1995 saying "Wow, you got really lucky." And I'm like, "That was three years of zero. Zero! You would have been fired; you would have been



gone.” I suffered horribly but I picked a sector that was just on the cusp of the rise. So, I went through ’95 to 2001, through all the ups and subsequent downs. That’s when I really became a tech guy. I probably spent three months a year in Silicon Valley back then, and really was at the epicentre of the rise and fall of the companies.

**ICCO Canada:** That was a transformational moment for our economy, but I don’t think very many people understood what was happening, that it would grow into what we have today. Did you understand that then?

**Ruffolo:** I didn’t understand the technical aspects to it, but I was one of the biggest Kool-Aid drinkers, saying “This is going to disrupt and destroy everything...”

**ICCO Canada:** That’s not Kool-Aid, that actually happened.

**Ruffolo:** But it didn’t happen when we said it was going to happen. ’95 to 2001 was the building of the infrastructure of the Internet, really. “How do you get onto the highway?” That’s all it was really about. But if you recall back then, we were promising that you’re going to get what you want, when you want it, and how you want to do it. That eventually happened. But not until 2008, which gave rise to the next wave. So, it was actually a complete failure. What was a success was, people saw the dream and saw the possibilities. On the making money front, in those six years I became the biggest business guy in Arthur Anderson, amongst all of the partners, because I dominated that sector so greatly. The real reason was that I was a tax guy, but no one knew that. Why? Because I didn’t care about taxes per se. I really cared about the entrepreneur and I spent the vast majority of my time trying to understand their business. By the end of it, I was starting

to get very comfortable, and I no longer felt that I was a tax advisor. I was helping them build their companies and helping them develop their strategies. That was very, very critical to me. The irony was, I ended up attracting so much of their business, and a small proportion of that was actually on the tax front. Most of it was on capital raising, refining their business models — how to make money, et cetera. So that financial accounting acumen was very powerful for these highly technical folks that were largely young males who had zero of this. They thought I was, you know, so smart, and I’d be saying, “Dude, I don’t know what you’re doing!” I thought they were so smart, but it was the coming together that was really the powerful thing.

**ICCO Canada:** And when the market tanked...?

**Ruffolo:** 2001, the dot com.

**ICCO Canada:** Did you have second thoughts?

**Ruffolo:** No, you know what? It was the best thing that ever happened, because ’95 to ’98, a lot of these companies—it was really about the technology, it was so exciting. By ’99, you start with these valuations going through the roof. And I go back to my accounting, thinking, “I don’t understand this anymore. Why is this company valuable? My core beliefs would suggest that it’s worth zero. The market got so overheated. So, by 2001 everything that I thought was a piece of shit, was a piece of shit. And that was really the first time I started to trust my own instincts that I actually do know what I’m doing, so that felt pretty good.

**ICCO Canada:** You said earlier that the basic infrastructure was starting to be put in place in ’95 or something like that. Now we have

Google, we have Facebook for the social side of it, and they’re worldwide. We also have cloud computing, which has transformed everything, basically, right? Because that wasn’t there in ’95.

**Ruffolo:** Correct. So, ’95 to 2001: when I say the infrastructure layer, I’m talking physical infrastructure. Telecoms, fibre optics, servers. This is the rise of the Telcos, the Ciscos, the Nortels, the Lucent. Those were all the main companies. But that was making stuff in order to get onto the highway. Think of it as the highway builders. When everything imploded, starting in 2001, the companies that rose from the ashes were Google, Facebook, Apple—the ones today. What do they do? They started building the cars that were driving along the highway—or the application layer. So, they started taking off. In Canada from 2001 to 2008 we were just reeling from all of the drops of the physical layer, which was Blackberry and Nortel, et cetera. They were all on their descents. 2008 was my next real major inflection year. In 2008, three magical things happened at the same time: mobility first. Basically, people no longer cared for the PC-centric world—it was the mobile-centric world. Number two: cloud computing became real. AWS was born in 2006. And then the third thing: social was born. Really, those three forces in 2008—remember that promise of, “You can get what you want when you want?” It actually happened in 2008, just 7 years or 10 years after the Internet had promised that. That created this cataclysmic next wave. You layer on three



years for the entrepreneurial lag effect where people try to figure things out and 2011 is the first year of the rise of the next investing wave of venture capital. That's when I left to build it at OMERS. I didn't know for sure, but I thought we were back to my 1992 to 1995: come in and ride the wave. And I did it again. I came in at the perfect wave, and that wave was powerful from 2011 to 2014.

**ICCO Canada:** But it was a different time too, because before you were advising and then this time you have skin in the game, you've got to make bets.

**Ruffolo:** Yes. I finally had the opportunity, through going to OMERS, to focus on helping these companies really build.

**ICCO Canada:** Just prior to OMERS and then OMERS, was your focus international?

**Ruffolo:** Yes.

**ICCO Canada:** But you also had a focus on promoting Canadian innovation and start-ups.

**Ruffolo:** Correct. The environment in Canada, from an innovation perspective, was horrible. No venture capital, start-ups just basically failing, and we were dying. And here I am looking at it, thinking, "This is the future of our country." By 2008, in the financial crisis, the banks and the pension funds all abandoned the sector. So, no capital.

**ICCO Canada:** Was that here in Canada or the States, too?

**Ruffolo:** It was both. But in Canada it was very acute. In the States you had some level of activity, but in Canada it was abandoned completely. Around 2008, I took matters into my own hands and started really focusing on public

policy, and helping the Canadian tech sector in particular, resurrect itself, because I was worried it was going to be permanently damaged, because people were leaving the tech sector and going on to other sectors because there were no jobs. And so...

**ICCO Canada:** Was that for patriotic reasons or financial reasons, or both?

**Ruffolo:** Patriotic. My first kid was born in 2005. So here I am thinking, "What do I want my kids to do?" I don't want them to be an accountant, lawyer, or banker. I want them to be innovators and there's not going to be any job for them. That was my impetus. And in 2010, Michael Nobrega, the CEO of OMERS, came to me and said, "We've got a problem. We want to put money in innovation." I said, "You do? You pulled everything out." He said, "Yeah, we didn't want to put into venture. We want to go into the tech sector. We want you to help as an advisor." I said, "Of course, I'll help you." This was June of 2010, and by the third meeting— they were looking for help—they said, "No, no, we want you to come over." And at this time, I'm gunning to be the CEO of Deloitte. I was on the board of Deloitte, and I thought, I'm going to be here for the rest of my career. I loved it.

