

## **Honorary Membership Nomination Narrative**

Nominee: Fred Stanback, Jr.

Nominee's Address: 507 West Innes Street #270

City/State/Zip: Salisbury, NC 28144

Phone: 704-647-1551 (c)

Nominator: Timothy W. Maloney, NCASLA, Trustee

Fred Stanback is a landscape conservation hero that few people have ever heard of. Born into the Stanback Headache Powder family, he has quietly and strategically enabled conservation of many of North Carolina's iconic landscapes. He invested his portion of the proceeds from sale of the family business; thereafter managing his assets, as well as seeking opportunities to embrace and enrich the future of his native State.

Fred has a special affinity for the Blue Ridge Parkway (BRP) and recognizes that its greatest assets, scenic character and green infrastructure, are not adequately protected by its 800'-1,000' wide corridor through the mountains. As a dependable partner with the NC Clean Water Management Trust Fund, NC Nature Conservancy, The Conservation Fund, Conservation Trust for NC, and multiple local land trusts he has provided matching funds to protect properties along the BRP. He has insured the quality of experience for tens of millions of annual BRP visitors through the conservation of natural and historic landscapes. Similarly, he has collaborated with the NC Wildlife Resources Commission and NC State Parks, as well as the Pisgah and Nantahala National Forests to expand their land holdings within the BRP's viewshed. Cumulatively, more than 62,000 acres have been conserved through these partnerships over the past two decades.

His commitment to the BRP has been a catalyst for conservation actions that contribute to the history of Landscape Architecture in the United States. Beginning with Frederick Law Olmsted's advocacy for protection of Yosemite and Frederick Law Olmsted, Jr's participation in the drafting of the National Park Service Organic Act, continuing with realization of Benton McKaye's planning philosophy and vision for a regional buffer and trail along the Appalachian Mountains, and then actualized through the talents of Stanley Abbott and numerous other landscape architects in the creation of a living monument.

Fred also had a matching-funds role in transitioning two private-commercial tourist attractions into the NC Parks system as public land and amenities. Chimney Rock opened to the public just after 1900, but did not become a State Park until 2005. It features its namesake's 26 story monolith and 400 foot cliffs towering over the ten mile long Hickory Nut Gorge. Today it offers more than 3000 acres with 550 species of vascular plants, including 32 ferns and

fern allies, and several species of NC endangered, threatened and candidate plant species. Grandfather Mountain towers nearly a mile above the surrounding valleys of the Blue Ridge Mountain's. It was first documented by botanist Andre Michaux in 1794 in recognition of its alpine-like vegetation and vistas, its streams cascading down into the foothills, and more than a dozen distinct ecological zones stretching across the landscape. Seventy-plus species of rare, threatened and endangered plants and animals populate this rugged mountain's significant peak: a United Nations International Biosphere Reserve. In 2008, after a century of operation as a tourist attraction, about 2500 acres were acquired for a State Park, and a conservation easement was secured by The Nature Conservancy on nearly 4000 adjoining acres.

Fred is passionate about landscape conservation and understands that it needs to be a high priority. "Natural areas are disappearing," he has remarked. "Once they are gone, they are gone ... natural area has to be preserved now".

He also believes that the multi-generational aspect is critical. "It is important for people to get outside; particularly for children", he has said. The Stanback family is a benefactor of Catawba College in Salisbury, NC. Their generosity has resulted in the construction of the facility that houses the educational Center for the Environment, along with the dedication of the adjoining 189 acre Fred Stanback, Jr Ecological Preserve. Through scholarships, internships, work-study program, summer environmental camp sessions for high schoolers, special lectures open to the public, and other opportunities, his conservation philosophy is being realized. Beyond this local connection, he and his wife have also funded the Stanback Internship Program at Duke University, which is his alma mater. For two decades the program has matched students with community nonprofits.

Fred understands how critical it is to stop exploitation of the environment. "You can't buy all of the land, so you have to have some rules and regulations to protect the land", he has said. His active support of and presence at NC League of Conservation Voter's annual banquets shows how serious he takes this. He has also quietly supported litigation by nonprofit environmental law organizations over contemporary risks to environmental protections and conservation initiatives.

