

**Garden Club of New Jersey
Go Wild Winter Festival
March 10 and 11, 2021**

Wednesday, March 10

11:00am – David Wheeler, Conserve Wildlife NJ
“Helping Hands for Wildlife”

While often overlooked in our modern society, wildlife provides us with countless unparalleled benefits - for our health, economy, ecology, food systems, and state of mind. Yet there are so many ways to return their favors by supporting wildlife, especially during a time when more species than ever are declining and at risk of extinction or extirpation. From volunteering and citizen science to habitat enhancement and advocacy, you can make a difference for wildlife! Join naturalist and author David Wheeler on this far-reaching look into the ways wildlife help us, and the diverse ways you can be a wildlife champion here in New Jersey.



David Wheeler has served as the Executive Director of the nonprofit Conserve Wildlife Foundation, which works to protect rare wildlife in New Jersey and beyond, since 2012. He taught Environmental Communication at Rutgers University's School of Environmental and Biological Sciences for eight years. Mr. Wheeler regularly hosts wildlife videos and podcasts, and has written for the *Star Ledger*, *E the Environmental Magazine*, *NJEA Review*, and other media. He wrote the 2011 book [Wild New Jersey: Nature Adventures in the Garden State](#), and wrote the foreword to the 2014 Jim Wright book, [Bald Eagles in the Meadowlands and Beyond](#). Mr. Wheeler has spoken about wildlife and environmental issues on Fox 5 News with Ernie Anastos, NBC 10 @Issue Philadelphia, PBS Peril and Promise, and Canadian Public Radio. He earned his M.B.A. from New York University's Stern School of Business and his B.A. from American University in Washington DC, and was a 2017 Fellow with Lead New Jersey.

1:00pm – Bruce Crawford, Rutgers University and NJAES
“Designing Gardens to Support the Native Web of Life”

Most people think about adding native plants to the garden, but few think about how to compose an attractive garden designed to benefit our native insect and pollinator populations. Taking into consideration the concepts of creating outdoor spaces and the use of color and texture, Bruce will look at methods for developing attractive gardens that will support the native web of life!

A longtime proponent of unusual and fun plants, Bruce is the State Program Leader for Home and Public Horticulture Director for NJ Agricultural Experiment Station (NJAES). He is also an instructor in Landscape Architecture at Rutgers University. A graduate of Bucknell University, Bruce also lectures frequently and has yet to find a plant that he does not like!



2:00pm – Mark Falzone, President of Scenic America
“Creating a More Scenic America for All People”

Scenic America President Mark Falzone shares how his organization works locally, regionally, and nationally to create a more scenic, safe, and sustainable America. A national environmental nonprofit with more than 40 chapters and affiliates nationwide, Scenic America advocates on issues ranging from billboard blight to scenic byways to



utility undergrounding. Among other recent successes, Scenic America's efforts led to the revitalization of the National Scenic Byways Program and the program's funding for the first time in nine years. Scenic America is a supporting member of the coalition to pass “The Liberty State Park Protection Act” and Save Caven Point.

Mark Falzone was selected to serve as President of Scenic America in April 2017. Prior to his arrival at Scenic America, Mark served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. Under Mark’s leadership, Scenic America successfully advocated for the revival and funding of the National Scenic Byways Program and defeated a billboard industry-sponsored amendment that would have gutted the Highway Beautification Act. Scenic America

Thursday, March 11

**11:00am – Sam Lemheney , VP and Chief of Shows and Events,
The Pennsylvania Horticultural Society (PHS) and Melissa Raffel, Director of Volunteer Programs, PHS**
“2021 Philadelphia Flower Show – Habitat: Nature’s Masterpiece”



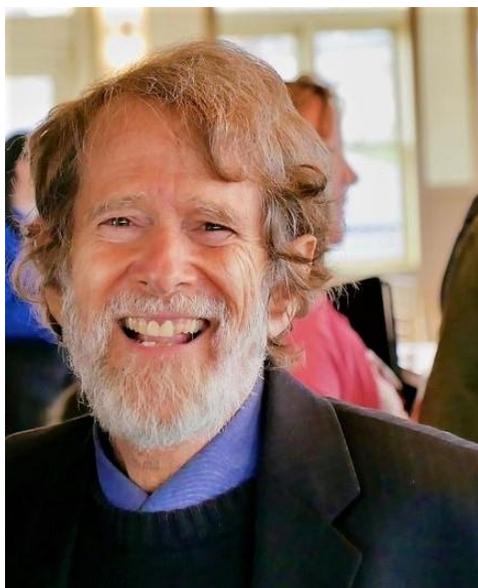
An exciting overview of the show June 5-13, the nation’s largest and longest-running horticultural event, will move outdoors for the first time, making the 2021 Show a history-making experience that will incorporate the beautiful landscapes of FDR Park in Philadelphia.

Sam Lemheney is the Chief of Shows and Events at PHS and directs the strategy, planning and execution of all events including the annual Philadelphia Flower Show where over 250,000 visitors from all over the world attend. Sam is a judge for flower shows in Singapore, Japan and South Korea and has judged floats at the Tournament of Roses Parade. After graduating with a degree in Plant Science he began his career at the Walt Disney Company and managed the Epcot International Flower & Garden Festival.

Melissa Raffel joined PHS in 2020 as the Director of Volunteer Programs, and has more than 20 years of experience in the non-profit space with more than a decade spent managing volunteer programs. Prior to PHS, Melissa worked at the Project Management Institute (PMI), a membership association with 10,000 volunteers worldwide. At PMI, Melissa oversaw policies and procedures related to volunteer engagement, volunteer recognition and satisfaction, as well as training and supporting staff working directly with volunteers. Melissa holds a B.A. in Theater from Russell Sage College and a M.S. in Arts Administration from Drexel University.

1:00pm – Sam Pesin, The Friends of Liberty State Park and Greg Remaud, NY/NJ Baykeeper
“Supporting Liberty State Park”

The Friends of Liberty State Park and NY/NJ Baykeeper are advocating for "The Liberty State Park Protection Act" which will end privatization threats to this national treasure and secure those lands for public enjoyment, environmental protection and wildlife conservation.



Sam Pesin (left) is the president of the all-volunteer The Friends of Liberty State Park and the son of Morris Pesin, known as the father of Liberty State Park (LSP). He has co-led statewide grassroots movements against LSP privatization with the Friends' ally, the NY/NJ Baykeepers. Sam welcomes the GCNJ support for the LSP Protection Act for our priceless urban park behind Lady Liberty.

Greg Remaud (right) has been an advocate for land preservation in densely developed communities for over 20 years. He has led and partnered in numerous land acquisition, preservation and restoration projects throughout the NY-NJ Harbor Estuary Region. Greg serves on numerous Advisory Boards and has presented on urban land preservation in a variety of forums. He is a trustee on the board of the Meadowlands Conservation Trust, and a board member and past president of the Liberty State Park Conservancy.