**ICCO Canada:** That's a big shift.

**Ruffolo:** It was a huge shift. I said to Michael, "Hey, I'm an advisor. I only advise—I don't do. But I felt like I was a fraud if I didn't come in. So, I started OMERS Ventures in the beginning of 2011. And I came at a time where every single senior person thought it was the dumbest thing to do, to go into the sector: no one's ever made money. And Michael Nobrega was the one guy who backed me and covered me for three years. I credit him for covering my butt. I had every target on my back saying it was impossible to make money.

And it turned out that that was the perfect time to build it. It was the greatest run in venture capital history.

**ICCO Canada:** Well, those things that you took bets on were all huge successes.

**Ruffolo:** You know what's funny? People ask, what was it? Why was I so successful? It was the greatest financial results in Canadian history in venture investing. And the timing was a fluke, in fact if Michael Nobrega never asked me, I never would have had the opportunity. I was not in control of the timing. I only did one thing right: when I started seeing the opportunities that were starting to pop up, I recognized that we were in an unbelievable cycle with low valuation entry points to make your investment. So, when other people, other competitors, particularly in Canada, were pussyfooting around and you know, maybe saying, "Okay, here's \$1 million," or whatever, I'd be like, Bam! "Here's 50. Here's 40." I bet big on the ones that I really liked: the Shopifys, the Hootsuites, the Wattpads. Wave Accounting was my very first one. The value of my first investment was four and a half million dollars. We just sold it for 537 million.

**ICCO Canada:** Nice profit.

**Ruffolo:** A hundred times the return. That's how incredible it was. So, I was acting like they were in Silicon Valley. You'd say, "So, how did you know that?" Because I spent so much time with the top VCs, top companies, et cetera, I had this great pedestal to see that this is really what behaviour should be like. All I did was emulate the best in the world because I was interacting with them. I brought the best that the world had to offer, and I imported it into Canada.

**ICCO Canada:** Were the governments behind that or only after they saw some



success?

**Ruffolo:** The government doesn't create companies or jobs, really, right?

**ICCO Canada:** But they're supposed to create an environment in which...

Ruffolo: They're supposed to create the environment. Chrétien and Paul Martin started off, cutting the red tape, cutting the taxes, et cetera. Harper continued in on that. This government increased taxes, they're actually making it harder, but then at the same time they're making it harder, they're taking money away—and then they love to hand out money, but they're handing out the money that they're taking away. They're being very interventionist, but they are supportive. I would say the last three governments have largely been very supportive. And the best way to be supportive is get out of the way, make it easier for folks. Where this government has been fantastic is on the immigration file, from a talent perspective. They've been the best that I've seen, in a long time.

**ICCO Canada:** Because we need that intellectual...?

**Ruffolo:** This goes back to the Italians. It's always that history repeats itself, just with different people. And you know, the people now are largely from India, or China—probably the two biggest—but we need them. And as we go into the digital world, they have great skill sets. Just like the Italians beforehand—the difference is, we physically built the country, they're going to digitally build the country for us.

**ICCO Canada:** India, as you just mentioned, China obviously, and the United States—they're global leaders, they have so much infrastructure already in place. Can we do that here? Can we compete?

**Ruffolo:** When I went to OMERS I really zeroed in and said, "Okay, it is about the Canadian companies." It's kind of funny, I went from global to: "We need this or else we're not going to survive." In 2016, myself and Jim Balsillie founded this thing called the Council of Canadian Innovators. That was designed specifically to focus on Canadian-based innovation companies that were scaling up, and using public policy to help shape that environment, with politicians, largely. The battle is on. China and the US in particular, they know it, they recognize it way better; our government is so naïve about it. And where our government really screws up is they think the great thing to do is to provide labour pools for them. And I'm like, no, no, no.

**ICCO Canada:** India already does that.

**Ruffolo:** I want their labour pools over here. Immigration: you live here, and we will build the value here. We'll create it and we will own it. This is going back to colonialism. Remember the whole argument of having foreigners coming and sucking out our resources? Well, talent is our capital, and it's the same thing. It's your people resources. If you can't do that, you won't lead, and you won't achieve sustainability. Everything I'm doing today is all about the future of this country. And again, it really stems from my kids and making sure that by the time they enter the workforce, they will have an opportunity to have a great future because we built it and kept it here. And what I can do best is provide the capital. And that's what I'm doing right now, today. The world is changing dramatically. If we want to have jobs for tomorrow, we need to build the Canadian-based companies that are the category killers of tomorrow, just like Shopi-

fy is today. Because that's where the jobs are going to be. And if there's not somebody there who's going to provide that significant risk capital to take these companies from 30, 40, or 50 million in revenue to 500 million, a billion plus—if you don't have somebody doing that—then we're going to end up becoming a nation of subsidiaries...

**ICCO Canada:** You know, we've been a resource-based economy and you've been at the forefront of saying, "There's something else we've got to be paying attention to." So, for the next generation, for your kids, what should we be focusing on? Where should we be putting our energy?

**Ruffolo:** There's three things. Number one, in order to achieve prosperity, i.e., creating wealth: it is created by the ownership of the property. Simple job creation doesn't create wealth. It just creates economic activity, but not the wealth of a nation. We need to build stuff. Prosperity without sustainability is hollow prosperity because you're just mortgaging the future. So, taking stuff that's physically in the ground, whether it's timber, water, minerals, oil, and just selling it to another bidder is the path to destruction. The great thing about the 'intangibles' economy is we can be environmentally sound and at the same time create wealth for Canadian-based businesses. But what that also means is, the future for the next generation won't be in the job creation of industries that don't meet that definition. For example, large-scale manufacturing industries like the GMs and the Fords, all those jobs are gone, basically. And that's



what we relied upon. We will need to transform the next generation into a nation of subcontractors, not employees. And we are only one generation away from seeing that dramatic transition, and what we're going to have to train our kids in is: you will be an independent contractor. Some of them, will be able to engage other independent contractors to help build the business that they're creating, or they're going to be selling their wares to each individual businesses on an ongoing basis. And this whole idea that a company will take care of you, give you a pension...

