

ELLIOTT M. ESTES

.337
C58
f
[1975]

Mr. President, I have the honor to present as a candidate for an honorary degree, Elliott M. Estes, who has served his society and his corporation with distinction.

A native of Michigan, he was educated at General Motors Institute and the University of Cincinnati. He served in a variety of research, engineering, and executive capacities in the Oldsmobile, Pontiac, and Chevrolet Divisions and was responsible for the introduction of many new design and engineering features.

As Vice President, he then had charge of Overseas Operations for General Motors and headed significant international expansion of the Company. When the pressure on the corporation to withdraw from operations in South Africa was at full tide, he argued persuasively that "General Motors' economic presence in South Africa is our greatest contribution to progress in that country." Sensitive to the complex moral issues involved and advocating working within the system to effect change, he sought to open supervisory positions to black natives, abolish segregation in eating facilities, and improve the educational opportunities available to victims of apartheid.

In 1974, he was named President and Chief Operating Officer of the General Motors Corporation. Under his leadership, General Motors has provided corporate leadership in the employment of minority personnel and has demonstrated that one of the world's largest private employers can achieve humane industrial relations.

A fair-minded and ethically sensitive leader of a giant industrial corporation, he represents the combination of leadership skills, concern for individual rights, and service to society that Kalamazoo College prizes and for which it hopes in all its graduates.

Therefore, on behalf of the Faculty of Kalamazoo College, I am pleased to recommend that upon Elliott M. Estes be conferred the honorary degree, Doctor of Laws.