

## Business of the Year

## Developer Lebovic loves his town

By JOAN RANSBERRY  
Staff Reporter

A man with a 40-year career, beginning in a sawmill in a small Ontario town to become one of southern Ontario's major builders and land developers, cites luck as the key to success.

Joe Lebovic was born in Czechoslovakia where his father and grandfather were sawmill operators and lumber dealers.

Educated in Budapest, Hungary and later in England where he studied theology and economics, Lebovic set his sights on a new land — Lebovic arrived in Canada in 1949. From a business standpoint, the man never looked back.

Lebovic Enterprises was established in 1953 and is now made up of subsidiary companies involved in residential, commercial and industrial development. He's the brainchild and builder behind many condominium residences and single family homes as well as commercial and industrial projects inside and outside of Stouffville.

Two weeks ago, the Whitchurch-Stouffville Chamber of Commerce recognized Lebovic for his many accomplishments and contributions.

The recipient of the Chamber's Corporate Citizen of the Year award was delighted with the recognition. "Stouffville is a beautiful place," he said.

An outspoken proponent of allowing the development industry to solve Ontario's housing problems rather than government, he served a total of three terms as president of the Urban Development Institute, twice in Ontario and once in Canada.

On the homefront, Lebovic's giving to Stouffville has been extensive. He supported the York Durham Railway, St. James Concerts, the library, the local high school,

town museums, the local mobility transit, minor hockey and the cemetery market restoration fund.

As well as contributing to the town's Strawberry Festival, Lebovic created the Stouffville Cultural Foundation. During his acceptance speech, he encouraged the community to take full advantage of this particular foundation.

Lebovic is also the largest contributor to the town's Growth Management Study which is underway now.

Lebovic has left his mark beyond Stouffville. He's the founder of The Joseph and Wolf Lebovic Foundation and secretary treasurer of Ner Israel Yeshiva College.

Lebovic's interest in health care is ongoing. His donations to the Canadian Cancer Society and to a number of Toronto-based hospitals earned him the Governor General of Canada Medal to celebrate Canada's 125th birthday.

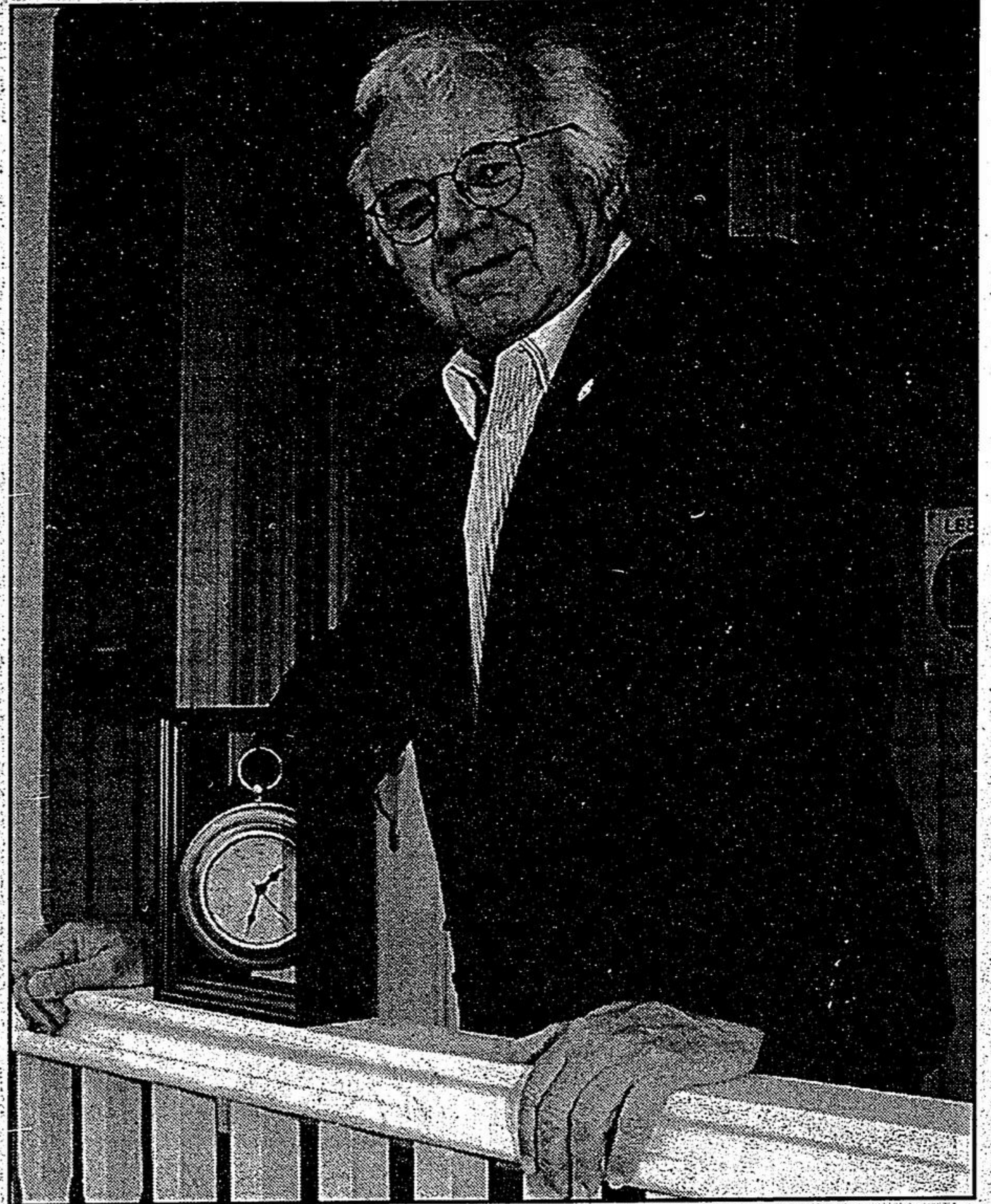
Also, he's on the board of governors of Mount Sinai Hospital, Baycrest Centre for Geriatric Care and Scarborough Centenary. As well, he's served on the Scarborough Hospital Board for 20 years.

