



## William Geoffrey Lyden III

August 31, 1952 - November 19, 2018

William Geoffrey (“Geoff”) Lyden, III, of Perrysburg, Ohio passed away on November 19, 2018 in his home surrounded by his loving family. He was born on August 31, 1952 in Youngstown, Ohio to William G. Lyden, Jr. and Donna (Binsley) Lyden. Geoff attended Campion Jesuit High School (1970) and graduated from the University of Notre Dame (1974). He married the love of his life, Mary (Bailey) in 1979 and has two sons; Dean Bailey Lyden and William G. Lyden, IV.

Geoff was the CEO of True North Energy, LLC (“truenorth”) which was founded in 1999, through a 50/50 partnership between The Lyden Company, previously known as Lyden Oil Company (established in 1919) and Shell Oil US. The Lyden Family has been in business for 99 years with the third and fourth generations presently in management positions.

truenorth is blessed with over 1,000 hardworking and dedicated employees. It was always Geoff’s priority that his employees work in a safe, healthy and happy working environment where individuals are empowered to succeed and share in the success of truenorth.

“Quality & Control” was his mantra and this has become a unified objective within the organization. His “Prescription for Happiness” was shared with one and all. “It’s very simple”, he would say. “Prioritize these “4” things in your life and your happiness is all but guaranteed”. Health, Family, Work and Friends. #1 – Health: stay fit, take care of yourself first; #2 – Family: love and cherish the time you have together; #3 – Work: give it all you got – work hard; be proud of your accomplishments and #4 – Friends: embrace them and the memories you have together.

Geoff lived his life by his principles and was passionate about fitness. He played tennis all his life but took his game to a different level after meeting his future father-in-law Dean Bailey, who challenged him on and off the court. He also enjoyed biking with his brother Mark and numerous friends. Geoff loved organizing fitness walks and other outdoor activities for family, employees and anyone else who wanted to join in. Time with family, was so important to him, whether with his cherished wife Mary, his sons and granddaughter or his large extended family. Geoff was a true friend to so many people throughout his life and the first one to respond when he saw a need.

Geoff had a zeal for life and a determination to leave his mark on the community and the business world. He believed that his family’s success was rooted in the fact that “giving

back” was the greatest reward for being successful. This devotion led him to pursue Board positions with educational institutions such as St. John’s Jesuit High School (Trustee/Chairman) and Lourdes University (Trustee Emeritus). Other affiliations included Toledo/Lucas County Port Authority (Chairman), Ohio Petroleum Marketers and Convenience Store Association (Chairman), Fifth Third Bank/NW Ohio (Director), Hospice of NW Ohio (Trustee), Seaway Food Town, Inc. (Director) and Capital Bank (Director). Geoff Lyden will be terribly missed. His bold leadership, philanthropist spirit, wonderful stories and Irish wit will never be forgotten. Let’s celebrate his life by keeping his highest priorities alive – always find a way to “give back” and choose the path to happiness! Geoff is survived by his wife of 39 years, Mary (Bailey) Lyden of Perrysburg; children, Dean Bailey Lyden of Brecksville and William G. Lyden, IV of Perrysburg; brothers, Mark (Sherri) Lyden of Pepper Pike, Breen (Tara) Lyden of Perrysburg, Paul (Laura) Lyden of Youngstown; sister, Mary Beth (Chuck) Johns of Naples; mother, Donna Lyden of Howland; granddaughter, Kayley Lyden of Toledo.

He was preceded in death by his father, William G. Lyden, Jr.

The family will receive friends on Tuesday, November 20th from 4:00 to 8:00 p.m. at the Coyle Funeral Home, 1770 S. Reynolds Road, Toledo, Ohio.

The Funeral Mass will take place on Wednesday, November 21, 2018 at 10:00 a.m. at Gesu Church, 2049 Parkside Blvd., Toledo, Ohio. In lieu of flowers, memorial donations to St. John’s High School, Gesu Church, Lourdes University or any other Catholic charity would be appreciated. Please leave a condolence message for the family at [CoyleFuneralHome.com](http://CoyleFuneralHome.com).

