

August 26, 2004

Ms. Susan Jacobson, FASLA
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001



Michigan Chapter American Society
of Landscape Architects
535 N. Capitol Ave.
Lansing, Michigan 48933
PHONE 517 485-4116
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<http://www.michiganasla.org/>

Re: Nomination of William C. Main, President, Landscape Forms for Honorary Member

Dear Ms. Jacobson,

As the Trustee from Michigan, I am honored to nominate Mr. William Main to be named an Honorary Member of ASLA for his endless support of landscape architecture.

Bill Main has been an active supporter from the late 1970's with most of his career spent in the management and ownership of Landscape Forms. Landscape Forms has been a leader in the development of site furnishings that have been integrated into projects worldwide. He has led his firm with sincerity to be creative and to respond to our design trends and ideas.

Bill Main joined Landscape Forms in 1985 as National Sales Manager. He assumed full marketing responsibilities soon after. Mr. Main was named General Manager in 1989 and went on to become President of Landscape Forms in 1993.

He is a member of the board of directors at Thomson-Shore, Inc. Thomson-Shore is a leading printer of short run books located in Dexter, Michigan.

In 1996 and 1997, Mr. Main served as Chairman of the Scanlon Leadership Network. He has also served on the Scanlon Board for several years. The Scanlon Leadership Network is a non-profit association developed from the innovative work of Joseph Scanlon during the 1940s and 1950s. As a staff member of the United Steelworkers of America, Scanlon believed that a company's health and survival required a climate of cooperation rather than competition between labor and management. He used his ideas to improve productivity, thereby saving many organizations and jobs. He not only pioneered employee involvement, he was one of the early developers of gain sharing. The Scanlon Leadership Network of companies share a corporate culture rooted in the Scanlon Principles of Identity, Participation, Competence, and Equity. Scanlon Principles have been helping Landscape Forms grow and prosper since they were adopted in 1981.

After Bill Main earned a Bachelor of Landscape Architecture degree from Michigan State University in 1975, he worked as a landscape contractor for eight years. He then returned to Michigan State University and earned a Master of Business Administration in Marketing in 1983.

Landscape Forms, Inc. is one of the world's premier designers and manufacturers of outdoor commercial furnishings. Founded in 1969 and headquartered in Kalamazoo, Michigan, the Landscape Forms message focuses on:

- expertise in the development of public space;
- belief in the power of design and its ability to influence and elevate the quality of public space;
- high quality products that last; and
- timely, friendly and efficient customer service

The company is a recognized as a leader in the industry for its creative designs and durable commercial-grade site furnishings. Products include exterior seating systems, benches, tables

and chairs, umbrellas, wheelchair-accessible picnic tables, planters, litter receptacles and ash urns.

As a result of its focus on design, Landscape Forms has won several design awards over the years. Most recently, Landscape Forms' Arcata bench was honored with a Silver IDEA award in the 2001 Industrial Design Excellence Awards (IDEA) competition sponsored by the Industrial Designers Society of America (IDSA) and *Business Week* magazine. Other awards include a gold award, Best of NeoCon and a gold IDEA for the Solstice Sun Shade design; a silver award, Best of NeoCon for the Equinox Umbrella; and two bronze IDEA awards for the Hyde Park Bench and Carousel Table designs.

Recently Landscape Forms completed a two-year study co-sponsored with frog design, which resulted in a White Paper titled *Creating the Built Environment: Issues and Trends in Design*. More than two hundred high-profile practitioners in the design professions were invited to share perspectives on big issues in design. They were architects, landscape architects, planners, interior designers, writers and editors, academics, local government officials and representatives of professional organizations. The exchanges took place in fifteen cities at roundtables as part of their research for a new collection of site furniture products. The findings from the sessions proved so valuable that the sponsors gifted them to the Landscape Architecture Foundation for distribution to students. The White Paper is available to any interested individual.

Landscape Forms has placed a strong emphasis on the importance of educating students enrolled in the landscape architecture curriculum and makes frequent presentations to student chapters of ASLA, emphasizing the importance of design and its impact on individuals and communities. These programs have been a feature of student life at Michigan State University for over 20 years.

