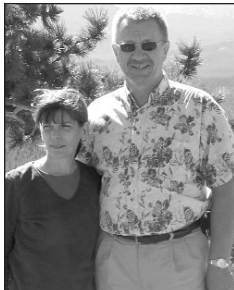


"Celebrating 25 Years"

Joe Williams



Hello, my name is Joe Williams and I joined the Ace Team in November of 1997 after being asked to "start" a garden center. I live in Black River Falls with my wife of 32 years, Maria, who also helps out at the store on occasion. We have a daughter, Jennifer (Greg) who lives in La Crosse with our three granddaughters, Melinda, Dana and Angela. We also have a son, Joey (Lindsey) who is a Captain in the Army currently stationed in Fairbanks, Alaska. As manager of the Garden Center, I coordinate and train our staff in the proper use and care of the variety of plant material, pesticides, and other outdoor products that we handle. Working with a great crew makes my job enjoyable. I have a degree in landscape and nursery management, and as a certified landscape professional I am required to attend related classes to keep this certification. One area that has been real rewarding is the response from the Farmer's Market which I started in 2000. Additionally, I enjoy representing the company with the various community organizations that we are affiliated with. In my free time, I enjoy marathon running, music, cooking, and being in the outdoors. I really like to help customers and employees learn about gardening and the benefits of a healthy and safe environment.

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