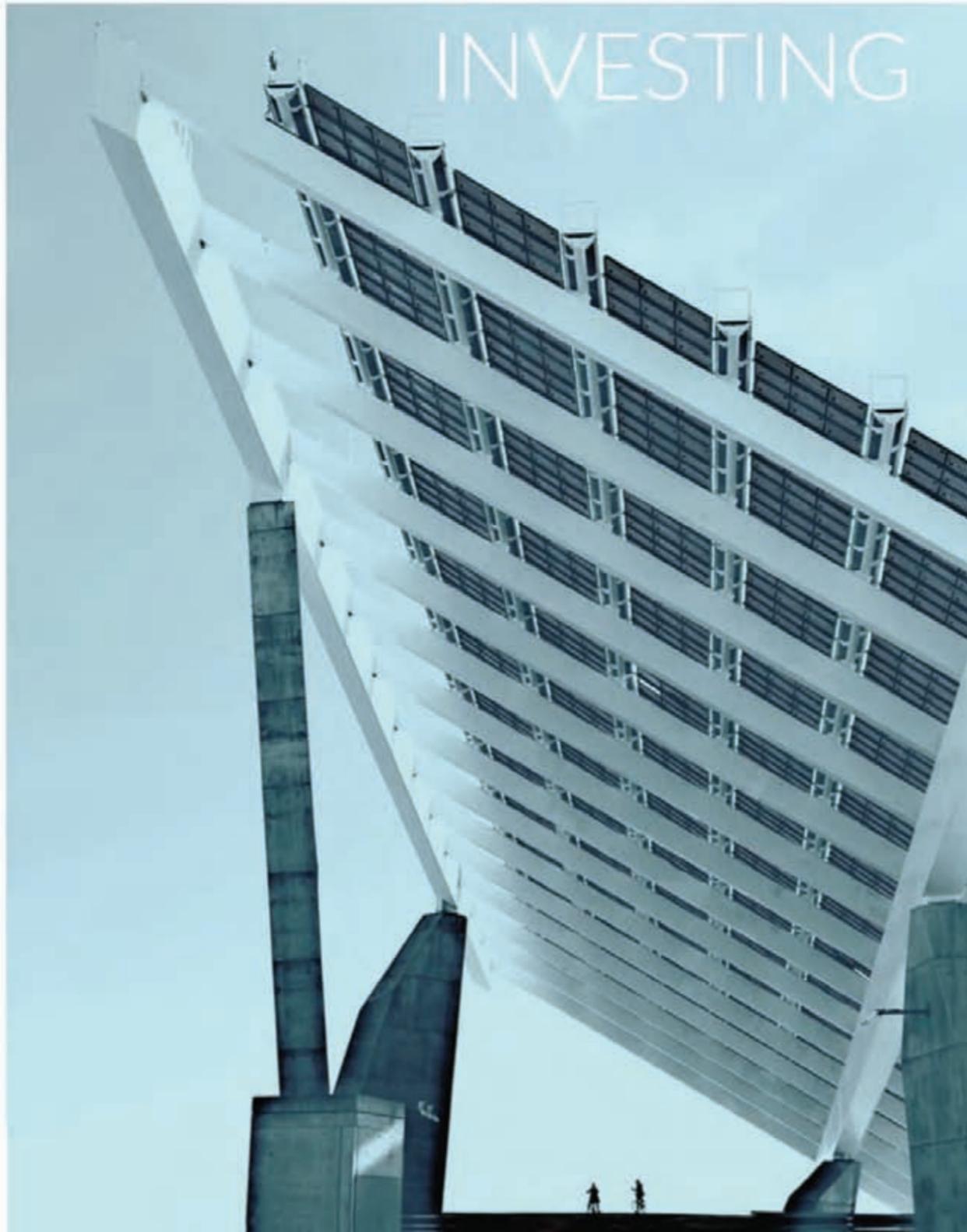


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(as of May 2019)

58%

WASTE DIVERSION RATE FOR 2018

33

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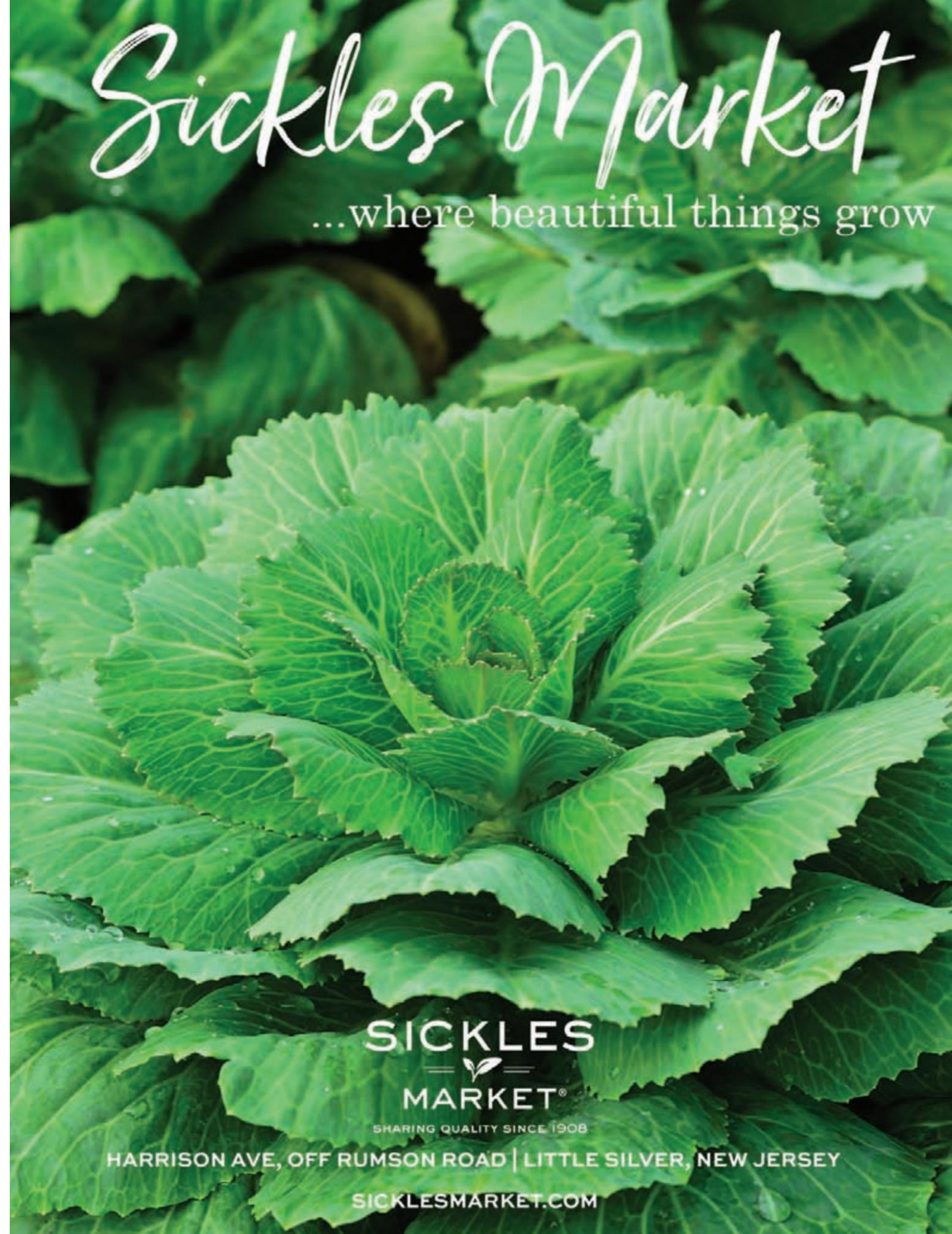
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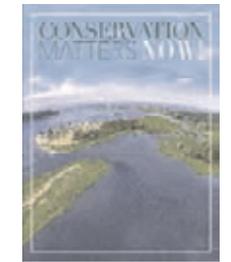
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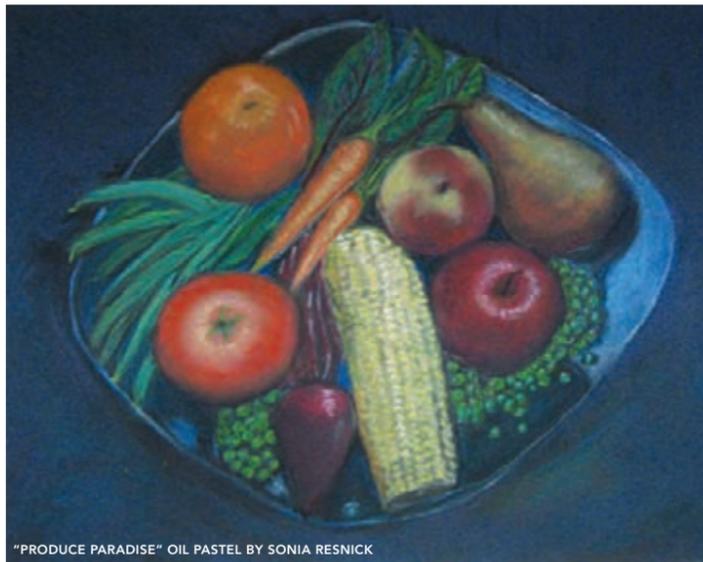
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PHOTO BY WAMIELA KARAZ

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DOMINIQUE BROWNING

Dominique Browning is the Senior Director and a founder of Moms Clean Air Force, a national group of parents focused on climate change and clean air. She's also an associate vice-president at the Environmental Defense Fund. Previously, Dominique worked at *Newsweek* as the first female assistant managing editor of any newsmagazine; she also served as *House & Garden's* editor in chief for more than a decade. She has written or consulted for *The New York Times* and *The Wall Street Journal*. She's authored several books including, *Around the House and in the Garden: A Memoir of Heartbreak, Healing, and Home Improvement*.



TRACEY STEWART

Tracey Stewart's love for all creatures, big and small, led her to a profound understanding of their world and, later, to the publication of her *The New York Times* best-selling book, *Do Unto Animals: A Friendly Guide to How Animals Live, and How We Can Make Their Lives Better*. Filled with so much heart, the book reads as a testament to kindness and what it means to give back. She is the founder of the Hockhockson Farm Foundation, a nonprofit dedicated to educating and advocating for a whole-foods plant-based diet. A former veterinary technician, Tracey has established a sanctuary for farm animals in New Jersey. She lives with her husband and two children, as well as many beloved rescued animals, in Monmouth County.



LILY KANTER

Lily Kanter is the founder and CEO of Boon Supply Co. and co-founder and board member of Serena & Lily, a California-based lifestyle brand. Lily has held leadership positions at Microsoft, Deloitte & Touche, and IBM. Lily left Microsoft in 2000 to start a family and focus on philanthropic causes. She was featured on the cover of *Time* magazine in July 2000 as part of the cover story "The New Philanthropists." In 2002, she opened a baby-oriented home furnishings business, Mill Valley Baby & Kids, where she met Serena Dugan. Together they launched Serena & Lily in 2004. Most recently, Lily was listed as one of *Town & Country's* "Top 50 Philanthropists of 2018."



LARRY SELZER

Since 2001, Larry Selzer has been president and CEO of The Conservation Fund, a nonprofit organization that's redefining conservation by finding solutions that make environmental and economic sense for our future prosperity. A lifelong birder, Larry has served as chair of the American Bird Conservancy, twice served as chair of the Sustainable Forest Initiative, Inc., and served as chairman of the Outdoor Foundation. He counts *Last Child in the Woods: Saving our Children from Nature-Deficit Disorder* by Richard Louv among his favorite books.

CMN! CONTRIBUTORS



NELL NEWMAN

Nell Newman is an environmentalist and supporter of sustainable agriculture who became an entrepreneur when she founded Newman's Own Organics with her father Paul in 1993. Newman's Own Organics contributed over \$50 million to charity from 1993-2015 during her tenure. She left the company in 2015 to focus on her own philanthropy. Nell continues to follow in her father's footsteps: supporting small, visionary nonprofits involved in the protection and restoration of our bioregions to ensure a sustainable and resilient economy.

TAMSIN SMITH

Tamsin Smith is a San Francisco-based poet, essayist, cultural entrepreneur and social impact influencer. She uses the power of words and ideas to mobilize movements like (RED), which empowered the public to help generate over \$600 million to fight HIV/AIDS in Africa. As founder of the creative/strategic consultancy, *slipstreamstrategy.com*, she helps brands and individuals make good ideas that matter to the world a reality. She is about to launch Mab & Stoke, a new venture to help humans and the planet alike.



MARY ELLEN HANNIBAL

Mary Ellen Hannibal is a science journalist and author. Her recent book, *Citizen Scientist: Searching for Heroes and Hope in an Age of Extinction* was named a best book of 2016 by the San Francisco Chronicle and received a Nautilus Book Award. Her writing has been featured in dozens of newspapers and magazines including *Science*, *The New York Times* and *Bay Nature*. She lives in San Francisco, where she is a dedicated citizen scientist.



KITTY PILGRIM

Kitty Pilgrim's main focus as a journalist has been "the study of how media shapes global affairs." She began her career in 1986 by joining CNN and became known as one of the top voices in television, covering foreign affairs and staying with the network for 25 years – while raising two sons as a single mother. In her free time, Kitty writes fiction and has authored three thriller novels and is currently working on her fourth book.



CMN! CONTRIBUTORS

DR. JENNIFER FRANCIS



Dr. Jennifer Francis is a senior scientist at Woods Hole Research Center. Previously, she was a research professor in the Department of Marine and Coastal Sciences at Rutgers University. Jennifer is a nationally recognized expert on Arctic climate change and the effects of rapid Arctic warming on weather patterns in mid-latitudes. Her research focuses on the link between the rapidly warming Arctic and extreme weather. She is regularly on NPR and TV news, and is quoted in publications such as *The New York Times* and *The Washington Post*. In 2019, she testified to the U.S. House of Representatives Science Committee on climate change and its connection to extreme weather. She received a B.S. in meteorology from San Jose State University in 1988 and a Ph.D. in atmospheric sciences from the University of Washington in 1994. To learn more about the environment, Jennifer recommends watching the Netflix series, "Our Planet."

LESLIE BRILL



Leslie Brill has over 20 years of marketing experience, having held various positions at leading magazines such as *Martha Stewart Living* and *Bon Appétit*. At *Martha Stewart Living*, Leslie spearheaded integrated programs that included television, print and digital content. As Creative Services Director at *Bon Appétit*, Leslie was responsible for developing event sponsorship programs, across various platforms in support of a wide range of brands. Currently, Leslie is applying her skill set to a freelance writing career. Leslie holds a B.A. from Smith College where she was a dedicated English major. Currently, she lives in Manhattan with her husband, daughter and Goldendoodle.

JOHN MARIANI



John Mariani is a journalist and author of 15 books and a three-time nominee for the James Beard Journalism Award. John's *The Dictionary of American Food & Drink* has been called a "classic" of American food studies. His *Coast-to-Coast Dining Guide* was widely acclaimed, and *America Eats Out* won the International Association of Cooking Professionals Award for Best Food Reference Book. John was the editor of *Italian Cuisine: Basic Cooking Techniques*, which became the textbook for Italian cooking studies at the Culinary Institute of America. In 2016 the Italian Wine & Food Institute presented him an award for his written contributions to Italian wines.



RACHAEL DUPREE

Rachael Dupree is a writer based in central Kentucky. She enjoys exploring the outdoors with her husband and two-year-old daughter on their farm and is currently working on starting up a nature-immersion program in their community.

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From L to R: Brandon J. Dirden in *A Raisin in the Sun*, Federico Rodriguez and Rosa Gilmore in *The Importance of Being Earnest*. Photos by T. Charles Erickson, Flor de Liz Perez and Gabriel Diego Hernández in *El Coquí Espectacular* and *The Bottle of Doom*. Photo by Richard Termine.

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LOGAN ORLANDO

Logan Orlando is a Manhattan-based research editor and journalist who has held staff positions at Condé Nast, Time Inc. and the Daily Journal Corp., and has worked for *Vanity Fair*, *Condé Nast Traveler*, *Time*, *California Lawyer* and *Allure*, among other publications. She has done extensive grant writing for nonprofits and is a former special education teacher with a master's degree from Columbia University. She has consistently been praised for her dedication to accuracy, her commitment to truth in storytelling and her integrity. Logan loves food, being outdoors, staying healthy and active, and probing conversations with family, friends, colleagues and those she has yet to meet.



PHOTO BY MICHAEL JAMES O'BRIEN

CINDY WEBER-CLEARY

Cindy Weber-Cleary is a freelance writer, consultant and seasoned on-air fashion expert who has appeared on "The Oprah Winfrey Show," "The View," "Good Morning America" and the "TODAY" show. She began her career as a fashion editor at *Vogue* and was fashion director at *InStyle* from 1999-2014. She held the same title previously at *Glamour* and *Cosmopolitan*. Cindy received her bachelor's degree in English from the University of Pennsylvania, graduating magna cum laude. She is one of the founders of Promise-Project.org, which helps children who have learning disabilities from low-income New York City families get the medical and academic support they need in order to succeed. She was the winner of Time Inc.'s Andrew Heiskell Award for Community Service in 2012 for her efforts on behalf of the organization. Cindy and her husband have two adult children and reside in New Jersey. They moved from Glen Ridge to Cindy's beloved Jersey Shore in June 2017.



RHEA SUH

Rhea Suh is the former president of the Natural Resources Defense Council (NRDC) where she helped steer high-level discussions that led to the historic global climate agreement in Paris; joined the citizens of Flint, Michigan, to ensure an end to the city's toxic drinking water crisis; and was a presenting partner at the Women's March on Washington, D.C. Prior to her NRDC work, Rhea served as the assistant secretary for policy, management, and budget at the U.S. Department of the Interior. She was nominated for the position by President Barack Obama and later confirmed by the Senate. She is also a media commentator making frequent appearances in the *New York Times*, *Washington Post*, *MSNBC*, *NPR* and other outlets.



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At **J.M. Huber Corporation**, sustainability means balancing the well-being of people with the environment and our growth and profitability. From a commitment to safety, to making Huber a welcoming place for all, to giving back to communities, this ongoing journey demonstrates our commitment to making today—and tomorrow—better for everyone.

Visit huber.com/about/sustainability to learn more.

CONSERVATION MATTERS NOW!

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MONMOUTH CONSERVATION FOUNDATION

Conservation Matters Now! is published annually by Monmouth Conservation Foundation. Monmouth Conservation is a nonprofit land trust that actively works to conserve land by undertaking or assisting in land or easement acquisitions, and their stewardship.

Founded in 1977 by change-makers Michael Huber and Judith Stanley Coleman, Monmouth Conservation's mission is to:

*Create Parks . Save Open Space . Preserve Farmland . Safeguard Waterways
Teach Environmental Sustainability . Protect Wildlife*

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earth day every day

CONSERVATION MATTERS NOW!
*is about the environment in our changing world: the issues, the policies,
and the people striving to make a difference, locally and globally.*



PHOTO BY LISA MCKEAN

Welcome to the premiere issue of CONSERVATION MATTERS NOW!, the new annual print and digital magazine of Monmouth Conservation Foundation (MCF). Why a magazine? And why now?

MCF's vital work has been, and continues to be, preserving and protecting local land and wildlife. But that local mission is a global one too, since saving land locally ultimately contributes to a healthier environment on a global scale. Cleaner air, water and land know no regional or national boundaries.

We are at an important crossroads for the environment. It really is time for us to shoulder greater responsibility for our actions and to slow — and hopefully prevent — some of the disastrous consequences of overdevelopment and climate change.

CONSERVATION MATTERS NOW! was created as a forum and a destination for discussing and showcasing the breadth and beauty of our planet's varied environments — and the undisputed role of environmental health in our own physical and psychological well-being. It also was created as a rallying call to inspire and incite positive environmental practices.

Each issue will aim to reveal through stirring words and pictures the importance of saving, protecting and preserving land, including precious ecosystems and habitats, to lay bare the positive effects that changes in our everyday behavior and actions can have on the planet we depend on for our very existence. Spotlighting ways in which we can strike a smart balance between commerce and conservation is also part of the magazine's mission.

For this purpose, we've assembled a Who's Who of distinguished and successful contributors from different sectors — climate scientists, eco-activists, journalists, entrepreneurs, environmental and wildlife advocates, ecology-minded philanthropists and best-selling authors. The common thread among them? Their deep knowledge of, and commitment to, stewardship of our environment. A glance at the Table of Contents gives you an idea of just how high we've set our editorial bar. We hope these pages will inspire as much as inform.

We will be distributing CONSERVATION MATTERS NOW! to MCF funders, members, supporters, partners and friends, as well as providing access to our digital version via MCF's and others' websites and through social media. And we appreciate your spreading the word about this new venture among those who share our commitment to the cause of protecting and conserving the lands and waters we love.

Whether the topic is food sustainability, land management, organic farming, clean air or a score of related topics, we have reached a critical mass in our society and our world — a tipping point — in terms of the number and percentage of people who truly care about these issues, and about our shared environmental fate. CONSERVATION MATTERS NOW! is for them, for you and for anyone who cares about the future.

I very much look forward to your feedback on this, our inaugural issue, and I welcome you to call or email me at my contact information below.

Warmly,

Lisa McKean
Publisher & Editorial Director
lmckeannow@monmouthconservation.org
732.671.7000



*To ensure a world in which we all want to live,
each of us must continually invest in nature.*

Dear Reader,

We all benefit from protecting and safeguarding the natural world. How that is done, in part, is through acts of preservation and conservation.

In simplest terms, *preservation of* woodlands provides a rich, healthy and intact habitat for wildlife.

Conservation, similarly, involves preventing the wasteful use of resources — such as ensuring agricultural lands aren't turned into stores or housing developments.

Acts of protecting and preventing harm to nature need to be performed by all of us — thoughtfully and continually. By being vigilant with our efforts, and doing so locally and in concert with others, these acts become global. They also sow seeds that will help stem some of the damage.

Taking local action to protect the environment safeguards nature — a critical element in our neighborhoods, towns and counties that positively impacts our lives and well-being. Managing and retaining a vibrant environment — the natural and working lands — that surrounds us will result in the following:

Improve our mental and physical health. Maintaining habitats and creating places and spaces where people can reflect and recreate helps reduce stress and depression and improves our cardiovascular health. Protecting land and reservoirs helps ensure access to potable drinking water and provides us with healthy organic foods and clean air.

