

VareseNews

Varese rewards historic tradespeople, “the heart of towns and villages”

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“There’s an inseparable relationship between the territory and commerce, which, over the years has also been able to interpret the need for renewal.” **Varese rewards the “Masters of Commerce” in the Province**, tradespeople who, for decades, **have been a reference point for communities, for town centres, for the heart of towns**. The biennial ceremony, which took place at the Ville Ponti Congress Centre, was organised by **50&Più**, the provincial association of the doyens of trade.

The decoration of Master of Commerce was given to entrepreneurs in commerce, tourism and services, who have been in business for **25 years (Silver Eagle)**, **40 years (Gold Eagle)** and **50 years (Diamond Eagle)**, respectively, with the Diamond Eagle the highest acknowledgement. This year, the series of acknowledgements coincides, significantly, with the 40th year of 50&Più.

“With this acknowledgement, we want to **recognise to the everyday commitment of well-known faces in our towns**, people who are beloved in villages, because the shopkeeper has always had an **unquestionable, central role in the life of a neighbourhood, of a street**,” explained **Giorgio Mauri**, the regional and provincial chairman of 50&Più Fenacom, and host of the event.

Greetings were also brought from town and provincial authorities, by the Mayor of Varese, **Davide Galimberti**, the honourable **Stefano Candiani** and **Maria Chiara Gadda**, and the President of Lombardy Regional Council, **Raffaele Cattaneo**. “Commerce is the soul of our economy, and should

be relaunched also with system policies, with a joint commitment of public administrations and all of the trade associations,” Mayor Galimberti said. “We need you and your experience.” The stories are of perseverance, also in the relationship with the community. “Today, it seems that only what works quickly has value,” Raffaele Cattaneo added. “In fact, it’s good to reward continuity, the sense of time passing.”

Giuseppe Albertini, the chairman of the **Chamber of Commerce in Varese**, mentioned the essential contribution of tradespeople (also as a collective group) in defining the identity of a territory, a theme that links up with defence of the independence of the Chamber of Commerce, “which has its sustainability and must remain present in the territory.” The hall in Ville Ponti also applauded the memory of **Renato Scapolan**, the **Chairman of the Chamber of Commerce, who died suddenly last May**.

The award winners were:

Diamond Eagle (50 years): Pierino Aries Pedroni (in memory) of Pedroni Footwear, in Besozzo; Renzo Bettiato, the Bettiato Supermarket, in Samarate; Anna Bossi, the San Vittore Garbui Trattoria, in Buguggiate; Felice Bossi, Corderia Bossi, in Gallarate; Renzo Giani, UNES in Maccagno, and UPIM in Germignaga; Francesco Macchi, Assicurazioni Generali, in Varese; Enzo Magnaghi, Risi Luigia Clothing, in Lonate Pozzolo; Carmelina Palma, the Sibilla Bar Trattoria Pizzeria; Martino Ponti, the San Gottardo Restaurant, in Ispra, Umberto Raimondi, petrol station, in Olgiate Olona; Mario Ravizzoli, catering gastronomist, in Gallarate; Maria Santi, Jeans Land Clothing, in Luino, Maria Stefani, the Del Maglio Trattoria, in Mesenzana.

Gold Eagle (40 years): Enzo Bernasconi, hardware store, in Malnate; Marco Antonio Brasca, the Al Frutteto Greengrocer’s, in Saronno; Margherita Cantamesse, the Due Lanterne Restaurant, in Induno Olona; Gisella and Tiziana Dettoni, Calzadoro, in Varese; Emilio Emiazico, the Emiazico Bar and Pastry Shop, in Sesto Calende; Silvia Frigo, Calzadoro, in Varese; Marilena Garzolino, the Garzolino Optician’s, in Gallarate; Paola Mazzucchelli, the grocer’s in Gallarate; Liliana Mutti, Pedroni Footwear, in Besozzo; Loredana Nicora, the Eden Fleur Florist’s, in Varese; Ettore Pulici, the bakery in Clivio; Ezio Taiano, the Della Pista Tavern, in Casorate Sempione; Pasquale Toscani, the service station in Busto Arsizio; Enrico Zamberletti, Zamberletti Arturo Catering, in Besnate; Renato Zanoni, the Zanoni Pastry Shop, in Cittiglio; Luciano Zoni, trading of iron and steel products and paints, in Varese.

Silver Eagle (25 years): to Susanna Besozzi, Centro Vista Optician’s, in Busto Arsizio; Paola Bernasconi, the hardware store in Malnate; Aldo Brienza, the Le Arcate Pizzeria, in Varese; Miriam Busnelli, trading of building materials, in Gerenzano; Aldo Canuto, the Canuto Butcher’s, in Gallarate; Loredana Cerutti, the Contini Poultry Shop, in Sangiano; Renata Colombo, the Zanoni Pastry Shop, in Cittiglio; Mario Contini, the Contini Poultry Shop, in Sangiano; Giovanni Dario, Fratelli Dario Household Products, in Saronno; Maria Vittoria Ferreani, the Crotto Valtellina Restaurant, in Malnate; Daniele Alfredo Frattolillo, the Cielo e Vino Wine Shop and Restaurant, in Dairago; Maria Giordano, the Gardenia Restaurant, in Castellanza; Franca Godano, the Pascoli Stationer’s, in Samarate; Rosa Graziuso, the Da Serafino Restaurant, in Gazzada; Stefano Marin, business agent, from Bedero Valcuvia; Stefano Moretti, the Moretti Florist’s, in Sacconago di Busto; Osvaldo Ranzoni, the Da Serafino Restaurant, in Gazzada; Giancarlo Recalcati, the Rendez Vous Bar, in Busto Arsizio; Cristina Riganti, Brums Children’s Clothing, in Busto-Gallarate; Maria Rosaria Saibene, MR Idee Preziose, in Cislago; Antonietta Severi, costume jewellery and gift items, in Luino; Pier Damiano Simbula, the Due Lanterne Restaurant, in Induno Olona; Carla Taddei, Corderia Bossi, in Gallarate; Nardo Valbuzzi, the Crotto Valtellina Restaurant, in Malnate; Emilio Varone, the Emilio Bar, in Cislago; Lairetta Volpi, bakery and foodstuffs, in Clivio.

di [Translated by Prof. Rolf Cook](#)