The ASLA official publication, *Landscape Architecture*, has been a vital element in Landscape Forms' marketing communications plan. A five-year relationship with the magazine has included a monthly full-page, four-color ad. In addition, extra space has been added to the contract for 2005 as part of Landscape Forms' launch plan for a new line of products. Other contracts with the magazine have included adding clear plastic bags of product literature to the subscriber distributions.

Landscape Forms has supported other ASLA initiatives including sponsorship of guest speakers at ASLA annual conventions, underwriting portions of professional meeting activities and special sponsorships of activities at the conventions. The company has also been one of the larger exhibitors at the annual EXPO for the past ten years.

In addition to gifting the White Paper to the Landscape Architecture Foundation, the LAF has been the recipient of special funding from Landscape Forms for a number of years. Landscape Forms has also served as a sponsor of a number of LAF's special events.

Landscape Forms' client list includes New York City's 34th Street and Grand Central Partnerships, AOL, Hewlett Packard, Universal Studios, Harvard University, Western Michigan University, Nike, Cisco Systems, Disney, Chrysler, MicroSoft, Mayo Clinic, Lincoln Park Zoo in Chicago, and Marriott to name a few.

Bill has been a constant and steadfast supporter of the student Landscape Architecture Programs and the student clubs, our Michigan Chapter, National ASLA, and LAF. It is with over twenty-five years of continuous support and involvement with landscape architecture that I present Bill for this great honor.

Sincerely,

Pamela M. Blough, ASLA
Michigan Chapter Trustee

30 August 2004

Board of Trustees
American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

RE: Nomination of Bill Main as an Honorary Member of ASLA

Dear ASLA Trustees:

My relationship with Bill Main goes back over twenty years. Even at that young age, you could tell he was going to have great success. He has what every great landscape architect needs to succeed: a brain that works overtime!

He moved on to Landscape Forms Inc. in Kalamazoo, Michigan and eventually became president of that firm. He offered his vision and drive to the company that now stands as one of the premier suppliers of quality outdoor furniture. But it didn't stop with his ideas. He directed Landscape Forms to keep open communications with landscape architects to define customer needs and provide solutions to meet those needs. As a result, they have achieved national success.

Bill Main and Landscape Forms have also been very supportive of the ASLA on both a national and local level. You could always count on Landscape Forms to "give back" to the profession. In my opinion, that speaks volumes about his dedication to our profession.

For these reasons, I'm pleased to offer my support for Bill Main as an honorary member of American Society of Landscape Architects.

Gregory Baughman, ASLA
President

B R *i*
Beckett&Raeder

Landscape Architecture
Planning & Engineering

August 30, 2004

ASLA Board of Trustees
C/O ASLA
636 Eye Street NW
Washington, DC 20001

RE: Letter of Support for the Nomination of Bill Main as an Honorary
Member of ASLA

Dear ASLA Trustees:



initiative

As president of Landscape Forms Inc., Bill Main has provided the primary leadership of a company dedicated to meeting the design needs of landscape architects and other design professionals in the area of high quality outdoor furniture. Through Bills leadership, Landscape Forms has supported the Landscape Architecture Profession. His company goes beyond other site furnishing manufacturers to involve the design community in developing new products. His company has hosted design charettes for future product development, providing landscape architect practitioners input in the development of new products.

Beyond his dedication to his company, Bill has unrelentingly supported the ASLA through conference sponsorships, MASLA special events, and dedicated service to the profession. In times where involvement in the ASLA has faltered, Bill has maintained his commitment to the ASLA on both national and local chapter levels.

I strongly support the Honorary ASLA Membership for Bill Main.

Deborah J. Cooper, ASLA
Partner

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August 18, 2004

ASLA Board of Trustees
c/o ASLA
636 Eye Street NW
Washington, DC 20001

RE: Letter of Support for the Nomination of Bill Main as an Honorary Member of ASLA

Dear ASLA Trustees,

On behalf of the board of directors of the Landscape Architecture Foundation, I am writing to express our support and great enthusiasm for the nomination of Bill Main to Honorary Membership in the American Society of Landscape Architects.