Advance local economies by providing jobs and supporting tourism and healthy home prices.

Strengthen storm resiliency by helping to protect us from natural disasters such as floods and droughts.

Absorb and help limit the amount of carbon that enters the Earth's atmosphere through the retention and better management of natural and working lands.

The Land Trust Alliance, of which Monmouth Conservation is an accredited land trust member, sums up the benefits of nature this way:

Having a good estimate of nature's value allows communities to make informed land management decisions and effectively advocate for land protection. ... Land trusts are leading the way by increasing the rate of their conservation work and demonstrating climate-smart land management practices.

Thank you for doing your part by caring for nature and our natural resources; advocating for nature with your local, state and national governments; and donating to causes that conserve and protect nature's critical resources.

If Monmouth Conservation's new publication CONSERVATION MATTERS NOW! aids and inspires you in that mission, we will have done our job.

For more information on our work, or how you can support us or get more involved, please go to www.monmouthconservation.org. Of course, I welcome your thoughts and questions and hope you will contact me at wkastningnow@monmouthconservation.org.

Appreciatively,

A handwritten signature in black ink that reads "William B. Kastning". The signature is written in a cursive, flowing style.

William B. Kastning, AICP
Executive Director
Monmouth Conservation Foundation

NELL NEWMAN

Visionary Co-Founder of Newman's Own Organics on Pretzels, Peregrines and Open Space

by NELL NEWMAN



It's not surprising that I became a purveyor of organic foods, a passionate environmentalist, and philanthropist. Looking back, it's clear that my parents (Paul Newman and Joanne Woodward) and almost everything about my childhood set me on this path. When I was growing up in Westport, Connecticut, it was still rural with houses set far apart, very different from now. We lived next to the Aspetuck River and had apple trees and chickens in the yard. Westport was filled with wide-open space, where I spotted Pileated Woodpeckers and fished wild brook trout, where my "backyard" was comprised of 40 to 50 acres of contiguous property between one neighbor and the next.

My dad was not a foodie, but he was crazy about produce. As a child, he and I visited Rippey's farm stand which sold its own apples and corn as well other locally grown fruits and vegetables. It was there that dad taught me to recognize the fragrance of a perfectly ripe cantaloupe or the feel of "just right" corn. And dad certainly loved his specialties and applied his own techniques in the kitchen. For him, setting up the barbecue was half-comedy, half-science. Dad instructed that hamburger meat was never to be put through a grinder more than three times, and patties were never to be squashed but carefully formed. He even employed a hair-blower (or sometimes an oscillating fan) to ensure the coals on the grill burned exactly to his liking.

My mother was cut from a different cloth. She was born in Thomasville, Georgia to a homemaker and a high school principal. Her father often picked peaches over the summer to make ends meet. This upbringing affected her perspective of the world in so many ways. My mom was, in fact, the first environmentalist I ever met. She was the one who explained to me why my favorite bird, the peregrine falcon, had been wiped out east of the Mississippi due to something that was sprayed on our food called DDT. It was her voice that I heard emanating

over the radio in 1996 reminding all of us to recycle as part of a Public Service Ad she did on behalf of the Environmental Defense Fund.

In 1982, my father started Newman's Own. It all began with the family salad dressing. From the start, the dressing was wildly successful (it often out-grossed some of my dad's films!). At the time, it was the peak of his career and he was looking to give back to society, so he decided to donate all the profits to mainly small, often struggling, nonprofits. He selected some well-deserving organizations, and even asked me and my sisters to select a few. The environment was my passion, and, among other charities, I chose the Peregrine Fund based in Boise, Idaho. At the time, it was responsible for the captive breeding of the peregrine falcon everywhere in the United States, except California, and for their release into the wild. This experience showed me what science combined with commerce and philanthropy can do – a few biologists, philanthropists, falconers who donated their birds and thousands of people who bought salad dressing made a difference.

From my observations of the peregrine's plight, I came to appreciate how the ecology of nature is directly linked to the ecology of the human world.

The two are inextricably and undeniably intertwined and, consequently, I realized how important and profound a change to organic agriculture could mean for the environment and mankind. Organic farming does all the things that nature does, honoring the millions of years of co-evolution with what is called the soil food web – the microbes, bacteria, algae, fungi and creatures (earthworms, insects, etc.) working in concert with the plant's root system to build a vibrant ecosystem that can better handle seasonal changes and even sequester CO₂ from the air.

When we talk about organic today, we're describing more than just a farming technique; we're describing a fundamental change in ideology, politics, and culture. When people grow their own food, take care of their own land and preserve it for their children, we're promoting a shift from corporatocracy back to sustainability and resilience. The fantastic growth and popularity of farmers markets in the United States is a perfect example of this shift. It demonstrates a resurgence of our curiosity about where our food comes from and an interest in buying from the source.

Nell Newman *Continued on P22*

“The U.S. Fish and Wildlife Service estimates that over 72 million birds are killed each year by poison, which includes pesticides.”

Today, many produce crops are genetically engineered — foreign DNA is inserted into the genome of a plant — in an attempt to produce favorable results which include the ability to withstand higher doses of herbicide or pesticide. In fact, an estimated 5.6 billion pounds of chemicals are used on crops each year, with more than a billion used in the U.S. alone. By their very nature, these chemicals are designed to kill, so fish, birds and humans are all affected — not just the targeted bugs. The U.S. Fish and Wildlife Service estimates that over 72 million birds are killed each year by poison, that includes pesticides.

My parents, the wide-open space of my childhood and so many lessons learned inspired me to create an all-organic division of Newman's Own back in 1993 — Newman's Own Organics. My business partner, Peter Meehan, and I had a plan to follow in dad's philanthropic footsteps but to do so with organic ingredients. To date, we have donated more than \$400 million to various charities, but, understand, in those days, organic was both visionary and risky.

We began with pretzels, my dad's favorite snack, with simple ingredients. Within one year, we were the No.1 snack food in the natural snack food category. We then moved on to chocolate and cookies — including Fig Newmans, aptly named by Peter. Interestingly, we didn't think organic figs existed as all the fig bars on the market had organic flour but no organic fruit. I started making phone calls and on the second call found a farmer with 7,000 acres of organic figs who couldn't sell them because no one would pay the premium cost. We bought their figs and then became the only fig cookie with organic figs, organic sugar and organic flour, not to mention the No.1 cookie in the natural foods category. Soon, we began to see a transition to all organic ingredients amongst other food manufacturers.

It's easy to forget how pioneering organic farming was 20 years ago, but organic farmers took enormous risks and they still do today:

- 🌱 ***It takes three years without prohibited fertilizers or pesticides to be classified as organic.***
- 🌱 ***Organic is more expensive as it's more labor intensive. Farmers can't simply spray herbicides to kill weeds, but have to hoe them by hand.***
- 🌱 ***Soil has to be amended year after year to build up nutrients for future crops vs. a quick treatment of nitrogen.***

I began to fully realize the meaning of organic farming during a trip to Guatemala. In 2002, Green Mountain Coffee Roasters invited us to partner with an organic coffee product. Given that coffee is the largest internationally traded commodity, we realized how organic production could have a great impact. Several years into the partnership, I went to Lake Atitlan where the coffee is grown.

I knew each bean was picked by hand, but to walk the dark road into the mountains with the growers and to crawl through the understory of the forest to see the coffee trees and, to hear their words of appreciation for us coming so far to see them is something I will never forget. I saw firsthand the impact of organic production on the environment as well as the technical and economic benefits of the Fair-Trade model. I understood how organic farming is about the farmers and about their families and about its impact on small farm economies that are so profoundly connected to the ingredients we choose.

Yes, conventional agriculture can produce tremendous yields of genetically modified corn and soy, however these yields come at an incredible cost to humans and the environment. It's the basic law of the universe — there's no such thing as a free lunch. Organic food is more expensive, in part, because it's not subsidized by the government. Conventional food appears inexpensive by comparison, but we are paying these costs in other ways — the cost of almost losing the peregrine falcon and bald eagle; the cost of groundwater and soil pollution; the collective costs that are unknown for all species in harm's way that haven't or can't be saved.

Slowing the destruction, minimizing the use of poisons, and reversing the damage does not mean an enormous sacrifice. However, it does require imagination, commitment and temperance. It does require a redefinition of convenience and need. It does require that all of us live as Mother Earth intended — to live our lives in a manner that will allow future generations to know her gift and wonder. We have an amazing opportunity and, I believe, responsibility as consumers to make choices between fundamentally different ways of living — to buy local and organic whenever possible. It's about all of us, not one person, not one company, but many more of us and many companies. By starting with small actions and working together, we will create a powerful, positive outcome to protect and save our environment and mankind. 🌱



“*It's about all of us, not one person, not one company, but many more of us and many companies. By starting with small actions and working together, we will create a powerful, positive outcome to protect and save our environment and mankind.*”

KEY HEALTH BENEFITS OF ORGANIC FARMING

ORGANIC FARMING IS BETTER FOR BIRDS AND WILDLIFE
Free of chemicals, organic farming not only helps preserve natural habitats, it also enables birds and natural predators to thrive on farmland and assist in natural pest control.

ORGANIC FARMING IS BETTER FOR THE LAND
Not only does organic farming build healthy soil, it also helps combat serious soil and land issues such as erosion.

ORGANIC FARMING HELPS FIGHT GLOBAL WARMING
Organically produced food often is distributed locally, so there is less energy used for transportation. This reduces carbon dioxide emissions believed to be the main cause of global warming.

ORGANIC PRODUCE IS BETTER FOR YOU
Chemicals such as fungicides, herbicides and insecticides are widely used in conventional agriculture, and potentially harmful residues remain on (and in) many of the foods we eat.

ORGANIC PRODUCE IS OFTEN FRESHER
Organic produce doesn't contain preservatives that make it last longer, and it is often produced on smaller farms near where it is sold.

ORGANIC FOOD IS GMO-FREE
Genetically modified organisms (GMOs) or genetically engineered (GE) foods often are plants whose DNA has been altered to be more resistant to heavy doses of pesticides and herbicides, or to produce pesticides themselves.

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Farm Table Fork

by JOHN MARIANI

Today's "foodie culture" may seem to have spontaneously emerged in the last decade or so – but way back in the 1960s, Henri Soulé, owner of New York's famed Le Pavillon, lamented, "Some of the richest people on Earth will dine here tonight. And for all the money on Earth, I couldn't give them the simple good things that every middle-class Frenchman can afford from time to time. Six Marennes oysters. A partridge – very, very young. Some real primeurs – the first spring vegetables. A piece of Brie that is just right."

Soulé was right: Ingredients of that time in America, from fruits and vegetables to seafood and cheese, were rarely of high quality and often available only in their frozen or other processed state. It was really not until 1971, when Alice Waters challenged American purveyors to find her the best local provender, the kind she'd enjoyed in Provence bistros, for her little Berkeley, California, restaurant named Chez Panisse, that sparked a seismic shift in the production and distribution of first-rate food products. Afterward, it seemed, both chefs and home cooks could expect better ingredients with which to make more appetizing and healthful food.

The search for the finest summer raspberries, the freshest Chinook salmon, the highest grade of beef and lamb, and dairy products that tasted of the farm became the mantra of young chefs and cooks who helped transform the way many of us eat today. And if the best of something came from far away – Dover sole, Prosciutto di Parma, Stilton cheese, radicchio, truffles – new services like FedEx and DHL could deliver them overnight to any city in America.

As so often happens in America, once the demand for quality becomes widespread, it shifts shape. In the late 1990s, some chefs were preaching the gospel of what became known as "farm-to-table" cooking or "locavorism," which insisted that the best expression of a regional cuisine – Southern, New England, California, Midwestern – would always be based on indigenous local ingredients and their sustainability. The late, great Cajun chef Paul Prudhomme recalled how he struggled to replicate the taste of his mother's potatoes, then realized her tubers came straight from their farm field and cooked that evening. They weren't store bought.

Sean Brock, who opened Husk in Charleston, South Carolina, in 2010, vowed he would not use any ingredients that were not grown within 50 miles of his restaurant, or any that had not existed in the state before the Civil War. He therefore based his menus on items like country ham, heirloom vegetables, cornbread, catfish, fried chicken and collard greens.

The idea made sense: Just as the Europeans for centuries had insisted, a region's gastronomic character is to be found in the food and animals that come from surrounding farms – terroir – because the cows ate a certain kind of grass, the fish fed on what was in their lake or river, and the wine grapes absorbed certain minerals. The French took pride in their regional cheeses, the Spanish proved their pata negra pigs provided the best pork in the world, the Belgians reveled in the reputation of their white asparagus, and the Italians swore they would never eat any food not of their region or out of season.

Unfortunately, the "farm-to-table" idea was quickly co-opted and warped into a marketing gimmick slapped on menus by every young cook with the budget for a public relations person. By the middle of the first decade of the current century, "farm-to-table" had become somewhat of a cliché. The zealotry behind what began as an ideal way to cook and source food meant that either chefs had to completely abandon what was not in season, or go outside their region for everyday staples like tomatoes, strawberries, blue crabs and lamb.

But now, in 2019, the terms "farm-to-table," "farm-to-fork" and "sustainability" have taken on a new urgency at a time when climate change and expanding populations are fast transforming the way the world grows, transports, cooks and eats its food.

At this point, more cooks and restaurateurs, inspired by chefs such as Thomas Keller in Yountville, California, are indeed planting their own fruits and vegetables, largely those that are indigenous or proven to be the heartiest and healthiest of plants within a region. Fish farming is getting better by being more dependent on the natural diet of the fish rather than pellets thrown to them in tanks.

The idea that anyone can afford to waste food, to throw the leftovers out and not to utilize every stalk of a vegetable, every morsel of meat and bone in a steer, and the ground-up shells of seafood to make mineral-rich fertilizer increasingly is becoming a thing of the past.

Given the availability of quality food, humanely and sustainably raised locally – Cape Cod oysters, Hudson Valley quail, shad roe, springtime ramps, Long Island potatoes, a round of Vermont goat cheese or a perfect Jersey tomato – I feel sure that somewhere Henri Soulé is smiling. 🌱



"PLEASE" OIL ON CANVAS LUCY KALIAN

“In 2019, the terms farm-to-table, farm-to-fork and sustainability have taken on a new urgency at a time when climate change and expanding populations are fast transforming the way the world grows, transports, cooks and eats its food.”



"BELLE" OIL ON CANVAS LUCY KALIAN

SVALBARD GLOBAL SEED VAULT

The World Bank for Emergency Seed Funds

by KITTY PILGRIM

I sit at the breakfast table with a fresh croissant and strawberries, thinking about the past. My Proustian breakfast has little to do with the French pastry; the memory is triggered by strawberries. When I was a child, I would find wild strawberries in the forest, glowing like little rubies under the foliage. Slightly conical and bright red, they were intensely sweet. And one taste would give a burst of strawberry flavor.

I look down at the supermarket strawberries in my breakfast bowl. They are perfect in every way: gargantuan, without a blemish and readily available, year-round. Selective breeding (not GMO techniques) has brought us the perfect strawberry. Desirable traits in a number of varieties of strawberries are selected, resulting in this ubiquitous supermarket hybrid. What's not to like?

Strawberries are reportedly one of the five most popular fruits in the United States. They have been specially bred to be disease resistant and with a long shelf life. But as we choose to grow certain fruits, we neglect others. And we are rapidly losing many varieties of crops, which have fallen out of cultivation. The world depends on fewer and fewer varieties of food sources. There are an estimated 300,000 edible plant species, but only 150-200 are regularly consumed. Nearly 60% of the calories eaten by humans come from just four crops: rice, wheat, maize and potatoes. So, have we relegated our future to a predictable array of perfect fruits and vegetables? What will happen if there is only one kind of strawberry, or two kinds of apples? In fact, this is already happening. Since the 1930s, Mexico has lost 80% of its local maize varieties, according to the Food and Agriculture Organization of the United Nations.

To counter this trend, botanists and food

security advocates are trying to stem the losses by collecting seeds of both common and obscure fruits and vegetables. I learned about these efforts a few years ago, during the research phase for a novel. Like all thriller writers, I have passionate enthusiasm for exotic locales, and I was intrigued by the Svalbard Global Seed Vault in Longyearbyen on Norway's Svalbard archipelago. My research prompted me to call the administrators of the Seed Vault to find out about their operations. My conversation with the Global Crop Diversity Trust resulted in an invitation to visit the facility. I leapt at the chance to travel to the Arctic in March just as polar night was ending, undeterred by the frigid temperature of 40 degrees below zero.

Longyearbyen is 78 degrees north latitude, halfway between the mainland of Norway and the North Pole. The Svalbard Seed Vault is built into a mountain, right at the edge of the polar ice cap. Under the weak spring sun, the polar ice cap is frozen, and polar bears roam freely. Venturing anywhere requires a rifle and a sharp lookout. At night, the sky is indigo velvet scattered with diamond stars. The seed vault sits high in the mountain, with a locked steel door jutting out — mysterious and inaccessible. The site was chosen because permafrost and the cold climate provide natural refrigeration, ideal for underground storage.

Just as I arrived, a delivery of seeds was being placed in the vault, an event that happens only a few times a year. I was thrilled to be allowed to accompany the team as they unloaded. We stood outside the vault in the biting cold, tingling with anticipation. The door opened with a frozen groan, and out whooshed cold, stale air. Overhead lights blinked on to reveal the interior of the seed vault — a long tunnel that sloped downward, deep into the mountain. Our footsteps echoed on the packed earth, and our breath fogged the air. At the bottom

“The seed vault functions literally as a bank.”



of the shaft, there was a cavernous space, with three doors to various vaults. Only one of the vaults is used; the others stand empty. Tall metal racks were filled with black plastic bins. We took a bin down and examined the shiny silver foil packets with gloved hands. These are individual seed samples — foil packets of 100-500 seeds — just one crop variety per packet. On the outside was a label with the country of origin.

The seed vault functions literally as a bank.

“There are an estimated 300,000 edible plant species, but only 150-200 are regularly consumed. Nearly 60% of the calories eaten by humans come from just four crops: rice, wheat, maize, and potatoes.”

Member countries deposit seeds yet retain ownership. It makes perfect sense. In some societies, seeds are more valuable than gold. We put the packets gently back in their bin, hoping that one day the seeds might be resurrected and brought to life again. The vault has a capacity for at least 4.5 million seed samples. In 2008, the overall number of unique samples stood at 300,000. That climbed to more than a million Svalbard Global Seed Vault *Continued on P29*

PHOTO BY WILL CROXTON



PHOTO BY WILL CROXTON

Svalbard Global Seed Vault *Continued from P27*

seed packets. But in 2015 and 2017, seeds were withdrawn. Due to the Syrian civil war, the International Center for Agricultural Research in the Dry Areas (ICARDA) withdrew part of its seed boxes for reestablishment of its seed collection after its gene bank in Aleppo was abandoned. The process required about 57,000 seed packets to be opened and planted in regeneration plots in Lebanon and Morocco. Since then, 35,000 of those seed varieties have been cultivated and returned to the Svalbard vault for posterity. This is a “proof of concept” for the Global Seed Vault in Svalbard as its mission was accomplished, serving as an insurance policy against calamity. Crops can be recovered and regenerated. New seeds are grown, gathered and replaced back into the vault.

Seed preservation is a global effort. Deforestation, mining, global warming and commercial farming all destroy valuable plants around the world. Some organizations launch expeditions—botanical treasure hunts. Like Victorian explorers, botanists go out into the remote areas of the world, from savannahs to deserts to rain forests, looking for “wild relatives” of cultivated crops. And the challenge is to recognize what they find. After all, a wild tomato doesn’t look like a domestically cultivated one.

Biodiversity ensures food security. A broader array of crops like wheat or rice ensures that a

blight doesn’t diminish food supplies. Some wild plants may carry valuable traits deep in their DNA, such as tolerance to extreme heat or immunity to a particular pest. Some crops are impervious to flooding. Those strengths must be preserved for future generations. Not everything is edible. Some foods are either nonproductive or even poisonous. But even those kinds of plants have evolutionary advantage. They should be preserved and studied.

Many food experts make it clear that it is not enough just to collect seeds. The seeds have to be grown. Seeds have to be regenerated before they lose viability, to ensure their continued survival. This is where everyone can help. People should eat from a wider variety of produce. The flourishing interest in farm-to-table and eating hyper-local is a start. A new type of event, called “Food Forever Experience,” is even catching on where top chefs create dishes using lesser-known ingredients from unusual crops. What better way to educate and encourage people to ask for and cultivate a wider variety of fruits and vegetables?

So, when you shop, look for the less-than-perfect produce. Buy locally grown fruits and vegetables. Try something new. And the next time you buy an heirloom tomato, realize that you can help save the planet one seed at a time. 🌱

WHAT’S NEW JERSEY DOING RIGHT NOW TO SAVE VITAL SEEDS AND TREES?

Since 1907, the New Jersey Forest Service Nursery has been following its mission to grow bare-root seedlings for reforestation and conservation purposes in the state. Collections are done during a good seed year, in central and southern New Jersey, for some 40-45 native species such as white pine, bald cypress, Atlantic white cedar, varieties of oak, pecan and walnut trees, tulip poplar, black gum, dogwood, buttonbush, arrowwood viburnum, beach plum and bayberry.

Some 250,000-300,000 seedlings are grown each year, ranging from 6 inches to 2-feet high. Some seedlings go to state parks and forests. The majority goes to municipalities. But private landowners can purchase the seedlings for conservation projects with a minimum order of 50 trees per species. Various conservation efforts are open to public participation.

The invasive insect, the hemlock woolly adelgid, most likely has wiped out eastern hemlocks in New Jersey. Whole forests have been eliminated from the state, but ongoing conservation efforts have been successful, and activities are now underway to encourage hemlock regeneration in order to re-establish hemlock stands. Also, heroic efforts have been made to save the American chaffseed, a federally endangered species. Funded by the U.S. Fish and Wildlife Service and the New Jersey Natural Heritage Program, seeds are successfully being reared in greenhouse facilities. Regeneration has been arduous and complex, but experimental outplanted populations have been successfully established in New Jersey.

