

Successful furniture man Tom Leon receives Entrepreneur of the Year

By GARY RUDSON

Tom Leon, president and chief executive officer of Leon's Furniture, recently won the 1986 Frank Stronach Entrepreneur of the Year Award.

The Award was initiated in 1985 as part of the celebrations commemorating York's 25th anniversary, and is presented annually, in the words of the selection committee, "to an Entrepreneur whose unique talents, clarity of vision and mastery of purposeful innovation has been reflected in the growth and prosperity of his or her enterprise, and by their outstanding contribution to Canadian economic growth."

According to the selection committee, Mr. Leon has demonstrated superior entrepreneurial talent through innovative and imaginative marketing programs, operating systems and personnel relations that have been instrumental in producing the rapid growth of Leon's to a record \$160 million in sales in 1986, and record profits of \$8 million.

Leon's was founded in 1909, underwent massive expansion in the '50s and '60s, then went public in '69, at which time the family retained 63 percent ownership. During the '70s,

Leon's developed their large showrooms and warehouses. Mr. Leon prides himself on the fact that Leon's was the first furniture company in North America to have an online computer system.

Mr. Leon stressed "we're not in the furniture business or in the appliance business or carpet business anymore. We're in the people business, to serve because, even for a selfish reason, we don't grow, we don't expand, we don't become anything unless we communicate with people, either at the supplier end, the consumer end, or the employee end. Our expansion will only be limited in the future by how we treat these three groups of people."

The award is presented jointly by the North York Business Association and by the Entrepreneurial Studies Programme of the Faculty of Administrative Studies at York University.

At York, the Faculty of Administrative Studies has a long tradition of working with the Canadian business community. In March, 1983, Magna International Corporation, one of the largest manufacturers of automotive parts in North America, founded the Magna International

Chair in Entrepreneurial Studies at York to encourage and support teaching and research on entrepreneurship. Professor Rein Peterson, director of the Entrepreneurial Studies Programme at York, currently holds the chair. The Entrepreneurial Studies Programme at York is one of the largest of its kind in the world, and according to Professor Peterson, it is "one of the best kept secrets on campus."

The award ceremonies consist of a luncheon with guest lecturers speaking on entrepreneurship. Following the lecture, the guest of honour is presented with the award.

Nominations for the award are accepted from the public up until 10-12 months before the scheduled ceremonies. The Selection Committee for this past year was made up of Dean Alan Hockin and Professor Rein Peterson of York University, John Maplesden and Graham Cunningham of the North York Business Association, and Don Rumball, editor of "The Small Business Magazine for Independent Companies."

The first award was presented to Mr. Frank Stronach, founder, chairman and chief executive officer of Magna Corporation International,



COURTESY OF THE GAZETTE

THE ENVELOPE PLEASE: Tom Leon, President of Leon's Furniture accepts the Entrepreneur of the Year Award from last year's winner, Frank Stronach, President of Magna International.

in 1985, at which time the award was called the Entrepreneur of the Year Award. After presenting Stronach with the award, the selection committee decided to rename the award in honour of Stronach.

Stronach defined entrepreneurs as individuals who are "innovators possessing the peculiar and scarce talent of seeing the possibilities for profit in introducing new methods, new products and new types of organizations."

Graham Cunningham of the

North York Business Association characterized both Stronach and Leon as entrepreneurs, referring to Stronach as "a guy who started from scratch," while calling Leon a man who "has used his skills and technology to be tremendously successful."

Stronach was the presenter of the award to Leon. As he gave the award, Mr. Stronach offered his own reason for Leon's success, saying with a grin "Tom pretests every bed and guarantees good sleep."

Remembering the children of the Holocaust

By STEPHEN WISE

A huge butterfly will be the focal point in Central Square from February 9-12, for Holocaust Awareness Week, sponsored by York's Jewish Students Federation (JSF).

"Our theme is *How the Children Suffered*," said Norm Akierman, who organized the event along with Riene Atar. "We are really trying to reach out to all the students."

The \$6,100 project was funded by Bethune and Vanier Colleges, local synagogues, and private donations. Along with the display in Central Square, the JSF has posted over 5,000 butterflies around campus.