**ICCO Canada:** It's already gone.

**Ruffolo:** It's going. And it was one of the other reasons why the future of the defined benefit pension plan is over. All of them are maturing. So, what's replacing all this? I think that teaching our kids that you're going to have to figure it out yourself, that you will have to be entrepreneurial, is going to be the single biggest transition. Certainly, when I was going to school—I told you this—success was predicated on being a professional. That's no longer the case. We will have to be a nation of entrepreneurs. I think most are going to be single person shops as an independent contractor, but that's a very different mentality. "Oh, you don't feel like going into work today?" Well, you don't get paid. You don't get any benefits. It changes all of the services supporting us, it changes the way we think about things, and this is why I am deeply troubled by a number of the government policies that are going on that are basically anti-innovation, anti-entrepre-

neurship and penalizing you if you're taking risk. That's assbackwards. A lot of the programs are designed for you to work for a US subsidiary: get your compensation, don't make too much money or we're going to tax you really, really high. Oh, and by the way, you don't need a pension plan or what have you. Let's just average everyone out and all be good workers. And that's just a fallacy.

**ICCO Canada:** I'm in that boat. I'm basically the contractor.

**Ruffolo:** You are. You're constantly eating what you're killing all the time, right. Now, it's great that you don't have to worry about the other stuff associated with working for someone else. But it's stressful.

**ICCO Canada:** It is. I don't have a retirement fund. I have no pension.

**Ruffolo:** But you know what though? This is what happens in Italy, for example. Unless you work for the government, which is part of the cancer there, they work for the rest of the land, and they're all small businesses. They are a nation of entrepreneurs. The problem is they're not scaling up, and you can't just always have small businesses. You need to have some businesses become big businesses that will then... I use the word in quotes, "employ," hundreds if not thousands of other people in order to create an economic engine and to create wealth for a variety of folks.

**ICCO Canada:** Do you identify with Italy, with being Italian?

**Ruffolo:** Yes. I didn't for the early part of my life. When I was growing up, very, very young, I thought I was in an Italian-speaking world, and then I quickly realized I was in a... I don't want to use the word... but I'm in a WASP-based world, and I didn't want to be different. I tried to be the same as them.

**ICCO Canada:** Very common story.

**Ruffolo:** Yes. It wasn't until I was in my late twenties, realizing what actually made me different. And I really have embraced those differences in the last 20 years—including making sure that I go to Italy every year. It feels like my second home. I now know who I am, and I am so proud of my roots. I said I was trained and shaped as a professional, and yet I had this entrepreneurship fighting in me to get out, and that was the Italian heritage that was fighting to get out. I was holding it down and now it's embraced and released. I feel like I have come full circle now.

**ICCO Canada:** You owe that to your heritage?

**Ruffolo:** Absolutely. Because at the end of the day, irrespective of formal education, when Italians came over here, there's a simple reason why they were entrepreneurial: no one wanted to hire them. They had no choice. And that's why they went into the trades. So now here we are, having a choice. I think building that entrepreneurship was really the greatest thing that they could have done. In the fifties the Italians really did build the city, physically. Now there's an opportunity for the Italians to build it, but in a far more cultural, spiritual way, like we've never done before.

*This excerpt is from the ICCO Canada book "Yesterday, Today, Tomorrow"*





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## BUSINESS EXCELLENCE AWARD

# Michael DeGasperis

*President & CEO of Arista Homes Ltd. Vice President of the TACC Group of Companies*

A proud father of 3 and married for over 30 years, Michael DeGasperis is the Vice President of the **TACC Group of Companies** and Founder, President & CEO of **ARISTA HOMES**, one of the GTA's premier home builders. As a longtime resident of Vaughan, Michael has proven himself true to his Italian roots and remains committed to seeing the Province of Ontario prosper and reach its true potential. Michael's father Giovanni immigrated to Canada from Sora, Frosinone, Italy, in 1956 and immediately began working in the construction industry. Then, in 1977, he formed TACC Construction. Today, the TACC Group of Companies directly employs over 3,000 people.

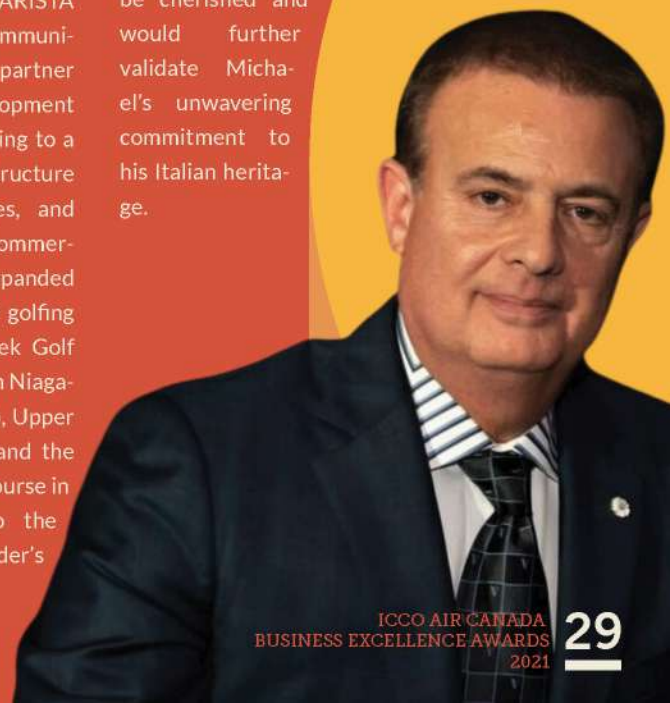
Michael has pursued and continues to support a number of philanthropic endeavors. He is the Chairman of the Vaughan Health Campus of Care, and as such continues to generously donate countless hours of time and expertise to a multitude of worthwhile charitable initiatives. Michael was instrumental in spearheading efforts to bring the state-of-the-art Hospital and Campus of Care to the City of Vaughan, a worthy cause that has been dear to his heart since 2002. Michael helped raise millions of dollars for the new Mackenzie Health hospital in Vaughan, and more importantly,

played an instrumental role in purchasing the land, brokering and facilitating the necessary approvals and funding from all levels of government (Municipal, Provincial and Federal) required to make this dream a reality. Michael's vision, tenacity and strong belief that Vaughan residents deserve and needed such a health facility and ancillary services is undeniable. As a result, the Mackenzie Health Vaughan hospital is now a reality, having opened its doors to serve Ontario residents, young and old.