For more information, go to www.nj.gov/dep/parksandforests/forest/nj_forest_nursery.htm

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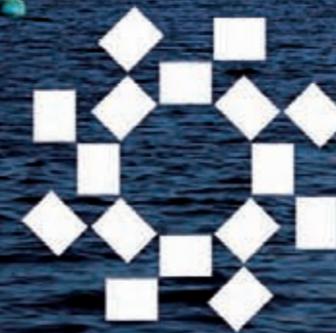
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MONMOUTH CONSERVATION FOUNDATION SAVING AND PROTECTING *past . present . future*

by LESLIE BRILL

There have been plenty of triumphs and a few trials since Michael Huber and Judith Stanley Coleman founded Monmouth Conservation Foundation (MCF) in 1977. Through it all, MCF has remained true to its mission of preserving land and protecting Monmouth County's natural habitat. Since the early days, MCF has grown and evolved as an organization. Today, its efforts reach more people than ever as the focus on diversity and inclusion expands through community partnerships.

Throughout the year, MCF board members, staff and volunteers raise awareness, form partnerships, identify resources and lobby legislators to cast votes in favor of laws that will protect the land for years to come. Led by Executive Director William Kastning since 2012, MCF has campaigned relentlessly on behalf of clean water, parks, farmland, woodlands, wildlife – and their critical habitat. Additionally, MCF staff has traveled to many a town hall, explaining to packed houses of concerned citizens and local legislators that our wellness is directly affected by the wellness of our environment.

As the only countywide land trust in Monmouth County, MCF has helped to save more than 22,500 acres of open space and farmland during its 42-year history. While numerous factors have contributed, it's MCF's ability to collaborate with landowners, government agencies and like-minded nonprofits that have been key to this success. Each preservation project – past or present – is a testament to MCF's commitment to building valued relationships, advocating for the well-being of the community and acting as a steadfast steward of our great land.

“There have been plenty of triumphs and a few trials since Michael Huber and Judith Stanley Coleman founded MCF in 1977.”

FIELD TO FARM PROJECT Colts Neck, Holmdel & Freehold Townships / 360 Acres

In partnership with the Monmouth County Farmland Preservation Program and the New Jersey State Farmland Preservation Program, MCF is working with farm owners in the townships of Colts Neck, Holmdel and Upper Freehold to preserve their land – a total of 360 acres. The aim in creating these types of preservation agreements is to maintain Monmouth's agricultural economy by enabling farmers to retain ownership, sell their development rights and continue farming.

Keep in mind, there are thousands of acres of farmland in the county that have yet to be preserved. Sky-high land values and other issues put these acres at risk of being sold to developers. Preserving farmland can be especially challenging given that most county farmers are at or nearing retirement age without a “next generation” to carry on the family business, and young farmers are unable to afford the farm purchase price.

While many farmers may think about tending fields for the last time, there is also a growing number of people who want to become first-time farmers. Agricultural aspirations, though, don't always come true. The high price of land, the difficulty of negotiating leases and beginning farmers' desires to find experienced ones to teach them the job before they launch often get in the way.

To address these challenges, MCF introduced the Field to Farm Project, which is designed to leverage resources and bridge the gap between novice and veteran farmers by bringing them together and aiding in the transfer of farmlands, facilitating lease agreements, and ensuring that farming knowledge and know-how are passed on.

SHARK RIVER HILLS Neptune Township / 2.86 Acres / Completed 2019

According to the Federal Emergency Management Agency (FEMA), the 2.5-acre vacant lot in the Shark River Hills section of Neptune Township, located along South Riverside Drive, is prone to major flooding. In fact, in 2012, Superstorm Sandy wreaked complete havoc upon this site. When a nine-lot housing subdivision was approved, Neptune Township and MCF negotiated to preserve the land and eliminate development in this flood-prone area. As a result of this purchase, Neptune Township has more public waterfront access and room for additional recreational amenities.

MCDOWELL PROPERTY Wall Township / 190 Acres / Completed 2019

Allaire State Park, located in Wall Township, has forest with an uncommonly acidic and sandy soil, making it the perfect habitat for threatened and endangered species that thrive in this rare topography. The more land with this type of soil, the better the chances for a species' survival. Enlarging Allaire, though, seemed like wishful thinking, given how rapidly nearby open space had disappeared due to development.

MCF, however, spotted an opportunity that could provide the wildlife of Allaire with a brighter future. The property adjacent to Allaire was owned by the heirs of the McDowell estate and, with 190 acres,

remained one of the largest undeveloped tracts of land in the area. Realizing how this significant property could expand Allaire, MCF brokered the sale among the heirs, the State of New Jersey, Wall Township and a generous donor for some minor site cleanup. Today, Allaire has 190 more acres, to the great delight of its wildlife inhabitants.

SPRINGWOOD AVENUE PARK Asbury Park / 1.3 Acres / Completed 2016

While much of Asbury Park underwent redevelopment that was years in the making, its west side neighborhoods remained desperately in need of open space – a place where kids could play on grass, where adults could retreat from life's daily stressors and where families could enjoy the outdoors together.

Recognizing the immediate need, MCF partnered with the County of Monmouth, the City of Asbury Park and Interfaith Neighbors, a nonprofit organization, to transform a vacant lot into the first public park on Asbury Park's west side. And when development stalled due to a lack of funds, MCF stepped in with a \$175,000 grant, guaranteeing the park would be created. Today, Springwood Avenue Park is a green oasis in an urban, underserved community with lawns, a playground and concert space for thousands of west siders to enjoy.

FLEMER ENTITIES (Formerly Princeton Nurseries) Upper Freehold Township / 1,200 Acres / Completed 2012

When the owners of Princeton Nurseries decided to close up after decades of leadership in the nursery industry, their commitment to the land led them to pursue preservation of the vast property. They loved the 1,200 acres of land that was home to their nursery in Upper Freehold and wanted to spare it from being developed into commercial strip malls or a housing subdivision, a common phenomenon that continues throughout Monmouth's rural landscape. Thanks to a partnership among various nonprofit land trusts, the New Jersey State Green Acres and Farmland Preservation programs, the County of Monmouth, and Upper Freehold Township, all 1,200 acres were permanently preserved, making it the largest tract of land ever conserved in the county.

CHASE TRACT Holmdel Township / 417 Acres / Completed 2001

The 417 acres that make up the Chase Tract typify Monmouth's rural roots, dating back to 1677 when it was part of the original land grant to the Holmes family for whom the township of Holmdel gets its name. In 2001, when developers expressed interest in the land, MCF, with help from Friends of Holmdel Open Space, the Monmouth County Park System, Holmdel Township, the State Agricultural Development Committee and the state's Department of Preservation Green Acres Program, raised \$19 million to purchase the land from Chase Manhattan Bank. Thanks to these efforts, the land is permanently preserved as part of Holmdel Park (227 acres) and preserved farmland (190 acres).

MCF SAVING AND PROTECTING *Continued on P34*

MCF'S PRESERVATION SUCCESS STORIES

*Innovative Programs
& What the Future
Might Hold*



PHOTO BY MARABETH GARDNER

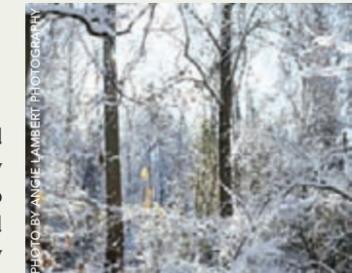


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PHOTO BY FRED YAHN



PHOTO BY PAMELA KARAZ

NAVAL WEAPONS STATION EARLE (NWSE)

The largest undeveloped tract of land in Monmouth County (11,000 acres) is Naval Weapons Station Earle. Known for its wildlife and woodlands in parts of several townships — Colts Neck, Howell, Wall and Middletown — it connects to a 1,000 acre waterfront site in the Leonardo section of Middletown, via Normandy Road, a 15-mile military road and rail line and ends at a 2.5 mile pier extending into Sandy Hook Bay.

While NWSE serves a valuable purpose, conservationists have raised a question worth considering: If the base should close, what would happen to its 11,000 acres of land? Even though the base has no current plans to shut down, over the past 25 years hundreds of military installations, most recently Fort Monmouth, have closed, so the conservationists make a good point and give us much to weigh and consider.

LOOKING TOWARD THE FUTURE

“Plans to protect air and water, wilderness and wildlife are in fact plans to protect man.”

— Stewart Udall

And Monmouth Conservation is doing just that. Given the perilous state of the environment, our plan is to continue to save open space, preserve farmland, create parks, safeguard waterways and protect wildlife, all of which serve to combat climate change. By partnering with local and statewide governments as well as nongovernment organizations on preservation projects, the Monmouth Conservation mission benefits the well-being of countless people — and all living creatures — now and into the future. 🌿



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NATURE'S SPEAKEASY

by TAMSIN SMITH

“*I laughed. I laughed because I did not believe that we could stop Mother Nature.*”

The quote above comes from John McPhee's *The Control of Nature*, a seminal account of various battles in which human beings pit their ingenuity against the Earth's lava flows, flooding rivers and tectonic shifts. I discovered this wise and beautiful book when it first came out in 1989; I was fresh out of college and hungry to chart a new path, one no longer dependent on the place and people from which I'd come. Even then, I sensed that the hubris of the book's civil engineers might be an echo of my stubborn relentless drive to control my own future. That intuition stuck with me and has become fundamental to thinking about human behavior and how to direct and harness it for the collective better.

1988 was the first year the global concentration of carbon dioxide in the Earth's atmosphere averaged 350 parts per million, a level seen by some climatologists as the tipping point of irreversibility. The Exxon Valdez oil spill followed in 1989, and that same year was the last time the now-extinct golden toad was ever spotted. Where are we now? In May of 2019, the concentration of carbon dioxide in the atmosphere eclipsed 414 parts per million for the first time in human history. The temperature near the entrance to the Arctic Ocean in northwest Russia surged to 84 degrees Fahrenheit.

In California, where I live, drought, flooding and catastrophic fire may not be new phenomena,

but recent devastating examples only make our efforts to establish dominion over nature seem that much more insanely self-defeating.

Scientific data confirms what we know inherently to be true through experience and observation: we are out of balance with ourselves, with each other and with the life-giving force of nature. In seeking to wrest control, we have lost it. And, yet, here we are, agreeing that *Conservation Matters Now!* I am writing, you are reading, and countless others are working across all sectors of society and in all corners of the globe to restore the vital symbiosis between human and planetary health.

I look back over my years of tackling large-scale social challenges and see a through-line; the environmental movement does not lack brilliant voices and compelling data, but it's difficult to drive mainstream shifts in behavior and mass political support in that people tend to have a visceral dislike for the words "no" and "stop." We act like teenagers resisting Mother Nature's wise counsel. And, yet, it's also clear that reconciliation is something we crave at a cellular and spiritual level. I've found that a gentle nudge is often more powerful than threats.

Depressing images and guilt-inducing appeals may work once, but generally they make people run away or give up entirely. Human beings like to feel good. The pleasure principle was a key element in the DNA of (RED), a pro-social brand collaboration that I launched in 2006 with Bono and Bobby Shriver. To date, (RED) has generated over \$600 million and impacted over 140 million lives. At a certain level, the result of this movement has gone well beyond (RED)'s specific target of helping eliminate HIV/AIDS in

Africa. Everyday shoppers now widely vote with their wallets, and more businesses see activism as an essential evolution beyond basic corporate responsibility. Key to this transformation was the notion of making the purposeful choice every bit as desirable — if not more so — than the generic alternative.

It's up to all of us to seek and demand more truly sustainable alternatives. But for those of us who build companies and run nonprofits, let's

remember that human nature and responsible action will align if the message is positive. How we tell the story restores a sense of innate power. How we connect each person to the plants, the ocean, the air that sustains us, is a creative challenge, but one we must meet with the best of our inspirational and innovative capacity. Transformation depends on can-do energy. Nature abhors a vacuum, and so does the human spirit. 🌱

“*How we connect each person to the plants, the ocean, the air that sustains us, is a creative challenge, but one we must meet.*”



Moms Clean Air Force

by DOMINIQUE BROWNING

“Are you sure this is legal?”

We were getting ready to pay a visit to our senators in their Washington, D.C., offices; you would have thought we were about to tie ourselves to a pipeline, or the fence around the White House. But I could sympathize with this young mother’s apprehension. The imposing building, the cold, polished, marble walls and floors, the ceiling and doorway heights that dwarfed even the tallest visitors. All of it seems designed to intimidate.

“Yes. Not only is this legal — this is your office, and these people are working for you.”

Members of Moms Clean Air Force are never daunted for long. A special program that my co-founders and I started in 2011, with backing from the Environmental Defense Fund, we are now over a million strong and growing. As our name suggests, we are united to clean up air and climate pollution — on behalf of our children, their health and, well, I used to say, their futures. But the fact is, we are already confronting the dangerous impacts of a changing climate, which is tipping into chaotic unpredictability because of the excess carbon and methane emissions we are carelessly spewing into our skies.

When we started thinking about organizing mothers to fight climate change, a couple of things were in the air (besides those greenhouse gases). First, serious legislation to address climate pollution had been introduced by then Representative Henry Waxman of California and Senator Ed Markey of Massachusetts; the bill ran more than 1,400 pages long, and Waxman-Markey also became known colloquially as the cap-and-trade bill. A market-based solution, it would have established an ever-lowering cap on climate pollutants, and a trading system to help industries get into compliance over time. It was fraught with peril politically and was attacked

from both the right and left side of the aisle; it was also on a collision course with health care reform, President Obama’s priority legislation. The bill narrowly squeaked by in the House but never even got to the floor of the Senate for a vote. I don’t think it is an exaggeration to say that the death of this climate bill sent the environmental community into a deep depression — countless dollars and hours, tons of hope, heart and intellect had been devoted to fighting for this bill. And with the makeup of the Senate tipping Republican, there would be no other chance to solve the problem politically in the foreseeable future. The Obama administration turned to its regulatory agencies for solutions, leaning most heavily on the Environmental Protection Agency (EPA).

Looking back, I think it is also probably safe to say that most Americans had no idea what “cap-and-trade” meant and no real sense that climate



change was a serious threat. We watched scientists talk to scientists, economists talk to economists, environmentalists talk to one another — but few really bothered to explain to regular people what was going on. That’s another way of saying that there was little or no effort to build grassroots support for climate legislation. I share all this history because we may be entering another cycle of legislative solutions — from both Republican and Democratic politicians. It is worthwhile thinking about how we got hung up last go-around.



PHOTO BY © MOMS CLEAN AIR FORCE.

And that’s where mothers come in. Hard as it is to believe, it was only a few years after the Waxman-Markey bill that I began to notice a burgeoning of what were then called “mommy blogs” in social media land. Some people found that name condescending — and, indeed, there’s quite a lot of patronizing language directed at mothers. But, mainly, I found it fascinating that there were all these women, young mothers and older ones, looking for answers and for company. They wanted to know what to do to keep their little ones safe and healthy. They wanted not to feel alone in their anxieties and confusions. They wanted to assert authority over the choices they made and the companies seeking their patronage. But one thing kept coming back to haunt me: everyone wanted to know how to shop their way to clean air (“what’s the best air filter?”), to chemical-safe products (“where do you find a baby bottle that doesn’t have BPA in it?”) and to safer foods (“does the mercury in tuna really matter?”).

We all wanted to buy our way to safety. No one was talking about what we could do as citizens, demanding that our government keep

us safe. No one was telling us about our power as voters. Certainly no one was explaining climate change to busy women who didn’t have the time or the bandwidth to read highly detailed scientific reports. No one was even explaining to pregnant women that, actually, the mercury in our fish came from coal-fired power plants — it was an air pollution problem! And, yes, it is a powerful neurotoxin, attacking the developing fetal brain, and should never be eaten by pregnant women.

And that’s how the idea for Moms Clean Air Force was born. I wanted to change the climate conversation entirely and shift the focus from polar bears to people. I wanted to tell my friends, my sisters, my children what was going on, and how they could unite to do something about problems that are so large that — let’s face it — no amount of buying air filters is going to fix them.

Naturally, other mothers on the board and in

“I wanted to change the climate conversation entirely and shift the focus from polar bears to people.”

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Moms Clean Air Force *Continued from P43*

the organization agreed, luckily for me. And for all my (many) male colleagues who thought it was a ridiculous idea? My attitude was: eat our dust.

Moms Clean Air Force hires organizers to train and mobilize women in key states around the country, states that were once called “purple” because they aren’t solidly, reliably Republican or Democrat. Legislators making tough calls to support clean air rules need to know their constituents demand the change, and have their backs. We try very hard not to be partisan ourselves. We call ourselves “Mompartisan.” The places where we do our work — places like Arizona, Nevada, Pennsylvania, Texas, Florida — are places that are seeing severe impacts from air and climate pollution. But most places, now, are seeing impacts today. This problem isn’t in anyone’s far-off future. It’s here today, and fortunately there are good people trying to solve these problems all across the country. What we care about is the safety of our children.

We’re confronting coal emissions that pollute our waters and our food. We’re confronting

linked to certain types of cancers and endocrine disruption. These are all issues that are targets of Moms Clean Air Force.

We create lots of educational materials, and we work hard to keep them clear and simple — but they sure aren’t dumbed down. And we invite mothers to join us for those legislative visits. We urge them into their statehouses, into their governors’ offices. We invite them to visit their senators and congresspeople, both at home, when they are on recess, and in Washington, D.C., when they are working. We invite our Moms to talk to officials at the EPA, to petition them to make changes for the better, to demand that they take up new rules. And we are making a difference. I like to say that no politician wants to make a mother mad. I like to tell Washington: Listen to your mothers.

We are now in a strange time indeed. For the first time, we are confronting an effort to cripple or destroy the EPA, on which we have become so reliant that we probably take for granted that we have a right to clean air and clean water. We have a right to protect our common treasures from the mayhem of filthy and corrupt industries. We are confronting a government that doesn’t seem to care how angry mothers are becoming.

And at the same time, we are asking so much of our children these days. We’re asking them not to be overwhelmed at the thought of the chaos that we face, as the Earth’s climate is disrupted globally, on such a large scale that we will be facing massive droughts, tidal flooding and the migration of vast numbers of people to safer ground. We as a nation have not been able to pass bills to simply cut the pollution at the source — in the energy industry, in the agricultural industry, in the plastics industry. We are paralyzed, and we ask of our children forbearance. For heaven’s sake, by dithering with gun safety laws, we are even asking our children to take bullets. To learn how to “shelter in place” when active shooters are in their classrooms because we, as a nation, cannot pass gun-safety laws. We are paralyzed, and again, we ask of our children forbearance. So, now it is our children who are striking, skipping school in protest, marching in the streets and occupying congressional offices with sit-ins.

Bravo, I say. But we cannot let them shoulder these burdens alone. As mothers, we say paralysis is not acceptable. Neither is defeat. We have to believe there is hope for a better world, always. What choice do we really have?

So, yes, head right on into those statehouses and Senate offices. Not only is it legal — it is your right. In these times, being a good mom means being a good citizen. 🌱

the ground-level ozone that keeps children inside on sunny days when the air is not safe to breathe. We’re confronting the pollution that makes our public parks smoggy and unsafe. We’re confronting the terrible poisons spewing out of fracking sites and lofting over playgrounds and schools that sit within view of oil and gas development. We’re confronting the 80,000 chemicals, many inadequately tested — or, should I say, being tested on us?! — in our stuff. This includes chemicals that are so deeply toxic, accumulating in our bodies over the years and years that we use them or breathe them, that they are either suspected of or known to be



PHOTO BY © MOMS CLEAN AIR FORCE.

There are some exciting and inspiring developments to protect air, land and water quality in New Jersey.

In 2018, Governor Phil Murphy signed a bill allowing New Jersey to join a coalition of states committed to cutting carbon emissions and fulfilling the United States’ pledge under the Paris international climate change agreement. But New Jersey — and the U.S. — are far from hitting their targets. Everyone trying to clean up our air needs your help and support to flourish. Here are some of the most important issues:

Ground-level ozone pollution — better known as smog — is a problem in many New Jersey counties, resulting in “orange alert” days when it is unhealthy for children, active adults, and anyone with asthma or other respiratory ailments to exert themselves outside for prolonged periods of time. Ozone levels tend to climb as the weather warms, and climate change is bringing about record-setting high temperatures that last far longer than they used to. New Jersey ranks among the most polluted states in the country, according to the American Lung Association, which gave 11 of 21 counties a failing grade for smog. This should be unacceptable to all mothers — especially because it can be stopped!

One of the best solutions for New Jersey: cleaning up the fleet of vehicles that are one of the biggest sources of pollution. That means making way for electric bus and truck fleets, as well as creating infrastructure for clean energy to run them. Solar use is well underway in New Jersey, but offshore wind lags behind.

Protecting public lands: that’s one of the most effective — and most joy-giving — ways of cleaning up our air. Woodlands and grasslands absorb tons of carbon dioxide; trees are among the most effective (and least expensive) methods of carbon capture and storage we know. And fields and meadows are home to bees and insects that pollinate — for free.



We Can't Assume Our Water is Safe to Drink. But We Can Fix It.

One-fourth of Americans drink water from systems that don't meet safety standards.

by RHEA SUH

When my young daughter says she's thirsty, I take for granted that the water from our kitchen tap is clean and safe. In fact, that's what most Americans assume. But should we?

As we mark World Water Day on March 22, the disturbing truth is that roughly a quarter of Americans drink from water systems that violate the Safe Drinking Water Act. Violations range from failing to properly test water to allowing dangerous levels of lead or arsenic. And they occur everywhere: in rural communities and big cities, in red states and blue ones.

The lead contamination crisis in Flint, Michigan, was extreme — and shocking because of the role that race played. However, it was not an isolated case, and we need to consider it a national wake-up call.

Across the country, water systems are old, badly maintained and in dire need of modernizing — from lead service lines in Milwaukee, Wisconsin, and Newark, New Jersey, to silt and debris in drinking water after heavy rain in Austin, Texas, to fecal contamination in Penn Township, Pennsylvania. Worse, some are managed by dysfunctional agencies where incompetence and socioeconomic and racial bias may determine whether a community is made sick by its drinking water. The reality is that we can no longer assume that our water is safe to drink.

