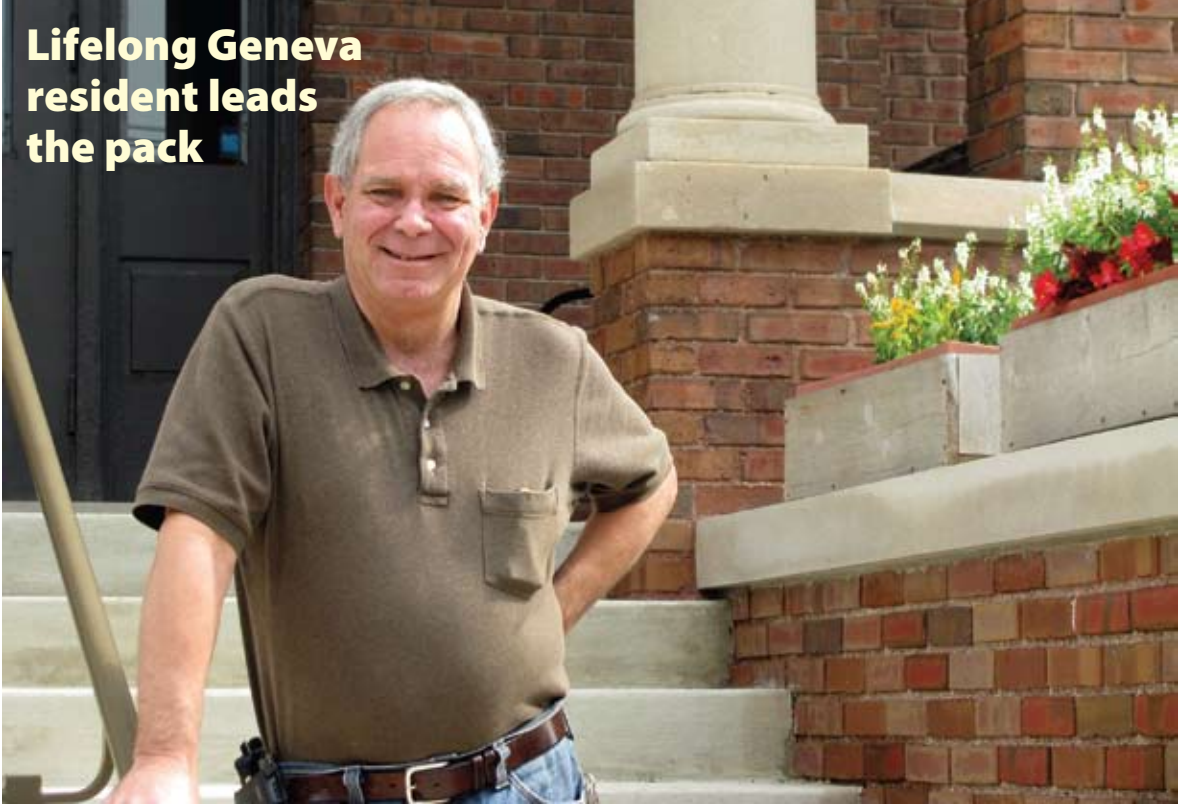


Lifelong Geneva resident leads the pack



Every year the Viking Service Organization nominates the Grand Marshal for Geneva's Swedish Days Parade. During last week's 61st annual Swedish Day's Parade the honor was bestowed upon lifelong Geneva resident Chuck Lencioni. Chuck was accompanied in the horse-drawn carriage by his wife Joan and his sons CJ and Michael as they led the grand parade through the streets of downtown Geneva. "It's a heck of an honor," says Chuck, "my great grandfather goes way back in the community and he would have been very proud."

Chuck's grandfather, Tony Lencioni, first arrived in Geneva in 1902 at the age of 13. Legend has it he was on his way from Italy to Brazil when a shipwreck caused a detour to the United States. After making his way to Chicago, Tony intended to meet up with fellow Italian immigrants in Lake Geneva, Wisconsin. After boarding the wrong train he ended up in Geneva,

Illinois. Tony decided he liked it in Geneva and decided to stay, eventually opening The Little Owl, Geneva's oldest restaurant that is still operating today.

Chuck is very proud of his family's history in the community and says he "never considered living anywhere else. Geneva is a great place to grow up and raise a family. You don't have the fears of some other places. It's a wholesome community." As the City of Geneva Building Commissioner since 1986, Chuck has had a big part in helping Geneva retain its heritage. Prior to becoming Geneva's Building Commissioner, Chuck spent 17 years as a Geneva Fire Fighter and he continues to assist the Fire Department in a reserve capacity. While working as a Geneva Fire Fighter, Chuck decided to follow in his great grandfather Tony's footsteps and open a restaurant, making him the youngest businessman on State Street. Along with his parents, Chuck operated

the Firehouse 5 on State Street, a neighborhood restaurant serving homemade soups and sandwiches.

In addition to working in Geneva in a variety of occupations, Chuck has also spent much of his time giving back to the community. For many years Chuck taught religious studies to third graders at St. Peter's Church, worked with the Boy Scouts and served as Vice President of the Optimist Club of Geneva. Additionally, Chuck has spent countless hours volunteering his time and endless energy during Swedish Days and Festival of the Vine. In fact, Chuck helped found the Flavor Fare portion of the Festival of Vine, helping to secure the participation of 11 restaurants during the first year. Based on his many years of hard work and dedication to Geneva, the Viking Service Organization clearly made an excellent choice when they chose Chuck Lencioni as 2010's Swedish Days Parade Grand Marshal.