As a developer and homebuilder, Michael continues to lead his team as ARISTA continues to build award-winning communities across the GTA. Michael is also a partner in various manufacturing, land development and construction companies pertaining to a variety of Ontario-wide infrastructure initiatives. Michael owns, manages, and leases a portfolio of industrial and commercial properties in Ontario and has expanded land interests to include 4 premiere golfing and banquet facilities: Copper Creek Golf Club in Vaughan, and sister courses in Niagara Region, Peninsula Lakes Golf Club, Upper Unionville Golf Club in Markham, and the latest addition Watsons Glen Golf Course in Durham Region. Michael is also the founding Chairman of the Builder's

Council for the Greater Toronto Home Builders Association – Urban Development Institute, today known as BILD.

Michael's passion, loyalty, tenacity and love for his community, roots and most importantly love for his family and his parents (Giovanni and Anna) is what drives and motivates him daily. Being nominated for the Italian Chamber of Commerce Business Excellence Award is an honor that would be cherished and would further validate Michael's unwavering commitment to his Italian heritage.





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## ITALY- CANADA AWARD

# Bonatti

Bonatti is an international general contractor providing services to the energy industry. Its main activities are EPC and construction of plants and pipelines, operation and maintenance, and well production enhancement.

Bonatti's total approach is the key-factor in the relationship with the client. Construction-focused engineering and fit-to-purpose constructability at every step guarantee the best quality and a cost-effective execution. This all-encompassing model focuses on managing all project phases through direct execution, from engineering, to procurement and logistics, to civil construction, mechanic and piping erection and E&I installations, up to commissioning and start-up activities.

Bonatti's main goal is to be country-embedded, comply with HSEQ and adopt a sustainable approach in delivering either turn-key EPC projects or stand-alone construction projects.

Receiving the award on behalf of Bonatti is Giulio Galleri, CEO of Bonatti Canada. Giulio is an executive with 15 years of experience in global energy and construction, and has worked and lived in several countries in Europe, North America, West Africa, Middle East, and South East Asia.

With Bonatti for 5 years, he is in charge of business development in Canada and US. He has actively contributed to the growth of

Bonatti's project portfolio and worked towards the establishment of strategic partnerships and industrial relations in Canada.

Giulio holds an LL.M. from the University of Glasgow and an M.B.A. from the University of Maryland - Smith School of Business.





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## NEXT GENERATION AWARD

# Christina Giannone

*Vice President, Planning & Development for Brightwater  
and the Port Credit West Village Partners*

Christina Giannone is the Vice President, Planning and Development for the Port Credit West Village Partners, a consortium made up of Kilmer Group, Dream, DiamondCorp and FRAM+Slokker. In this role, she is co-leading the redevelopment of a 72-acre site in Port Credit, Mississauga, into the award-winning, mixed-use, complete community known as Brightwater.

She sits on the Board of Directors of the Ontario Home Builders Association with the role of Secretary. She obtained her MBA degree from the Schulich School of Business, with a specialization in Real Estate and Infrastructure. She was also selected as a member of the Championship Team for the Women's Leadership Initiative of the Urban Land Institute. She is a member of the Building Industry and Land Development Association and of the Schulich Real Property Alumni Association.







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A woman is shown in profile, looking upwards. Her face is illuminated with a grid of light lines. Her right hand is raised, with fingers spread, as if reaching towards a starry, blue-toned background. A yellow-bordered box is overlaid on the right side of the image, containing text.

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## ARCHITECTURE & DESIGN AWARD

# Gianpiero Pugliese

*Founding Principal & Architect, Audax Architecture Inc.*

Leading all architectural, interior design, and construction activities at Audax, Gianpiero has a Master of Architecture from Harvard University and a Bachelor of Arts in Architecture from the University of California at Berkeley. He also studied at the Venice Institute of Architecture in Italy. Prior to founding Audax, Gianpiero worked as a project architect, in charge of the design of numerous large-scale, mixed-use developments throughout North America, including Hullmark Corporate Centre in North Toronto.

His current work at Audax explores the relationship between traditional design and modern aesthetic. This approach, which he defines Human Architecture, aims at bringing the tactile and human-scaled elements that were lost during the modern period back into contemporary design.

Current notable projects include a luxury apartment building in the heart of Toronto's Rosedale neighbourhood, a private chapel designed for the ACF Fiorentina Football Club in Florence, Italy, and a modern take on a traditional Italian courtyard home, called Villa Cortile.

Gianpiero is an active speaker in the design community. He was a lecturer at the University of Toronto's Daniels Faculty of Architecture, Landscape, and Design, and sat

on their faculty council as the representative from the Ontario Association of Architects. With several award-winning, multi-unit and urban infill projects, Gianpiero is regularly invited to speak at industry conferences and panels about urban planning. As the former director of PUG Talks, Gianpiero has also led many discussions on current topics in the field of architecture and design in Toronto. Gianpiero's architecture and interior design work in the luxury residential market has established Audax as one of the main design firms in Canada.







## The best way to support a community is to be a part of it.

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## BUSINESSWOMAN OF THE YEAR AWARD

# Julie Di Lorenzo

*President of Diamante Urban Corp.*

Julie Di Lorenzo is the President of Diamante Urban Corp., a Real Estate Development company and General Construction Contractor in Ontario.

Ms. Di Lorenzo has been self-employed in the industry since 1982 as Contractor on such projects as Empire Plaza Condominiums and Terminal Three International Airport, and as Developer/Builder of the following projects: 520 Kingston Rd., for Cityhome, LiUNA Social Housing Development in Ottawa, Developer/Builder of One Balmoral Avenue, 5-23 Balmoral Ave., The Royalton at 801 Bay Street, 2 Roxborough St. East, Domus in Yorkville, Phoebe on Queen, a joint venture with Wittington Properties, One City Hall, Condominium Development in joint venture with Hon Kwok Land Investment Co., Hong Kong and recently, The Florian Condominium Development at Bay and Davenport - now considered one of the most prestigious buildings in Toronto.

The Diamond Project in North York successfully launched in 2015 and is currently under construction to be completed for occupancy in Spring 2021. Mirabella and One City Hall are amongst the largest residential projects in Toronto.

