

## **Honorary Membership Nomination Narrative**

Nominee: Mark Munley, Affiliate ASLA  
Vice President  
Firestone Building Products  
250 West 96th Street, Suite 100  
Indianapolis, IN 46240

Nominator: Richard H. Powell, ASLA

ASLA is very fortunate to count nearly 1,000 good friends in the building product and service industry who support our organization through advertising, exhibiting, sponsorship, and corporate membership each year. Their support provides nearly half of our annual operating revenue, allowing us to produce our magazine, annual meeting, and trade show, as well as to strengthen and grow our advocacy and public relations programs over the past decade. Mark Munley, Affiliate ASLA, of Firestone Building Products, has been a leader among these good friends and I am honored to nominate him for honorary membership in our organization.

Mark joined Firestone in 1999 as a national accounts manager in the Specialty Products Division, rising through the ranks to be named vice president in 2009. This division produces a wide range of roofing and water containment membranes, insulation, and accessories.

### **Going Green**

Mark has been instrumental in expanding Firestone's business to meet the growing demands for sustainable products, including landfill, waste management, water conservation, stormwater management, and wastewater management. He was a key player in development of the first of its kind Solar Landfill Cap in San Antonio, Texas. With the aid of the Firestone membrane product, this project will turn a landfill into a sustainable energy park, generating two types of alternative energy: anaerobic biodegestion and solar power from photovoltaic cells adhered to the Firestone product. Mark also helped develop the use of the Firestone liner material to create underground stormwater catch basins to store water for irrigation. These sustainable stormwater systems have been installed in many high school, college, and professional athletic facilities, particularly in the desert Southwest where water is at a premium.

He has been a board member of the National Association of Pond Professionals (NAPP) since 2005 and has been active in its work with the Environmental Protection Agency (EPA) in developing the WaterSmart program requirements. Mark brought ASLA to the table to provide the EPA with professional feedback on proposed requirements that would have inhibited the landscape architect's ability to design and specify sustainable water features in projects of all types and scales. His quick action helped shape these

guidelines to allow landscape architects to use their expertise and creative abilities to provide appropriate solutions for water conservation, capture, and reuse.

Mark has actively sought ASLA member feedback on Firestone product development, performance, and use. He has brought in ASLA members to meet with the Firestone product design team and incorporated their ideas into product development.

### **Support of ASLA**

Mark is an affiliate member of ASLA and led Firestone to become a Corporate ASLA member in 2003. In addition to advertising in *Landscape Architecture* and exhibiting in EXPO, for many years, Mark has directed Firestone to provide one of the largest sponsorships for the ASLA annual meeting. For several years, Firestone sponsored the "official meeting bag," but last year, noting that that many exhibitors had ceased handing out printed materials at EXPO in order to be more sustainable, Mark suggested the attendee gift be changed to a sustainable aluminum beverage travel tumbler. This proved extremely popular with attendees, and more than twice as many attendees picked up the gift than in previous years. Firestone was the first annual meeting sponsor to renew its commitment for the 2010 meeting, and will provide support for the ASLA Awards Presentation and Video.

When ASLA decided to build its green roof demonstration project, Mark's advice and direction on product solicitations was invaluable to saving hundreds of thousands of dollars for the Society.

Despite the recent recession, Firestone's financial support has not wavered. In fact, Mark has become even more active in ASLA personally, attending member events throughout the annual meeting, including the Honorary Members and National Leaders Reception, the Council of Fellows Investiture, the Gala, and the President's Dinner. Many of us have had the opportunity to get to know him and enjoy his quick wit and infectious enthusiasm for the profession of landscape architecture.

### **A Friend of the Profession**

A native of Paoli, Pennsylvania, Mark is a graduate of Pennsylvania State University where he played on the soccer team. He and his wife Lynne have two children and reside in Zionsville, Indiana, where Mark serves on the board of the Zionsville Youth Soccer Association.

Mark has shown incredible generosity in his company's support of ASLA, but he has also demonstrated that he shares our mission of environmental stewardship. Those of us who have had the privilege of meeting Mark, know he is one with us in seeking new ways to protect the earth's resources. We should recognize his friendship and good work with honorary membership in our Society.

