

Philly to Boeing Rome: *Grazie!*

Boeing Italy teammates lauded for their support

BY KATHRINE K. BECK

When in Rome, do as the Romans do. It's advice that's almost 2,000 years old, and it's still true today, said Marco Di Gabriele, senior manager for International Business Development in Rotorcraft Systems. Di Gabriele, based in Philadelphia, is leading a campaign to sell Chinook CH-47F helicopters to the Italian military, and visits Italy about six times a year.

When he does, he gets full support from the Boeing Rome office, and in gratitude for their efforts on his behalf he's honored them with an award from Pride@Boeing, an employee recognition program.

The award thanked the entire Rome team of 10 Boeing employees from Shared Services Group, Engineering, Operations & Technology, Boeing International and International Corporate Communications for "the special support you provide each and every time we travel to Rome. Your positive attitude and determination are an example to all. Throughout the Italian Chinook campaign, you have provided outstanding support, leading to customer satisfaction. Thank you for a job well done!"

"We have a great in-country team," said Boeing Italy President Rinaldo Petrigiani. "I'm particularly proud of this award, which recognizes not only the professional excellence of Rome's Boeing personnel but also their personal dedication and passion for Boeing."

Rome business manager Luisa Focacci said her SSG staff at the Rome office near the Via Veneto provides visitors from all business units doing business in Italy with support such as renting cars, making internal travel arrangements, setting up appointments and providing meeting space. When Boeing employees are transferred to Italy, her staff supports them in many ways, such as helping them rent houses and find bilingual schools for their children.

"We have been maturing at the international level—in all our offices around the world—in offering the complete suite of services that SSG provides," Focacci said. "Our mission is to be the point of contact for SSG service delivery—whether we offer services ourselves here in this office or in partnership with other service groups. Our office has undergone a lot



Members of the Boeing office in Rome recently received a Pride@Boeing award for supporting a campaign to sell Chinook CH-47F helicopters to the Italian military.

of growth recently and winning this award is a big accomplishment that let us know our work is appreciated."

Di Gabriele said, "If I don't have to think about making travel arrangements and all the administrative things, I am much more efficient and effective in doing my specific customer work."

But he added there's another kind of support that's less tangible. Di Gabriele is from an Italian family, speaks Italian, and lived and went to school there as a child 20 years ago. But he places high value on the cultural savvy of the Boeing Rome staff members. He relies on them to provide advice and counsel based on their knowledge of the Italian language, political sensitivities, cultural attitudes and military and business customs and etiquette.

"What are appropriate business courtesies or gifts? What is the language that ought to be incorporated in a card or letter or invitation? It can't just be something we translated in the United States," he said.

To help the Philadelphia team tell the Boeing story in Italy, Boeing Rome's Antonio De Palmas, International Corporate Communications, produced a high-quality, culturally sensitive

brochure—describing benefits the CH-47F will have for the Italian Army and national industry—directed at Italian government officials, members of parliament, top military officers and staff.

During a recent change of command with his military customer, De Palmas also helped Di Gabriele pick out a gift for a departing colonel. They avoided aggressive warfighter imagery and instead chose a replica of an American Civil War statue called "Moment of Mercy," showing a combatant giving water to a wounded enemy soldier.

This was in keeping with the Italian military's pride in its role as peacekeeper and in international humanitarian missions. "They are focused on peacekeeping, and Antonio was able to provide that insight and help me make an appropriate choice," said Di Gabriele.

De Palmas said the Pride@Boeing award made him "very happy. The Chinook campaign is a major campaign and a strong focus for us. Our major responsibility is to make sure the program people find the best situation in which to maximize their opportunities." ■

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