# Events

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**NOV** **Visitation** 04:00PM - 08:00PM

**20**

Coyle Funeral Home

1770 S. Reynolds Road, Toledo, OH, US, 43614

**NOV** **Funeral** 10:00AM - 11:00AM

**21**

Gesu

2049 Parkside Blvd, Toledo, OH, US, 43607

# Comments

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“ Country Basket Blooms was purchased for the family of William Geoffrey Lyden III.



November 29, 2018 at 11:36 AM

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“ I worked for Lyden Oil Co. in 1972 - 1980 under Bill Lyden Sr. Also as secretary for Geoff Lyden Jr. until 1980. He was well respected and he was a joy to work for. He always made sure we had a wonderful Christmas party for the company as well as a few gatherings out on the farm in Canfield, Oh.  
He made a name for himself because he had a good work ethic! I am sure he will be missed  
by his entire family and friends! Rest In Peace

Andrea (Campbell) Guyton, Hubbard , Ohio

Andrea (Campbell) Guyton - November 25, 2018 at 01:44 PM

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“ Mary:  
I was in the hospital and unable to attend any of the services. I am so sorry about your loss. My thoughts and prayers go out to you and your entire family.  
Mike Ducey

Mike Ducey - November 25, 2018 at 11:00 AM

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“ Sincerely,American Trademark Construction Services purchased the Simply Elegant Spathiphyllum for the family of William Geoffrey Lyden III.



Sincerely,American Trademark Construction Services - November 23, 2018 at 01:43 PM

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“ He would always go out of his way to let me know I was appreciated as a manager at our meetings. He will be missed.



Lisa Lewis - November 21, 2018 at 10:33 AM

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“ Heartfelt compassion to your family in this loss. I hold special memories of Geoff and all your family through the years at St. Ed's, and think of you often in prayer. I will continue to do so and am only grateful that Geoff is now with Jesus, and God has provided and promised that you will see him again. Much comfort to each of you. Hope it helps to know that God is holding Geoff in His arms and holding you in His heart. God's Love, Cyndi Amedia

Cyndi Amedia - November 21, 2018 at 01:21 AM

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“ To the Lyden & Bailey Families,  
My condolences to Mary, Mrs. Lyden (Donna), and the entire Lyden Family,  
My friend (pal), Geoff. He wasn't supposed to leave us yet! An anchor on "The Relay" team, Lyden, Coakley, Herald & Flanagan at YCC! We won everything! The times with Geoff and friends at Idora Park, Lyden Oil Day (Amoco) keeping the rides open late for all of us! Don't forget the yellow VW which I bought when Geoff left for high school - Champion. Working on Logan Ave. at The Top Value gas station with Geoff, Jack C., and Jack K., and myself. We were 15 years old! Taught us a few business lessons.

The travels to Ashtabula and Lake Erie. Swimming and diving in the middle of the lake. Trips to Ocean Reef in the Keys, on the Donna! Scuba diving classes with Geoff at YSU. Traveling to gas and oil conventions with Mr. "Bill" Lyden and Geoff. Geoff always was generous to invite me on the blue and gold plane to cover the conventions for one of my newspapers, The Gasoline News. There also are trips to Blossom Music Center with friends and of course, Mary Beth Lyden -Johns and friends. They had the drivers licenses. There were quiet times, too. Just enjoying Geoff and our friends' company.

So, we'll celebrate Geoff's life with an Irish Toast —

May the Road rise with Him

May the Wind be at his back

May the Sunshine warm upon His face and the rain fall softly on His fields

And Geoff,

Until we meet again, May God hold You in the palm of His Hand.

Love,  
Your Friend,  
Sean Flanagan & Family

Sean Flanagan - November 20, 2018 at 06:35 PM

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“ My deepest sympathy to the Lyden family. I went to St. Edward School with Geoff and have never forgotten him. He was a kind and caring young man. So sorry.

Shirley Libeg

Shirley Libeg - November 20, 2018 at 05:46 PM

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“ I'm so sorry to hear about Geoff 's passing. I would to extend my deepest sympathy to the Lyden Family. May God give you strength in this time of sorrow.

Bill Trautmann

Bill Trautmann - November 20, 2018 at 04:32 PM

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“ Sweetest Sunrise Bouquet was purchased for the family of William Geoffrey Lyden III.



