

Westers land new publisher

House of Elliott Media Group has brought aboard Jack Lytle as its new chief executive officer and publisher to run the daily operations of its newspaper, magazine and online information businesses.

Lytle, a Peoria resident, will join the company as of Oct. 16.

"As we've grown, more and more we've begun to need someone to



Jack Lytle

watch over or day-to-day operations," said current CEO Kevin Elliott. "Bringing Jack aboard will allow us to further raise the bar on what we plan to deliver in the West Valley and realizing our goal of being the biggest publishing company in the region."

Prior to joining EMG, Lytle was chief executive officer of Theater

Works and has years of business experience ranging from Fortune 500 companies to the local community theater group, with whom he was able to work with Peoria officials to find them a home at the city's \$13 million Center for the Performing Arts.

"House of Elliott Media Group is at a point in their development as an organization where they can create See **New publisher** Page 3

New publisher From page 1
the future of their choosing," Lytle said. "That future could be very, very exciting - I am looking forward to working with their team to make sure that exciting future becomes reality."

Lytle began his career as an instructor in a post-secondary school in Minnesota, but spent more than 30 years working for several companies in various roles particularly related to sales.

He moved through the ranks and became a sales manager, a region manager, region operations manager and, finally, the director of development where he was responsible for helping develop a force of more than 2,000 employees.

Since landing in the Valley, Lytle founded Corporate Balance LLC, a consulting firm designed to help businesses with leadership development and planning, as well as serving on a number of boards, including the Peoria Economic Development Advisory Board, the Boswell Hospital Board of Directors and the Peoria

Chamber of Commerce.

A West Valley resident for the past seven years, Lytle was one of the players in landing Theater Works a home back in Peoria after its home at Arrowhead Mall had been closed. First relocating to the former Lakes Club in Sun City, the theater became a player in the Peoria effort to land a performing arts center as part of a downtown revitalization project.

Lytle became involved with Theater Works about five years ago, first as a board member, then a consultant before becoming the organization's president and CEO.

"Today, Theater Works is a strong company, filled with amazing people and facing an exciting future," Lytle said. "I am very proud to have played a small part in their success."

Lytle holds a bachelor's degree in distributive education and is completing his master's degree in organizational leadership. He and his wife, Diane, have been married for more than 30 years and have three daughters and two granddaughters.

Elliott, who founded EMG in 2005 and remains its single largest owner, will diversify his role in the company, spending more time focusing on sales and business development.

"This was a good opportunity for us to bring someone aboard who is more than qualified to lead our group in the future and allows me to concentrate on further building the business while not having to worry about who is minding the shop," Elliott said.

EMG has four products in the West Valley with more than 150,000 in distribution since its inception in December 2005. It's newspapers, the North Wester and South Wester, have a combined distribution of nearly 70,000, while the West Valley Magazine is distributing 30,000 copies. It's latest endeavor, KidsVille News, was launched this summer and is distributed to 30,000 children in the region.

The company also has Web sites for each of its products, including an all-news site at www.thewester.com that serves the West Valley.

Welcome to the 'New Look' Wester

BY LYLE THOMPSON, MANAGING EDITOR

As you read through this week's issue of The Wester, the first obvious change you will notice – is the size. It is now being printed in a tabloid format for ease of handling, ability to utilize standard advertisement sizes and economies in printing production.

In addition, the editorial and ad production is now completely digital – which means incoming information (news items and photos) can only be handled by email transmission. All news sources are being asked to send their news and photos to: managingeditor@hedspublishing.com. Please use MS Word (.doc) for copy. Photos should be 300 dpi, JPEG in 4x6 minimum size.

Another major change is the introduction of editorial full color capability for photographs and illustrations. Digital processing will also enhance the quality of photos, which has been a bane under the old system.

As you can imagine, these major changes have put The Wester into a "work in progress" mode. As a result, Publisher Kevin Elliott has decided to follow this initial "introductory" issue with a one week hiatus to fully integrate all the new innovations into an ongoing preferred publication for West Valley communities that will continue to not only bring the most professional news coverage – but a more aesthetic product.