How unsafe is it? Depending on the source of contamination and the exposure, health effects include neurological problems and developmental disabilities in children (lead), interference with hormones (perchlorates), and increased risk of cancers of the skin, bladder and

kidney (arsenic). The Environmental Protection Agency regulates more than 90 contaminants — but a hundred more that are tracked are so far unregulated.

Everyone has a right to clean water, no matter what you look like, how much money you make or which political party you favor. In America, that right is enshrined in the Clean Water Act of 1972, which defines how the EPA regulates pollutants in U.S. waters, and the Safe Drinking Water Act of 1974, which establishes maximum amounts of pollutants in all public water systems. Those federal laws were passed at the peak of environmental degradation in our country — a time when smog choked our cities and rivers were so contaminated they regularly caught fire.

Those laws and many other regulations at state and city levels have made great progress toward reducing pollution and addressing public health. Some of us now don't worry about the toxicity of the air for our children's afternoon soccer games or the flammability of the local river, primarily because our environmental protections have worked. But in far too many places around the country, those basic laws are not being upheld or enforced, and people are suffering the consequences.

Look at Puerto Rico. The water situation there was unacceptable — the worst in the nation — even before Hurricane Maria in 2017. An analysis by the Natural Resources Defense Council (NRDC) showed that almost all of Puerto Rico's residents in 2015 got their water from systems that violated the Safe Drinking Water Act and nearly 70% of them got their tap water from sources contaminated with coliform bacteria, disinfection by-products, and more.

Hurricane Maria created a full-blown humanitarian crisis. People had no choice but to get their drinking water from toxic sources, and scores ended up in emergency rooms with

We Can't Assume Our Water is Safe to Drink
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“Everyone has a right to clean water, no matter what you look like, how much money you make, or which political party you favor. In America, that right is enshrined in the Clean Water Act of 1972.”

gastrointestinal illnesses. Even now, two years after the storm, Puerto Ricans are still warned to boil water before drinking it.

As climate change increases the intensity and duration of hurricane season, Puerto Rico will likely find itself in even more dire circumstances. That means we need to invest significant resources now in the island's water and power infrastructure, which remains fragile at best.

So far, U.S. leaders have approved only a small fraction of what Puerto Rico needs to protect itself. By shortchanging this American island, we are condemning it to more climate-related destruction and an ongoing water crisis. And many other vulnerable communities are in the same fix.

PFAS: CHEMICALS MOST OF US CARRY

What are perfluoroalkyl substances? Generally known as PFAS, they're a class of human-made chemicals found in everything from nonstick pans to raincoats and firefighting foam. They're also known to harm human health.

Two of these chemicals, **PFOS and PFOA, are present at unsafe levels in the drinking water of six million Americans** and found in the bodies of 98% of Americans. They enter water supplies when manufacturers dispose of PFAS or, in the case of firefighting foam, when used at places such as airports and naval bases.

The world around us is full of PFOS and PFOA. They don't break down in the environment or degrade easily when they enter the human body. Even at low levels, PFAS are linked to a range of serious illnesses, including cancer of the kidneys

and testicles, thyroid and liver disease, lower fertility in women, and birth defects.

ACROSS AMERICA, the first step in securing clean drinking water is better information. In 2016, New York became the first state in the country to require school districts to test drinking water sources for lead, something the Safe Drinking Water Act fails to do.

NRDC looked at the data on drinking water from New York State's public schools. Our analysis showed that 82% of public schools in New York had one or more taps that exceeded the state's lead action level — and as you might expect, the problem was worse in lower-income schools.

New York already is one of 10 states (along with the District of Columbia) that require universal blood tests for lead before age three. Now, newly armed with data on lead sources, the state has an opportunity to protect the 2.7 million children in public schools (including my daughter) and to become an example for other states.

Lead makes headlines, but it's not the half of it. The more we look for pollution, the more we'll find, and the list of contaminants is long: Coliform bacteria near dairy farms in Wisconsin. Nitrates from fertilizers in Iowa's rivers. Lead, mercury, and uranium in fracking fluid in places like Ohio, Oklahoma, Pennsylvania, and North Dakota. Toxic chemicals such as those in Teflon that are so ubiquitous they're found in the blood of 98% of people in the United States and nearly every country in the world. (For more on this topic, visit thediavilweknow.com.)

The problem may feel overwhelming, but together we can solve it. We need to start with the basics, like replacing lead pipes and fixing deteriorating mains. Then we can modernize our aging water infrastructure with more filtration or treatment processes to better purify wastewater before it enters the drinking water system. We need to better regulate pollutants, strengthen protections for drinking water, and improve testing. A bonus: We can do all of these things and create good-paying new jobs in communities throughout the country.

IT ALL BEGINS by insisting that clean water not be treated as a partisan issue. No matter how you voted in the past two elections, you didn't vote for contaminated drinking water. So, together we need to hold government officials to account at all levels. We can start with leaders in Washington who, in my estimation, are trying to shrink government's role in protecting public health.

In 1970, millions of Americans rose up and demanded stronger environmental and public health protections — and won them. Nearly 50 years later we need to rise up again.

This is where you come in. You can join the many people taking to the streets to march for a clean environment. You can read up on water issues in your community, then attend town hall or water department hearings. You can call your representatives and tell them that water quality matters to you and your family. Your voice is exactly what's required now to defend and make real our right to clean water. 🌱

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“Lead makes headlines, but it's not the half of it. The more we look for pollution, the more we'll find, and the list of contaminants is long.”



S C H A F E R C U L L E N
C A P I T A L M A N A G E M E N T

CANDID KANTER

At 35, former Microsoft whiz Lily Kanter launched a philanthropic empire, landed on the cover of *Time* magazine, created a powerhouse online lifestyle brand and began to transform the lives of kids with a single game-changing idea.

In 2001 Lily and her husband founded the Sarosi-Kanter Charitable Foundation. Following the birth of her second son, she partnered with Serena Dugan to launch **Serena & Lily**. This home furnishings and design firm immediately became wildly successful and remains a top lifestyle and decor destination. Today, Lily combines her fresh, colorful aesthetic and high-tech business skills with her passion for philanthropy in Boon Supply, which offers customers an online way to shop and give back all at once.

What inspired you to create Boon Supply?

"I had the opportunity to buy an existing school fundraising company. It was complete kismet because I had spent years dreaming of how we could put capitalism to good use on behalf of communities. It felt like serendipity to use the school fundraising business as a foundation to build a shopping platform for any cause — a true philanthropic shopping site."

How did you put your "personal stamp" on the business of giving?

"Boon Supply really fulfills a lifelong dream of mine to make stylish, everyday essentials that are accessible to all and give back to those who need it most. Starting out, I realized that the entire fundraising business was based on gift wrap and cookie dough, and I believed there was a tremendous opportunity to do it better with great product and great technology. I looked at

organizations like the Girl Scouts that sell hundreds of millions of dollars worth of cookies a year and quickly understood that I could make a great impact. Today, we sell more than 200 products that are less than \$25, and 40% of all proceeds go to the customer's choice of any of the charities listed on the Boon Supply website."

How does fundraising work?

"Customers have the choice of supporting a cause we've selected or starting their own fundraiser. Anyone wishing to start a fundraiser can submit an application that lists information such as description, length of time and funding goal. Once the fundraiser is vetted and registered, we issue a unique code that they can send to their social networks to help spread the good word. Followers then shop at Boon and enter the code at checkout so 40% of the order benefits that specific cause."

How do you select products?

"We utilize many of the products of the existing fundraising company we acquired, with a new twist on design, color and pattern. All the products are exclusive — we design and develop products directly with the factories. The products are truly everyday goods, from cooking and eco-friendly living to travel and home organization. My favorites are the compost bin, our shopping totes and, because I have three boys, the packing cubes, which are like having drawers inside your bag when you travel."

"I also want the Boon Supply brand to reflect our mission and business philosophy. For example, we have a line of products called Character Matters, which is based on a phenomenal short

“As part of our mission, I try to take a 'no landfill' approach by creating products that are reusable and environmentally friendly.”



PHOTO BY STEPHANIE POOL

film, "The Science of Character," by Tiffany Shlain that explores the 24 character strengths that scientists say can lead to a purposeful and meaningful life. We've designed notebooks and pencil sets featuring these character strengths, such as teamwork, happiness and optimism, so they may inspire and encourage people to remember that one's character really does matter. Also, as part of our mission, I try to take a 'no landfill' approach by creating products that are reusable and environmentally friendly."

Who are your nonprofit partners?

"Let me just say, I have so many interests — there are many causes that I love that it's wonderful to have a platform that gives back. Right now, 95% of the nonprofits featured are schools or school teams. We are, though, building relationships with a wide variety of organizations, and, in addition to others, we have recently helped to raise funds

for the Humane Society of Seattle and Every Mother Counts, which supports maternal education and is dedicated to making pregnancy and childbirth safe around the world."

What are your goals for raising money?

"We have already given back over \$18.5 million since acquiring the existing school fundraising business in June of 2017. Our goal is to get that number up 10 times, and as quickly as possible."

What should we know about Lily Kanter?

"I'm having a blast working on my passion project. Going to nonprofit events is now part of my work life, and it's a pure joy to travel and volunteer every summer with my family to help make the world a better place." 🌱

“It's a pure joy to travel and volunteer every summer with my family to help make the world a better place.”

TRACK : POSITIVE

Apparel that celebrates the inventors of everyday items



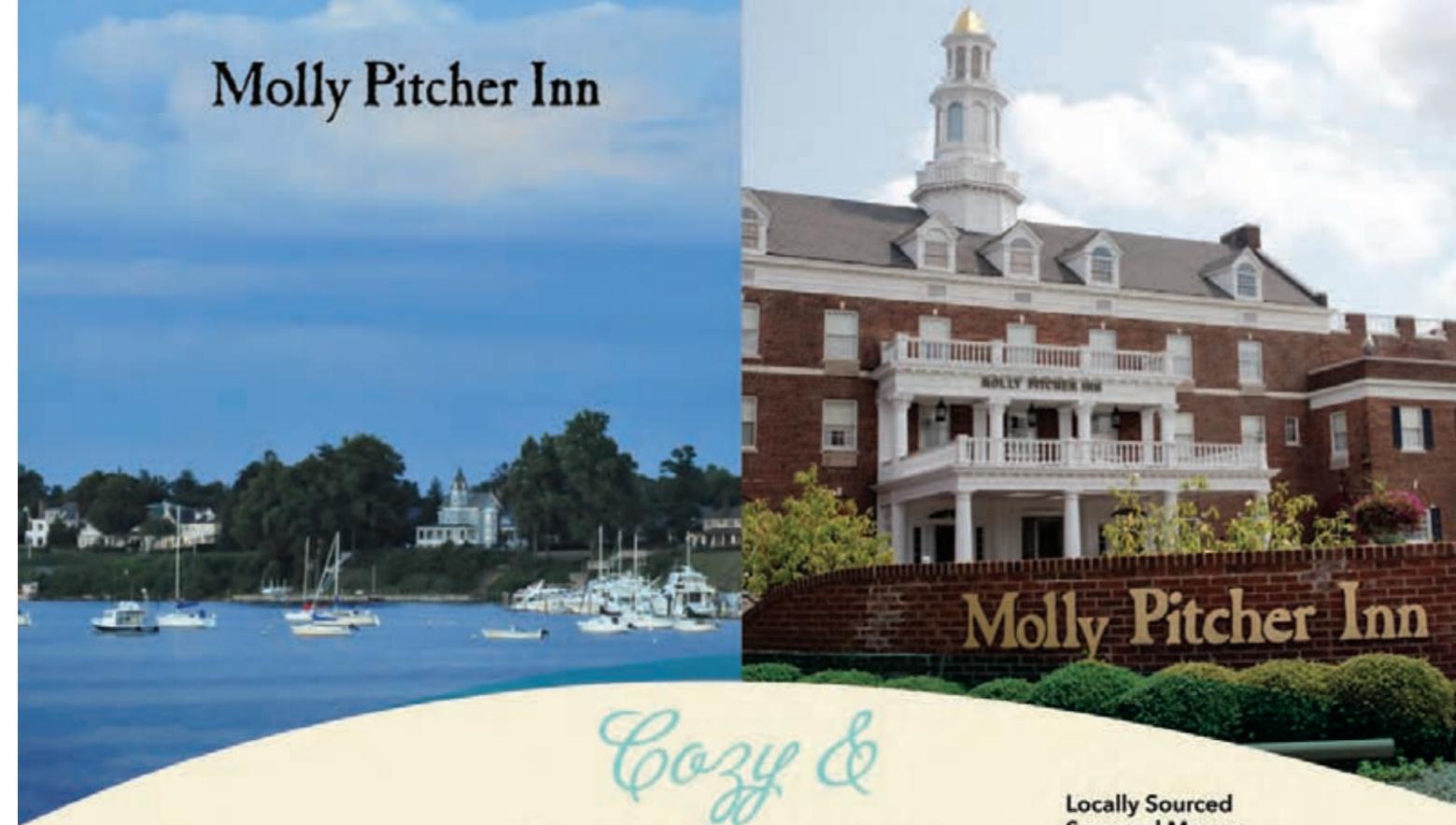
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Lucy Kalian, Founder*

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SUSTAINABLE STYLE

by CINDY WEBER-CLEARY

When you hear the words “eco-friendly fashion,” do visions of crunchy, shapeless garments made of hemp dance in your head? Time for a reality check!

WHAT YOU NEED TO KNOW

The advent of “fast fashion,” which allows mass brands such as Zara, H&M, ASOS and Forever 21 to offer their customers on-trend styles at very low prices, bolstered the illusion that fashion is a disposable commodity. Instead of the seasonal model of manufacturing, these companies produce an almost-constant stream of new items. The short inventory cycle and cheap price tags entice shoppers to return to these stores and websites every few weeks to view incoming designs and to make new “guilt-free” — in terms of cost — purchases. Social media compounded the problem. When users of sites such as Instagram, Snapchat and Facebook embraced the “selfie,” few wanted to be seen wearing the same outfit more than once or twice.

In a recent interview with journalist Bridget Foley of Women’s Wear Daily, fashion designer Stella McCartney said, “We literally wear fast fashion a maximum of three times before it becomes landfill or is burned. That’s ... a truckload of fast fashion every second being incinerated into our Earth” (www.wwd.com/fashion-news/fashion-features/bridget-foleys-diary-stella-on-sustainability-1203114682).

Some fast-fashion brands have taken steps to mitigate their environmental footprint. In 2010, H&M launched its first Conscious Collection, using organic cotton and recycled materials, and earlier this year announced the new line will be available worldwide. In 2013, the company introduced a garment collection program that encourages shoppers to turn in used clothing in return for store vouchers. Other companies, such as Patagonia, The North Face and American Eagle Outfitters, followed suit (saturdayeveningpost.com/2018/01/ready-waste-americas-clothing-crisis).

HOW AND WHERE TO SHOP

It’s hard to say whether it’s better to drive to a store to shop versus shopping online. Overall, consumer shopping trips may be more detrimental to the environment depending on several variables including the distance driven. Shopping locally is always a good option.

Designer Eileen Fisher (www.eileenfisher.com) has been at the forefront of the sustainability movement for decades. According to her company’s website, “by 2050, the global economy is projected to consume three planets’ worth of resources annually. To change that trajectory, we’re committing

to less. Leaving less fabric waste on the cutting room floor. Using less water; emitting less carbon. And we’re investing in renewable energy and cutting our reliance on air shipping.” Misha Nonoo, a relatively new designer (mishanonoo.com), offers another environmentally friendly business model: made-to-order, or “on demand,” goods. Instead of producing large batches of clothing, her eponymous company produces garments after they have been ordered, thus reducing waste and harm to the environment.

As Brian Bolke, founder of The Conservatory, a concept store that combines on and offline shopping at New York’s Hudson Yards development (theconservatorynyc.com), sees it, “It’s fine to buy stuff online that you know you are going to use, such as paper towels or dog food. Your time is worth money, after all. But when it comes to fashion, free shipping and free returns are terrible. People order things in multiple sizes and return what doesn’t fit. I say, touch it and try it before you buy it.” The Conservatory partners with sustainable brands and offers a highly curated selection of clothing, home goods and beauty products for both men and women. Customers can visit the store, touch and try on the clothing goods (for many items, The Conservatory is the only opportunity to do this before purchasing), and place an order to be delivered to them directly, thus eliminating the environmentally damaging effects of online returns. Some in-store items are stocked and can be carried home.

Clothing-rental sites, such as Rent the Runway (renttherunway.com), and consignment and resale sites, such as The RealReal (therealreal.com) and thredUP (thredup.com), also help to extend the life of a garment, as do clothing-swap events and vintage stores. It’s part of what’s called “the circular economy” and “collaborative consumption.”

The bottom line is not to stop shopping altogether, but to be more mindful about your purchases: Try to buy fewer, better-made garments that you truly love and that you will wear for a long time as opposed to this season’s “must-have” items. Buy more than one item at a time when possible. When ordering online, plan ahead so you aren’t opting for same-day or next-day shipping. Do some research about the manufacturer’s sustainability practices and whether they use eco-friendly packaging. And remember to donate your unwanted clothing — if the items are in decent condition — to organizations such as Goodwill or Vietnam Veterans of America (VVA.org). Garments that are torn or stained can often be recycled too at specific locations. Check your local recycling center or clothing bank. 🌱

STELLA MCCARTNEY

Keep calm and carry on ... the fight for sustainable practices! Made of faux leather and lined with recycled polyester, this iconic tote bag from British designer Stella McCartney signals your commitment to the environment. **Ruby Red Falabella Shaggy Deer Tote**
\$695.00 SAKSIFIFTHAVENUE.COM

ECO-FRIENDLY FASHION FINDS

Not only are there cutting-edge luxury brands pushing for environmentally sustainable business practices, but many affordable clothing and accessory lines are, too.

ALBERTA FERRETTI

Get your message across, loud and clear! This heartwarming sweater is made with recycled cashmere and certified recycled yarn. It’s part of the brand’s, Love Me eco-capsule collection, which expresses a love for the Earth. “It’s a Wonderful World” Sweater
\$595.00
THECONSERVATORYNYC.COM

ALLBIRDS

A soft, wool men’s runner with laces made of recycled polyester, this shoe has super powers! It’s washable, breathable, wicks moisture and minimizes odor. **Men’s Wool Runner (Color: Natural Grey)**
\$95.00 ALLBIRDS.COM

SOKO

Make a bold statement with a chainlink necklace of recycled brass and ethically sourced horn and wood. **Malindi Charm Collar Necklace**
\$115.00
SHOPSOKO.COM

EILEEN FISHER

Effortlessly chic and as comfy as a bathrobe, this charcoal wool topper meets The Responsible Wool Standard, ensuring that the land on which the sheep live is protected. **Brushed Wool Doubleface Shawl Collar Coat**
\$598.00
EILEENFISHER.COM

RILEY STUDIO

Pay it forward with kindness. Crafted of recycled cotton fibers that come from waste, including yarn discards and fabric scraps, this unisex t-shirt celebrates equality. **“Human Kind” Classic T-shirt (Color: Forest)**
\$52.00
RILEY.STUDIO

BAUME

Keep up with the times by sporting a timepiece made from upcycled multiple materials, including skateboard and ocean plastics. **Baume Moonphase Watch**
\$630.00 THECONSERVATORYNYC.COM

PATAGONIA

Calling all outdoorsmen! Stay cozy and dry in an ultra-light, recycled nylon puffer with a water-repellent finish. **M’s Micro Puff Hoody (Color: Balkan Blue)**
\$349.00 PATAGONIA.COM

EVERLANE

Get ready for the weekend in this feel-good fleece pullover made entirely from recycled plastic bottles. **ReNew Sherpa Fleece (Color: Dark Navy)**
\$60.00 EVERLANE.COM

ACE & JIG

Give yourself a color boost! This puffy-sleeved blouse is to jeans what peanut butter is to jelly: the perfect complement. Woven and custom yarn-dyed in India by the brand’s ethical manufacturer partners, it’s 99% cotton with gold flecks of metallic yarn. **Goldie Blouse (Fabric: Rhumba)**
\$235.00 ACEANDJIG.COM

Q & A with JULIE GILHART

by CINDY WEBER-CLEARY



Fashion industry veteran Julie Gilhart built her eponymously named firm with an eye toward creating, connecting and cultivating environmentally impactful fashion brands.

How do you define “sustainable” fashion?

"I think that sustainable fashion is defined by a deep commitment to making the planet a better place. It can be acted upon in a multitude of ways, from donating gently used clothes to using natural biodegradable fibers such as silk and wool instead of synthetics to adapting the “shared economy” business model that offers consumers an alternative to ownership."

With sustainability in mind, what are some of your favorite brands right now?

"One of my favorite brands from a fashion point of view would be Stella McCartney. ... She is constantly in the pursuit of a more sustainable world. She works with fabric developers to develop unique and sustainable fabrics, and makes these findings an open source so other, smaller brands can engage with sustainability more easily. Another brand I adore is Gabriela Hearst. Gabriela’s deep commitment to sustainability — paired with her lovely clothes — absolutely makes for an irresistible combination."

Why is it so difficult for fashion brands to practice sustainability?

"Right now several factors are preventing brands from adopting sustainable practices, among them the difficulty to scale, the pace of the fashion calendar and, of course, the demand for increased capital to fund research. In regard to the industry pace, for example, sustainable practices can be slower, or take time to develop. Plus, there’s a tremendous amount of pressure to keep up with factory-made items and fashion buyers’ schedules, which can keep brands from fully committing to sustainable methods."

Which elements of today’s fashion industry are most harmful to the environment?

"The production of synthetic and natural fibers has and will probably always exact a toll on the environment. And while making new garments

does present opportunities for brands to adopt sustainable practices, creating a new product will always impact our environment to some extent. That’s why the best thing we can do is to transition to a circular economy."

Are there fabrics or fabric treatments shoppers should avoid?

"Yes. Shoppers with environmental impact in mind, should avoid neon-dyed synthetic fabric as it’s very difficult to produce such intense hues and is harmful to the environment. However, not all “synthetics” are bad. It’s important that consumers do their research to understand how different man-made fibers impact the environment."

What can people do if they want to shop for clothes and accessories with the environment in mind?