Through the majority of his adult life, Fred Stanback has been in the position to follow his passions. Fortunately for NC, the county's ninth most populous state, his passion includes respect for the breadth and diversity of its exceptional landscape. His motivation over these several decades reflect and support the goals of landscape architecture. His direct and/or indirect collaboration with many landscape architects in both the public and private realms has benefited the work they do, and the profession itself.

His leadership and outreach over time make him an excellent candidate for Honorary ASLA Membership.



IN REPLY REFER

## United States Department of the Interior

NATIONAL PARK SERVICE  
Blue Ridge Parkway  
199 Hemphill Knob Road  
Asheville, North Carolina 28803



JAN 13 2017

Honorary Membership Nomination  
ASLA  
636 Eye Street, NW  
Washington, DC 20001-3736

Dear Distinguished Committee Members,

It is with great enthusiasm that I write this letter in support of honoring Fred Stanback as an Honorary Member of the American Society of Landscape Architects. Mr. Stanback has provided tireless advocacy and support for the cause of protecting critical landscapes adjacent to the Blue Ridge Parkway that is beyond the scope of any other individual contributor.

The Parkway was carefully designed to balance the natural and scenic features of the southern Appalachian mountain region with outdoor recreation opportunities at regular intervals. As the Parkway wraps up celebrations of the National Park Service Centennial year, the Parkway is more imperiled than its originators would have ever believed. Encroachment of surrounding communities on the park and its viewsheds is one of the most significant issues.

It is through the use of scenic easements and the purchase and transfer of land to be managed by the federal government through the Land and Water Conservation Fund that makes the continued preservation of the vistas along the Parkway possible. This is where Mr. Stanback has been a very strong ally.

Just this year, on the occasion of the National Park Service's centennial and in large part due to Mr. Stanback's contributions, the land trust community and the Parkway celebrated a major conservation victory in the protection of more than 5300 acres near Waterrock Knob, near the Parkway's southern terminus. The permanent protection of the land at Waterrock Knob is the realization of the vision crafted in the 1930s by Parkway designers and fulfilled some 80 years later.



Mr. Stanback has been quoted as saying, "There is nothing like the Blue Ridge Parkway anywhere in the world. We must protect it." With this simple mantra he has worked to accomplish that goal. Through his contributions, countless landscapes along the Parkway will stay protected for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark H. Woods". The signature is fluid and cursive, with the first name "Mark" being the most prominent.

Mark H. Woods  
Superintendent  
Blue Ridge Parkway

# CATAWBA COLLEGE

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ESTABLISHED IN 1851

Timothy W. Maloney  
Wake County Planning, Development & Inspections  
PO Box 550  
Raleigh, NC 27602

Dear Mr. Maloney,

I would like to recommend Fred Stanback, Jr. of Salisbury, North Carolina for Honorary Membership in the ASLA. Fred's generosity has had an enormous impact on environmental education and land conservation not only here at Catawba College but the entire state.

In 1992, I came to Catawba College to give a presentation related to my work with the Savannah River Bio-Geo Technology Laboratory, which was a part of the Department of Energy. Following my talk, one of the faculty told me he had always wanted to start an Environmental Program. I offered to help the college design one. After researching programs throughout the country (at the time there were few), I created a proposal for a program that engaged students in real-world experiences in which they worked on projects that actually had impacts. One of the people that the administration presented the plan to was Fred Stanback, who decided to fund a position to act as the Environmental Program Coordinator and implement the plan for several years until enough students might enter the program to justify the position. This ultimately brought me to Catawba College to initiate and coordinate the program I had presented to the faculty.

Fred and his cousin Bill Stanback had worked on the creation of an ecological preserve on campus in the 1980's. The college planned in 1986 to develop the preserve in an area of about 60 acres, which included the Grant's Creek flood plain and adjacent slopes on the northeast side of the campus. Both Bill and Fred provided funds for the project.