Mirabella at 720 suites, a LEED Gold candidate including a major Public Art contribution, has started construction and will be ready for occupancy in Summer 2022.

Diamante projects won the Greater Toronto Home Builders' Project of the Year in 1997, 1998 and 1999, respectively. This had never been accomplished before. In 2016, Ms. Di Lorenzo was inducted in the BILD (Industry) Hall of Fame for her leadership in the Real Estate and Development Industry.

In 2005, Ms. Di Lorenzo received the Italian Chamber of Commerce Business Excellence Award, the first woman to ever receive the award.

In 2003, Ms. Di Lorenzo was bestowed the honour of Lady of the Equestrian Order of the Holy Sepulchre of Jerusalem by Pope John Paul II for her philanthropic work.

In 2011, Julie was invited to participate in Finance Minister Flaherty's annual Policy Retreat.

She is past Co-Chair of the Board of Director and past Chair of the Advancement Committee. In 2020, Julie received her GPLLM at the University of Toronto Law School.

In 2017, Julie received the Lifetime Achievement Award from the Home Builders Association. Recent Board appointments include the Civil Liberties Association.







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## COMMUNITY BUILDING AWARD

# Joseph S. Mancinelli

*International Vice President and Central & Eastern Canada Regional Manager, LiUNA*

Joseph S. Mancinelli, International Vice President and Central and Eastern Canada Regional Manager of LIUNA, the Labourers' International Union of North America, represents a skilled workforce at the heart of building and strengthening our great country. He represents over 90,000 members in Ontario, 140,000 across Canada and half a million throughout North America.

As International Vice President and Central & Eastern Canada Regional Manager, Mr. Mancinelli oversees matters of national and international concern, including collective bargaining, government and community affairs. He is co-chair of LIUNA's Indigenous Department, strategic initiatives, and is the conduit between the local unions and LIUNA's international head office, located in Washington, DC. He serves as a Trustee of the LiUNA Health and Safety Fund of North America, the Labourers-Employers Cooperation and Education Trust and the Labourers' Training Fund. He is President of the LiUNA Ontario Provincial District Council and Chair of the Labourers' Central and Eastern Canada Organizing Fund (CECOF). He is also President of LiUNA Local 837 and its various related entities, including the LiUNA Long-Term Care Facilities, the LiUNA Station Events Centre, and the Local 837 Geared to Income Housing initiative.

Mr. Mancinelli is also Chair of the LiUNA Pension Fund of Central and Eastern Canada (LPF), with a total portfolio of \$9 billion. Joe sits on numerous boards, taskforces and roundtables.

He is a former Board Member of the Hamilton Health Sciences Corporation, former Chair of Bay Area Health Trust, former Chair of TradePort International, former member St. Joseph's Health Care Foundation Campaign Cabinet, former member of St. Joseph's Building Planning and Property Committee, former board member of the Centre for Minimal Access Surgery, former Trustee of Hamilton-Wentworth Catholic District School Board, former Board Member and Treasurer of the Hamilton Philharmonic Orchestra, to name a few.

Joe is also an advocate of community building and a champion of benevolent causes. He is an ardent supporter of the arts, is passionate about the restoration of historical sites and is an accomplished artist in his own right, having donated countless works of art to many charitable organizations for fundraising purposes.

He is a leader in community advocacy and fundraising initiatives including children's charities and causes, hospitals and health care centres, the Children's Wish Foundation, Camp Trillium, Easter Seals, the United Way, Mt. Sinai, St. Joseph's Healthcare, the ALS Society, Down Syndrome Research Foundation, Larger than Life Day Kindergarten for children with cancer in Israel, leading the LiUNA initiative with the Governor General's Horse Guard to erect monuments in both Aquino and Villanova, Italy, in honour of Fallen Canadian Soldiers, as well as natural disaster relief initiatives and cultural inclusiveness initiatives.

Over the years, Joe has been bestowed many honours. Most notably, he received an Honorary Doctorate of Laws Degree from McMaster University, the Premio d'Italia by the Republic of Italy, a Lifetime Achievement Award from the Ontario Chamber of Commerce, the David Crombie Award from the Canadian Urban Institute, the Spirit of Ontario Award from the National Congress of Italian Canadians, the Italian Chamber of Commerce of Toronto Special Recognition Award, the Paul Harris Fellow and the Queen's Golden Jubilee Medal, among many others.

Joe is a lifelong Hamiltonian. He and his wife Enza have been married for 35 years. They have five children and two grandsons.







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## INNOVATION AWARD

# Docebo

Docebo is redefining the way enterprises leverage technology to create and manage content, deliver training, and understand the business impact of their learning experiences. With Docebo's multi-product learning suite, over 2000 enterprises around the world are equipped to tackle any learning challenge and create a true learning culture within their organization. Docebo is proud to be recognized as one of the industry's fastest growing and most innovative learning technologies on the market, backed by a dedicated team of 500+ members across the globe. Docebo powers learning experiences for over 2,000 customers around the world.

**It started with the idea** to create a learning technology that would make a real impact. In 2005, in Macherio, Italy, that idea became a reality. Since then, Docebo has grown into a global company with offices all over the world, including the United States, the United Kingdom, Canada, France, Dubai, and of course Italy.

**It grew into an IPO** In October 2019, Docebo successfully launched their first IPO on the Toronto Stock Exchange (TSX: DCBO), followed by the launch of NASDAQ (NASDAQ: DCBO) in December of 2020.

**It continues to grow.** Championed by Claudio Erba, Founder & CEO, and our global family, Docebo is proud to be recognized as one of the industry's fastest growing and most innovative learning technologies on the market.

### Our commitment

We have been, and always will be, dedicated to building products that help people during a challenging transition towards a better, technology-driven world.

### Our people

The Docebo family has grown from a handful of people with an idea, to a team of 500+ innovators across the globe. We believe learning is for everyone, and that we all have something we can learn from each other. That's why we have built a diverse and inclusive community, where members appreciate one another, learn, and grow together.

### Our Core Values

*Innovation, Simplicity, Accountability, Curiosity, Impact and Togetherness.*

Docebo embodies the essence of these six core values, simply defined and manifested in everything we do – from our people, to our product. More than ever in these times, we believe it is important to express our philosophy so we may inspire a better future through technology.