In 1998, I was part of an LAF group who traveled to Kalamazoo, Michigan to meet with Landscape Forms' President Bill Main and Founder John Chipman, Sr., ASLA, to request an extraordinary level of support for the *Second Century Campaign for Landscape Architecture*.

As a result of that meeting and the leadership of Bill Main, Landscape Forms has supported the profession, through LAF, over the past seven years as one of its most generous and steadfast donors.

Upon making the commitment to support the campaign in 1998, Bill Main said, "There are three reasons why we've made this commitment. The first is our long and deep relationship with landscape architecture and landscape architects. We were founded by a landscape architect and several members of our staff are trained as landscape architects, and we believe very strongly in the profession and professionals that we work with. Secondly, we are very encouraged to see LAF and landscape architects investing in their profession in this way. It is so important to invest in the profession and to be assertive about doing so, which LAF is making possible for the profession. Lastly, Landscape Forms is proud to have been asked to play a leadership role in the profession through this campaign, and happy that we could make this kind of commitment to the future of the profession."

He went on to say that although the gift was a significant investment for them – at a level they had never been asked to make before – it was clear to Landscape Forms that investing in the profession was definitely something they should do.

Landscape Forms' continuous support for the ASLA and its local chapters goes back even further. It would be almost impossible to recount the numerous examples of support provided to ASLA and chapter events and products over the years, a commitment that Bill Main has sustained since being named president in 1993.

Founded in 1969 by landscape architect John Chipman, Sr., the company has supported the landscape architecture community for three and one half decades through direct support and by making design an integral part of its work, as part of their service to designers. Their commitment to design has resulted in a number of design awards over the years, most recently a Silver IDEA award in the 2001 Industrial Design Excellence Awards (IDEA).

Bill Main, who holds an undergraduate degree in landscape architecture, as well as an MBA in Business Administration-Marketing, has supported the profession through his unstinting support to ASLA and LAF, as well as astute management of the company, and guardianship of its legacy of stellar design and service.

On behalf of the board of directors of LAF, I am honored to have this opportunity to support the nomination of Bill Main for Honorary Member of ASLA.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Everett', with a long horizontal line extending to the right.

Susan Everett, FASLA,
Executive Director

MICHIGAN STATE
UNIVERSITY

8.17.2004

ASLA Board of Trustees
C/O ASLA
636 Eye Street NW
Washington, DC 20001

RE: Letter of Support for the Nomination of Bill Main as an Honorary
Member of ASLA

Dear ASLA Trustees:

As president of Landscape Forms Inc., Bill Main has provided the primary leadership of a company dedicated to meeting the design needs of landscape architects and other design professionals in the area of high quality outdoor furniture. Historically, Landscape Forms has been a company that continuously supports the Landscape Architecture Profession and has focused on continuous communication with the design community to define customer needs and product solutions to meet those needs.

Bill Main 's vision has been to build company growth and success based on understanding and supporting Landscape Forms ' customers – "the design community". To this end, he has always maintained a policy of strongly supporting ASLA on both national and local chapter levels.

For these reasons, I support the Honorary ASLA Membership for Bill Main.

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DIVISION OF
**CAMPUS PARK
AND PLANNING**

Jeffrey R. Kacos
Director

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Jeffrey R. Kacos
Director



18 August 2004

American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

Re: Bill Main, Landscape Forms Inc.

To Whom It May Concern:

Landscape Forms is a company producing very high quality outdoor furniture products that continually supports the Landscape Architect profession. They have also focused on communication and research within this design community to develop products to best service both the designers and their ultimate clients/customers. And the leadership that Landscape Forms has shown as an organization has certainly come very directly from the leadership of Bill Main, their president. Bill's vision and zest for company growth have been successful due to his total partnering with the Landscape Architect profession at the local and national levels.

As a result, I am in total support of Bill's nomination for honorary membership in ASLA. He is most deserving of this honor!

Sincerely,
Landscape Structures Inc.

Barb King
President

Cc: Shirley Huber



photo: jim powell