

C-HIST  
PRI

Primus, Lance R.

Recognition ceremony in honor of Lance R. Primus /  
presentation of award for Village by Mayor John  
DeGrace. - Valley Stream Historical Society,  
May 11, 1990.

1 cassette.

NOTE: Recording of the recognition ceremony held  
in the Keller Auditorium at Central High School.  
Includes recollections of his high school days,  
comments regarding the New York Times, and words of  
advice to youth.

1. Primus, Lance R. 2. Valley Stream (N.Y.) - History.  
I. Valley Stream Historical Society. II. DeGrace, John.  
III. Title.

ADDITIONAL MATERIALS:

1. Outline of interview - Prepared by Helen Dowdeswell.
2. Photograph of U.S. Representative Raymond J. McGrath,  
Lance R. Primus, and Dr. John Glynn, taken May 11, 1990. \*
3. Program for Recognition Ceremony. \*\*
4. Newspaper headline and photograph announcing recognition  
ceremony, Maileader, 1990.

\*Original photograph is filed in the Valley Stream Historical  
Photograph Collection.

\*\*Original program is filed in the Valley Stream History Files.

VALLEY STREAM HISTORICAL SOCIETY ORAL HISTORY RECORDING AT CENTRAL H.S.

LANCE R. PRIMIS

- 1 Blank
- 5 Introduction - Recognition Ceremony in honor of Lance R. Primis  
Class of '64, President of the New York Times
- 20 Band music
- 30 Welcome and Introduction by Superintendent of Schools, Dr. Glenn  
Grube ; Resume of Mr. Primis' career
- 90 Presentation of Award by Mayor De Grace
- 160 Special Presentation by Congressman Raymond McGrath
- 200 Presentation by Dr. John Glynn, Central H.S. Principal- "Zero  
correlation between school grades and worldly success" - The  
importance of extra-curricular activities  
Presentation by Bernadette Rotolo, President of Student Council
- 260 Acceptance by Mr Primis- High school memories- the uniqueness of  
the Times - Advice to youth "Slow down and remember where you are."
- 370 Students questions
- 400 End



**Village of Valley Stream  
and  
Valley Stream Central High School District**

**Recognition Ceremony  
in honor of**

**LANCE R. PRIMIS**

**May 11, 1990, 9:45 a.m.  
Central High School's Keller Auditorium**

**Program**

Music by the Central High School Band  
Robert A. Pratt, Director

- Welcome and Introduction ..... Dr. Glenn E. Grube,  
Superintendent of Schools
- Presentation of Award by Village ..... Mr. John DeGrace,  
Mayor, Village of Valley Stream
- Special Presentation ..... The Honorable Raymond McGrath,  
U.S. Congressman, 5th Congressional District
- Presentation by Central High School ..... Dr. John Glynn,  
Central High School Principal  
Bernadette Rotolo, Central Student Council President
- Acceptance ..... Mr. Lance R. Primis
- Closing ..... Dr. John Glynn





## LANCE R. PRIMIS

Born in Brooklyn but raised in Valley Stream at 1664 Arkansas Drive. Lance Primis attended Shaw Ave. Elementary School, Memorial Junior High School, and was a 1964 graduate of Central High School where he lettered in soccer, basketball and baseball, was Senior Class Vice President, Tri-Class Council Vice President, and president of the Spanish Club.

Mr. Primis earned his B. A. in English from the University of Wisconsin, and later completed the Marketing Management Executive Program at Harvard Business School and the Stanford Executive Program at Stanford University.

He joined The New York Times in 1969 as a classified advertising sales representative and moved up through a variety of retail and classified advertising sales and executive positions. In 1980 he was named director of advertising; in 1981, vice president for advertising; and in 1982 senior vice president for advertising. In 1986 he was promoted to executive vice president and general manager.

Mr. Primis became president of The New York Times in April 1988, and maintains the title of general manager. As president and general manager, he is responsible for the entire business operation (excluding the news department) of the newspaper, including the advertising, circulation and production departments.

Mr. Primis serves on the board of directors of the Audit Bureau of Circulations, the Education Foundation for the Fashion Industries, and has joined the advisory board of the University of Wisconsin Foundation.

He and his wife Ellen Wildman Primis (also a 1964 graduate of Central) and their two children reside in Holmdel, New Jersey. His mother still lives in Valley Stream in the home in which he was raised. His older brother and sister, Ronald Primis and Sondra Primis Plotkin, are also graduates of Central High School.



LANCE PRIMIS

**Lance Primis To Speak at Central**