Receiving the award on behalf of Docebo is Alessio Artuffo, President and CRO of Docebo.

Alessio has more than 14 years of experience in the e-learning and knowledge management industry. Previously, he was Docebo's Director, International Business Operations from 2012 to 2013 and later, the Company's Chief Operating Officer in North America. Beginning in 2013, Alessio played an integral

role in establishing the operations of Docebo in North America and has led Docebo's sales and revenue efforts to date. From 2009 to 2012, Mr. Artuffo was Country Manager for North America at eXact Learning Solutions S.r.l., ("eXact") a software enterprise technology company providing software solutions for knowledge and learning content management. From 2007 to 2009, Mr. Artuffo was a Project Manager and later promoted to a Sales Engineer Manager at Giunti Labs, before it rebranded to eXact. Mr. Artuffo is also on the board of advisors to Athensmade, Inc., a non-profit organization based in Athens, Georgia that exists to educate, support and promote home-grown brands, entrepreneurs and creative professionals.







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# CONGRATULATIONS!

To the nominees and winners of the  
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For 60 years, the Italian Chamber of Commerce of Ontario (ICCO) has been guided by the noble mission of helping entrepreneurs pursue economic prosperity. I commend the ICCO for its ongoing efforts to foster investment opportunities and cultural collaboration between Canada and Italy. City-building is successful when professionals in every field come together to create something truly spectacular. Congratulations to the nominees and winners of this year's ICCO Business Excellence Awards. You each play an important role in our city's development and we see the positive impact of your work every day in every way. Together, we are laying the foundation for a bright and promising future for generations to come.

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## Congratulations to the 2021 ICCO Business Excellence Award recipients

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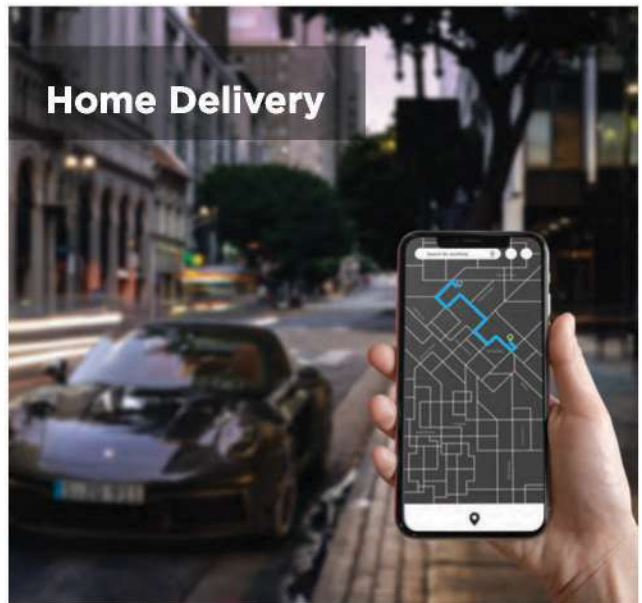
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## **LiUNA CANADIAN TRI-FUND**

On behalf of John Mandarino,  
Executive Director of the LiUNA Canadian Tri-Fund and  
the entire LiUNA Canadian Tri-Fund staff,  
we congratulate VP Joseph Mancinelli on receiving  
the Community Builder Award at  
the Italian Chamber of Commerce of Ontario (ICCO)  
Business Excellence Awards.

Joseph, your commitment to building a better Ontario has  
helped build better communities.

John Mandarino, Executive Director  
Adriana Delfino, Executive Assistant  
Patrick Sorce, Field Coordinator  
France Godbout, Field Coordinator

# **LiUNA!**

*Feel the Power*





# Congratulations Joseph Mancinelli

On behalf of LIUNA Local 183's Executive Board,  
Staff & Reps, we would like to extend a special  
congratulations to our International Vice President  
and Regional Manager for Central & Eastern  
Canada, Joseph Mancinelli, on your deserving  
honour as the ICCO's 2021 Community  
Building Award Recipient.

Jack Oliveira, Business Manager

Luis Camara, Secretary Treasurer

Nelson Melo, President

Bernardino Ferreira, Vice-President

Marcello Di Giovanni, Recording Secretary

Jaime Cortez, Executive Board Member

Patrick Sheridan, Executive Board Member

**LIUNA! LOCAL 183**

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Congratulations  
to all ICCO  
Award  
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**LiUNA 1089 congratulates all of this year's ICCO  
Canada award recipients. Special congratulations  
to our own *LiUNA Vice President for Central  
& Eastern Canada, Joseph S. Mancinelli*  
on receiving the prestigious *Community  
Building Award!***







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 Chateau Park Long Term Care Home	 FRANKLIN GARDENS LONG TERM CARE HOME	 Regency Park Long Term Care Home	 Malcolm Place RETIREMENT RESIDENCES	 WELLINGTON HOUSE LTC	 RVILLA SALES ONTA RETIREMENT LIVING	

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# Congratulations

---

**Joseph S. Mancinelli**

---

2021  
Community  
Building  
Award

Congratulations to Joseph S. Mancinelli, International Vice-President, Regional Manager Central and Eastern Canada at LiUNA and Chair of the Board of Trustees of the LiUNA Pension Fund of Central and Eastern Canada on being recognized as an outstanding leader for his exceptional contributions and commitment to the Community.



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# COMMUNITIES ARE BUILT ON VISION

**Joseph Mancinelli** is a true visionary who, through exceptional leadership and commitment, is helping to build stronger communities across Ontario and throughout North America. We salute him for the recognition he has received from the ICCO and extend our sincere congratulations to all 2021 ICCO Business Awards recipients.



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# Congratulations Joe!



2021

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## Community Building Award



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Congratulations to all those being honoured with a 2021 ICCO Business Excellence Award. Bravo! [www.icsavings.ca](http://www.icsavings.ca)

ICCO  
CANADA

Italian Chamber of Commerce Of Ontario

*2021 Recipient  
Community Building Award*

Congratulations LIUNA Vice-  
President, Central and Eastern  
Canada, Joseph S. Mancinelli,  
on receiving the prestigious  
*Community Building Award* for  
your exceptional commitment  
to community and steadfast  
support of Italian-Canadian  
initiatives.

