



Lincoln "Link" Piazza

Dec. 11, 1918

Nov. 14, 2014

On November 14, 2014, Link Piazza passed away at his home in Hidden Valley at 95 years of age.

Link was born to Santino and Emma Piazza on December 11, 1918. He attended Mary S. Doten Elementary School, Northside Junior High and graduated from Reno High School. In 1938, with his brother Chet, Link founded The Sportsman sporting goods store.

In December of 1941, Link enlisted in the Army Air Corps. He became a B-25 pilot and completed 67 combat missions during World War II. He was awarded 14 medals for his service, including the Distinguished Cross. During the war, Link began a 58 year union in marriage to Helen Galbraith. After the war, Link and Helen started a family and had 3 children... Suzanne, Lynn and Craig.

Link and Chet resumed management of the Sportsman after the war, a career that would cover 60 years. Link served as president of the Western Sporting Goods Association and National Sporting Goods Association. In 1964, the business was selected as the National Winner of the Leadership Award in the sporting goods industry for small and medium volume retailers. He was also involved in a number of land development projects, including three shopping centers in Reno, and was a founding member of Hidden Valley Residential Community. He served on the Board of Directors for 55 years and was President for 23. Link was an active member in a number of community organizations, including the 20-30 Club, the Reno Rotary and the Sierra Sportswriters and Broadcast Association. He was the voice of UNR football and basketball games from 1947 through 1952. He was the co-host of the Sportsman's Corner television show, later known as Sportsman's Trails. This ½ hour program was broadcast for 28 years on local networks.

Passionate about his time away from the businesses, Link enjoyed chronicling his adventures with movies and still photography. He was an active bird hunter and skeet and trap shooter and was a member of the California Indians Shooting Club. Other leisure activities included golf and gin rummy. Together, Link and Helen traveled to many destinations around the world. Link was awarded a number of honors for his civic activities. These honors included Junior Achievement Laureate, Reno Chamber of Commerce Civic Leader of the Year, Reno YMCA Red Triangle, Humane Society Community Protection Award and the Board of Regents Nevada System of Higher Education and Distinguished Nevadan. Later in life, philanthropy became Link's calling including donations to Reno High School, Nevada Humane Society, University of Nevada Reno Athletic Department, Reno YMCA, Reno Rotary, Rotary International, Saint Mary's Hospital, City of Reno Community Center, Pet Network Animal Friends of Incline Village.

Link's mottos in life included the title of his autobiography, It Can Always Be Worse. Never Give Up. Link will be missed, but not forgotten. He left behind a lasting legacy.

He was preceded in death by his parents, brothers Louis and Chet, sisters Olga and Melba, wife Helen, daughter Suzanne and son Lynn. He is survived by his son Craig and beloved dog Lily. The family would like to express their deepest gratitude to Dr. James Atchison, his staff and the staff at Sierra Home Health Care, Diana, Michael, et al for their compassion and professional manner while attending to Link's needs for the past four years. Visitation hours are scheduled for Monday, November 24th from 4:00 pm - 8:00 pm at Walton Funeral Home, 875 W. 2nd Street in Reno. Private entombment will take place at Mountain View Cemetery. Memorial contributions are suggested to the Nevada Humane Society, 2825 Longley Lane, Reno, NV 89502. -