November 20, 2018 at 04:20 PM

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“ Geoff was a great guy and a great friend. We spent time on the tennis court together and he was always giving and helpful to me and my family, Karen, Hudson and Mike. We grieve for him and he will be greatly missed. If I can ever be of any assistance in any way to Mary and the family if they are ever back in Florida, I hope that they will contact me. My sincere condolences to the family.

Allen Cohen and family



“ I am blessed to have known Geoff, Mary and the whole Lyden family. I had the pleasure to work day to day with him at TrueNorth for 7 years, and learned more about business, family, and love than from anyone else I had ever worked for. My heart is breaking for Mary and the whole family. It's so hard to put in words all the wonderful memories and heartfelt gratefulness you can feel for someone. My best memory was walking with Geoff and Mary on Saturday mornings along the River. He made everyone feel like they belonged and genuinely cared about someone's pain and successes. I pray for peace for the family and all his friends knowing his pain has ended and that he will go on to live in all of our hearts forever.

With deepest sympathy,  
Denise (Bowen) Crum

Denise Crum - November 20, 2018 at 02:55 PM

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“ Peaceful White Lilies Basket was purchased for the family of William Geoffrey Lyden III.



November 20, 2018 at 01:57 PM

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“ Bill & Linda Richards purchased the Enchanted Cottage for the family of William Geoffrey Lyden III.



Bill & Linda Richards - November 20, 2018 at 01:36 PM

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“ 1 file added to the album VIDEO TRIBUTE



**COYLE FUNERAL HOME VIDEOS** - November 20, 2018 at 11:59 AM

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“ Geoff Lyden was one of the best experiences I had growing up. He taught me how to play tennis and he loved life more than words can say. He was a champion. When he went over to visit his grandparents with his brothers his Grandfather would light up like a candle. (poppy) We were so blessed to have our family and our cousins.



**Mary Alesa Marshall** - November 20, 2018 at 11:32 AM

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“ I was very sorry to hear about Geoff's passing. I worked for him for many years and he was very good to me. Because of his generosity we had many good holidays. My sincere condolences to his family. Daisy Roper

**Daisy Roper** - November 20, 2018 at 11:27 AM

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“ Finest Farewell Spray was purchased for the family of William Geoffrey Lyden III.



November 20, 2018 at 10:43 AM

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“ My deepest sympathy to the family of William Geoffrey Lyden III. I worked in the Youngstown office with Mark, Paul and Laura and can sincerely say they treated all their employees like family. My thoughts and prayers are with you during this most difficult time. Love, Angela Cook

Angela Cook - November 20, 2018 at 09:13 AM

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“ 1 file added to the album VIDEO TRIBUTE



COYLE FUNERAL HOME VIDEOS - November 20, 2018 at 09:01 AM

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“ My fondest memories growing up included going out to Youngstown, Ohio during the Summers to visit Gommy, Poppy, Aunt Donna, Uncle Bill, and “The Cousins”. Geoff was a like big brother to me. He was bigger than life. Whether it was teaching me to drive in his vintage Porsche or water skiing with him at Green Pond or up at Lake Winnepesaukee, having fun and living life to the fullest was how Geoff rolled. What’s more, Geoff was always someone I could turn to for advice. He truly left a lasting impression on me by helping me learn, to live, to laugh and to love, life. I’m grateful to God to have had him as a part of my life. Eternal rest grant unto him. I wish my sincere condolence to Mary and the family.  
Cousin,  
Ward

Paul Wry - November 20, 2018 at 08:21 AM

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“ Dear Mary, Donna, and family:  
Sherry and I are keeping all of you in our Hearts and Prayers. We will always cherish our memories with Geoff. His infectious smile and kind words brightened every day.  
Love, Sherry & George McKelvey

George McKelvey - November 20, 2018 at 05:48 AM

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“ Love, Keith and Irene Bailey purchased the Divine Peace Bouquet for the family of William Geoffrey Lyden III.



Love, Keith and Irene Bailey - November 19, 2018 at 09:27 PM

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“ Sentiments of Serenity Spray was purchased for the family of William Geoffrey Lyden III.



November 19, 2018 at 07:03 PM

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“ Sweet Sincerity was purchased for the family of William Geoffrey Lyden III.



November 19, 2018 at 05:38 PM