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GENEVA CHAMBER CO-HOSTS MEMBER MILESTONE CELEBRATION FOR VITKUS ORTHODONTICS



Photo by Neil Sjoblom

A large group gathered Thursday, March 21 to help Vitkus Orthodontics celebrate its two-year anniversary at 404 W. William St., Suite 4 in Geneva. Those present included Chamber staff, board members, ambassadors and local dignitaries who gathered to show their support at the event, which included a ceremonial ribbon cutting presentation welcoming the public to view the recent renovations at the office, and a professional photo op by Neil Sjoblom. The event was included under the Chamber's popular Member Milestone Celebrations program, which was introduced in 2016 as a benefit for Chamber members, with the purpose of providing awareness and exposure for the accomplishments and milestones of many businesses and organizations that the Chamber represents.

Vitkus Orthodontics is a full-service orthodontics office, offering complimentary consultations. The office recently underwent renovations to modernize the space, including updated treatment rooms and sterilization space.

A native of the Finger Lakes region, Lauren Vitkus joined the Chamber shortly after opening her business in 2017 in hopes of getting more involved with the local community.

Lauren received her bachelor's degree in civil engineering prior to attending dental school. She later decided to pursue a career in orthodontics because it gave her the opportunity to combine the mechanics of engineering with the attention to detail of dentistry. In her own words, Lauren describes herself as an "engineer of the mouth."

She loves helping people develop a beautiful smile and believes it can truly change one's life.

Dignitaries in attendance at the event included City Councilors' Paul D'Amico and Jason Hagerman. A number of local dentists were also in attendance, including Prindle Family Dentistry, who joined the Chamber in 2018.

"It's wonderful to see the support for one of our Chamber members, Vitkus Orthodontics," said Chamber President Miranda Odell. "We congratulate Lauren on two successful years, and look forward to helping her celebrate many more to come."

Included in photo: (left to right): Ralph DeFelice, Annie Giovannini with Vitkus Orthodontics, Tim Calnon, Lauren Vitkus, owner/orthodontist, and Jen Riedesel with Vitkus Orthodontics. (back row): Cynthia DeFelice, Second Ward City Councilor Paul D'Amico; GACoC board member Josh Miller with Lyons National Bank; GACoC board member Ryan Wallace with Lake Tunnel Solar Village; GACoC President Miranda Odell; GACoC staff member Tara Johnson, Patti Ely with Geneva Business Improvement District; Fifth Ward City Councilor and GACoC board member Jason Hagerman, GACoC ambassador Alyssa Kennard with Finger Lakes Radio Group, GACoC staff member Andrea Deckert and GACoC ambassador Kelsey Thibault with Lyons National Bank.

As a key benefit of Chamber membership, the Geneva Area Chamber of Commerce offers assistance to and promotion of members' Milestone Celebrations. The co-hosted promotional events offer exposure and awareness for member businesses along with the people, products, and services that each provides.



Milestone Celebrations can include Ribbon Cutting Ceremonies, Anniversary Celebrations, Grand Openings, Re-Openings, or Relocation-based Open Houses.

For more information on this program, visit the Chamber's website at www.genevany.com or call (315) 789-1776. To see additional photos from the Community Proud Apparel Member Milestone Celebration, visit the Chamber's Facebook page, @GenevaAreaChamber.

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