"People can do so many things! Shopping vintage or resale is a big one. Another important step consumers can take to be more mindful is to do their research. Most brands that practice sustainability are transparent with what they do. It only takes a little digging on a company’s website to see if their sustainable practices go deeper than face level. Investing in these brands also shows companies that sustainability is important and can shift the way that they do business, so in this way shopping habits of the individual have a much larger impact."

How can the fashion industry reconcile its economic need to sell people more clothes with the reality that we already have more clothes than we need?

"We are seeing a shift in how people buy, as opposed to not buying at all. It’s human nature to consume. However, with companies like The RealReal and Rent the Runway, we are shifting the mindset of the consumer toward the circular economy and away from fast fashion and throw-away culture." 🌱

Convergence is defined as "two or more things coming together, evolving as one." We are witnessing the convergence of two of the world's most powerful forces — the environmental movement and the free enterprise system. *Is it a convergence ... or a crossroads?*



PHOTO BY HISTORIC AMERICAN BUILDINGS SURVEY/HISTORIC AMERICAN ENGINEERING RECORD/HISTORIC AMERICAN LANDSCAPES SURVEY

A NEW AGE OF AFFIRMATION FOR CONSERVATION?

by LARRY SELZER

It's time for these two powerful forces to come together to create a new environmentalism that combines the passion of the environmental movement with the innovation, financial sophistication and scale of business.

The environmental challenges we face today — things like climate change, food and water security, and the loss of productive forest lands — cannot be solved by the environmental movement alone. We need to embrace the tools, the skills of the marketplace, so that we can innovate faster, get more leverage out of our financial resources and scale our actions to match the magnitude of our challenges.

First, a bit of history that has led me to this point — a bit of my own and that of the environmental movement.

Since I was 5 years old I wanted to become a marine biologist. Our family spent each summer on the Long Island Sound. My older brother and I would spend nearly every waking moment down at the beach in the tide pools alive with crabs, eels and snails. We would spend hours catching and releasing everything we could find. That sense of wonder that comes from turning over a rock and realizing that you are not alone has been and remains for me a powerful and energizing force.

I made up my mind that I was going to be a marine biologist. When I graduated from college, I went to work for a small biology research institute in Massachusetts that documented the offshore populations of whales, dolphins and seabirds on the Atlantic outer continental shelf. We spent months out at sea collecting data to estimate the size of these populations. We'd then present our findings at meetings where decisions about oil and gas exploration, commercial fishing quotas, and other economic interests would be made.

Naively, I thought that the data we worked so hard to collect would play a central role in

the decision-making process. Instead, I realized that all of the key resolutions were driven not by the best science, but by political or economic considerations. On more than one occasion I watched as decisions were made that placed the whales, dolphins, and seabirds that I cared so deeply about at risk. I wanted to protect these animals, and it was deeply frustrating to me that as a scientist I was unable to do more.

Eventually I realized that if I wanted to be more influential in determining the outcome of these important decisions, I needed to better understand the political and economic sides of the equation. I wasn't really interested in the politics, but I was fascinated by the money. So instead of going back to graduate school to get a Ph.D. in science, I went to business school to learn about money.

“The environmental challenges we face today — things like climate change, food and water security, and the loss of productive forest lands — cannot be solved by the environmental movement alone.”

Business school was an eye-opening experience. Being there reminded me of turning over one of those rocks in our tide pool and discovering a whole world thriving underneath. I learned new skills and a new language. I learned to read a balance sheet and calculate the cost of capital, and I began to see, for the first time, how the tools of the marketplace could be used to achieve desired outcomes. In my case, conservation outcomes.

After business school I joined The Conservation Fund, a relatively new nonprofit with a unique mission — to combine business and the environment to create new conservation solutions that make economic sense. And over the years, I have become increasingly concerned about the future of the environmental movement as a whole. We seem to be stuck in the past, oriented more toward stopping things than on designing new solutions that can succeed.

A book by Marshall Goldsmith entitled *What Got You Here, Won't Get You There* was an epiphany for me. As the title suggests, the things

A NEW AGE OF AFFIRMATION FOR CONSERVATION
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that have made you successful in the past may not be the things you need to be successful in the future — a vitally important message for the environmental movement.

It's useful to look back at the evolution of the environmental movement. For me, the story of the environmental movement begins at the turn of the 20th century when Teddy Roosevelt was president.

It was a time of tremendous economic expansion, and our nation's vast natural resources were there to be consumed. To build our cities, we clear-cut our forests. To support our manufacturing, we extracted minerals and energy without regard for environmental impact, and for sport or fashion we hunted certain species nearly to extinction.

Roosevelt, a lifelong nature lover, was dismayed by all this and took action, creating our first National Forests and Wildlife Refuge System and setting aside millions of acres of land. His efforts launched the first era of the environmental movement, which I'll coin the Era of Conservation, and today our network of protected lands is envied around the globe.

By the mid-20th century, however, we faced a whole new set of environmental challenges. Air quality in some cities was so bad that you had to turn on your windshield wipers to remove the soot before you could drive your car. One river in Ocean County, New Jersey, reportedly was so polluted that it was a different color each day of the week depending on what dye was being used. And widespread use of chemicals like DDT threatened iconic species, such as the peregrine falcon, with extinction.

Then, in 1962 Rachel Carson published her seminal book, *Silent Spring*, which, for the first time, made the claim that humans were misusing pesticides without knowing the possible harmful effects on the environment, our ecosystems and us. Her book unleashed a tidal wave of grassroots activism and ushered in an environmental movement I'm calling "The Era of Regulation." It also eventually led to the banning of DDT. Today, there are more than 10,000 environmental organizations and thousands of pieces of legislation and regulation on the federal, state and local books, including some of the most important laws this country has ever passed — the Clean Air Act, the Clean Water Act and the Endangered Species Act.

This era was predominantly about stopping

bad things from happening, or stopping bad things that had been happening, and we have had tremendous victories. Industrial pollution has been greatly reduced. The most harmful of chemicals have been taken off the market. And better land use planning has kept development out of many of the most sensitive areas.

Yet, these have not come without a price. Our reliance over the past half century on the tools of legislation, litigation and regulation has now become our "Achilles" heel. We have become too much defined by saying "No" and not enough by saying "Yes" to innovation.

What we need is a new environmentalism; the next era of the environmental movement if you will, defined not by saying "No" but by saying "Yes" to new ideas that can balance the needs of people as well as the needs of nature, can engage all sectors of society in solving problems, and can scale up to match the magnitude of our challenges — The Era of Affirmation.

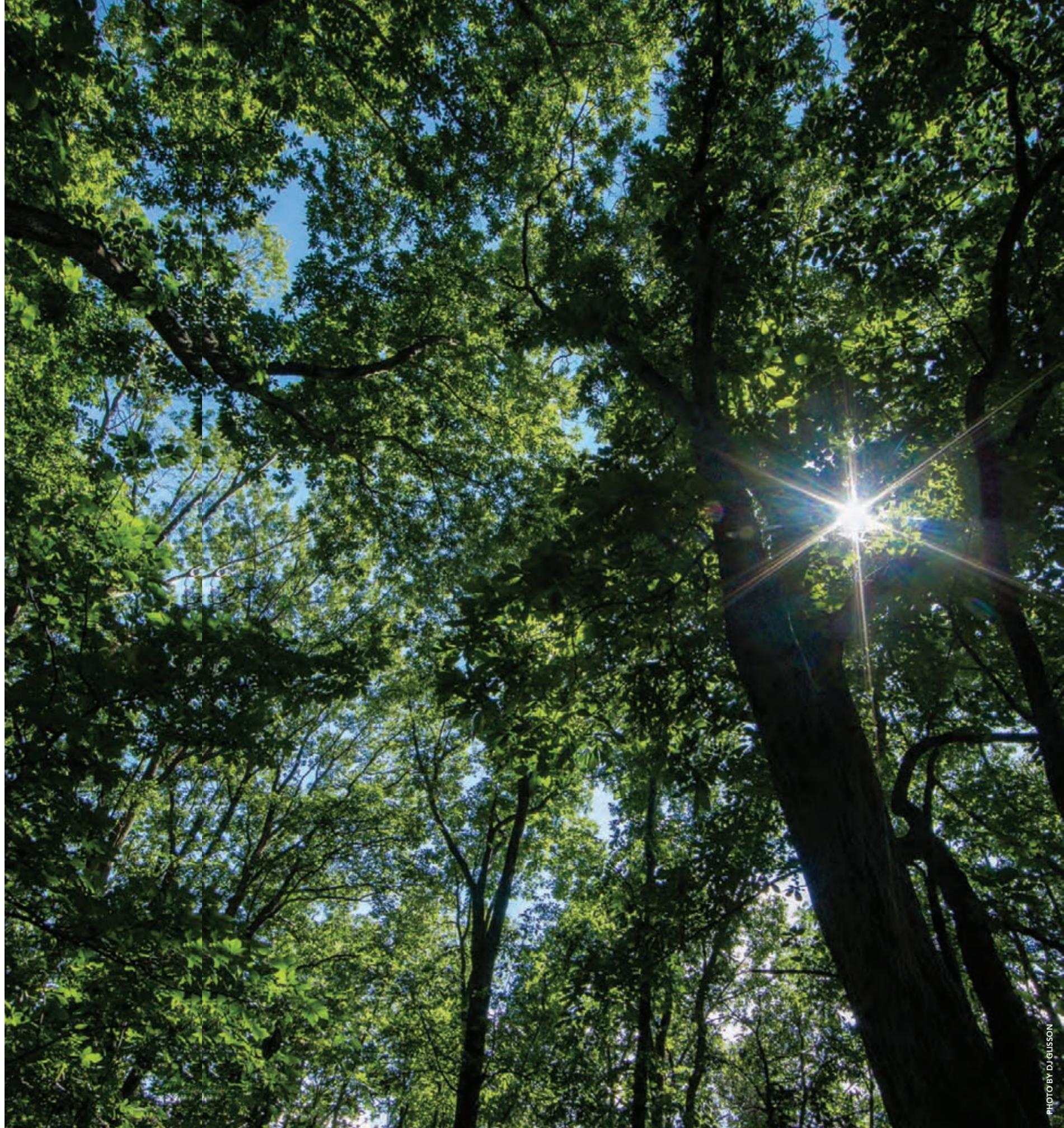
“*Conserving these magnificent lands is not some kind of amenity, something that would be nice to have. It is a necessity, something we must have.*”

For this to happen, though, the environmental movement will have to change. The skills we have honed over the last 50 years are not the same skills we will need in this new era. We need more innovation, greater collaboration, and faster speed. We need to attract new partners and leverage our financial resources.

These are not things you often see inside the environmental movement, but they are the hallmarks of the world of business. What if we brought these two powerful forces together — the best of the environmental movement and the best of business? There are some areas where this is already happening, but it needs to be on a larger, more inclusive scale. The passion for the environment with the skills and finances to say "Yes!"

But bringing together the environment and business will not be easy. We have many different cultures and we speak a multitude of languages. Environmentalists talk about ecosystems and biodiversity; businesspeople speak of discounted cash flow and return on invested capital. We are divided by what the great British biologist C. P. Snow called a "gulf of mutual incomprehension." And yet, bridging that gulf is exactly what we must do.

One example of how powerful this combination of finance and environmentalism can be is The Conservation Fund's approach to the greatest land conservation challenge in the country



today – the loss of large-scale productive forests.

For much of the last century, these large working forests were owned by large companies that used the wood to make paper and lumber products. That stable situation was upended about 20 years ago when the large companies began to sell their land. What started as a trickle soon became a torrent, and over the past two decades more than 70 million acres of land have changed hands. Over the past three decades we have lost 36 million acres of forests. If unchecked, we anticipate losing an additional 38 million acres in the coming decades.

And these large forests are not just any lands: they remove carbon; they provide us with clean air to breathe, clean water to drink, habitat for wildlife; and they support millions of good jobs. Conserving these magnificent lands is not some kind of amenity, something that would be nice to have. It is a necessity, something we must have.

And, yet, this tidal wave of land coming on the market completely overwhelmed any tools that the environmental movement had in its toolbox. Legislation, litigation, even large-scale philanthropy simply could not keep pace with the shift in ownership, nor could it set up protections before land was sold.

To protect these forests, we needed an entirely new approach that would differ from the past in several important ways: first, it had to be able to aggregate large sums of charitable money quickly so that the most important forests could be acquired when they come on the market. Second, it had to be able to return that capital over time so that

it could be used again and again to buy the next forests when they come up for sale. In other words, it had to be a revolving fund that could be invested over and over, yielding a powerful conservation outcome while behaving like a for-profit investment. The skills of business being used to achieve the best of conservation.

Ten years ago, we launched just such a fund, and it has exceeded our expectations. Here's how it works.

Working with foundations and individual donors, we have capitalized a "Working Forest Fund" that allows us to buy a critical forest when it comes up for sale.

Once we own the forest, we develop a sustainable harvest plan. Harvesting timber keeps the jobs in place and allows us to cover our expenses. The revenue we generate by sustainably harvesting timber buys us time; in other words, it allows us to hold the forest long enough to put in place a conservation easement that permanently protects the forest but allows for sustainable logging in the future. Finally, after the conservation easement is secure, we resell the land to someone who wants to own a sustainable forest, allowing us to recover all of our invested capital.

This is the kind of future I envision for the environmental movement. Innovation, scale and financial sophistication. Coming together to solve big problems using the skills of business to achieve conservation outcomes. It won't be easy, but we have shown it can work.

Bringing the power of the marketplace together with the passion of the environment: it is time we begin to speak of this as if it is not only possible, but inevitable. 🌱

Excerpted from a TEDx Talk that Mr. Selzer delivered in October 2015.

Then & Now

*What's the difference between "Then" and "Now?"
Quite simply, the loss of open space for future generations. Lost forever.*



NOW



THEN

That which we love, need and expect is decimated by unrelenting, haphazard development.

PHOTOS BY FRED YAHN
EAGLECRONESOLUTIONS.COM

Inhale the present
Exhale the past
Breathe in the future

Breathe for Life
WEforumGroup.org



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GRETA THUNBERG Would Like You to Panic, Please.

by LOGAN ORLANDO

“I want you to
feel the fear I feel every day.
And then I want you to act.
I want you to act
as you would in a crisis.
I want you to act
as if our house is on fire.
Because it is.

G

reta Thunberg does not mince words. By her own admission, the 16-year-old Swedish climate activist cum global phenomenon expresses only what's necessary. Often this means speaking truisms about climate change, and the collective failure of world leaders, politicians and businesses to take necessary action to stem greenhouse gas emissions.

Greta's public protests started in August 2018, when, inspired by American student walkouts over the Parkland shootings, she skipped school and planted herself outside the Swedish Parliament. Alone, her now famous *Skolstrejk för klimatet* (school strike for climate) placard in hand, she sat. Her demand? That the Swedish government reduce carbon emissions in accordance with the 2016 Paris Agreement. She vowed to return every day during school hours until the national election. Others joined, and her social media postings went viral. Soon, she designated Fridays her weekly day of protest, which sparked a widespread youth movement, "Fridays For Future."

What started as a solitary endeavor by a quiet, young climate activist in a peaceful European country mushroomed into a global call for action. Just seven months later, on March 15, 2019, a reported 1.6 million protestors, mostly students, from more than 125 countries went on strike in the name of climate change. Other Greta-inspired climate campaigns have sprung up, such as Youth Strike 4 Climate, a growing network of volunteers

determined to, "radically reform" the power of youth and diversity to effect climate change. Its website states "young climate change activist Greta Thunberg's speeches and ideas are central to our mission."

Greta's rise from a quiet, unobtrusive wallflower to a vocal powerhouse heard around the world happened somewhat quickly, but her fierce focus on saving the planet is not new. As she also told *The Guardian*, she recalls when she was younger being shown films in school of starving polar bears, plastic masses in our oceans, and other harrowing climate change and



PHOTO BY JULES GOMES

pollution-related images. Unlike other students who were upset during class but moved on afterward, Greta could not.

Haunted by the images, in disbelief that humans could, in fact, take action to combat greenhouse gas emissions but weren't doing all we could, she slipped into a deep depression, ate little and didn't always go to school. Convincing her parents to stop eating meat, and getting her mother, a well-known Swedish opera singer, to

GRETA THUNBERG WOULD LIKE YOU TO PANIC, PLEASE
Continued on P66

quit air travel, helped. (Greta typically travels long distances by train or most recently on a solar-powered yacht when crossing the Atlantic Ocean.) Her outrage coupled with her effectiveness at behavior modification at home no doubt seeded her leap to public protest.

Greta's tendency to persevere is rooted in her Asperger's syndrome, a diagnosis she received four years ago along with selective mutism. Her condition is also, in part, what has made her such an effective spokesperson for the planet. People on the Autism spectrum do not generally engage in idle chitchat. They often are truth tellers with a propensity to overfocus and overthink.

Thunberg's searing, signature bluntness was on display at the United Nations' climate conference in December 2018, where she was asked to speak – "We have not come here to beg the world leaders to care for our future. They have ignored us in the past, and they will ignore us again. We have come here to let them know that change is coming whether they like it or not." – and at the Davos World Economic Forum in January, where she told the audience of powerful adults she didn't want them to give her hope, she wanted them to "panic." She went on, "I want you to feel the fear I feel every day. And then I want you to act. I want you to act as you would in a crisis. I want you to act as if our house is on fire. Because it is."

Greta's speeches are rife with similarly grave statements meant to sound the alarm and incite action. And her approach seems to be working, particularly among youth who have grown weary of government inaction and attempts to placate with sound bites, instead of sweeping policy implementation

that could actually help curb emissions – those for whom 2050 won't be their twilight years, but adult years with decades still ahead.

The media has taken notice, too, with profiles in major publications and a *Time* cover story this past May. Among other accolades, "Fridays For Future" was awarded Amnesty International's Ambassador of Conscience Award for 2019, Greta received a special, prestigious German Golden Camera Award, and in March she was nominated for a Nobel Peace Prize for her climate activism.

She also has faced backlash and bullying, notably by high-profile people willing to disparage a do-good teenager. Fortunately, Thunberg can take the heat. When the head of the trillion-dollar cartel, OPEC, called Thunberg and other climate activists the "greatest threat" to the fossil fuel industry, the proud teen tweeted, "Thank you! Our biggest compliment yet!" Then in February, when British Prime Minister Theresa May's office criticized students for conducting school walkouts in climate-change protests because it "wastes lesson time," Thunberg quipped via twitter: "But then again, political leaders have wasted 30 years of inaction. And that is slightly worse."

For a young woman who told The Guardian, "I thought I couldn't make a difference because I was too small," Greta has proved that size and age do not necessarily matter, and that the kind of power and access most commonly associated with means and masculinity can be attained through determination, dedication, bluntness and a bit of public shaming. And while her approach might seem stark – she's admitted to seeing the world in black and white – a world where we, and our leaders and corporations, don't immediately act to help save our suffering planet is a dark place indeed. 🌱

LIGHTS, BIKES, ACTION YOUR GREEN INITIATIVES MATTER!

We are all facing the growing effects of unchecked greenhouse gas emissions. Whether it's the superstorm that hits, the dreaded heat waves that keep us inside, a wildfire that ravages a favorite destination, a child struggling with a smog-induced asthma attack or a disrupted food supply, the consequences are all around us. And while we might not feel the effects every day, collectively we are living with them daily.

Demanding our leaders, regardless of political affiliation, take action to limit CO₂ emissions is crucial, but there are actions we can also take in our private lives to help minimize our carbon footprint.

Listed below are some reminders of steps we can take to help protect the environment:

- Use LED light bulbs.
- Be mindful of water use, take shorter showers, don't leave faucets running, and only run full loads of laundry (cold water) and dishwasher cycles.
- Carpool the kids and help with traffic congestion.
- Make your next car a hybrid or electric.
- Remember your reusable bags when shopping.
- Make use of public transit and ride your bike for quick outings.
- Buy energy-efficient appliances and unplug them when not in use.
- Buy local and support your neighborhood shops.
- Turn off the lights when leaving a room.
- Compost your food and yard scraps so they don't end up as methane-producing landfill.
- Install solar panels on your roof, potentially saving up to \$30,000 over 20 years.
- Replace heat and AC models with programmable units that turn on and off automatically.
- Take fewer long-distance vacations and swap in shorter ones that do not require air travel.
(A New York to London round-trip flight produces 968 kg of CO₂ per passenger, more than individuals in many countries produce in a year.)
- Purchase "carbon offsets" to help counter your carbon footprint. Certification programs, like Green-e Climate, can help you identify reliable carbon offset sellers.
- Plant a tree, or give money to plant a tree, save land and protect the planet.

– L.O.



RETURN TO THE WILD

Spending time in nature is not only fun for the family – it comes with numerous health and wellness benefits, too.

by RACHAEL DUPREE



T

hink about your favorite childhood memories. Do they include spending summers biking around the neighborhood? Exploring the untraversed corners of the local woods? Maybe you remember bundling up on a snow day to go sledding or build a snowman. Perhaps you found the simplest joys in picking a bouquet of dandelions for your mom or watching a fuzzy caterpillar make its way around the stone walkway outside your house. When we think of an idyllic childhood, there are two things in common that make these memories particularly special: *freedom to play* and *the great outdoors*. Sadly, in today's modern world, these are the two things that children actually get to experience *least*.

For kids today, outdoor play has been overtaken by computer screens, organized sports and fear of stranger danger. Today's modern child spends *only minutes a day* outside while the time devoted to electronics and structured activities continues to rise steeply.

According to a 2018 study by Kamik, an outdoor footwear company, children ages 3 to 12 spend 35% less time in outdoor free play than

their parents did, with 1 in 5 children playing outside once a week or less. This phenomenon is happening alongside an increase in screen time. Over 80% of children ages 2 to 4 used an electronic device in 2013, more than double than in 2011, according to the American Academy of Pediatrics. The AAP also says increased national focus on academics, changing family structures and communities perceived as unsafe for unsupervised outdoor play have contributed to the decline in children spending time outdoors.

“Today's modern child spends only minutes a day outside while the time devoted to electronics and structured activities continues to rise steeply.”