N i m r o d L o n g  
A n d A s s o c i a t e s

L O N G

L a n d P l a n n e r s  
L a n d s c a p e A r c h i t e c t s  
U r b a n D e s i g n e r s

ASLA Board of Trustees  
C/O Carolyn Mitchell, Coordinator  
636 Eye St. NW  
Washington, DC 20001

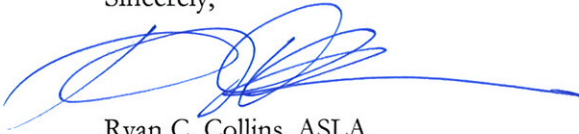
RE: **Honorary Membership for Mark Munley**

Dear Board of Trustees,

I fully support the nomination of Mark Munley to become an honorary member of ASLA. As a member of the Finance and Investments Committee, I can attest to the important role our sponsors, advertisers, and exhibitors have played in helping the Society emerge from the recession with most of our programming and staff intact. Through Mark's efforts, Firestone's support for ASLA has never wavered. More importantly, his personal contributions to the advancement of the state of the art of the profession at large are over and above the typical corporate sponsor's support. Therefore I believe honorary membership is a fitting way to recognize his leadership and show our appreciation.

Thank you for your consideration of Mark Munley.

Sincerely,



Ryan C. Collins, ASLA

ASLA Board of Trustees  
636 Eye St. NW  
Washington, DC 20001

PM BLOUGH  
1640 Gladys Ave.  
Grand Haven, MI 49417  
Phone: 616-847-2010

Dear Trustees:

It is important that we, as leaders of ASLA, recognize significant individuals who are as much a part of our landscape architecture profession and organization as ourselves. Mark Munley, Affiliate ASLA, should be one of those recognized individuals by bestowing upon him Honorary ASLA status.

Mark Munley is Vice President of Firestone Building Products, who since joining Firestone in 1999 as the Specialty Products Division Manager, has been integrated within our profession providing a wide range of support and innovation for landscape architecture sustainable designs and project construction. Mark, through Firestone Building Products, has supported product development for many sustainable solutions including water conservation, stormwater management, and wastewater management which our profession strives to lead.

Mark has promoted ASLA and landscape architects as leaders in sustainable design solutions including coordination with the EPA to insure that landscape architects have an active role in WaterSmart Programs. He also includes landscape architects directly into Firestone's product research processes to capture the essence of our visions and dreams for our planet earth. Mark participated, volunteering his time, to assist in the development of ASLA's Headquarters green roof ensuring that ASLA constructed a cost effective and excellent solution to guarantee long life and viability to our demonstration project.

Some may feel that this nomination is being based on the never ending financial support that Firestone Building Products has provided ASLA over many decades. This would be a very short-sighted view. It is partners like Mark who help us lead and build our industry. Mark and Firestone also lead by example, setting the bar high for other industry vendors. Firestone has provided one of the largest sponsorships for the ASLA annual meeting in a time of economic hardship keeping learning opportunities open for all landscape architects. For many years, through Mark, Firestone has sponsored the Expo Hall give away, which not only benefits Firestone, but also the other vendors in the hall through attracting persons into the hall, as well as conference attendees.

As a person who has invested his career in enabling landscape architects to create sustainable and lasting designs, as a person who daily embraces who we are, and as a constant supporter and cheerleader, I support the nomination of Mark Munley for Honorary ASLA membership.

Respectfully,



Pamela Blough, ASLA  
Vice President of Finance  
ASLA National Board of Trustees

ASLA Board of Trustees  
c/o Carolyn Mitchell, Honors Coordinator  
636 Eye St. NW  
Washington, DC 20001

Dear Friends:

I am writing to endorse the nomination of Mark Munley for honorary membership in ASLA. We all greatly appreciate Firestone's significant support at the national level of our annual meeting and magazine and their invaluable support at the chapter level as well, particularly during the recession from which we are emerging.

Beyond the financial support Mark separates himself from our other supporters in that he shares our mission of environmental stewardship. He has been instrumental in expanding Firestone's product offerings to meet our needs for sustainable solutions to design challenges. He also engaged ASLA in industry efforts to shape public policy on effective water management and to protect our professions ability to be involved in these types of projects.

I believe Mark is more than deserving of this recognition and I hope you will join me in supporting his nomination for honorary membership.

Respectfully,



Chris Della Vedova, ASLA LEED AP  
Iowa Chapter Trustee

