

HALL OF DISTINCTION

Class of 2022

INDUCTION CEREMONY

Thursday, October 6, 2022

Melvin C. Lenzy

Good evening everyone, it's my honor to introduce you to one of my dearest friends Melvin Claude Lenzy. I'm going to begin with his list of accomplishments. Melvin is one of the long list of Lenzy's to attend Canton Local Schools. He played baseball, ran track and played basketball here. He was an invaluable part of Jack's Cats 1990 state final four team. You can check YouTube for proof. Melvin graduated from Canton South in 1991 and then went to Purdue University. There he received his BA in Sociology in 1995. In 1996 he went on to attend Xavier University where he received his MBA. Melvin went on to work with the Portland Trailblazers, EA sports as head of marketing on Madden football and NCAA football. He also worked as a lead brand marketing leader at Nike where he focused on building global strategic marketing plans for athletes like Kobe Bryant, LeBron James and international soccer players, MLB players and MMA participants. He later went on to work at the NFL and then he was in charge of marketing for NBA2K. Currently he is the Chief Brand and Innovation officer at Legends a marketing company that has affiliations with Dallas Cowboys owner Jerry Jones and the Steinbrenner family of the New York Yankees. In 2019 he was chosen as a Purdue University Distinguished Alumni Award recipient.

I've known Melvin for my entire life. Our families have always been close, so we've been close. I always knew Melvin would be a great husband and a terrific father who would get way too emotionally wrapped up in Braden and Max's games. I remember Mel's wife Andy saying that when they were dating that she didn't know what Mel was going to do but he was going to be successful at it. That has always summed him up no doubt. Our barber used to say to me that Melvin figured it out that he was too small to make it professionally but he's still involved in sports. Melvin is a competitor. He was smaller than a lot of guys growing up but he would fight you in any contest or game.

The story of the smaller guy who battles isn't new. But the Melvin twist is that he's never had the look at me or it's about me attitude.

He's the ultimate hard worker not just for himself but for his team. Back when we played basketball in high school, I remember we had starters missing early in the year due to discipline. Melvin stepped in as a starter without hesitation and never complained once when he had to go back to coming off the bench. It didn't matter what position on the floor either. As we had games where post players got in foul trouble and Melvin would become a post player at the drop of the hat. I'm not going to lie, it was shocking to set that cross screen and see Melvin on the opposite block!

Melvin has always been about the team and we instead of me. Even after traveling all over the world like Carmen San Diego and hanging out with famous sports figures and celebrities. As my wife Chas says he is always just Melvin. He's the same guy we've always known and loved. The guy who has a layover in Cleveland and rents a car to come to Canton for wings at Harmons or some other establishment. Melvin's greatest attribute or super power is he makes everyone else feel special and a part of the team and the success. He has this magnetic personality that isn't overwhelming. He will outwork others but never tell you how much he's doing because he enjoys the grind and the success it brings. That's why when I told our friends about Melvin being inducted into this Hall of Distinction or any of his accolades, we all felt like it was our accomplishment as well. That's why we (family, friends, Cedar Gardens, Waco/Trump, Canton South, Purdue) all feel like his success is our success.