

Comm 82

WILLIAM T. CRESON

Mr. President, I have the honor and the privilege of presenting WILLIAM T. CRESON, President of the Crown Zellerbach Corporation, as a candidate for an honorary degree.

Born in Lafayette, Indiana, he was trained as an engineer at Purdue University. After serving in the U.S. Army, he took his MBA at the Wharton School of the University of Pennsylvania. In an era when, more than ever before, our society needs creative management and imaginative leadership in the efficient utilization of our human and natural resources, consistent with their conservation, renewal and continued development, Mr. Creson has made a major impact and contribution.

He launched his business career with the Packaging Corporation of America, rising to Vice President in 1967. The following year, he moved to the Brown Company where his outstanding performance led to his being promoted to Senior Vice President, General Manager, and member of both the Executive Committee and the Board of Directors. Among many innovations, he was responsible for the creation of the Brown Company's paper recycling program. His unique abilities led, in 1976, to his appointment as an executive vice president with the Crown Zellerbach Company, one of the nation's leading firms in forest products. In October, 1981, he was elected President, Chief Executive Officer, and Chairman of the Board of Directors of this company. He also serves on the Board of several other firms.

Mr. Creson has made his mark, as well, as a concerned citizen in support of those causes and ideals which enrich and strengthen the broader society. Included among these many activities have been his membership on the Board of Directors of Goodwill Industries of Southwestern Michigan, his Chairmanship of the Recycled Paper Institute, his participation in the social action programs of the Kalamazoo Chamber of Commerce, and his work for the United Way. He served on the Board of Trustees of Kalamazoo College, from which his son, Bill, graduated in 1978. Thus, he is no stranger to this community, to which he has contributed in so many ways.

In recognition of the important role which responsible corporate citizenship plays in enhancing the quality of any community, and the ways in which William Creson and the companies he has served and now leads have demonstrated that citizenship, I recommend that upon WILLIAM T. CRESON be conferred the honorary degree Doctor of Laws.