



THE LENYK YEARS

25th Anniversary Edition

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Publisher makes mark through volunteer work

Innovation hallmark of Lenyk's career

Ron Lenyk has been an outstanding contributor to this community for the past three decades. As a business person and steadfast volunteer, his personal and business commitment has helped make Mississauga a better place in which to work, live and raise our families.

Lenyk's achievements in the corporate sector are impressive. His pioneering role in the newspaper industry began 30 years ago when he introduced and perfected the editorial use of full process color on the front page and throughout the newspaper. The use of process color propelled The Mississauga News to become the first suburban newspaper, and first non-daily publication, to capture the prestigious international Kodak color reproduction award.

Under his direction, *The Mississauga News* was the first newspaper in Canada to institute desktop pagination that followed through to the film stage, eclipsing the efforts of some of the nation's most prominent dailies. *The News* also was among the first publications to initiate the exclusive use of digital photography, prompting the closure of the traditional, and environmentally corrosive, darkroom.

Lenyk and his staff refined a sophisticated demographic-based delivery system that today reaches as many, or as few, readers as advertisers request,

pushing *The News* to the fore of the distribution industry. The feasibility of mass market distribution is no longer in question; in 2002 alone, *The News* distributed more than 229 million pieces to homes and apartments in Mississauga.

When the proliferation of apartments and condos posed a difficult distribution quandary in the face of security and access controlled buildings, Lenyk countered concerns by introducing the "NewsBag", a transparent plastic pouch that conveniently holds the newspaper and flyers and is hung on door handles, eliminating concerns from over-zealous building managers.

With the burgeoning growth of Mississauga came issues unique to a developing community, most pressing of which was the thorny issue of maintaining total market penetration without pricing *The News* out of the reach of our advertisers. To tackle the issue, Lenyk introduced the concept of zoning, enhanced by the provision of community-specific editorial, allowing neighborhood-dependent clients to advertise in geographically determined micro-communities.



Last week at the annual Community Living Mississauga Tribute Dinner, Lenyk was presented with a special award by Jessica Elias, recognizing his 30 years as a volunteer.

Financially, *The Mississauga News* continues to prosper, regularly breaking company records for revenue and profitability. Most recently, *The News* became the first community newspaper to make more than a million dollar profit in one month. The advent of Metroland's first Community Guide, under Lenyk's direction, marked the beginning of a company-wide tradition that has become an annual revenue producer across the chain.

As Publisher of *The News* for 25 years, Lenyk has instituted policies and procedures that have enriched

the lives of his employees as well. A champion of health and safety standards and a strong advocate of conservation, Lenyk leads his staff by example. His compassion and support for staff who are undergoing tough times, either on the job or in their personal lives, is legendary.

Throughout his career, Lenyk has maintained a strong public presence in Mississauga, and is widely regarded as a community advocate who can be counted upon to help business and charitable organizations alike achieve their objectives. Through his generosity and assistance, many community groups — ranging from minor sports groups to non-profit social service agencies to provincial bodies — have benefitted, grown and achieved otherwise unlikely successes.

His community endeavors span the three decades of his service in the publishing industry; his expertise and involvement have been recruited by Community Living Mississauga, the Mayor's Gala and Golf Tournament fundraisers, Carassauga, Christmas Bureau Fund, Mississauga Opera Company, Credit Valley Hospital, Mississauga Sports Dinner and Mississauga Millennium Committee, among many others.

Most recently, he has been appointed co-chair of the \$6 million capital campaign for the development of Mississauga Garden Park at Riverwood, a 150-acre property located on the banks of the Credit River, and the re-location of an historical log cabin to the site of the Bradley Museum, home of the historically significant Lewis Bradley House which was donated to the City of Mississauga by a previous publisher of *The News*.

In recent years, Lenyk's contributions to the Mississauga community and the suburban newspaper industry have been recognized in a number of ways. In 2001, he was named the Mississauga Business Person of the Year by the Mississauga Board of Trade, the same year he earned the Gordon S. Shipp Memorial Award as Mississauga Citizen of the Year.

Lenyk also has been honoured with the Dean Leshar Award, a prestigious North American honour bestowed on individuals who have made significant contributions to the newspaper industry, in addition to the Silver Quill Award, a distinction bestowed on Ontario journalists who have made a substantial impact both within the industry and community.

Lenyk and his wife, Olga, have been married for 33 years. They have two adult children, Trina and Terrv.