

BY: Senator GRIFFO

COMMEMORATING the 50th Anniversary of Romanelli
Communications

WHEREAS, It is the custom of this Legislative Body that the quality and character of life in this great Empire State is greatly enriched by the faithful and diligent work of those organizations which serve to meet the needs of the community and its citizenry; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 50th Anniversary of Romanelli Communications; and

WHEREAS, Established in 1973, Romanelli Communications has consistently combined innovation, strategic thinking, and a touch of whimsy to deliver exceptional results for its clients and has been a local driving force in the world of advertising for an impressive 50 years; and

WHEREAS, Founded by Don Romanelli, the family-owned agency holds its corporate office in the beautiful orange-brick building on the corner of West Park Row and College Street in Clinton, NY; it was purchased by Don Romanelli in the summer of 1983 and the building is on the state and national registries of historic places; and

WHEREAS, Beth Romanelli-Hapanowicz, Don Romanelli's daughter, began working at Romanelli Communications in December 1990, followed shortly after by his son, Joseph Romanelli, in July 1991; retiring in 2003, Don turned the business over to his children, with Joseph being named President and Beth Vice-President of the company; and

WHEREAS, To continue the family tradition, Beth's daughter, Elyssa Broccoli, began working at Romanelli Communications in 2018 and represents the third generation of the family to be involved with the business; and

WHEREAS, Throughout its history, Romanelli Communications has had the distinct honor of collaborating with a wide array of esteemed clients, from iconic sporting events to beloved local businesses; their portfolio spans industries and resonates with diverse audiences; and

WHEREAS, Holding offices in Boston, Massachusetts, Romanelli Communications has had the privilege of partnering with national clients, including the prestigious Boston Marathon, where they worked closely with the Marathon's organizers, crafting material that has inspired and motivated participants from all walks of life; their creative endeavors have celebrated the spirit, resilience, and determination the Marathon shares with the community and its countless athletes; and

WHEREAS, Romanelli Communications has also collaborated with

trusted, local institutions such as First Source Federal Credit Union, JETNET, JAY-K Lumber, Preswick Glen, Saranac Brewery, CONMED, and The Ride for Missing Children, helping those businesses grow and connect with their audiences through engaging and impactful campaigns, strengthening their presence and fostering trust within the community; and

WHEREAS, With an unwavering commitment to its clients, the agency has embraced the ever-changing landscape of advertising, adapting to new technologies and trends while staying true to its core values; and

WHEREAS, The success of Romanelli Communications is in direct correlation to the efforts of its Board of Directors and staff, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the institution and the community it serves; and

WHEREAS, It is the sense of this Legislative Body that those organizations which unselfishly devote their energy, talent and thoughtful care on behalf of improving the quality and dignity of life in the community, are worthy and due full praise and recognition for their noble and dedicated efforts; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 50th Anniversary of Romanelli Communications; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Romanelli Communications.