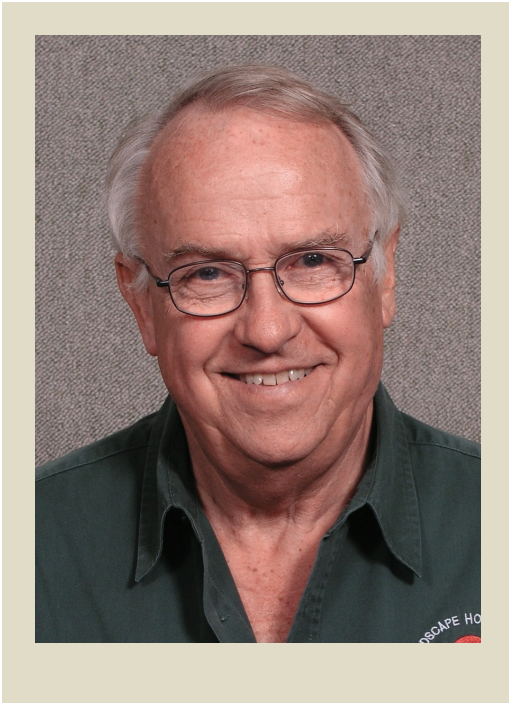


Jim Beard, ASLA, AOLCP



Jim has more than 40 years of both industry experience and as an instructor. His work in the landscape design and construction field included the likes of serving as director of facilities for St. Norbert College and as an architect for Boldt, with additional industry experience in project management. Prior to his professional work, Jim served nearly four years in the United States Army—which included a tour of duty in Vietnam.

Certified in Organic Land Care from the Northeast Organic Farming Association and as a state-level Certified Landscape Architect, Jim's green thumb roots are rich in history. In the mid-1970s, he led volunteers in the implementation of organic play pockets for children, families, and schools in Green Bay. The effort grew into a model for volunteers to follow in other regions as well. Play pockets were also put in communities around northern Illinois and in the Upper Peninsula of Michigan—about 190 in all, covering three states when the project was said and done in the early 1980s. Jim earned

three awards as a result of the play pocket movement, including a State Senate Proclamation and the 1977 Wisconsin Jaycee's Outstanding Young Man award.

Jim has directed the time and talents of volunteers on several other notable landscape construction projects and green makeovers as lead Horticulture instructor at Fox Valley Technical College (FVTC). A 9/11 Memorial in Greenville, the Hartling Family Rose Garden, a series of organic gardens for ThedaCare, and the Green Roof Rest Station—recognized as a Gold Medal structure from the Wisconsin Landscape Contractors Association, are just a few of the marks he and his students have made on others.

The winner of the 2008 H. Victor Baldi Excellence in Instruction award at FVTC, Jim's passion for education is found in his ongoing commitment to high-tech learning resources at FVTC. He was the brainchild behind the college's development of the Lowe's Foundation Sustainable Greenhouse, Hydroponics Lab, and the Ron Amos Horticulture Tissue Lab (which was made possible by the generosity of Evergreen Nursery Company, Inc. and Boldt).

Today, Jim serves as an Emeritus Member of the American Society of Landscape Architects while continuing to teach as lead instructor in the Horticulture Technician program at FVTC. He enjoys giving a wide range of lectures across the state and Midwest, particularly on his new growing systems: Beds, Bales, Buckets, and Brews.