I ultimately took on the role of overseeing the Preserve Project in 1992 as part of my duties with Catawba. Over the course of the next 18 years, the project was expanded to comprise over 187 acres and included the creation of an expansive system of water control structures, additional waterfowl impoundments, numerous small ponds and an extensive raised trail system. In addition, a greenway system was developed in partnership with the City of Salisbury that now forms an outer boundary for the preserve. In 2007 the preserve became part of the N.C. Birding Trail, a guide that links bird-watching sites across the state. More than 166 species of birds have been sighted on the preserve including wood ducks, hooded mergansers, prothonotary warblers as well as a many species of reptiles (21 species including the Gulf Coast Spiny Softshell Turtle), amphibians ( 17 species including mole salamanders), mammals (41 species) and vascular plants (303 species).

The preserve, which is open to the public, offers uncommon opportunities for Catawba students to conduct research, analyzing ecosystems and learning about conservation management. Other schools use the preserve as well. The Center recently arranged for the western North Carolina environmental education non-profit organization Muddy Sneakers to use the preserve for educating their students.

We named the preserve the Fred Stanback Jr. Ecological Preserve in 2012 in recognition of Fred's long-term support of the project. Catawba College President Brien Lewis lauded Fred at the event: "Fred – and indeed the Stanback family – are remarkable role models for their persistence and vision on environmental matters," he said. "The Center and the preserve are outstanding teaching tools to help all of us learn how to be good stewards of our community and our vital natural resources."

When I came back to Salisbury, the region had few environmental organizations, especially at the regional level. I immediately went to work on numerous projects that ultimately created programs or organizations, and with many of these efforts, Fred Stanback was one of the few individuals we could call on that would give significantly to such efforts. The first was the creation of a grassroots greenway committee to initiate a greenway in the city. Another project was to create a statewide watershed organization. I worked with Jeff Michael, Fred Stanback and others on the creation of the LandTrust for Central North Carolina (LTCNC). In all three cases, Fred Stanback was one of the people we approached to provide support for these efforts. As a member of the LTCNC Board of Directors for a decade, I was keenly aware of Fred's impact on major land conservation in our area. We depended on his support for initial monies required for grants.

In our own county alone, Fred was instrumental role in the creation of three major preserves in Rowan County, giving significant funds for the creation of Spencer Woods in Spencer and Eagle Point Preserve on High Rock Lake as well as our Stanback Preserve.

In the mid-1990's I began to realize that our efforts through our environmental program had grown to the extent that we were actually acting as a Center. I approached the administration with the idea and ultimately it was made official and I was named director.

In the late 1990's I approached the administration with a request for permission to plan a building to house both the Environmental Program and the Center for the Environment. The college president and I approached Fred to see if he would be interested in providing a match for a portion of the funds we raised. We did not hear anything back from Fred. About a month later, I received a call from the college president telling me that Elizabeth Stanback, Fred's mother, was going to provide the funding for the entire project, and she was doing so in honor of the work that Fred and I had done in conservation.

Fred has also provided funds for our Environmental Stewards and Scholars Scholarship Program, established in 2012. The program is designed for academically gifted students who take part in campus sustainability projects and the Center for the Environment's outreach efforts.

Fred was one of the donors who helped fund the 2015 landmark solar project at Catawba College, which provides nearly one megawatt of solar electricity for the campus, more than all the other colleges and universities in North Carolina combined at the time. The massive installation, which includes solar electric systems, solar water heating systems, campus-wide water fixture replacements and extra



insulation in the roofs, is projected to save the college nearly \$5 million over the next 20 years and more than \$11 million over 30 years.

Over the years, Fred has continued to provide support for many of our initiatives when we have called upon him to help. He has made very few requests to me over the entire time I have known him, but he has been a generous supporter of projects we have presented to him. I have always appreciated the fact that Fred doesn't tell us what to do. Instead, he tends to reward good work and work he would like to see more of by giving to that effort again.

Our Center has started many initiatives over the years including the annual North Carolina Watershed Coalition Conference, the Campaign for Clean Air, the Faith, Spirituality and Environment Conference, the National Environmental Summit for High School Students and, most recently, the North Carolina Green Schools Certification program. In each of these cases I approached Fred with requests and again he was often one who would give significantly to the effort – often not at first, but once he saw that it was functional and there was community buy-in, he would give to these initiatives.