Another "transition" decision by Elliott is to not publish the scheduled April 20 issue to allow all aspects of production, sales and editorial to integrate into the new system. All subscriptions will be extended accordingly. The Wester will also be distributed on a "total market" basis for a limited time in various area communities to expose residents to the "new look." This will be done on a random rotating basis.

We're excited about what's happening. The entire staff of The Wester wishes a Happy Easter to all of our readers.

Daily News-Sun opens Sun City West bureau

SUN CITY WEST — The Daily News-Sun has opened a bureau in the Mercado del Sol shopping center to better serve its Sun City West readers.

Located in Suite 12, next to the Lakeside Florist and U.S. Postal Service contract station at 13576 Camino del Sol, the bureau is being staffed by office clerk Janet Gerster and reporters Rosa De Simone and Mike Garrett.

Gerster will handle classified and limited display advertising, stop or start subscriptions and take news and club notices. Newspapers will be on sale at the office.

"The decision to open a bureau in Sun City West responds to our readers' request for quicker access to our services," said Sam L. Marocco, Daily News-Sun president and publisher.

"As the community's only daily newspaper, we believe it is our re-

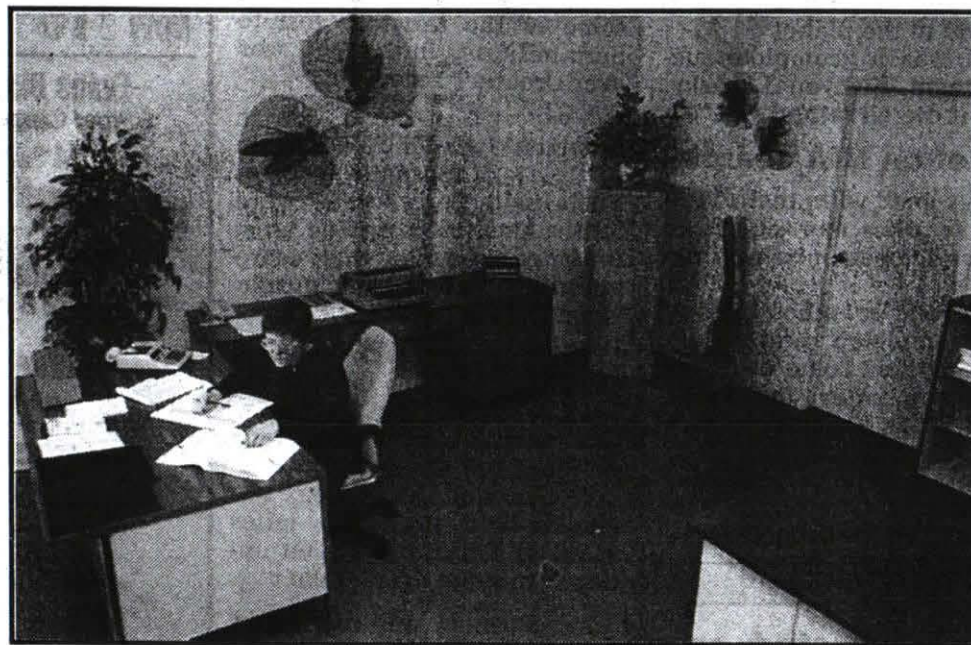
sponsibility to meet our readers' needs. In addition to Rosa and Mike, members of our Editorial Department will be happy to meet with readers in the Sun City West bureau upon request," Marocco said.

Reaction to the bureau opening has been excellent, Gerster said.

"People have really welcomed us to the neighborhood and now feel like we're a part of the community. People don't have to drive to Sun City to take their ads and news items."

"I'm so happy you have an office here because it was a hassle for me to drive all the way to the Sun City office," said resident Shirley Anderson.

De Simone's primary community coverage will be the Recreation Centers of Sun City West and Del Webb Corp. Garrett covers the Property Owners and Residents Association and Sun City West Foundation.



Frances Guarino/Daily News-Sun

Janet Gerster, office clerk, is among Daily News-Sun employees working out of the newspaper's new bureau in Sun City West. The bureau is located in the Mercado del Sol shopping center at 13576 Camino del Sol.

