

## 2011-J94

LEGISLATIVE RESOLUTION honoring Super Casuals upon the occasion of being named Business of the Year by the Geneva Chamber of Commerce

WHEREAS, It is the sense of this Legislative Body to honor those businesses within the State of New York which distinguish themselves through outstanding professional behavior, corporate innovation, and enduring commitment to the community; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Super Casuals upon the occasion of being named Business of the Year by the Geneva Chamber of Commerce, to be celebrated on January 28, 2011, at Club 86; and

WHEREAS, Super Casuals is celebrating its 60th year in business; it has earned the honor of Business of the Year due to its long and stable presence in Geneva, and the long and generous involvement of its owners and employees in the affairs of the area and its people; and

WHEREAS, Super Casuals and the Super Army & Navy Store have been anchor stores in downtown Geneva for 60 years; Josephine Fragnoli has been there since its inception, Lou Tandle since 1957, Bob Corcoran since 1975, Joe Fragnoli since 1978, and Steve Fragnoli since 1992; and

WHEREAS, Most of the store's 10 employees are full-time, have many years with the company, and are well known to many Genevans; truly a jewel of downtown, this familiarity and loyalty has made the store an informal hang-out and stop for many to discuss the issues of the day and catch up with old friends; and

WHEREAS, Super Casuals was founded by Vito Fragnoli in 1950; he worked in a clothing store in Cortland, New York, during high school, and when he finished serving in the Navy after World War II, he came to Geneva and was captivated by all the activity generated by the Sampson military

base; and

WHEREAS, Vito Fragnoli then talked the owner of the Cortland store into opening a store in Geneva with him, and in 1950 they opened the Geneva Super Army & Navy Store on the east side of Exchange Street; in 1951, Vito Fragnoli bought out his partner to become the sole owner of the business; and

WHEREAS, Vito Fragnoli needed more room to expand his line of goods, and in 1957, he purchased a building on the west side of Exchange Street, and old Market Basket, tripling the size of his store; his sons, Joe, Mark and Steve, still own that building today; and

WHEREAS, In 1970, at the age of 42, Vito Fragnoli died unexpectedly, leaving his wife, Josephine, and three sons, then aged 15, 13 and three; although Josephine had no experience managing the store, she went to work with the help of Lou Tandle, who had been working at the store with Vito since 1957; Vito's son Joe was also working after school at the store, and they managed to prosper; and

WHEREAS, Joe went off to college and began a career with the Armstrong Company, but in 1978 his mother, Josephine, called to tell him of an opportunity she had in purchasing a building for the store on Seneca Street; she offered to do it if Joe was interested in returning to Geneva to manage it, and he obviously accepted, and 52 Seneca Street was purchased moving the store into that location; and

WHEREAS, In the 1970s, the Fragnoli's business was moving away from traditional Army Navy store goods and into a more casual line, and, to better reflect this and update its image, in 1981, the name was changed to Super Casuals; these particular times were when department stores left downtown areas for area malls and suburbs, and it was a struggle for a store like Super Casuals to remain and prosper, but it did; and

WHEREAS, In 1992, Josephine and Vito Fragnoli's other son Steve, who had been working for IBM after graduating from college, decided it was his turn to return home to the family business, bringing his talents and

young ideas to the store; in 1995, Casey & Sons men's store, which had rented about a third of the building since the Fragnoli's first move had now closed; the Fragnoli's took down the wall separating the two storefronts and expanded Super Casuals throughout the entire building; and WHEREAS, Staying with the trends and needing to expand its market share, Super Casuals went into internet sales in 2001, and in 2003, the youngest Fragnoli son, Mark, based in Boston, began working full time for the company; he manages its website and the technical aspect of the internet sales business, which is a large growing part of the organization; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges Super Casuals' success, recognizes its contributions to the local and State economies, and extends its highest commendation to the corporation and its employees, fully confident that, in its future, it will enjoy the same success which has so characterized its past; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Super Casuals upon the occasion of being named Business of the Year by the Geneva Chamber of Commerce; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Super Casuals.