



THE PHOENIX AWARD® COMMITTEE

1986 PAC Winner

William M. Davidson

William M. Davidson has been the driving force behind Guardian's growth from a small, financially trouble, windshield manufacturer to a Fortune 500 multinational enterprise, with operations in all facets of flat glass manufacturing as well as fiberglass production and photo processing.

Mr. Davidson has achieved this record with a management style that focuses on fostering an entrepreneurial spirit, hands-on-management at all levels, and an absence of corporate layers and bureaucratic red tape.

By the late 60's Guardian had expanded into fabrication and architectural glass, but was still dependent on others for its raw glass needs. In 1970 Guardian opened a float glass plant, becoming the first new company to enter the flat glass business in the U.S. in fifty years.

In the second half of the 70's, Guardian was a pioneer in the development and application of coating technology, and remains an industry leader today, with a full line of both low emissivity and reflective glass. Guardian entered the Western European glass market in 1981 by constructing a new float facility in Luxembourg.

Today Guardian has seven float lines, two rolled glass manufacturing facilities and eleven fabrication facilities, numerous automotive glass wholesale distribution centers, and retail branches, two fiberglass insulation manufacturing plants, nine photo finishing plants collectively employing over 6,000 persons.

Mr. Davidson is an active businessman, with interests that extend beyond Guardian, including a wholesale drug distribution company, a surgical supply company, the Detroit Pistons Basketball Club and Detroit area philanthropy.