



ASLA

AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS  
NORTHERN  
CALIFORNIA  
CHAPTER  
5 THIRD STREET  
SAN FRANCISCO  
CA 94103  
974-5430

Board of Trustees  
c/o Carolyn Mitchell, Honors & Awards Coordinator  
American Society of Landscape Architects  
636 Eye Street, NW  
Washington, DC 20001

Dear Members of the Board:

On behalf of members of the ASLA Northern California Chapter, it is my distinct honor to recommend William B. Callaway to receive the ASLA Medal for his lifetime achievements. His contributions to the profession, have had a unique and lasting impact on the welfare of the public and the environment.

Bill Callaway has 40 years of experience in the profession of landscape architecture, the past 38 of which have been spent at SWA Group, where he has worked his way up from draftsman to president, and now serves as CEO. Due in large part to recognition of Bill's leadership in the profession, in 2005 SWA became the third firm in ASLA history to receive the Landscape Architecture Firm Award.

Bill grew up in the agricultural landscape of California's Central Valley and developed a deep appreciation for the land. Over the years, he has worked on many award-winning projects at a wide range of scales—from thousands of square feet to thousands of acres—both nationally and internationally. Breaking the typical CEO mold, he remains an active, hands-on designer, devoting about two-thirds of his time to working on projects, considering himself first and foremost a design principal. Just as importantly, he has been mentor and friend to many eminently successful designers, and has helped to mold SWA into a design leader among larger landscape architecture and planning firms.

Bill's personal leadership, charisma, and professional passion have inspired many designers to retain an idealistic view of the profession and the world. He has been dedicated to creating a company environment and culture that is humanistic, egalitarian, participatory and supportive of professionals, with attention to fairness, openness and widespread

participation in company earnings and professional opportunities. Bill has excelled as both a designer and a company leader.

His many accomplishments encompass both design excellence and leadership in firm management. Bill's design philosophy is simple:

*"Listen to the land. Don't have a shtick—all design problems are unique and deserve unique solutions. All people deserve thoughtful design."*

Throughout his career, Bill has touched the lives of literally thousands of landscape architects, allied design professionals, builders, and clients. He continues to inspire us today and we are proud to submit his nomination for this great honor.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Jeff George". The signature is fluid and cursive, with the first name "Jeff" and last name "George" clearly distinguishable.

Jeff George, ASLA  
President