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*Cheers Joe, well deserved!*

**Congratulations to Joseph S. Mancinelli  
as the recipient of this year's Community Building Award.**

*On behalf of your friends at PBI.*

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On behalf of over 140 000 Members of the Labourers' International Union of North America, we congratulate International Vice President and Regional Manager of Central and Eastern Canada, Joseph S Mancinelli on the prestigious and well deserved honour by the ICCO. Under Joseph's tenacious and determined leadership, he continues to amplify opportunity for all while building and strengthening communities across the country. He is a Community Builder, Leader and Advocate.

**Congratulations Joseph Mancinelli.  
Sempre Avanti**

**LIUNA!**  
*Ontario Provincial District Council*





# *Auguroni Joe!*

Your unparalleled vision and relentless leadership have helped build better communities and lives for our members, their families and all Ontarians! You are a most deserving recipient of the ICCO'S Community Building Award.

CONGRATULATIONS TO YOU, and to all of this year's deserving award recipients!

The Executive Board, Members & Staff of LiUNA Local 837

**RICCARDO PERSI**  
Business Manager

**SAM TINEBRA**  
Secretary Treasurer

**JOSEPH S. MANCINELLI**  
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Recording Secretary

**MARK BASTOS**  
E-Board Member

**PAUL BETTENCOURT**  
E-Board Member

# **LiUNA! 837**



ICCO  
CANADA



*Congratulations!*

---

*Joseph Mancinelli*

*LiUNA International Vice-President &  
Regional Manager of LiUNA Central and Eastern Canada*

---

*We cannot imagine anyone more deserving of this  
Community Building Award!*

*Brother Mancinelli - you never set limits, but  
rather push yourself toward greatness.*

*We are very fortunate to have you as our leader!*

**LiUNA!**

**LOCAL 527&527A**

*On behalf of the Executive Board, Members & Staff*

[www.LiUNALocal527.com](http://www.LiUNALocal527.com)



## **Halton Forming LTD.**

Halton Forming is proud of its 40 plus year relationship with  
Joe Mancinelli.

We congratulate him on his well-deserved award.



On behalf of the Executive Board,  
Members and Staff of  
LiUNA, Local 1208,  
we would like to congratulate

*Joseph S. Mancinelli*

on being selected as this year's  
recipient of the  
Community Building Award.

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1208

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**CONGRATULATIONS!**

*Joseph S. Mancinelli*

2021 recipient of the  
Community Building Award.

**ICCO**

ITALIAN CHAMBER of COMMERCE  
of ONTARIO





**ICCO**  
CANADA

# 2021 BUSINESS EXCELLENCE AWARDS

*We extend our warmest congratulations to*

## **Joseph Mancinelli**

*our International Vice-President and Regional Manager,  
in recognition of your distinguished achievements  
and contributions to the Italian-Canadian community.*



# **LiUNA!**

*Local 506*

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LiUNA Local 506 Training Centre Congratulates

# JOSEPH MANCINELLI

for being awarded the ICCO Canada 2021 Community Building Award

Labourers'  
International  
Union of  
North America

**LiUNA!**

Local 506 Training Centre





On behalf of the Executive Board and Staff of  
the LiUNA Atlantic Region District Council,  
we congratulate all deserving recipients of the  
ICCO Canada's 2021 Business Excellence Awards.

We are especially proud to celebrate our  
very own leader and friend, **JOSEPH S. MANCINELLI**  
as this year's recipient of the  
**Community Building Award.**

*Congratulations!*



**LiUNA!**

*Feel the Power*

**Building Northwestern Ontario Communities since 1957**

On behalf of our Executive Board, Staff and Membership,  
we would like to congratulate our Brother

*Joseph Mancinelli*

as the 2021 recipient of the ICCO Canada's **Community Building Award**.

This award is a true testament to his community involvement and his  
unyielding support of Italian-Canadian initiatives.

Laborers'  
International  
Union of  
North America

**LiUNA!** Local 607

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[www.liunalocal607.ca](http://www.liunalocal607.ca)



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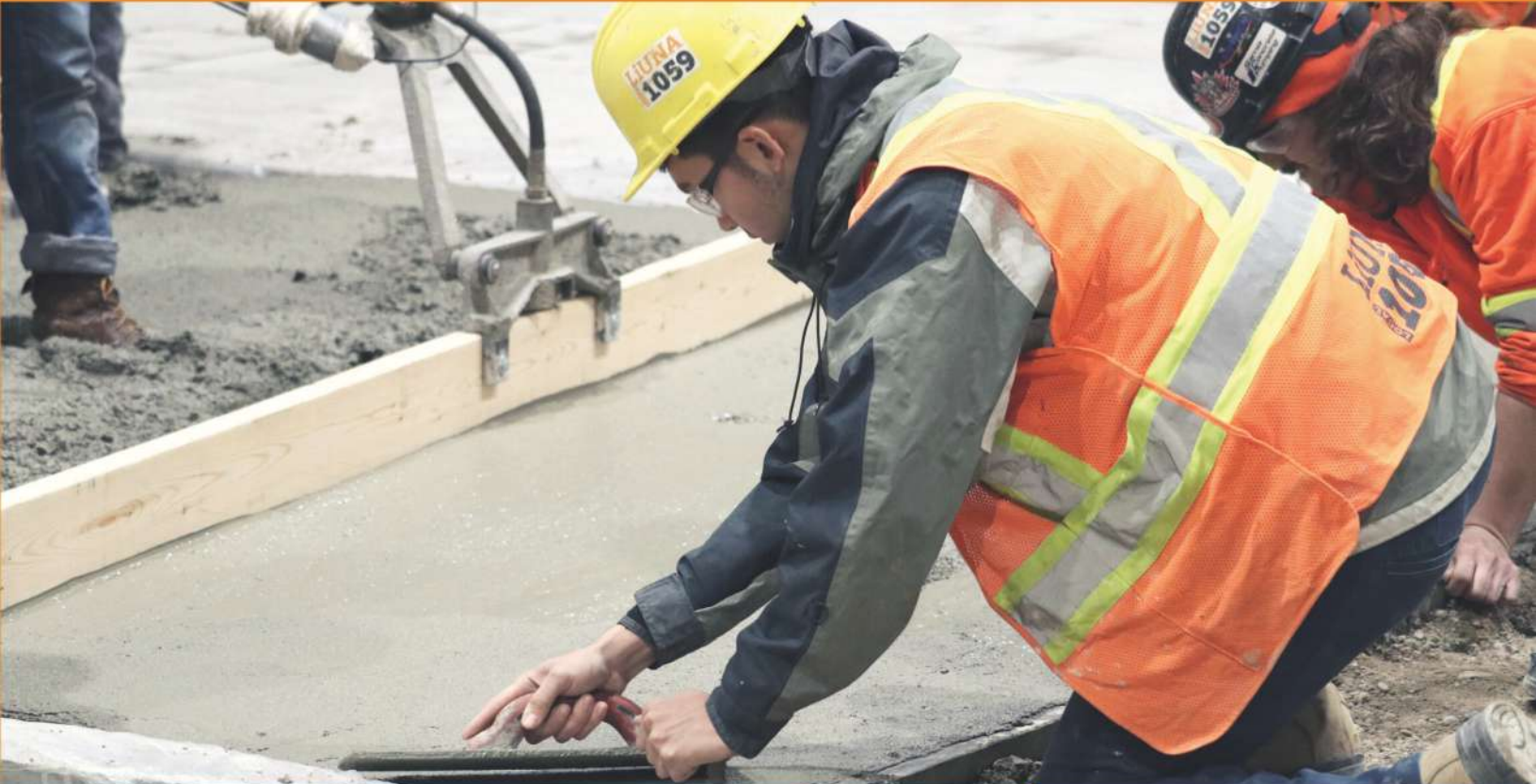
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# LOCAL 1059 CONGRATULATES JOE MANCINELLI ON RECEIVING THE COMMUNITY BUILDING AWARD!