His gifts have easily impacted thousands of students through environmental scholarships and support of the Stanback Preserve; our NC Green Schools program, which promotes sustainability in the state's public and private schools from pre-kindergarten through 12<sup>th</sup> grade; and our National Environmental Summit for High School Students ( which provides instruction not only by our Catawba faculty and Center staff but also by professionals from Rocky Mountain Institute, Environmental Working Group and Yellowstone Forever).

Fred has quite simply helped us fulfill our mission to educate both students and the public about environmental stewardship and sustainability. His support has been foundational.

Sincerely,



John Wear, Ph.D.

Executive Director, Center for the Environment at Catawba College

Associate Professor of Biology and Environmental Science

Catawba College

2300 West Innes Street

Salisbury, North Carolina 28144

[jwear@catawba.edu](mailto:jwear@catawba.edu)

[CenterfortheEnvironment.org](http://CenterfortheEnvironment.org)

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January 17, 2017

Timothy W. Maloney  
Wake County Planning, Development & Inspections  
P.O. Box 550  
Raleigh, NC 27602

Dear Mr. Maloney,

The Conservation Trust for North Carolina is proud to support the nomination of Mr. Fred Stanback for honorary membership to the American Society of Landscape Architects. The mission of The Conservation Trust for North Carolina (CTNC) is to conserve land to provide safe drinking water, clean air, fresh local foods, and recreational opportunities for all North Carolina families to enjoy, for generations to come. CTNC recently celebrated 25 years of "saving the places you love"-streams, forests, parks, farms, and scenic vistas. We accomplish our mission through three major initiatives: we **protect** land along the Blue Ridge Parkway, we **assist** 24 local land trusts, and we **connect** people to nature.

#### Protecting the Blue Ridge Parkway

CTNC has protected 62 Parkway properties totaling 33,222 acres, and has conveyed 31 of them (5,670 acres) to the National Park Service, U.S. Forest Service, state parks, or NC Wildlife Resources Commission for public use. The Blue Ridge Parkway is the most-visited unit of the National Park Service, hosting more than 15 million visitors annually. Mr. Stanback is particularly fond of the Blue Ridge Parkway and since 1996 he has supported CTNC's land conservation efforts along the 252-mile section in NC. His contributions to our Blue Ridge Parkway Project support conservation planning, outreach to landowners, land stewardship and monitoring. He also provides generous donations to help CTNC acquire land and conservation easements that help protect the integrity of the Blue Ridge Parkway, one of the nation's greatest and most enduring examples of landscape architecture.

#### Assisting Local Land Trusts

CTNC promotes, supports, and represents 24 local land trusts in NC so that they can protect more land in the communities they serve. Over the years our assistance has helped the NC land trust community conserve more than 417,000 acres in over 2,650 places. Mr. Stanback provides direct support to many of these land trusts and indirectly benefits the work of the entire land trust community through CTNC's targeted programs and services made possible by his generous donations. Land trust accomplishments across the state range from preservation of agrarian landscapes, ecologically sensitive habitats, greenways, paddle trails and rail-trail projects and protection views along national historic trails and scenic byways.

**North Carolina  
LAND TRUSTS**  
Saving the Places You Love



### Connecting People to Nature

If we are to have a vital conservation movement in the future, we need to make land conservation relevant to more North Carolinians. CTNC is committed to involving people from diverse backgrounds in our work and working to make sure all people have access to open spaces and conservation's benefits. Mr. Stanback's financial backing of CTNC has been amplified over the years through his support of programs that engage youth and connect them to the natural world. In 2013 CTNC launched the NC Youth Conservation Corps (NCYCC). The NCYCC hires 16-24-year-olds to spend seven weeks camping together and working eight hours a day, five days a week on local, state, federal or land trust properties to make these sites accessible for all families to experience the outdoors. Mr. Stanback provided substantial funding that enabled CTNC to hire 150 Corps members and complete 97 weeks of work our first four years. Since 2001, CTNC has also benefited from the enthusiastic work of 59 interns from Duke University through the Nicholas School of the Environment's Stanback Summer Internship Program, fully funded by Mr. Stanback.

