



For Immediate Release

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Thoelecke Addresses Students

April 25, 2003, Glenview, IL—As part of an initiative to reach out to landscape architecture students, Garden Concepts president Tim Thoelecke was invited to speak to the student chapter of the American Society of Landscape Architects at the University of Wisconsin in Madison. In the hour-long talk on April 23, Thoelecke gave students a glimpse of how a landscape design business works in the world beyond college, and treated them to a slide presentation entitled "Garden Makeovers," a series of before-and-after images of some of his firm's projects.

The field of landscape architecture encompasses many different specialties, including park and recreation planning, commercial, residential, environmental restoration, urban planning and historic preservation. Students were given unique insight into the custom residential design produced by Garden Concepts and the satisfaction of designing landscapes for specific individuals, rather than for the public. "New graduates in any field are rarely prepared for life in a real-life work environment, and, in a field as diverse as landscape design, they often don't have any idea what area they want to specialize in," says Thoelecke. "By showing them what we do, and giving them a 'nuts and bolts' view of how things work, they can be better equipped to make an appropriate career choice."

In the question and answer session, the very thoughtful questions ranged from the condition of the market to how to maintain design integrity when clients' requests differ from the designer's vision. Earlier this year, Thoelecke addressed two student groups at Purdue University.

Garden Concepts is located in Glenview, IL and can be reached at 847-657-7900 or via their web site at www.gardenconceptsinc.com.

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