

Mark Falzone
President, Scenic America



Mark Falzone was selected to serve as President of Scenic America in April 2017. Prior to Scenic America, he served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures, he was twice elected to the Executive Committee. Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government.

As a young man, Falzone joined the local conservation club and worked for the betterment of his community. He believes strongly in Scenic America's broadened goals as envisioned in their white paper *Taking the Long View: A Proposal for Realizing America the Beautiful*. Falzone says he looks forward to leading the implementation of the strategic plan designed to make Scenic America a more effective, viable and visible organization.

"I am honored by the opportunity to lead Scenic America," said Falzone. "At age 14 I joined my first civic organization, local conservation, and open space protection group. In my career and in my life I have worked to protect and improve the visual environment, and I look forward to leading Scenic America to even greater achievements and success."

Since becoming president, Falzone has led Scenic America to a series of victories, most notably the passage of the Reviving America's Scenic Byways Act, which was signed into law by the president in September 2019 and restarted the nomination process for the National Scenic Byways Program.

Scenic America is the only national nonprofit that helps citizens safeguard the scenic qualities of America's roadways, countryside and communities. *Taking the Long View* was written by the Board of Directors and staff of Scenic America with help from allies and partners in the scenic conservation movement. It was inspired by Scenic America's efforts to recognize the 50th anniversaries of the White House Conference on Natural Beauty and the Highway Beautification Act and honor the legacies of scenic visionaries like President and Lady Bird Johnson and Laurance S. Rockefeller.