Office hours are 8 a.m. to 4:30 p.m.

For information, call 977-8351, Ext. 220.

Announcements will be made for the bureau's grand opening celebration.

THE WESTER

Inside...Bocce Members Pitch In

Sept. 24-30, 1992

Section B

1985 — The Birth of A Newspaper, The Wester

Story,
Joyce L. Salfingere

On Thursday, January 24, 1985, a birth took place in Sun City West. The birth of a newspaper, THE WESTER. "The Voice of Sun City West" rolled off the presses and into the living rooms of SCW residents for the first time on that January morning.

Just who was responsible for bringing SCW its own hometown newspaper? J.R. "Red" Uldrick and Ed Forger. These two men had been discussing such an enterprise for a number of years. Both attended the 1983 Lion's International Convention in Honolulu and again weighed the merits of starting a SCW newspaper.

But, it was the dramatic

rise in housing in SCW that prompted these two gentlemen to say, "Now!" And a newspaper was born.

Both Uldrick and Forger had been in the newspaper business throughout their lives. Uldrick's first stint was with a weekly paper in southern Michigan after graduating from high school, then on staff of a daily paper. A two year tour of duty editing reports in the Army Security Center in the Pentagon and another tour with Army Public Information rounded out his journalistic career - until THE WESTER.

Forger had been a newspaper man throughout his life working with several



John "Red" Uldrick (l.) looks over the 1985 Arizona Classic Senior PGA press release with the co-founder of The Wester, Ed Forger. (File photo)

Connecticut newspapers in their business office as a reporter, advertising salesman and feature writer. He became Assistant General Manager for the Sun City Citizen upon his

arrival in Arizona, writing a column entitled, "Around the Towns", which he continued in THE WESTER, later turning that article over to the paper's star reporter, Kay Glass.

Those people who started with Uldrick, as publisher and Forger, as managing editor, in that first edition included: Gordon L. Davis, production manager; Ned Dale, photojournalist; and Kay Glass and Chuck Klein on the editorial staff. John F. Hale was there before the first edition and was responsible for plotting out the floor plan for the make-up table, cameras, pasteup table, etc. He also produced a column entitled, "Miscellanea."

Just what captured the attention of the readers in that first edition of THE WESTER? On the front page was an article by Ned Dale and Kay Glass entitled,

"As Sun City West Grows So Grows Its Churches." Detailing the three stucco and tile church buildings gracing the SCW skyline - Our Lady of Lourdes Catholic Church, SCW Baptist on Conquistador, and Desert Gardens United Church of Christ. Many other congregations were meeting in various places throughout SCW and making plans for their future houses of worship.

There were articles by Chuck Klein describing the "New Deed Restrictions For SCW", and the opening of SCW's Grandview 18 hole golf course. Ned Dale in-

NEWSPAPER
Continued on Page B6

THE WESTER

1985 — Birth of a Newspaper

Continued from Page B1

formed readers of the second annual Senior PGA tour, the Roundup, that was to be held in March.

Some other articles in the back pages of THE WESTER included a guest editorial by G. Thomas Muratore, a travelogue on Organ Pipe Cactus Monument by Ned Dale, an article by Kay Glass on PORA, and numerous small announcements on SCW clubs including Ceramics West, Encore Round Dance, Encore Rosemaling, Jazzercise, Lapidary, Mini

Golfer, Mah Jongg, Palo Verde Patchers, and Toy Ki Silvercraft. Rural Metro was spotlighted with pictures from Station 36, the Mercado Shopping Center opened, the Prides were featured and Kay Glass informed Westers with her article entitled, "The Making of a Posse Person."

The Wester has come a long way since 1985 when SCW's population was just over 11,000. The staff has changed, the ownership has changed, but the focus of the paper - to respond to

you, the reader, has always been uppermost in the minds of those associated with THE WESTER.

We at THE WESTER want to take this opportunity to thank you, the readers, for making our newspaper the success it is today. "Every Community, no matter how large or small, needs its own voice." - Anon.

Notice

PORA will be closed Friday, September 25. Will reopen 9 a.m. Monday, September 28.