



Geneva Area Chamber of Commerce  
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**For Immediate Release:**

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**CHAMBER CO-HOSTS TWO  
MEMBER MILESTONE CELEBRATIONS**



GENEVA- The Geneva Area Chamber of Commerce hosted a Member Milestone Celebration for Simple Sweets Bakery on March 5 honoring the downtown business's Five-Year Anniversary. Now located at 93 Castle Street, Simple Sweets originally opened in a smaller space around the corner on Linden Street back in March of 2015. A joint Ribbon Cutting event was co-hosted to honor the grand opening by the Chamber and Geneva BID teams.

Owned by Marina Howard, a California native, the business has since thrived, and in 2017 relocated to its current location, boasting a larger space to accommodate the business's growth and success. Offering everything from traditional favorites such as cookies, cakes, pastries and scones, Marina also offers a variety of custom order specialty products for events and celebrations, as well as gluten free and other items for those with dietary restrictions.

The Chamber's Member Milestone Celebration included an organized photo op which showcased the large crowd of local officials, member businesses, Chamber board members and ambassadors in front of the bakery. The photo served as an official kick-off for Simple Sweets Anniversary Weekend, where fans and customers could take advantage of ongoing anniversary specials, stop in to try samples, win prizes and more.



**Photos by Neil Sjoblom.** Back Row- Left to Right: Chamber Chairman Charlie Bartishevich of Finger Lakes Partners Insurance; Matt Horn of MRB Group; Jason Hagerman of Finger Lakes Times; Mark Palmieri of Geneva BID; Chamber Financial Advisory Committee Chair Josh Miller of Lyons National Bank; and Patti Ely of Geneva BID. 3rd Row (L to R): Dario Burgess; Megan Finnerty of Finger Lakes Federal Credit Union; Kelsey Thibault of Lyons National Bank; and Chamber Board Member Jolene Steele of Finger Lakes Federal Credit Union. 2nd Row (L to R): Andrew Shankin; Rick Howard; Chamber President Miranda Odell; Cheyenne Eveland; Brian Howard; Marino Howard, Owner of Simple Sweets Bakery; Rossana Shanklin; Chamber Marketing and Events Coordinator Tara Johnson; and Chamber Board Member Barb of Roesch, Midey, Mirras, Ricci

LLP. 1st Row (L to R): Chamber Board Member, Morgan Kowalski of Kowalski Legal PLLC; Frank Gaglianese, City of Geneva Councilman; Chamber Past Chairman, Mark Varvayanis of Lakeview Geneva LLC; and Chamber Intern Cecilia Sicko, of Hobart and William Smith Colleges.

The Geneva Area Chamber of Commerce is a private, membership-based organization that focuses on promoting and representing its member businesses and organizations. As a primary benefit of Membership, the Chamber generates awareness and provides exposure for its members by effectively promoting the people, property, products and services of each. Member Milestone Celebrations are one of the most popular examples of member programs that businesses take advantage of. The celebrations can include anniversaries, grand openings or relocation-based open houses.

For more information on Milestone Celebrations or other Chamber programs and business benefits that are a part of membership, please call the Chamber team at (315) 789-1776, visit [www.genevany.com](http://www.genevany.com) or email [info@genevany.com](mailto:info@genevany.com).



Additional event photo albums can be found on the Chamber's facebook page, @GenevaAreaChamber.

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