"This project means a lot to us," Atar said. "When I was researching quotes and photographs, my eyes

would swell up. What does six million mean? When you see five hundred pairs of shoes, and a case of teeth, well . . . The children were used as target practice. But how do you show this to people?" she asked.

According to Atar, "A lot of people thought Hitler was insane, but the immensity of his project ("the final solution") contradicts this. The engineering for the extermination was researched so much that tests were done, for example, to determine optimum burning temperatures for different human body types."

Akierman is concerned with the rising publicity that Ernst Zundel has received due to his trial and upcoming appeal in Toronto. "Jim

Keegstra (a former Eckville, Alberta teacher) and Zundel are trying to prove that the inhuman treatment during the war did not exist," he said.

Atar said that the very fact that someone actually believes that the Holocaust never occurred is enough to make her terrified that it could happen again. "We have to show that what happened (in the 1930s and '40s) could indeed happen again." She compared the Jewish existence under the Nuremberg Laws during early Nazi rule to present Apartheid measures in South Africa.

One of the goals of the Awareness Week is to show that besides the Jews, six million other civilians died

in the war. "It is important," Akierman said, "to realize that Jews weren't the only victims of atrocities."

Highlights of the week's events will be a panel of Jewish Partisans, including Faye Shulman who will be showing slides which she took while she was in the underground. Also, there will be a lieutenant from the Russian army who helped to liberate Berlin.

On Wednesday, York history professor Irving Abella will be discussing Canada's policies towards immigration during his seminar at 1:00 p.m. in the Scott Religious Centre.

At 5:00 p.m. Stanley Barrett from the University of Guelph will discuss present day Neo-Nazism, and Aryan Activist Groups. Mark Mendelsohn,

a member of the Ethnic Squad of the Metro Toronto Police, will discuss practical ways of dealing with prejudice and Bernie Farber, a member of the Canadian Jewish Congress, will discuss the ins and outs of the Ernst Zundel affair and how to react to the media coverage of it.

Thursday at 7:30 p.m. Maria Jacobs and Reverend Roland de Cornelle, John Oostrom will speak about the role of the gentiles during the Holocaust. Jacobs will be accepting an award for her mother, Lucie Mendelson-Wolsak, who hid Jews for a year during the war.

In addition the movies *Shoah* and *Sophie's Choice* will be shown in the DIAR screening room Monday 1-4 p.m. and Tuesday 11-3 p.m.

Winter/Summer 1987 Session Students

KEEP IN MIND

THE LAST DAY FOR ENROLLED STUDENTS TO PAY ACADEMIC FEES AND LATE SERVICE CHARGES FOR FIRST TERM AND WINTER/SUMMER COURSES IS:

FRIDAY, FEBRUARY 13, 1987

Students who have not paid their fees and the applicable late service charges to complete the registration process by this date will be de-enrolled and their First Term and Winter/Summer courses will be cancelled.

Anyone wishing to register after this date must submit a written petition to the Registration Office no later than **Friday, February 27, 1987**. The appropriate form is available from the Registration Office, Suite C130, West Office Building, telephone 736-5155.

Petitions which demonstrate administrative default on the part of a University office or cover compassionate reasons are considered. The Registrar's decision is final.

Office of the Registrar
February 5, 1987

YORK UNIVERSITY

The Mariano A. Elia Chair in Italian-Canadian Studies presents a lecture series

The Italian Contribution to North American Culture

Wednesday, Feb. 11: *Canadian Rationalism, an Italian Movement in the World of Architecture* — Bruno Freschi, Chief Architect, Expo 86.

Wednesday, Feb. 25: *Italian-American Film Directors in Contemporary Hollywood* — Bart Testa, University of Toronto.

Wednesday, Mar. 4: *The Italian Presence in Canadian Art* — Ken Carpenter, York University.

Wednesday, Mar. 11: *Italian-Canadian Literature and the Canadian Mind* — Francesco Loriggio, Carleton University.

Wednesday, Mar. 25: *The Italian Contribution to North American Musical Culture* — Joseph Macerollo, University of Toronto and Queen's University.

ALL LECTURES will be held at the Columbus Centre, Rotunda, 901 Lawrence Ave. W. (at Dufferin), at 7:30 p.m.

ADMISSION IS FREE to the public.

For further information, call York University, 736-5367.