On behalf of the Executive Board and membership of LiUNA Local 1059, we would like to extend a sincere congratulations to Joe Mancinelli on his Community Building Award! This is an excellent achievement and an important testament to his dedication and community involvement.

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**LIUNA Vice President and  
Central & Eastern Canada  
Regional Manager**

**JOSEPH S. MANCINELLI**

**Recipient of the 2021 Community Building Award**

**LIUNA!**

*Feel the Power*

**LABORERS' INTERNATIONAL UNION OF NORTH AMERICA**

**TERRY O'SULLIVAN**  
General President

**ARMAND E. SABITONI**  
General Secretary-Treasurer



## PAST BEA WINNERS

2003

Mr. Philip s. Orsino  
*Business Excellence Award*

Mr. Domenic Gurreri  
*New Generation Award*

Hon. Consul Laureano Leone  
*President's Award*

Mr. Richard Lovat Sr.  
*Global Success Award*

Mr. Norberto Marocco  
*Innovation Award*

2004

Mr. Tony Gagliano  
*Business Excellence Award*

Mr. Basilio Farano  
*New Generation Award*

Mr. Joe Pantalone  
*President's Award*

Mr. Mike D'Uva  
*Global Success Award*

Mr. Enzo De Luca  
*Innovation Award*

2005

Mr. Joe Vitale  
*Business Excellence Award*

Mr. Sam Primucci  
*Global Success Award*

Ms. Julie Di Lorenzo  
*Innovation Award*

Hon. Frank Iacobucci  
*President's Award*

Mr. Rodrigo Rodriguez  
*President's Award*

2006

Mr. Joseph Zanchin  
*Business Excellence Award*

Ms. Elem Rinomato-Pavan  
*New Generation Award*

Mr. Ned Santarossa  
*Global Success Award*

Ms. Teresa Cascioli  
*Innovation Award*

Ms. Alberta G. Cefis  
*President's Award*

Mr. Sergio Marchionne  
*President's Award*

Mr. Marco Citterio  
*Lifetime Achievement Award*

2007

Mr. Ron Barbaro  
*Business Excellence Award*

Mr. Frank Cianciulli  
*New Generation Award*

Mr. Peter Marrone  
*Global Success Award*

Ms. Anna Simone & Elaine Cecconi  
*Innovation Award*

Mr. Mario Romano  
*President's Award*

Mr. Mario Moretti Polegato  
*Lifetime Achievement Award*

Mr. Dino Chiesa  
*Lifetime Achievement Award*

Mr. Franco Prevedello  
*Cultural Enterprise Award*

2008

Mr. Gary Pillitteri  
*Business Excellence Award*

Mr. Anthony Lacavera  
*New Generation Award*

The Sorbara Family  
*Lifetime Achievement Award*

Mr. Felice Sabatino  
*Cultural Enterprise Award*

Mr. Luigi Santaguida  
*Scotiabank ICCT Environmental Leadership Award*

2009

Mr. Tony Varone  
*Business Excellence Award*

Mr. Alex Rechichi & Mr. Mark Rechichi  
*New Generation Award*

Ms. Frances Lankin

*Community Building Award*

Mr. Franco Mirabelli  
*Arts and Culture Award*

Mr. Tony Verrelli  
*Scotiabank ICCT Environmental Leadership Award*

2010

Ms. Connie Clerici  
*ICCO Business Excellence Award*

Mr. Pat Dicapò  
*PricewaterhouseCoopers ICCO Next Generation Award*

Ms. Rossana Di Zio Magnotta  
*KPMG ICCO Community Building Award*

Ms. Gianna Patriarca  
*Premio Ambasciata Italiana ICCO Arte, Scienza e Cultura*

Mr. Gino Di Rezze  
*Scotiabank ICCO Environmental Leadership Award*

2011

Mr. Joe Natale  
*ICCO Business Excellence Award*

Mr. Frank Carnevale  
*ICCO PWC Next Generation Award*

Mr. Allan Broadbent  
*ICCO KPMG Community Building Award*

Mr. Daniel Brambilla  
*Premio Ambasciata Italiana ICCO Arte, Scienza e Cultura*

Mr. Michael Albanese  
*ICCO Scotiabank Environmental Leadership Award*

2012

Mr. Robert Deluce  
*ICCO Business Excellence Award*

Ms. Ersilia Serafini  
*ICCO PWC Next Generation Award*

Mr. Sam J. Ciccolini  
*ICCO KPMG Community Building Award*

Dr. Isabella Caniggia  
*ICCO Ferrero Canada Arts, Science and Culture Award*

Mr. Patrick Dovigi  
*ICCO Scotiabank Environmental Leadership Award*







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