He's been active in the United Jewish Appeal and Israel Bonds. Lebovic is also a former member of the East Metro Youth Association.

When pressed for the answer to success, Lebovic admitted that hard work is part of the picture.

Helene Johnson, president of the local Chamber of Commerce, said "Joe Lebovic has demonstrated to the community by making it stronger and a more responsive place to live and transact business."

Lebovic has been a good ambassador for Stouffville. "He's been very kind to Stouffville. We're proud to call him one of ours," said Johnson.



Joe Lebovic has left his mark on his chosen community. The developer was honored as one of the top business people of the year. Photo/SJOERD WITTEVEEN

## Sarafian attempts to salvage acclamation meeting

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Reform's six-point plan, A Fresh Start for Canadians. Sarafian said that families must have tax cuts so that women could afford to choose to stay at home.

"If the mothers stayed home and (the poor) had zero income tax... the poor wouldn't be paying into what they need to get," said resident Eugene Tomory. He added that if 25 per cent of women returned to the home, the unemployment prob-

lem would be "solved."

"I don't think he (Sarafian) was quite expecting this," said Jeff Turner, president of Oak Ridges Riding Association president, Thursday night. "But it's good experience for him. I'm glad that these questions were raised — he's going to come up against more of this later on."

In an interview Friday morning, Sarafian conceded that he was taken aback by some of the comments from the crowd. "I was a bit

surprised by it, but those people were out of step and brought their own personal feelings to the meeting."

He said the Reform Party does not have a racist, anti-immigration or anti-women agenda, and stressed that many of the comments made by the crowd Thursday night had no basis in party policy. Sarafian said some people at the meeting were a "couple of old timers" who were obviously frustrated by immigration policies and

the treatment of the Reform Party by the media. "They were voicing their frustration that there is a double standard in the media in the case of Reform as opposed to other parties."

Of Armenian background himself, Sarafian said he speaks a number of languages including French, Italian, German, some Russian, some Spanish, some Armenian and even some Arabic. He said Reform is not against immigration, it just wants everyone to be treated equally. "The party policy is that we should first and foremost focus on Canada's needs. We are a compassionate people and we recognize humanitarian needs," he said.

"But there's a lot of anger towards people who queue jump and make false refugee claims and then take advantage of our system." He said this happens

because immigration policies are not applied consistently or above board, and that leads to abuses.

Despite the emotional meeting, and some of the feelings expressed by the crowd, Sarafian said Reform is on the right track. "It is time for Preston Manning to form the next federal government in Ottawa to sweep out the mess left by 25 years of Liberal and Conservative governments."

Turner is confident that Sarafian will not have a problem gaining more followers in the riding, and said he was encouraged by number of people at Thursday's meeting.

"He's really only had a week (to get people together), so the turnout is good," said Turner.

The federal election is expected to be called as soon as this weekend.

—With files from Alan Shackleton

## Manning frustrated by constant barrage

(From page 1)

equality for all Canadians and the freedom for all Canadians to be free from discrimination," he said.

"I think it's important we stop fixating on this type of issue. The fixation is taking away from the bigger issues that people want settled," he said.

Oak Ridges candidate Edward Sarafian was at the Sheraton Parkway Hotel for Manning's speech and said he agrees wholeheartedly with the party policy. He said while he was surprised with some of the opinions he heard Thursday, "the people who are raising these issues are sometimes not even Reform members," he said. "Some are old-timers, some just want to hear what we have to say on this. But the views aired that night are not consistent

with my views or those of the party."

Sarafian added he has taken the candidates training course which, he said, helped him to deal with the unruly crowd.

Meanwhile, when Manning was asked again about the issue in a media scrum after the speech Friday, he became clearly frustrated.

He repeated the party policy, cut short reporters' questions, and got into a car which whisked him away.



MANNING

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