

"From our first meeting, I was struck by Cynthia's business savvy, insight into how to bring out the best in her staff and her strategic thinking."

- Marguerite Moore Callaway  
Callaway Group



## Cynthia Porcelli

The successful business co-founder of Genacelli Salon ([www.genacelli.com](http://www.genacelli.com)) for over 20 years, Cynthia is known for her drive in helping individuals present themselves to their fullest potential and for her passionate commitment to the community.

Cynthia has been steadfast in her leadership role at Genacelli Salon both mentoring and training her team to the highest level of expertise. Her unique ability to recognize the beauty needs of her clients while creating an environment that meets their urban, professional lifestyle has ensured Genacelli as the upscale hair and skin care salon in Chicago's Lincoln Park/Lake View neighborhood. An active member of Cosmetologists Chicago, Cynthia believes in supporting organizations that benefit and advance her profession as an Esthetician, Makeup Artist, Photo Stylist, Fashion Event Coordinator and Conceptualist. She is frequently sought after for Fashion and Beauty trends.

As community advocate, Cynthia works to strengthen the prosperity of the Lake View area. She is currently the President of the Central Lake View Merchants Association ([www.centrallakeview.biz](http://www.centrallakeview.biz)) after having served on their board since 2004. Cynthia's desire to raise consciousness about shopping local and thinking local in the Central Lake View neighborhood is reflected in her spear-heading of a new branding and visibility-awareness initiative that was completed in May 2009. Cynthia was responsible for overseeing with integrity the allotment of community funds to beautify and support critical special services within the Central Lake View area.

Combining her success as a small-business owner with her positive community-building, Cynthia's charitable involvements include co-sponsoring the Boys and Girls Clubs of Chicago's 'Good Glam Gala' and organizing a book-drive for the children of Thresholds, a community outreach organization for young mothers and their children in crisis. Genacelli, under Cynthia's leadership is sponsoring Lake View's 'Next Top Makeover' an event benefiting the Weisman Park Renovation Project.

Cynthia lives in Edgewater Beach with her husband. Contact Cynthia directly at 773.248.8822 or [cynthia@genacelli.com](mailto:cynthia@genacelli.com).