



Laura Perretta

WRITTEN BY **MEGIN POTTER** • PHOTOS BY **LINDSEY FISH, SUPER SOURCE MEDIA**



Something to Smile About

Laura Perretta exemplifies why the future of dentistry is female.



At 6 a.m., before the hustle and bustle of the day, Laura Perretta can be found taking some time for herself by quietly having coffee and perhaps taking a morning walk before getting her two kids ready for school.

It's a leisurely start that reveals a lot about the work/life balance that can exist for those in the dental field. It's also one of the reasons

why women have been flocking to the once predominantly male-dominated profession.

Laura is the Chief Operating Officer at the Family Dentistry Group, an organization with 100 employees – 90 percent of whom are women – at seven (soon to be eight) locations in the region. Since she began at the practice 15 years ago, she's helped it to grow into one of the largest multi-location private dental offices in the country. Currently, she oversees locations in Saratoga Springs, South Glens Falls, Gloversville, Clifton Park, Greenwich, Queensbury, and Lake George.



“Women are nurturing. We take care of and look out for other women,” she continued.

A SMILE CAN MOVE MOUNTAINS

Laura’s path to creating a multi-million-dollar business was not without its challenges.

While working at a local bank, she attended college at the University of Albany, graduating in 2007 with a double major in Business Management/Information Technology and a minor in Psychology.

She then left the management position she’d earned at the bank for a receptionist position at Saratoga Springs Family Dentistry. Although it seemed like a risky move at the time, Laura saw a potential for growth within the business. She knew the importance of giving people a nice smile.

The benefits of having a beautiful smile go well beyond just being something attractive for others to look at. It can enhance your career by boosting your confidence during interviews and conversations. Smiling releases feel-good endorphins in the body and immune-strengthening dopamine, boosting your mood, relieving stress, lowering blood pressure, and improving your overall health; a gateway to a person’s wellbeing.

SMILE & THE WORLD SMILES WITH YOU

Laura has helped create a working environment where women are caring for and supporting other women.

“A woman can understand another woman and what having a nice smile, or not, can mean,” said Laura.

Unlike with other types of medical practices, the results of going to the dentist are immediate and visible – a boon for providers and patients alike – that makes everyone feel good.

The women Laura works with also show up for one another.

“Women are nurturing. We take care of and look out for other women,” she continued.

“We have assembled a team of complementary players to help me succeed,” said Laura, which includes having time for family, including Patrick, her husband of eight years, daughter Maria, 8, and son Anthony, 5. The flexibility of the job allows mothers like her to attend their children’s school activities and Laura’s office even sponsors Maria’s softball team.



BEAMING WITH PRIDE

Laura emerged as a natural leader, working as an Office Manager, then Head of Human Resources, before being named the company’s COO.

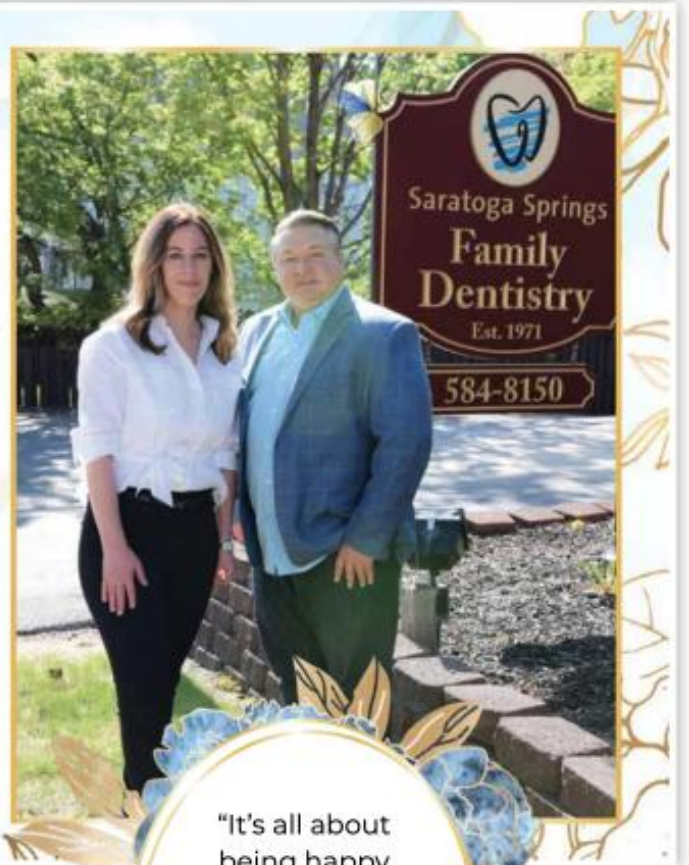
“I started to learn more of the workflow behind the scenes, what it took to motivate staff, and provide exceptional service,” said Laura. “I wanted to take on more and saw potential in a small dental practice. For me, it has always been about recognizing opportunities that fit in your wheelhouse and naturally align with your strengths.”

