



C R E D I T • V A L L E Y
THE CREDIT VALLEY HOSPITAL

Hospital President Receives Two Prestigious Awards in Two Days!

FOR IMMEDIATE RELEASE (Mississauga, Ontario): Wayne Fyffe, President and CEO of The Credit Valley Hospital in Mississauga received two prestigious awards on two consecutive days in June.

On Monday, June 14th, Mr. Fyffe received the CEO of the Year Award from the International Association of Business Communicators (IABC) Toronto chapter, because “he understands the value of communications both internally and externally, including communications at the senior management table and for building trustful, long-lasting relationships with all partners.” The award, presented at the Sutton Place Hotel in Toronto, enticed business leaders from across the Greater Toronto Area.

In presenting the award Jo Langham, immediate past president of IABC, told the audience that Fyffe “believes in a participatory management approach encouraging staff to become actively involved in major decision making. Under his leadership, The Credit Valley Hospital has become more visibly accountable to its patients and public through public information evenings about hospital developments such as funding and expansion projects. He is currently leading his organization in a more than \$300 million expansion project that will see the creation of a regional cancer centre with an integrated ambulatory care centre. In addition, the project will see the long awaited inpatient wing built and facilities to fully implement a regional maternal/child centre.”

Fyffe shared the IABC honour with other high profile business leaders including: Edward Marra of Nestlé Canada (2003); David Booth of Compaq Canada Corp. (2002); Paul Tsaparis of Hewlett-Packard Canada (2001); Marguerite Jackson of the Toronto District School Board (2000); Rudy Riedl of Enbridge Consumers Gas (1999); Jeff Lozon of St. Michael's Hospital (1998); Paul Lucas of Glaxo Wellcome Inc. (1997).

On Tuesday, June 15th, the Mississauga West Rotary Club presented Mr. Fyffe with the Paul Harris Fellow award. Fyffe, who served as president of the club in 2002/03 was “recalled” to serve the remaining term of Mr. Bernie Nissen who died suddenly while in office. In making the award, Bart Wassmansdorf, past president and former assistant district governor noted that Fyffe, “while serving his first term in office, conveyed to the club a vitality, encouraged a renewed interest in International Service and urged the membership to think of the Rotary Foundation as a personal charity of choice through sustaining memberships.”

For More Information Contact:

Wendy Johnson,
Director, Community Relations and Communications
905-813-2617

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