Mr. Stanback has been a significant and constant financial supporter of CTNC since its inception 25 years ago. His contributions were vital in its formative years and have enabled CTNC to preserve scenic vistas along the Blue Ridge Parkway, foster the growth and development of NC's local land trusts and help restore the vital connection between humans and our natural environment. Perhaps most importantly, Mr. Stanback's humble generosity has inspired countless other philanthropists to support land conservation efforts across the state and enabled CTNC to equip hundreds of young people to undertake careers that will benefit North Carolina long into the future. Precious few people can match the legacy being created by Mr. Stanback. We wholeheartedly commend his dedication and support his nomination for Honorary Membership in the American Society of Landscape Architects.

Sincerely,



**D. Reid Wilson**  
Executive Director

cc. Bill Flournoy

THE  
CONSERVATION FUND

PO Box 271  
Chapel Hill, NC 27514

Phone: 919-967-2223  
Fax: 919-967-9702  
[www.conservationfund.org](http://www.conservationfund.org)

January 20, 2017

Mr. Timothy W. Maloney  
Wake County Planning, Development & Inspections  
P O Box 550  
Raleigh, North Carolina 27601

Re: Nomination of Fred Stanback for ASLA Honorary Member

Dear Mr. Maloney:

I am writing to strongly support the nomination of Mr. Fred Stanback of Salisbury, North Carolina as an honorary member of the American Society of Landscape Architects. Mr. Stanback has made major and generous investments in protecting North Carolina's varied landscapes and places.

Mr. Stanback supports many environmental, renewable energy and conservation organizations, including The Conservation Fund. He is the most generous supporter of land conservation in North Carolina, particularly Western North Carolina. He is also incredibly modest.

Mr. Stanback plays a critical role in providing private funds to assist non-profit land conservation organizations as they raise other private and public funds to conserve properties. I believe that every successful major land conservation project in Western North Carolina in the last five years has benefited from his generosity.

Two major projects stand out during the 2016 Centennial of both the National Park Service and the NC State Park System.

In August, 2016 The Conservation Fund, The Nature Conservancy, Conservation Trust for North Carolina, Southern Appalachian Highlands Conservancy and the National Park Service celebrated expansion of Waterrock Knob Park on the Blue Ridge Parkway by over 5000 acres. Most of the land was donated to NPS by conservation organizations. Mr. Stanback provided millions of dollars to make the donations possible. Expansion of Waterrock Knob is the largest expansion and protection of the Blue Ridge Parkway since the 1960's.

Waterrock Knob is 6293 feet. Rare high elevation spruce-fir forest covers its slopes. Most of the land around it was privately owned until conservation organizations, supported by Mr. Stanback, acquired key tracts.

Also in August, 2016 The Conservation Fund and NC State Parks celebrated expansion of Mt. Mitchell State Park in Yancey County by almost 3000 acres. Mt. Mitchell was North Carolina's first state park. The expansion will provide year-round access to the state park. Mr. Stanback provided over \$3,000,000 to enable The Fund to donate much of the property and to convey the rest in a substantial bargain sale to the State. At 6684 feet Mt. Mitchell is the highest mountain in eastern North America.

Mr. Stanback provides funds to projects across North Carolina. Some recent examples are expansion of Hammocks Beach State Park in Onslow County, expansion of Mackay Island National Wildlife Refuge in Currituck County and the establishment of a 1000 acre county park in the Cane Creek Mountains in the Piedmont of Alamance County.

Mr. Stanback also provides funds to land conservation projects in other Southeastern States, including Alabama, Georgia, Tennessee & Virginia. The 335 mile Pinhoti Trail that connects Flagg Mountain in Alabama to Springer Mountain, the southern terminus of the Appalachian Trail in Georgia, has received substantial funds from Mr. Stanback to protect its trail corridor.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Holman". The signature is stylized with a large initial "B" and a long horizontal stroke at the end.

Bill Holman  
NC State Director

C: Bill Flournoy

From: **Wear, John E** [jwear@catawba.edu](mailto:jwear@catawba.edu)  
Subject: Emailing: StanbackPreservation12air  
Date: January 17, 2017 at 4:30 PM  
To: [william.l.flournoy.jr@nc.rr.com](mailto:william.l.flournoy.jr@nc.rr.com)



Bill, would this one work. I will find out who took it if it will.



Placeholder  
will send required photo ASAP