



## Scenic Rivers Land Trust Names Josh Falk as New Executive Director

*Falk to Build on Local Land Trust's Strong Conservation Legacy and Lead Strategic Growth*

**FOR IMMEDIATE RELEASE**     **Contact:** Erin Valentine, [Erin@SRLT.org](mailto:Erin@SRLT.org), 919-649-1727

(Annapolis, MD—March 5, 2025) The Scenic Rivers Land Trust Board of Directors is pleased to announce Josh Falk as the organization's new Executive Director, effective March 4. Falk succeeds Acting Executive Director, Erin Valentine, who stepped into the role following the departure of long-time Executive Director Sarah Knebel in December 2024. Valentine will return to her position as Scenic Rivers' Development and Communications Officer.

Falk, only the third full-time Executive Director in the land trust's 35-year history, was selected after an extensive search process. He brings deep experience in nonprofit leadership, strategic planning, and conservation advocacy, positioning him to guide Scenic Rivers into its next phase of growth.



"We are thrilled to welcome Josh as Scenic Rivers' new Executive Director," said Joan Renner, Scenic Rivers' Board President. "His passion for conservation and community was clear from our first meetings with him. Combined with his expertise in strategic development and nonprofit management, we know he'll be a fantastic fit for our organization. We're excited for the future of Scenic Rivers under his leadership."

Falk joins Scenic Rivers at a pivotal time for the organization. In 2024, Scenic Rivers launched a strategic plan focused on growing the organization's capacity and accelerating land conservation, particularly properties on its *Top 100 Properties to Conserve* list. The organization also received renewal of its national accreditation from the Land Trust Accreditation Commission, reaffirming its commitment to conservation excellence. Additionally, Scenic Rivers received a Chesapeake WILD grant from the National Fish and Wildlife Foundation to support its Healthy Forests program in the South River Greenway, with work set to begin in spring 2025. The land trust currently protects over 3,800 acres across Anne Arundel County through 80 conservation easements, with 290 acres of projects in process.

“I’m honored to join Scenic Rivers at such an exciting time,” said Falk. “Thanks to the dedication of the team and past leadership, the organization has a strong foundation of conservation success. I look forward to building on that momentum by bringing my experience and passion to this vital mission. Protecting the forests, farms, wetlands, and natural lands that sustain Anne Arundel County is essential to our community’s future. I’m eager to lead this team, in collaboration with the board and our partners, to protect the lands that make Anne Arundel County so special.”

A lifelong Annapolitan, Falk brings over 20 years of leadership experience in nonprofit management, fundraising, and program development to his new role. His work has driven conservation, education, and community engagement efforts at local, state, and national levels.

Before joining Scenic Rivers, Josh was the founding partner of Swanfall Strategies, where he helped nonprofits strengthen strategic growth, governance, and fundraising. Previously, he also led environmental and youth engagement programs at the National League of Cities, National Wildlife Federation, and National Environmental Education Foundation.

Falk is an active advocate for equity and access in Anne Arundel County, serving on the boards of Charting Careers and The Complete Player Charity. A graduate of Georgetown University’s McDonough School of Business, he holds a master’s in leadership and management. In his free time, he enjoys paddling and mountain biking with his wife and two sons.

“Josh’s leadership comes at the perfect moment for Scenic Rivers,” said Valentine. “He has the energy and experience to help us grow and protect even more of the natural spaces that our community needs and loves. We have big goals for the future, and we’re thrilled to have him leading the way.”

#### *About Scenic Rivers Land Trust*

*A nationally accredited land trust, Scenic Rivers is a private nonprofit dedicated to conserving the special forests, farms, wetlands, and natural areas that sustain Anne Arundel County. To date, Scenic Rivers holds 80 conservation easements across the county, totaling over 3,800 acres. To learn about Scenic Rivers’ conservation and stewardship programs, visit [www.srlt.org](http://www.srlt.org).*

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