



Dennis Lyon '58

Has been elected to membership in the

Beta Phi Hall of Honor Class of 2004

Brother Lyon will never forget his years as a Beta Phi Sigma Chi. He is proud of the many life long friendships he developed at the University of Arizona because of his association with the school's Beta Phi chapter and is honored to receive this distinction.

Brother Lyon serves on the University of Arizona Eller College of Management National Board of Advisors and actively co-chairs the board of the Arizona State Museum on the UA campus. In 2004 this board raised approximately \$2,000,000 for a new storage facility to house its world-class Native American pottery collections.

After graduating with a degree in business administration and economics, Brother Lyon was ready to take on the challenge of growing a real estate brokerage business. Under Lyon's stewardship, Russ Lyon Realty Company has grown to 10 offices and 600 agents. As Chairman and Chief Executive Officer, Brother Lyon's responsibilities include: determination and execution of corporate direction, image development, broad company policy selection of offices and managers, selection of office sites, determination and monitoring of recruitment standards, and full financial responsibility. Russ Lyon Realty Company has extended its business into mortgage brokerage, title insurance, and expansion by franchise. Russ Lyon Realty franchises are located in Prescott, Flagstaff, and Sedona. With sales in 2004 expected to exceed \$2 billion, Russ Lyon Realty Company is considered one of the premier brokerages in the Southwest.

Brother Lyon's influence extends throughout Phoenix and the Valley of the Sun, where he served as founding President of the Arizona Real Estate Institute and President of the Scottsdale Board of Realtors and Court of Ethics for the Arizona Association of Realtors.

Other community activities include: Scottsdale Charros, Young Presidents Organization, World Business Council, Chief Executives Organization, Compass (Advisory Board), Heard Museum Life Member Trustee, Millicent Rogers Museum Life Trustee, Phoenix Art Museum Director, School of American Research Trustee.

Brother Lyon has lectured throughout the Young Presidents Organization on art collecting and he also served on many real estate panels.

Brother Lyon and wife, Janis, were honored in 2003 by the Heard Museum at its annual Moondance black tie event. His collection of Native American and southwest art was exhibited April through September 2004 at the Heard Museum in Phoenix. His collection has been on loan to many museums throughout the country, including the Whitney Museum in New York City, the Smithsonian in Washington, D.C., the Phoenix Art Museum, Museum of Arts and Crafts in New York City, Albuquerque Art Museum, Wheelwright Museum, Santa Fe NM, and Museum of Indian Arts and Culture, Santa Fe, NM, Desert Caballeros Museum, Wickenburg, AZ.

For his successes, Brother Lyon credits his father's sage advice and guidance as well as his brother, also a high achiever, who has served as a close friend and mentor. Above all, Lyon credits his wife of 34 years, Janis, who has encouraged and supported him throughout his entire career.