For the parent facing increasing pressure to “get it right” in the parenting department, it can be difficult to prioritize time outside. However, Antioch University's David Sobel, author of eight books on childhood and nature, offers some peace of mind. He says when children spend time in nature – or, more specifically, are allowed *unstructured play* in nature – they thrive academically, socially and physically, as well as develop healthy stewardship of the environment. All wins for parents wanting to provide the best opportunities for their children.

RETURN TO THE WILD Continued on P70



KIDS FOR CONSERVATION Educating and Empowering the Next Generation to Care for the Planet

With the future of our planet at stake, Monmouth Conservation Foundation (MCF) is equipping children with the tools to understand and appreciate nature and its ecosystems with the Kids for Conservation (KfC) program. Introduced seven years ago, KfC is a K-12 educational enrichment program offered in schools – including those underserved – located in suburban, urban and rural areas throughout Monmouth County. The carefully developed STEM (science, technology, engineering and mathematics)-based curriculum provides children with lessons in conservation science, connecting them with nature both in and out of the classroom. The program also incorporates fun, educational art projects into the environmental learning process.

KfC aims to inspire and cultivate a new generation of conservationists – just like Greta Thunberg (*see page 65*), the Swedish teenager who has captured the world's attention by taking a very vocal and visible stand against climate change. KfC participants learn about the critical role that conserving land plays in combating climate change. Early eco-education motivates children to be conscientious citizens of the environment, if not engineers and scientists who will reinvent the way we use renewable energy, improve farming technology and devise cleaner, better transportation systems. Through KfC, students learn to be stewards of our natural habitats, while also engaging in creative, enjoyable activities.

In today's computerized world, there's an even greater need for programs such as KfC. Twenty years ago playtime didn't mean screen time. It meant heading outside to have fun – to run, explore, play hide and seek, and climb trees. MCF wants to help children get back to the practice of exploring the outdoors and experiencing and appreciating nature. Through appreciation comes the want for preservation.

Underwritten by just a handful of modest grants and donations, KfC has a ways to go to meet MCF's goal of reaching more children and schools throughout the region, especially those in urban areas with little exposure to nature, but we are getting there. *See the MCF website for more details.*

A Dose of Vitamin N

It can be scary at first for parents to trade playdates and soccer games for puddle-jumping and tree-climbing, but when you begin to look at all the ways your children will benefit from time in nature, shifting toward an outdoor lifestyle may come more easily.

The Natural Learning Initiative at North Carolina State University highlights many of the evidence-based advantages to a childhood spent outdoors. Among the myriad of benefits, they say immersion in nature also:

- 🌿 Supports creativity (Bell and Dymont, 2006) and problem solving (Kellert, 2005)
- 🌿 Increases ability to focus and cognitive development (Wells, 2000)
- 🌿 Reduces ADD symptoms (Kuo and Taylor, 2004)
- 🌿 Increases academic performance (American Institutes for Research, 2005)
- 🌿 Increases physical activity (Bell and Dymont, 2006)
- 🌿 Reduces nearsightedness (American Academy of Ophthalmology, 2011)
- 🌿 Improves social relationships (Burdette and Whitaker, 2005)
- 🌿 Improves self-discipline (Taylor, Kuo and Sullivan, 2001)
- 🌿 Reduces stress (Wells and Evans, 2003)

The Child & Nature Network (a hub of research, community networks and training tools to increase children’s engagement with nature) echoes many of these benefits. It adds that nature *also* promotes better fetal development and healthier birth weights, increases vitamin D levels, and reduces anger and aggression.

To sum it up: time in the sun — or the rain, for that matter — is vitally good for your kids’ health and leads to an overall better quality of life.

Into the Wild

Research and statistics aside, you’ll notice the difference nature makes by simply getting outside with your kids. Chances are when you step away from the screen and into the woods, you’ll feel lighter, happier and more refreshed. But making that transition can be tough, particularly for children who don’t have a lot of experience with natural settings.

“I would encourage parents at the simplest level to go outside with your child and start to play with them in some kind of natural setting, whether a city park, the beach or your backyard — it’s supportive nature play,” Sobel says. “Nowadays, kids need to be taught how to play in the natural world because it doesn’t happen on its own volition. So having some guidance for that is good.”

“Time in the sun — or the rain, for that matter — is vitally good for your kids’ health and leads to an overall better quality of life.”

It’s important to make outdoor time fun and engaging as a family. It does not have to be extreme. What you’re aiming for is regular time in nature, not grandiose, episodic events, *Sobel says.*

Here are some fun outdoor activities for you and your family:

Go on a Picnic. There’s no easier way to get in some nature time than packing up a picnic dinner and heading to your backyard or a local park. Take along a blanket — and perhaps a Frisbee, too. Use the time to catch up on family news and talk about your surroundings: the beauty of the sunset, the sound of the birds or the feel of the breeze.

Set Up a Scavenger Hunt. Particularly for young children, a scavenger hunt can be a fun way to take playtime outside. Search outdoor “scavenger hunt” online for printable clues of common outdoor objects, or create your own. If you have older children, let them help set up the game by drawing a “treasure map” and hiding objects around your backyard for the younger kids.

Create an Art Project. Pinterest is full of projects that make use of natural materials, from mud paint and stick picture frames to pinecone critters and natural suncatchers. Search for ideas that suit your children’s ages and interests.

Build a Fairy Garden. Fairy gardens can be a magical way for kids to both interact with nature and let their imaginations run wild. Pick up inexpensive items, like tiny houses, toadstools and stepping stones, and then head to your favorite backyard nook to get started.

Go Stargazing. Whether it’s in your backyard or a special spot outside the city, stargazing can be a fun way to spend outdoor time together as a family.

The American Meteor Society (www.amsmeteors.org) provides dates for the year’s meteor showers if you want an extra-special show. And be sure to pack a treat — homemade cookies make the night even more enjoyable.

For those who want to dig a little deeper into nature immersion, forest schools and other nature-based educational programs have become more prevalent in the U.S. over the past decade, likely in response to increasingly digitized lives, according to Sobel. In contrast to traditional schools, where learning happens indoors with computers and textbooks, large chunks of the day — if not the whole day — are spent learning from nature itself. At the heart of these programs is a focus on unstructured free play, where children are left to explore the outdoors with minimal guidance from adults. Some national organizations that are exploring this educational model include Tinkergarten (tinkergarten.com) and Free Forest School (www.freeforestschool.org), while locally based programs are popping up in communities across the country.

Hit the Trail

Whether you’ve already come to realize boots on the trail or feet in the sand are necessary to the health and happiness of your family, or you’re just beginning to search out ways to get your kids more engaged with the natural world, you’re on the right track. Time in nature is the best gift you can give your children — it will set the foundation for a lifetime of wellness and adventure. 🌿



PHOTO BY MICHELANGELO DESANTIS



PHOTO BY MARIETH GARDNER - MONMOUTH COUNTY PARK SYSTEM



by LESLIE BRILL

Want to improve your health and help the environment? Why not consider adopting a more plant-based diet?

Since countless studies point to the positive effects of nature on our psychological and physical well-being, be sure to take a stroll in the woods, hike a nearby hill, visit a public garden or simply do something that gets you outside to take in nature because it really is the best “medicine.”

Have you ever eaten a plant-based product? Not so long ago, Beyond Burger, a non-GMO, soy-based beef substitute made by Beyond Meat, Inc., seemed like a food only your “crunchy” niece might eat. This year, Beyond Meat’s rising stock prices indicate that other relatives might be consuming it as well, along with the company’s other vegan offerings. Turns out, Beyond Burger, and products like it, are attracting new consumers who are choosing tasty alternatives to the traditional burger on a bun. (The truth is, 93% of Beyond Meat eaters are carnivores!)

In fact, the Plant Based Foods Association (PBFA) says there’s a “growing population of mainstream consumers who are buying animal product alternatives.” The retail data giant Nielsen found that dollar sales in the plant-based foods industry was up 20% in 2018 over the previous year (PBFA commissioned the data set).

Not only is this trend a good sign for the environment – as livestock production is responsible for 14.5% of all global greenhouse gas emissions – it’s also good for you and is cardiologist approved.

As Harvard Medical School noted last year in its journal, “It’s clear that following a plant-based diet is associated with a lower risk of heart disease.” This good news doesn’t mean you have to become an instant vegan, but eating a diet higher in fruits, vegetables, nuts, legumes and whole grains with moderate amounts of meat and poultry is a step in a healthier direction.

Interestingly, plants seem to lower blood pressure and offer other benefits, even when you’re not consuming them. There’s been plenty of research in recent years that indicates spending time in nature can do wonders for your general health and mood and can even help stave off a

host of diseases, including depression, diabetes, obesity, ADHD, cardiovascular disease, cancer and many more.

Why does Mother Nature have this effect on the mind and body? University of Illinois associate professor Dr. Ming Kuo believes it’s due to nature’s ability to positively affect the body’s immune system. According to Kuo’s research, merely being exposed to nature puts the body into “rest and digest” mode as opposed to the “fight or flight” mode we often find ourselves in and which can shut down our nonessential functioning, including the immune system. In her study, she notes, “Nature doesn’t just have one or two active ingredients. It’s more like a multivitamin that provides us with all sorts of the nutrients we need. ... When we feel completely safe, our body devotes resources to long-term investments that lead to good health outcomes – growing, reproducing and building the immune system.”

So, along with eating more vegetables and less meat, you might want to take up some “shinrin-yoku,” a term that means “taking in the forest atmosphere” or “forest bathing.” Developed in Japan during the 1980s, and inspired by Shinto and Buddhist practices, shinrin-yoku, which views nature walking as a form of therapy, has become a major component of preventive health care and healing in Japanese medicine.

In fact, a group of Japanese researchers conducted a series of studies on the shinrin-yoku effect by sending some people forest bathing. (Keep in mind, shinrin-yoku is not about how many miles you can hike; it’s about using your senses and being aware of the nature around you.) The researchers’ goal was to measure nature’s impact on natural killer (NK) cells, a component of the immune system that fights cancer. Their findings indicated that NK cells and their activity were significantly increased after spending just a day out in nature, and the increase lasted more than seven days after the trip. And, for some, the higher NK activity lasted for an additional 30 days after the trip. Other such studies have led to similar conclusions.

So, head to a park, eat your veggies and throw a meatless burger on the grill to see how your mind and body feel! 🌿

“The Plant Based Foods Association says there’s a ‘growing population of mainstream consumers who are buying animal product alternatives.’”

found that dollar sales in the plant-based foods industry was up 20% in 2018 over the previous year (PBFA commissioned the data set).

Not only is this trend a good sign for the environment – as livestock production is responsible for 14.5% of all global greenhouse gas emissions – it’s also good for you and is cardiologist approved.

As Harvard Medical School noted last year in its journal, “It’s clear that following a plant-based diet is associated with a lower risk of heart disease.” This good news doesn’t mean you have to become an instant vegan, but eating a diet higher in fruits, vegetables, nuts, legumes and whole grains with moderate amounts of meat and poultry is a step in a healthier direction.

Interestingly, plants seem to lower blood pressure and offer other benefits, even when you’re not consuming them. There’s been plenty of research in recent years that indicates spending time in nature can do wonders for your general health and mood and can even help stave off a



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METROVATION



PHOTO BY STUART RANKIN

Why is the eastern U.S. getting so much Arctic weather this winter?
Stuart Rankin/Flickr, CC BY-NC, NOAA/NASA

A Melting Arctic and Weird Weather: The Plot Thickens

Originally published February 18, 2015 on — [THE CONVERSATION.COM](http://THECONVERSATION.COM)

by DR. JENNIFER FRANCIS
Research Professor, Rutgers University

Jennifer Francis receives funding from the National Science Foundation and NASA. She is a member of the American Meteorological Society, American Geophysical Union, Association for Women in Science and Union of Concerned Scientists.

Everyone loves to talk about the weather, and this winter Mother Nature has served up a feast to chew on. Few parts of the U.S. have been spared her wrath.

Severe drought and abnormally warm conditions continue in the West, with the first-ever rain-free January in San Francisco; bitter cold hangs tough over the upper Midwest and Northeast; and New England is being buried by a seemingly endless string of snowy nor'easters.

Yes, droughts, cold and snowstorms have happened before, but the persistence of this pattern over North America is starting to raise eyebrows. Is climate change at work here?

Wavier jet stream

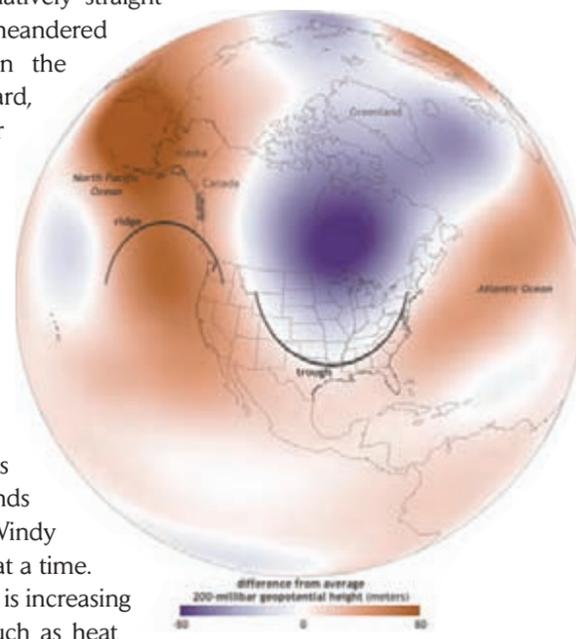
One thing we do know is that the polar jet stream – a fast river of wind up where jets fly

that circumnavigates the northern hemisphere – has been doing some odd things in recent years.

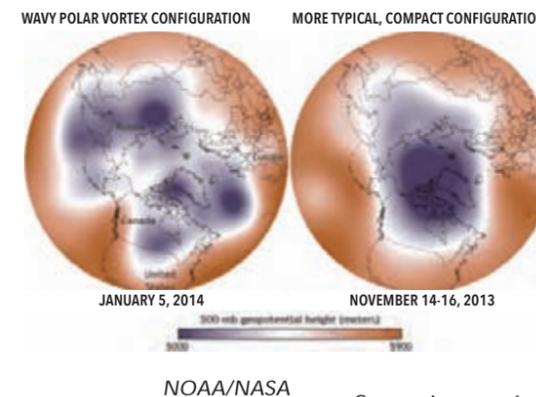
Rather than circling in a relatively straight path, the jet stream has meandered more in north-south waves. In the West, it's been bulging northward, arguably since December 2013 – a pattern dubbed the “Ridiculously Resilient Ridge” by meteorologists. In the East, we've seen its southern-dipping counterpart, which I call the “Terribly Tenacious Trough.”

These long-lived shifts from the polar jet stream's typical pattern have been responsible for some wicked weather this winter, with cold Arctic winds blasting everywhere from the Windy City to the Big Apple for weeks at a time.

We know that climate change is increasing the odds of extreme weather such as heat waves, droughts and unusually heavy precipitation events, but is it making these sticky jet-stream patterns more likely, too? Maybe.



NOAA/NASA



NOAA/NASA

Slowing, drunken path

The jet stream is a dastardly complex creature, and figuring out what makes it tick has challenged atmospheric scientists since it was discovered about 75 years ago. Even more elusive is figuring out how climate change will affect it.

Jet streams exist because of differences in air temperature. In the case of the polar jet stream, which is responsible for most of the weather we experience around the middle-latitudes of the northern hemisphere, it's the cold Arctic butting against warmer areas to the south that drives it. (For more info go to: skepticalscience.com/jetstream-guide.html.) Anything that affects that temperature difference will affect the jet stream.

This is where climate change comes in: the Arctic is warming much faster than elsewhere. That Arctic/mid-latitude temperature difference, consequently, is getting smaller. And the smaller differential in temperatures is causing the west-to-east winds in the jet to weaken.

Strong jets tend to blow straight west to east; weaker jets tend to wander more in a drunken north/south path, increasing the likelihood of wavy patterns like the one we've seen almost nonstop since last winter.

When the jet stream's waves grow larger, they tend to move eastward more slowly, which means the weather they generate also moves more slowly, creating more persistent weather patterns.

At least, that's the theory. Proving it is not easy because other changes are happening in the climate system simultaneously. Some are natural fluctuations, such as El Niño, and others are related to increasing greenhouse gases.

We do know, however, that the Arctic is changing in a wholesale way and at a pace that makes even Arctic scientists queasy. Take sea ice, for example. In only 30 years, its volume has declined by about 60%, which is causing ripple effects throughout the ocean, atmosphere and ecosystem, both within the Arctic and beyond. I've been studying the Arctic atmosphere and sea ice my entire career, and I never imagined I'd see the region change so much and so fast.

'Stuck' weather patterns

To study the effects of Arctic change on weather patterns, we have good measurements of atmospheric temperatures and winds going

back to the late 1970s, when satellites started providing data, and pretty good measurements back to the late 1940s.

My colleagues and I have been using this information to measure the waviness of the jet stream and whether it is behaving differently since the Arctic started its rapid warm-up about 20 years ago. Because the upper atmosphere is such a cacophony of swirling winds, however, measuring changes in the jet stream's waviness is tricky, as it's not a metric that scientists have traditionally used.

Our challenge, then, is to find new methods to measure waviness and determine whether any changes we find are related to rapid Arctic warming, to some other change in the climate system, or to just random chance. While the story is still in early days, the plot is thickening.

Several groups around the globe, including my colleagues and me, are trying to understand the linkages between rapid Arctic warming and changes in weather patterns.

A number of recent studies have found what appears to be a solid connection between sea-ice loss in an area north of western Russia during the fall and a rash of abnormally cold winters in central Asia. The loss of sea ice favors a northward bulge in the jet stream, which strengthens surface high pressure to the east. That shift pumps cold Arctic air southward into central Asia.

Other studies suggest that Arctic warming in summer leads to a split jet stream – or two separated rivers of wind – which tends to trap the waves. Those stationary waves cause weather conditions to remain “stuck” for long periods, increasing the likelihood of extreme heat waves, droughts and flooding events in Eurasia and North America.

Our own new work, published last month in *Environmental Research Letters*, uses a variety of new metrics to show that the jet stream is becoming wavier and that rapid Arctic warming is playing a role. If these results are confirmed, then we'll see our weather patterns become more persistent.

In other words, Ridiculously Resilient Ridges and Terribly Tenacious Troughs may become the norm, along with the weather woes they cause. 🌿

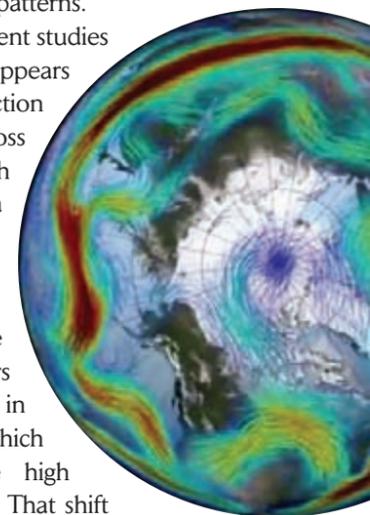


PHOTO BY:
NASA/Goddard Space
Flight Center Scientific
Visualization Studio

WATCH THE VIDEO:
[youtube/C_HiBj0teRY](https://www.youtube.com/watch?v=C_HiBj0teRY)

SPEAK, MONARCH.

Tell Us How to Save You

by MARY ELLEN HANNIBAL

You've probably read or heard that monarch butterflies are in big trouble these days. Numbers of this lordly bug have plummeted for decades, and this year was an all-time low for some of them. With the Xerces Society, a nonprofit dedicated to protecting wildlife through the conservation of invertebrates and their habitats, I helped count up overwintering butterflies in Bolinas, in California's Marin County, this winter. Where we had counted thousands in recent years, in 2018-19 we found only hundreds. Looking for and then not finding butterflies induces a certain kind of silence – the “hand over mouth in sorrow” kind, frequently accompanied by tears.

Causes have been identified. Development in California has eaten up great chunks of habitat for monarchs and many other insects, as well as birds, reptiles, amphibians, and small and large mammals. Pesticides and herbicides are doing their jobs too well and poisoning the butterfly's host plant – milkweed – the only plant on which it will lay its eggs.

But I know what the real problem is. Butterflies can't talk.

Butterflies are just crazily beautiful. Different species of butterflies have different flight patterns. Some are herky-jerky and zip up and down. Others cruise close to the ground. Whatever the arc of their wingbeats, butterflies are silent. Their lack of aural signaling sometimes makes them harder to count than, say, birds, many of which alert you to their presence by singing. In contrast, you can't hear butterflies coming.

On the other hand, most birds are quick to fly away from you. Although many of them are very quick darters, butterflies seem to let you get close. See them nectaring on a flower and your looking will not necessarily disturb their sipping. Butterflies, of course, have specific visual acuity and zero in on flowers. Some of them have hearing apparatus in all sorts of locations on their bodies, even on their wings. Given this multitude of sensory input, it's kind of interesting that they aren't so bothered by humans gawking at them. Butterflies would seem to not be paying us much attention.

You might wonder what I want butterflies to say, anyway.

From citizen science monitoring projects going on 40 years, we know that the western population of monarch butterflies is on the verge of being wiped out. Eastern monarchs, which generally stay on the other side of the Rockies, are doing better, but their numbers have steadily decreased over the decades as well. Scientists have come up with a “minimum viable population” number of individuals to estimate how many are needed to sustain generations going forward. Down from about 4 million in the 1980s, western monarchs today are hovering around 30,000, just at the minimum viable population number. What does this mean for civilization, for butterflies?

Since we already know about the habitat loss, the pesticide and herbicide use, and climate change, butterflies don't need to alert us to these negative impacts on their survival. Or do they? We have eyes and ears and big brains, but we seem not to be paying much attention to

“Down from about 4 million in the 1980s, western monarchs today are hovering around 30,000, just at the minimum viable population number. What does this mean for civilization, for butterflies?”

