



Ken Rochon



Robert Maffia

Living the Roseto Effect

Dorina Lantella Martirano wants everyone to embrace the Roseto Effect. “I teach people to cook for the purpose of getting families back to the table,” says Martirano, an unwavering force in the kitchen.

The Roseto Effect is from a mid-20th century medical study about residents from Roseto, Pa., (settled by immigrants from Roseto Valfortore, Puglia, Italy) who had lower rates of heart complications—even with hearty appetites. The conclusion? Reduced stress from a cohesive community can reduce heart problems. “I believe with connection, we can all be less stressed and happier,” says Martirano, whose heritage is from Roseto Valfortore in Puglia, and Sicily.

Raising six children with her husband, Pasquale, allowed time for plentiful Italian cooking and dinner talk. She learned



Pasquale Martirano

how to cook from her *nonna*, at home, and growing up in her family’s restaurant during the 1980s in Bethesda, Md.

In 2017, Martirano started bringing people to Roseto Valfortore. In 2018, she realized her life’s calling: “I’m from Roseto. I really have something to teach the world...to revive the Roseto Effect.”

Now living in Delaware, Martirano runs a successful venture, Dorina’s Kitchen, with cooking classes on YouTube and Facebook. She also brings small groups to Roseto Valfortore where she works with family, friends, and local Roseto *nonne* and *mamme*, teaching Italian cooking, conversation, and connecting at the table—reviving the Roseto Effect. To learn about Martirano’s cooking classes, trips to Italy, and more, visit www.dorinaskitchen.com.

—Robert Bartus Jr.

Sal the Voice

Sal Valentinetti, known to his fans as Sal “The Voice,” was only 15 years old when he realized he could flawlessly carry tunes. Inspired by his grandmother, Valentinetti was introduced to iconic crooners like Frank Sinatra, Tony Bennett and Dean Martin, whose spirits he channels in shows throughout the world.

Valentinetti first auditioned for *American Idol* after losing a bet to his Uncle Joe, who always encouraged him to take his talent seriously.

“When I auditioned for *American Idol*, I didn’t consider music a practical career choice,” says Valentinetti. “It wasn’t until *America’s Got Talent* called me to audition that things started to change.”

Valentinetti went into the audition with limited expectations and came out as Heidi Klum’s Golden Buzzer. “In this moment, I knew my prayers were answered,” says Valentinetti. “It was the first day of the rest of my life.”

Six years later, Valentinetti put out a record called, *Little Valentine* which earned him two Grammy nominations, and now hosts a YouTube miniseries *Get in the Car*.

Looking back on his success, Valentinetti credits his Italian upbringing with helping him advance in his career as a musician. “I hold loyalty and respect to a higher standard because of my Italian upbringing,” he says.

Valentinetti currently resides in Bethpage, N.Y. His families’ Italian roots are traced to Naples and Abruzzo.

—Anthony Sciaratta



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