Having a license for a number of years, Laura also has experience with real estate.

“Opening and operating offices included locating a building that meets the needs of our practice, now and in the future.”

Under Laura’s direction, and with the encouragement of the Family Dentistry Group’s Dr. Gregory Dodd, the practice has continued to grow.

“Dr. Dodd gave me the gift of taking a chance on me. He trusted me, which gave me the confidence to take my ideas and run with them, which I appreciated. It can only go up from here. Who knows how far it can go?”



"It's all about being happy where you are, with what you're doing, and with who you're doing it with."

Family Dentistry

Congratulations LAURA PERRETTA and all the 2022 Women of Influence

From Dr. Gregory Dodd and all the staff at:
 Saratoga Springs Family Dentistry • South Glens Falls Family Dentistry
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 Clifton Park Family Dentistry • Queensbury Family Dentistry
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WREATHED IN SMILES

Helping more women pursue a career in the dental field is something that Laura feels especially passionate about.

She helped to start and manage the Capital District Spear Dental Study Club for Dentists and Dental Hygienists, an educational platform for dental excellence. The professional advancement program Laura developed pays full college tuition and NYS licensure for dental assistants and hygienists. In 2022, a new scholarship program was created. It will distribute an additional \$10,500 in funds to seven students planning to enter into the profession.

Laura has also helped to ingrain a philanthropic spirit into the office's feel-good culture. She encourages staff, family, and friends to participate in charitable organizations including supporting the Center for Disabilities, American Cancer Society and the American Heart Association, among others. Laura and her office managers frequently arrange for collections of toys, clothes, and food for pantries, women's centers, and child-centered causes, and rallies support for environmental conservation efforts.

It's her way to spread the joy.

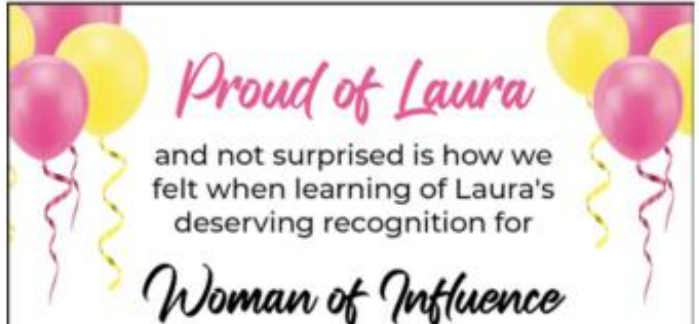
"It's all about being happy where you are, with what you're doing, and with who you're doing it with," she said. ❖



CONGRATULATIONS
Laura Perretta

WE ARE SO PROUD OF YOU
and all the 2022 Women of Influence!

From: Gregg, Vicki & Kelsey



Proud of Laura

and not surprised is how we felt when learning of Laura's deserving recognition for

Woman of Influence
— 2022 —

Leadership and success driven by love of family and work family have always been her number one goal. Laura has always shown patience and pride in her family.

We are over the moon with happiness for her achievement.

Congratulations Laura

We love you,
Joe and Eileen

CONGRATULATIONS LAURA,
thank you for inspiring us daily!



Love - Alicia, Chanel, Bonnie, Suy, Alexis, Tori, Chelsea, Katherine, Amanda and Erin

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CONGRATULATIONS

Laura Perretta

and ALL the 2022
Women of Influence!

*Thank you
for your effort
and commitment
to our region.*



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to the 2022 Women of Influence!

Bonacio Construction proudly celebrates Michele Funicello, Lisa Mitzen, Lt. Laura Emanatian, Heidi Owen West, and Laura Perretta for their contributions to our community and commitment to shaping Saratoga County toward a bright future.



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