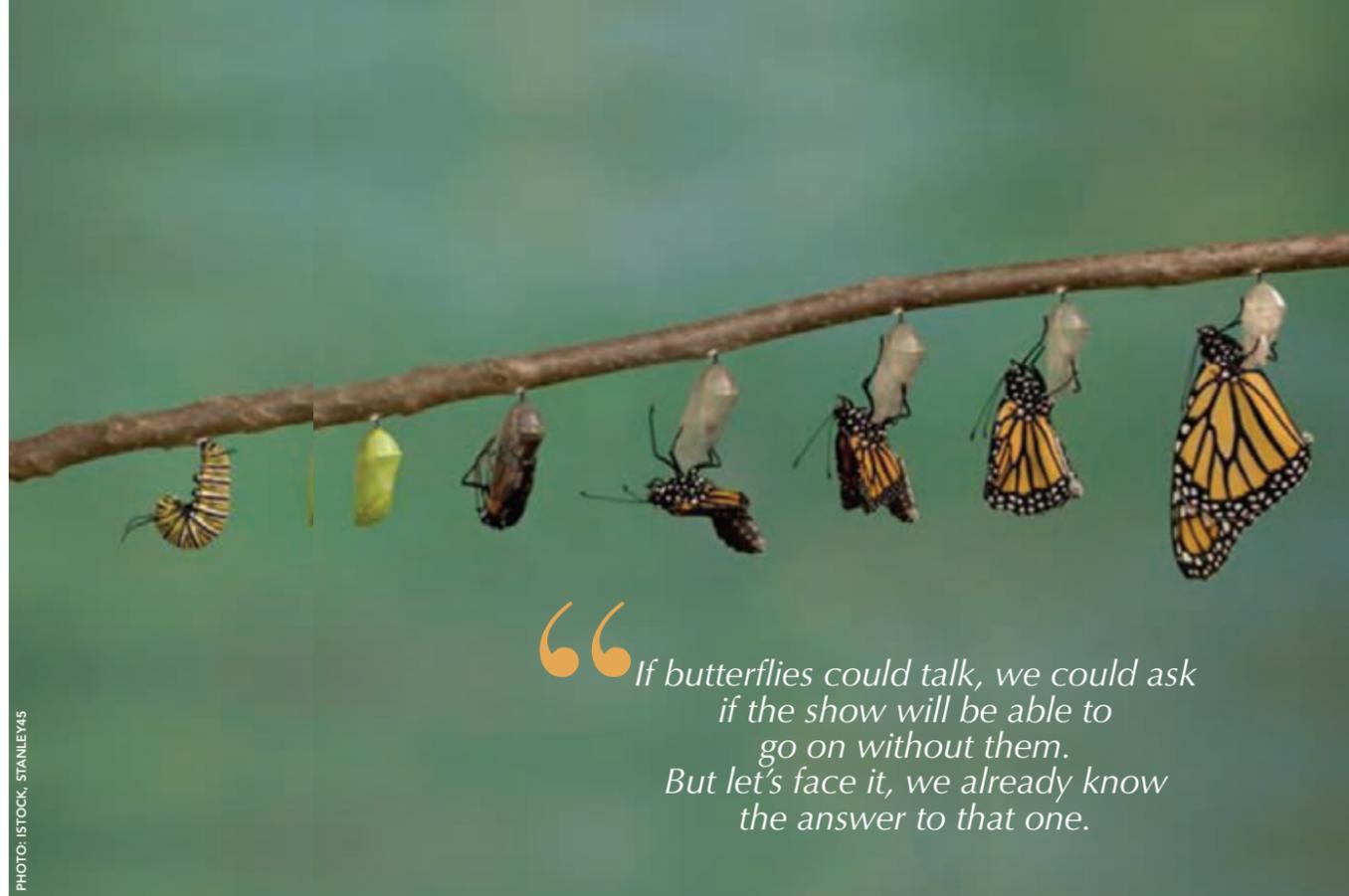


PHOTO: ISTOCK, STANLEY45

“If butterflies could talk, we could ask if the show will be able to go on without them. But let's face it, we already know the answer to that one.”

This composite image uses multiple photographs taken at different time periods to illustrate the early stages of life for monarch butterflies. To fuel this metamorphosis, monarch caterpillars feed on milkweed, the only plant species they'll consume.

butterflies. We go about our business in a way that is driving them out of theirs. Once butterflies go extinct, they will not come back again. Why are we doing this, butterflies?

Butterflies co-evolved with flowering plants and helped drive the immense diversification of beautiful blooms we find all over the world. Generation after generation, butterflies have swooped and hovered, lingered and darted, helping plants reproduce by way of pollination. Butterflies are actually lousy pollinators compared to bees and flies, and their ecological role is mostly as food for those higher up the food chain – birds, reptiles, amphibians, and small and large mammals.

They help keep the ecological functioning of the Earth going. Fewer butterflies means fewer birds, which means fewer bugs like mosquitoes will get eaten (just as climate change makes it nice and warm for mosquitoes to breed more). Pull one thread of nature and a whole lot unravels. If butterflies could talk, we could ask if the show will be able to go on without them. But let's face it, we already know the answer to that one.

Monarch butterflies may be so-named because of their big size and singular intense wing pattern. They are royals of design. Their bright color is more than orange – it seems infused, as if with cinnamon. Their bold, black marks assert a confident place in the world. The regal butterfly insists on silence, saying everything it has to say in its tremendous, fluttering being. Cicero says our eyes are a window to our souls. Since we can't hear the butterfly's lament with our ears, we will have to listen with our souls.

What's all that beauty for, butterfly?
(Beauty is everything, literally.)

Monarch, I hear you. 🍃

YOU CAN HELP SAVE THE MONARCH BUTTERFLY

Don't Use Pesticides

Pesticides are toxic and contain glyphosate, a herbicide that can kill not only the monarch but milkweed as well. Milkweed is the only plant monarch larvae eat and the only plant the monarch will lay its eggs in.

Plant Milkweed

You can make a difference by planting milkweed in your yard or garden. The *Asclepias lanceolata* is a species of milkweed that is native to the coastal plain of the United States from New Jersey to Florida and southeast Texas. It is a perennial plant that can grow between 3 and 5 feet tall, with red-orange flowers blooming in the summer months.

Help Save Grasslands

America's native grasslands, such as the Big Brook Park Region Grasslands, a mixture of habitats located on the border of Colts Neck and Marlboro in Monmouth County, are critically important for monarchs as they offer both milkweed for monarch caterpillars as well as nectar plants for adult butterflies.

Fight Climate Change

The monarch butterfly migration is based on seasonal temperature changes. Climate changes with colder winters and drier summers not only put migration at risk but could threaten the monarch butterfly by affecting its habitat and milkweed availability. Remember, you can take small actions to help fight climate change from your home:

- 🍃 **Unplug electronics when not in use.**
- 🍃 **Swap out the five lights you use most with light bulbs marked by an Energy Star label.**
- 🍃 **Use a programmable thermostat so you can automatically set the temperature to change when you are either sleeping or not at home.**

Learn More and Visit the Xerces Society

The Xerces Society for Invertebrate Conservation is an international nonprofit that protects the natural world through the conservation of invertebrates and their habitats. The Society offers tips and information about what you can do in your own garden to help save the monarch butterfly.

Source:
www.xerces.org

DO UNTO ANIMALS

A FRIENDLY GUIDE TO How Animals Live, and How We Can Make Their Lives Better

By TRACEY STEWART
Illustrations By LISEL ASHLOCK

MEET THE LANDSCAPING TEAM

The Landscaping Team visits my garden daily. Bees and butterflies flit about, busily transporting pollen from flower to flower and creating more opportunity to grow. It's all quite sexy. Their whirring wings and colorful uniforms brighten the day and make everything seem right with the world. Worms, squirrels, rabbits and moles are also hard at work spreading seeds along the grass, eating pesky grubs above ground and below, and digging tunnels that provide oxygen to deep layers of soil, making the soil healthier – less

sexy, but still necessary.

The Landscaping Team plays a crucial role in our garden, and it's important that we not unintentionally harm team members while they work. Often people are unaware of the effects of particular garden and lawn products on these animals. The numbers of bees and butterflies are decreasing due to the destruction of their habitats by the pesticides we spray, some fertilizers containing harmful chemicals inflict damage on earthworms, and certain methods of pest control lead to unnecessary disease, injury or death for rabbits, squirrels and moles.

We have a responsibility to keep these hardworking and innocent creatures safe and healthy. Once we are aware of what they do and what they need us to do in order to help them perform their jobs, we can learn to live in harmony and implement natural and humane methods of both encouraging and, when necessary, deterring these animals from entering our yard. In my backyard, we think of ourselves as a team with a shared habitat.

“The numbers of bees and butterflies are decreasing due to the destruction of their habitats by the pesticides we spray, some fertilizers containing harmful chemicals inflict damage on earthworms, and certain methods of pest control lead to unnecessary disease, injury or death for rabbits, squirrels and moles.”

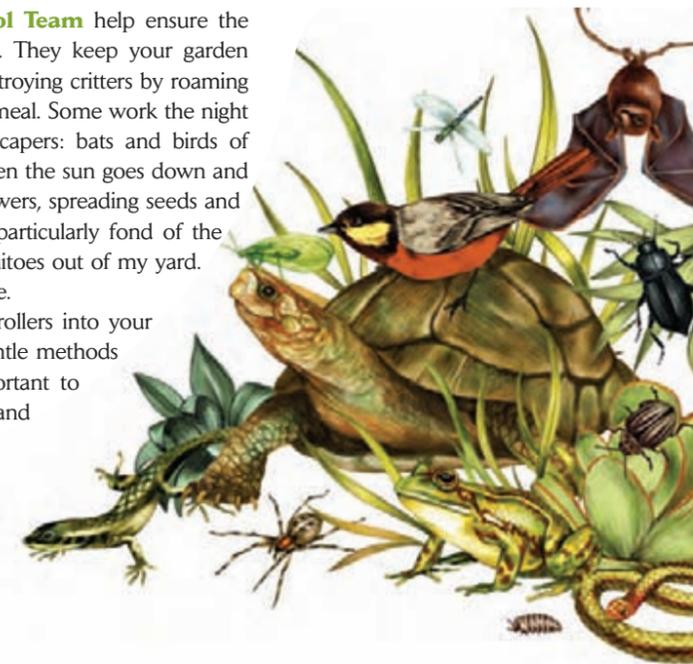


MEET THE PEST CONTROL TEAM

Members of Your Pest Control Team help ensure the balance of nature in your yard. They keep your garden from being overrun by plant-destroying critters by roaming the yard in search of their daily meal. Some work the night shift and even double as landscapers: bats and birds of various species visit the yard when the sun goes down and fly among the fruit trees and flowers, spreading seeds and helping them to flourish. I am particularly fond of the pest controllers that keep mosquitoes out of my yard.

Frogs, spiders, reptiles and insects are doing valuable work out there.

There are simple techniques to welcome these pest controllers into your yard and promote their good work, just as there are easy and gentle methods to deter them if their presence becomes unwelcome. It is important to remember that once you begin to welcome animals into your yard and encourage them to visit a food source or shelter option, you must be consistent with your offerings. Once they have become aware that food and shelter are available in a particular place, they will begin to rely on it.



MEET THE CLEANUP CREW

The Cleanup Crew scavenges around our backyard and front lawn, optimistically looking for food to eat. These wild animals were technically living on our grounds before we were, so they should not be considered trespassers! It's their home, too. As we humans move farther and farther onto their land and their natural habitats, so, too, do they move into ours. Raccoons, opossums and skunks are merely taking advantage of the fact that since humans have come to town, there is a greater abundance of food available, and more variety at that!

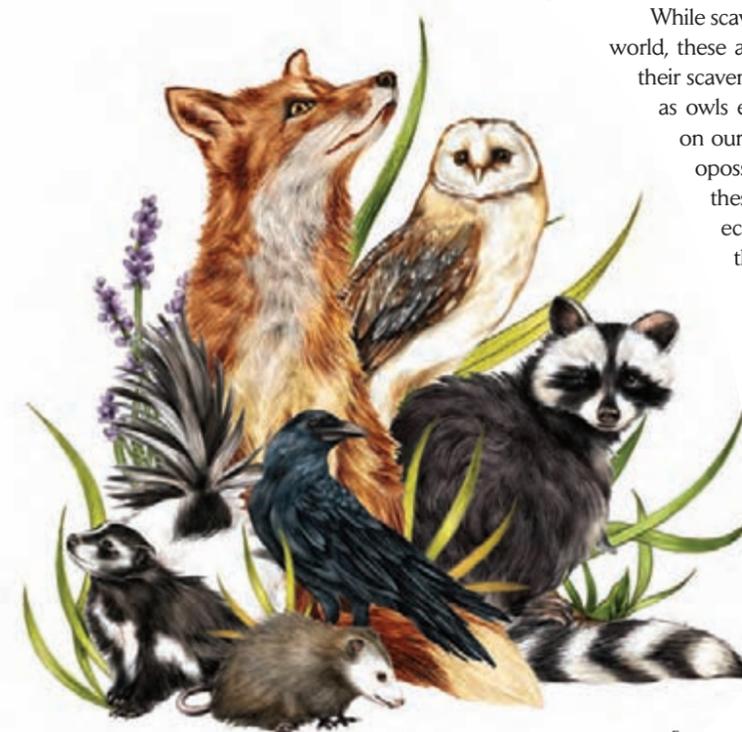
While scavenging isn't always a highly admired quality in the human world, these animals are simply following their natural instincts – and their scavenging ways offer a special kind of help to us. Animals such as owls eat insects and rodents that would otherwise be feeding on our plants and living as a nuisance in our lives. Crows, foxes, opossums and skunks all take charge of roadkill, cleaning up these messes that we prefer not to touch. They help our ecosystem by breaking down organic materials and recycling them into nutrients needed for growth in the environment.

They venture into our urban environments and feast on garbage scraps that we discard, and since they're not accustomed to the contents of trash cans and the dangers of cities, their scavenging in these places can actually cause more trouble for them than it can for us. We must be aware of the situations that innocent animals can find themselves in and do what we can to keep them from harm.

Sure, we'd prefer that they not take up residence in our chimneys or on our rooftops, but there are humane ways around those situations and smart solutions to living in harmony. We can keep these animals at a distance and still appreciate them for how they work to keep balance in our world.

www.moomah.com

Excerpts from Tracey Stewart's 2015 best-seller, *Do Unto Animals: A Friendly Guide to How Animals Live, and How We Can Make Their Lives Better.*



LET NATURE GET THE JOB DONE AVOID HARMFUL PESTICIDES

ANTS

If you have an ant problem, place a cinnamon stick, coffee grinds, chili pepper, paprika, garlic cloves or dried peppermint leaves near the cracks where they enter. A little lemon juice will also do the trick, and even planting mint around the foundation of the house will keep ants away.

APHIDS (PLANT LICE)

Plant chives, marigolds, mint, basil or cilantro, or place aluminum foil at the base of your plants.

CODLING MOTHS

Use a cheesecloth square full of lavender, chives and garlic, or cedar chips. Adding cedar oil, rosemary, dried lemon peels or rose petals will also help.

DEER

Place soap shavings along the ground to create a boundary between their grazing area and your garden, or hang a salt lick in their path to distract them from your plants!

JAPANESE BEETLES

Try chives, garlic, rue and catnip.

MICE

Use mint plants, especially peppermint plants!

SLUGS

Place mint, lemon balm, pine needles, sage or parsley in your garden.

TICKS AND FLEAS

Plant mint, sweet woodruff, rosemary and lavender. Also try placing cedar chips in your garden.

SOURCE:

www.peta.org/living/humane-home/natural-harmless-alternatives-garden-pesticides

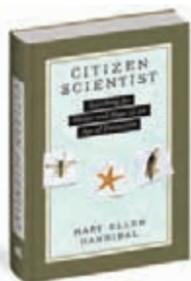
earth day every day

It is up to all of us to think of Earth Day, every day.

The first Earth Day, on April 22, 1970, inspired millions of Americans to demonstrate for laws to protect the environment. Almost 50 years later, we've made strides, and yet so much remains to be accomplished.

Carbon dioxide, pesticides and other pollutants are eroding the environment with exponential speed. There are simple, but meaningful, steps that we can take to help protect the environment for the generations to come. To help you initiate (or further) those steps, we have assembled some exceptional books and products that offer information and inspiration to help you live more intentionally, as all of our actions impact the air, land, water and wildlife that surrounds us.

Books



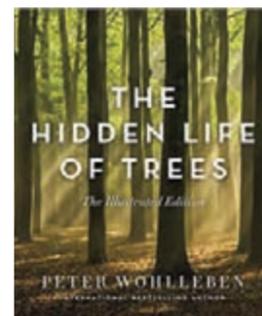
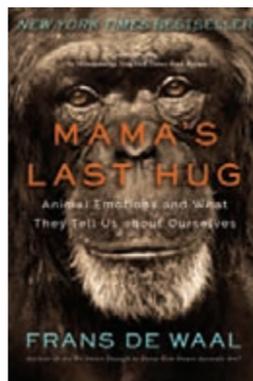
Citizen Scientist
by **Mary Ellen Hannibal** (The Experiment)

Part memoir, part scientific investigation, *Citizen Scientist*, published in 2016, lauds the role played by ordinary citizens in collecting and cataloging data necessary to combat misconceptions about climate change. "As she wades into tide pools, spots hawks, and scours mountains, she discovers the power of the heroic volunteers who are helping scientists measure – and even slow – today's unprecedented mass extinction."

Combining original reporting, meticulous research and memoir in impassioned prose, *Citizen Scientist* is a literary event and a blueprint for action.

Mama's Last Hug
by **Frans de Waal**
(W.W. Norton & Company)

In 2016, biologist Jan van Hooff visited his old friend, Mama, a dying 59-year-old chimpanzee. Van Hooff and Mama had known each other for 40 years, and their emotionally riveting goodbye was videotaped and seen around the world. This endearing farewell also provides the opening story in *Mama's Last Hug*, in which ethologist Frans de Waal makes the case, through research, that emotions stretch across species. Each chapter is full of fascinating descriptions of animals navigating complex emotional states – empathy, shame, guilt, fear – and of humans behaving exactly like them and sometimes even less reasonably. In every animal story, we can see ourselves – a species sharing the planet with other species with whom we might have more in common than we realize.



The Hidden Life of Trees: What They Feel, How They Communicate
– Discoveries from a Secret World
by **Peter Wohlleben** (Greystone Books)

Are trees social beings? In this international bestseller, forester and author Peter Wohlleben convincingly makes the case that, yes, the forest is a social network. He draws on groundbreaking scientific discoveries to describe how trees are like human families: tree parents live together with their children, communicate with them, support them as they grow, share nutrients with those who are sick or struggling, and even warn each other of impending dangers. Wohlleben also shares his deep love of woods and forests, explaining the amazing processes of life, death and regeneration he has observed in his woodland. After learning about the complex life of trees, a walk in the woods will never be the same again.

Plastic: A Toxic Love Story
by **Susan Freinkel**
(Houghton Mifflin Harcourt)

Plastic built the modern world. Where would we be without bike helmets, baggies, toothbrushes, and pacemakers? But a century into our love affair with plastic, we're starting to realize it's not such a healthy relationship. Plastics draw on dwindling fossil fuels, leach harmful chemicals, litter landscapes and destroy marine life. As journalist Susan Freinkel points out in this engaging and eye-opening book, we're nearing a crisis point. We've produced as much plastic in the past decade as we did in the entire 20th century. We're drowning in the stuff, and we need to start making some hard choices.



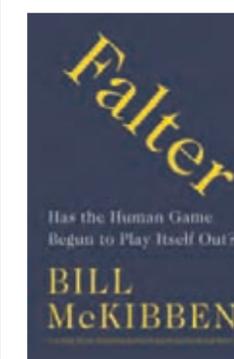
No One Is Too Small to Make a Difference
by **Greta Thunberg**
(Penguin Books)

In 2018 a 15-year-old Swedish girl, Greta Thunberg, decided not to go to school one day. Her actions ended up sparking a global movement for action against the climate crisis, inspiring millions of pupils to go on strike for our planet, forcing governments to listen, and earning her a Nobel Peace Prize nomination. This book brings you Greta in her own words, for the first time. Collecting her speeches that have made history across Europe, from the UN to mass street protests, *No One Is Too Small to Make a Difference* is a rallying cry for why we must all wake up and fight to protect the living planet, no matter how powerless we feel. Our future depends upon it.



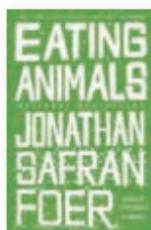
Falter: Has the Human Game Begun to Play Itself Out?
by **Bill McKibben**
(Henry Holt & Co.)

Climate change shrinks the space where our civilization can exist. New technologies like artificial intelligence and robotics threaten to bleach away the variety of human experience. *Falter* tells the story of these converging trends and of the ideological fervor that keeps us from bringing them under control. And then, drawing on McKibben's experience in building *350.org*, the first truly global citizens movement to combat climate change, it offers some possible ways out of the trap. We're at a bleak moment in human history – and we'll either confront that bleakness or watch the civilization our forebears built slip away. *Falter* is a powerful and sobering call to arms, to save not only our planet but also our humanity itself.



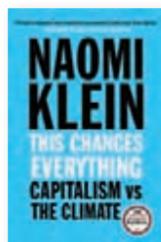
Eating Animals
by **Jonathan Safran Foer** (Little, Brown and Co.)

Jonathan Safran Foer has spent much of his life oscillating between being an enthusiastic carnivore and an occasional vegetarian. Once he started a family, the moral dimensions of food became increasingly important to him. Examining the darkest aspects of our dining habits, *Eating Animals* raises the unspoken question of why we eat some animals and not others. First published in 2009 in collaboration with the nonprofit organization Farm Forward, this book places Jonathan Safran Foer "at the table with our greatest philosophers" – and a must-read for anyone who cares about building a more humane and healthy world," according to the *Los Angeles Times*.



This Changes Everything: Capitalism vs the Climate
by **Naomi Klein** (Simon & Schuster)

In this important book of 2014, Naomi Klein, author of the global bestsellers, *The Shock Doctrine* and *No Logo*, exposes the myths that are clouding the climate debate. According to Klein, our addiction to profit and growth is at the root of many of the environmental issues we face today, and she challenges us to abandon the core "free market" ideology of our time, restructure the global economy and remake our political systems.



Every Breath We Take: A Book About Air
by **Maya Ajmera and Dominique Browning**
(Charlesbridge Publishing)

Clean air is essential for all living creatures – plants, animals and people – to live healthy lives. *Every Breath We Take* is a positive, life-affirming look at clean air, with a subtle message about how air can be dirtied – and how it can be cleaned up. Photographs of beautiful children around the world exploring air through touch, smell, sound and sight underscore the importance of clean air to all life on Earth. This is science that surrounds us. The first step to cherishing something is recognizing its importance and understanding why it is necessary. A portion of the proceeds from the sales of this book will be donated to Moms Clean Air Force.

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Lily Kanter's (see contributors) **Boon Supply** features a wide selection of eco-chic products such as vegan leather totes, reusable grocery store bags and stylish lunch boxes with 40% of every purchase benefiting a charity — customers simply select one from those showcased on the **Boon Supply** site. Or a customer can apply to have a charity that's dear to their heart featured. Now, thanks to **Boon Supply**, you can help to save the planet in more ways than one.

www.boonsupply.com

Package Free *A No-Plastic Way of Life*

If you can name it, Brooklyn-based Package Free probably sells it, only their version is biodegradable or recyclable and always plastic-free. From a zero-waste travel kit, complete with a stainless steel straw, organic hankie, reusable bamboo cutlery set and more, to rubber infant pacifiers and pencils, made with wood, seeds and peat that can grow flowers, Package Free offers something for everyone.



www.packagefreeshop.com

Botanical PaperWorks *Have Your Paper and Plant It Too*

From wedding and baby shower invitations to coasters and calendars, every **Botanical PaperWorks** product is designed with "plantable" paper — that is a biodegradable eco-paper made from post-consumer materials (no trees are harmed) and embedded with seeds. When the paper is planted in a pot of soil, the seeds grow, the paper composts away and, *voilà*, you have wildflowers, herbs or vegetables!



www.botanicalpaperworks.com

Graypants *Slice Chair*

Graypants, a design firm with showrooms in Amsterdam and Seattle, "invests in innovative ideas that help create meaningful jobs" and uses local sources and a low-waste strategy in creating their furniture, which is made of recycled materials and FSC-certified wood.

www.graypants.com



Greens Steel *Containers for Life*

This husband and wife-run business hopes we reduce our consumption and reuse what we already own. To that end, it offers "affordable products that our customers can use for a lifetime," such as stainless steel straws, tumblers, water bottles, and cups. All of their products are free of toxins.

www.greenssteel.com



Etee *Lower Your Carbon Footprint in the Kitchen*

Etee offers all-natural, reusable food and container wraps, enabling all of us to lower our carbon footprint while storing leftovers and taking food on the go. Etee's wraps are plastic-free, and can be washed and reused 120-150 times. Certified under the Global Organic Textile Standard, they are made with cotton muslin and infused with certified organic beeswax, natural tree resins, and essential oils. After 150 uses, Etee wraps are ready to be biodegraded.



www.shopettee.com

For You & Yours

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Rethinking Household Cleaning Containers

On a mission to clean up the planet and eliminate single-use plastics (humans have produced eight billion tons of plastic trash and counting) starting with household products, this site offers refillable cleaning bottles and safe, easy, effective, dissolvable cleaning tablets. Just add a tablet and water to their signature “forever bottles” and clean and disinfect away.

www.blueland.com



Darn Good Yarn
Ethical Yarn Spun from Nature

Go green when you knit! **Darn Good Yarn** sells a variety of unique eco-friendly yarns online; some are made with fibers scraped from the barks of banana trees, others are dyed with natural indigo leaf powder or made with repurposed waste. The founder is also dedicated to community involvement and creating employment opportunities.

www.darngood yarn.com



Costa Brazil
Beauty and Earth

In December 2018, Francisco Costa, the celebrated former Calvin Klein designer, debuted Costa Brazil, a chic, sustainable beauty line intended to benefit the body and spirit — as well as the Earth. Working responsibly with local scientists, agriculturalists and cooperatives that use noninvasive harvesting techniques deep within the Amazon rainforest, Costa Brazil offers a silky lightweight oil for the face and body as well as an aromatic to help soothe the soul. All products are made with transformative, sustainably sourced ingredients. The company notes that “at the core of every Costa Brazil product is our ‘Jungle Complex’ — an exclusive beauty trinity containing mineral-rich Kaya; antioxidant-packed Cacay, a vitamin E-rich oil known as ‘the gold of the Amazon’; and the sacred soothing properties of Breu resin,” which comes from the Almacega tree. Ever eco-conscious, the brand uses FSC packaging, which has been sourced in an environmentally friendly and socially responsible manner.

www.livecostabrazil.com



If You Care
Sustainable Kitchen Essentials

The makers of the original brown, unbleached coffee filters moved on in 2004 to offering 100% recycled aluminum foil and have since launched sandwich and snack bags from unbleached greaseproof paper, all-natural sponge cloths and reusable paper towels from cellulose and non-GMO cotton, fair-trade household gloves, and other eco-friendly home essentials.

www.ifyoucare.com



Kevin.Murphy
Chic, Sustainable Hair Care

Luxurious hair products for the savvy Earth lover, Kevin.Murphy is fully committed to living in harmony with, not hurting, the environment. All of its sleek packaging is recyclable or biodegradable, it only uses natural ingredients from sustainable and renewable sources harvested using harm-free techniques, and it's a proud supporter of the AI Gore Climate Reality Project, among other eco-minded endeavors.

kevinmurphy.com.au



Mab & Stoke
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www.mabandstoke.com

Amazon
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With its speedy delivery and enormous product selection, Amazon makes shopping almost too easy. So, if you've been lulled into the site's seemingly infinite pages of things to buy online, here's an important reminder to be sure eco-friendly products land in your cart.

www.amazon.com/eco-friendly-products/?k=eco-friendly+products

EARTH DAY EVERY DAY *Continued on P118*

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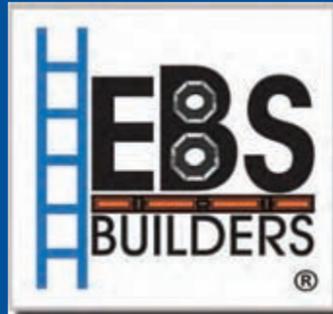
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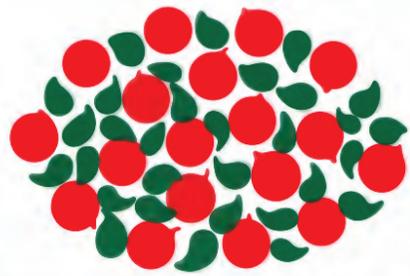
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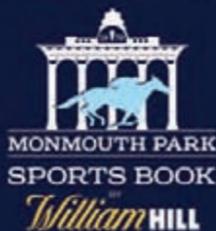
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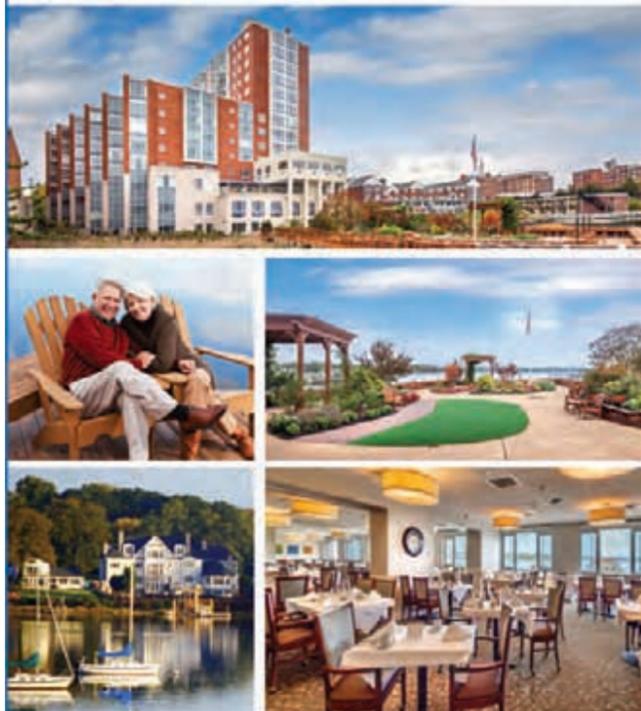
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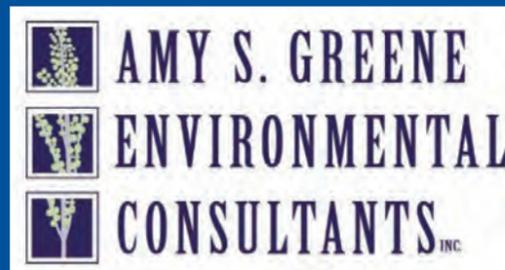
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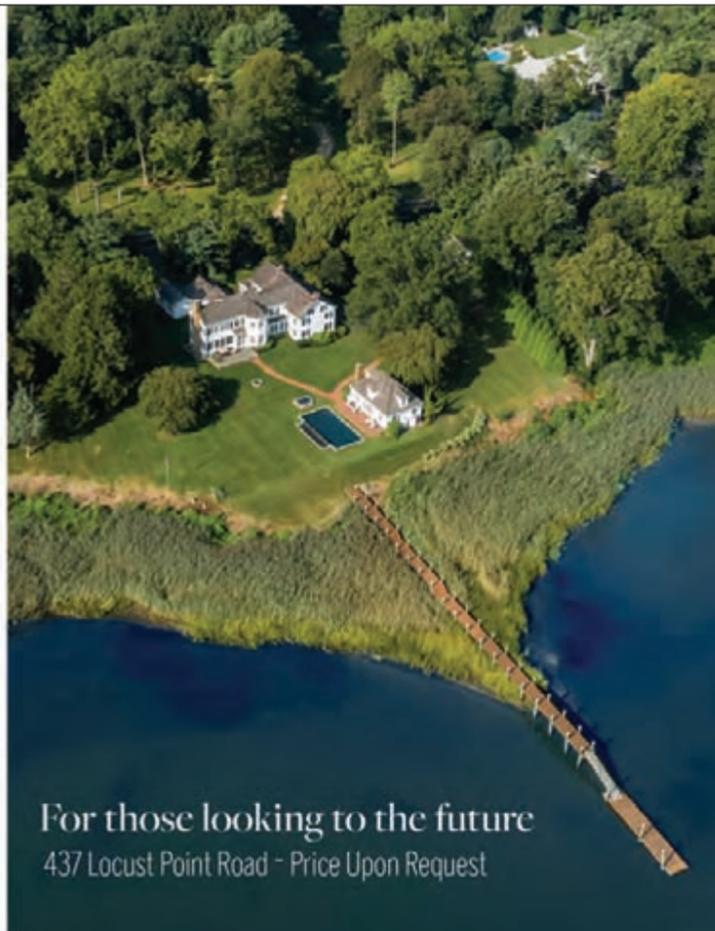
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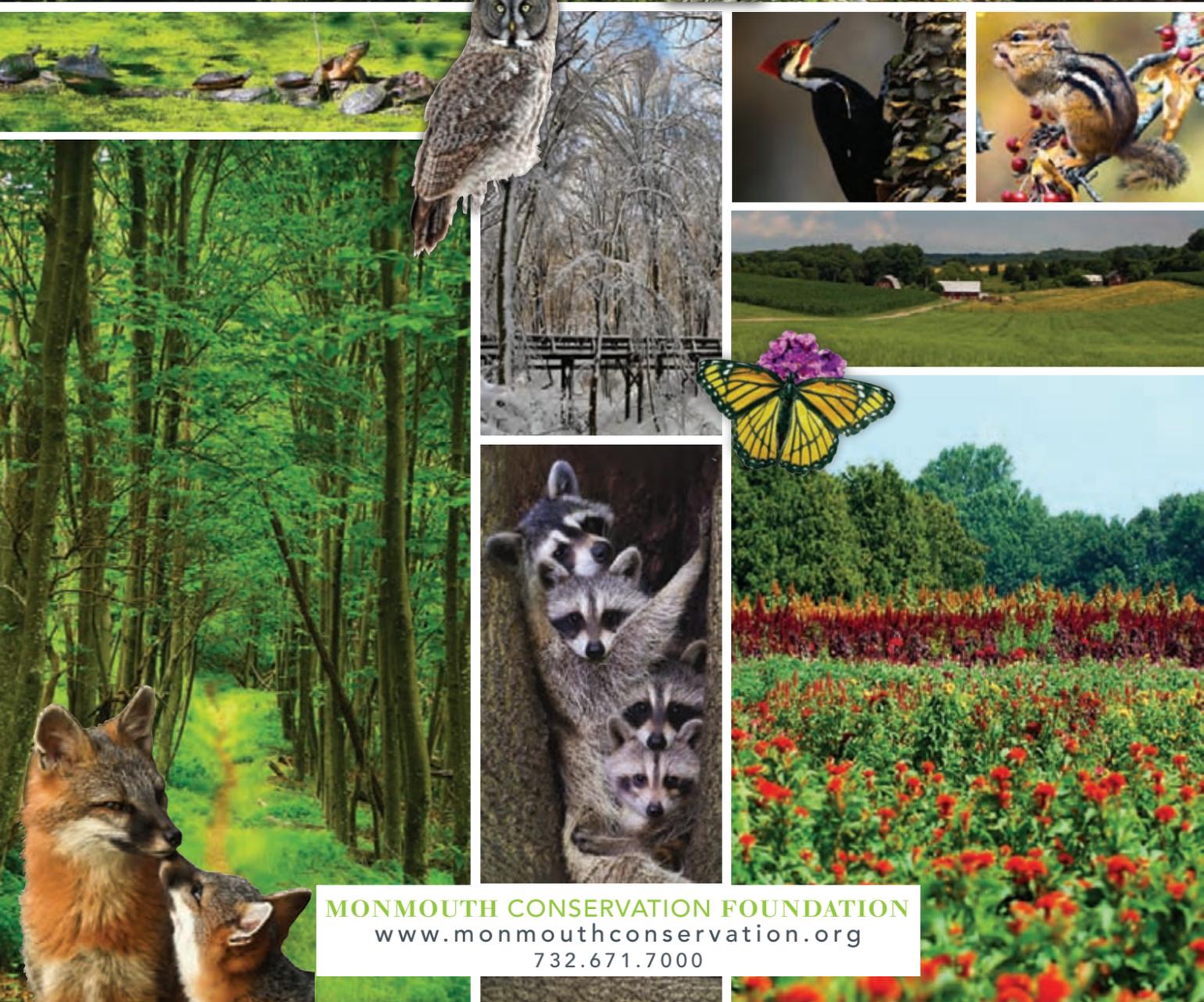
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CONSERVATION MATTERS NOW!

So Does Your Legacy

Monmouth Conservation is committed to safeguarding our future by protecting the environment, but growing, unchecked development of land compromises those efforts. Legacy gifts support the desired balance of vital conservation initiatives.

Monmouth Conservation's Planned Giving options offer tax incentives that generate income and secure a legacy of environmental leadership. Legacy donations through wills, bequests or trusts help support conservation and environmental sustainability. **Forever.**

Monmouth Conservation has a list of professionals to provide tax and estate planning guidance, guaranteeing your contribution to MCF will have a lasting impact. Any legacy gift regardless of size can make a difference – it's the thoughtful intention that matters.



FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE:
MONMOUTHCONSERVATION.ORG/LEGACY

YOU MAY CONTACT:
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MONMOUTH CONSERVATION FOUNDATION

Online Resources & Information

Earth911

Endorsed by the U.S. Environmental Protection Agency, not to mention Al Gore and Oprah Winfrey, *Earth911* consolidates hotlines, websites and other information resources into a single network. Its 1-800-CLEANUP hotline provides community-specific environmental information, plus it hosts a list of more than 74,000 recycling centers that offer more than 400,000 recycling services.

While full of information on recycling, *Earth911* also offers podcasts on a variety of subjects such as gardening and posts an array of original content covering everything from solar panels to petroleum-free Legos and how space travel has contributed to sustainability.

www.earth911.com

Moomah the Magazine

When Tracey Stewart finds something that makes her a happier, better, healthier, more knowledgeable or more understanding person, she feels compelled to share it on her website, *Moomah*. Whether it's introducing you to a remarkable person, an inspiring organization, a life lesson learned, a delicious recipe, a fun craft, a trick for finding parenting sanity — you're likely to find something to help you feel more connected to the world around you and yourself.

hochhocksonfarm.org

Mother Nature Network

Founded by a former marketing executive, Joel Babbit, and Rolling Stones keyboardist Chuck Leavell, *Mother Nature Network* delivers need-to-know information on a host of environmental issues with loads of original content — podcasts, blogs, articles videos and how-to guides — as well as the latest news from a variety of wire services. From tech and business to food and family (and much more), you can discover everything from how the cost of renewable energies fell to a record low in 2018 to the 11 berries that may improve your health.

www.mnn.com

Musings — Supporting Ideas That Could Lead to a Sustainable Future

Founded by award-winning documentary filmmaker, artist and conservationist, Susan Rockefeller, *Musings* is a bi-monthly newsletter and digital magazine that believes entrepreneurs and consumers hold the power to shift demand and create the change needed to ensure a safe and healthy planet for all. With this in mind, *Musings* highlights the businesses that offer toxin-free, eco-friendly and purpose-driven products that are better for people and for the environment.

www.musingsmag.com

350.org — Organizing Grassroots Movements Across the Globe

Named after 350 parts per million — the safe concentration of carbon in the atmosphere — *350.org* was founded in 2008 by a group of university friends and author Bill McKibben (see P83) with the goal of building a global climate movement. According to 350's website, "Today it works on grassroots campaigns around the world: from opposing coal plants and mega-pipelines, to supporting renewable energy solutions. All of our work leverages people power to dismantle the influence and infrastructure of the fossil fuel industry."

www.350.org

Today We Will

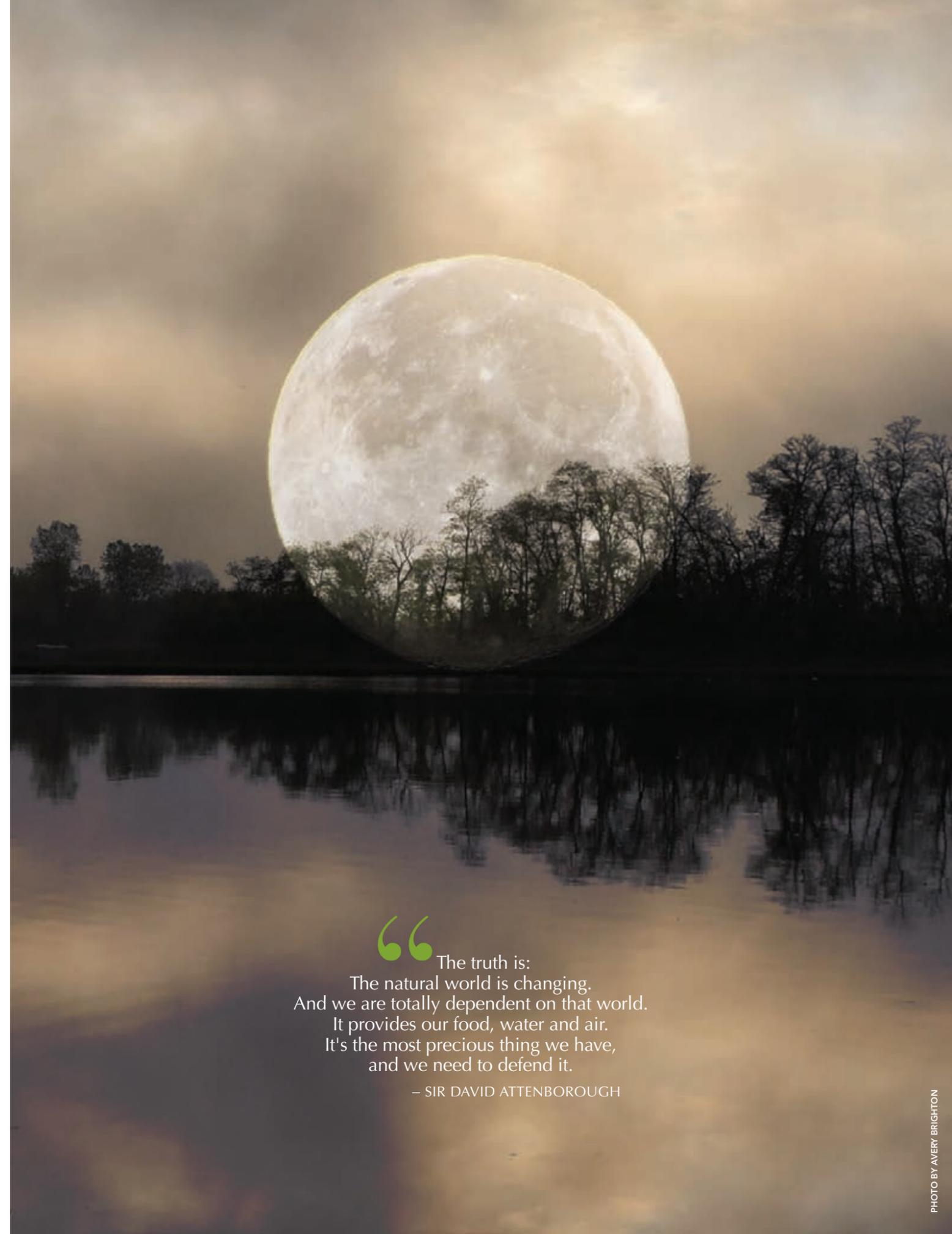
Simple steps we can all take to positively impact the environment is the message this newsletter shares each weekday morning. In four sentences or less, *Today We Will* imparts straightforward sustainable actions to take, how to take them and why those actions positively affect the environment. Simple but vital and especially powerful if we make this a collective effort!

www.todaywewillnewsletter.com

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CREATING PARKS . SAVING OPEN SPACE . PRESERVING FARMLAND
TEACHING ENVIRONMENTAL SUSTAINABILITY
SAFEGUARDING WATERWAYS . PROTECTING WILDLIFE

WWW.MONMOUTHCONSERVATION.ORG



“The truth is:
The natural world is changing.
And we are totally dependent on that world.
It provides our food, water and air.
It's the most precious thing we have,
and we need to defend it.

— SIR DAVID ATTENBOROUGH



Everybody needs beauty as well as bread,
places to play in and pray in, where nature may
heal and give strength to body and soul.

JOHN MUIR



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