



# James D. Bernd

MAR 26, 1933 - DEC 19, 2025



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## **James D. Bernd**

MAR 26, 1933 - DEC 19, 2025

**J**ames "Jim" Bernd, age 92, passed away peacefully at his beloved lake home in Waupaca, Wisconsin, on December 19, 2025. Born on March 26, 1933, in New Richmond, Wisconsin, Jim lived a life marked by resilience, dedication, and quiet strength.

Raised in New Richmond by his single mother after the loss of his father when he was just 13 years old, Jim developed a strong work ethic and sense of responsibility early in life. He graduated from New Richmond High School, where he excelled as a student-athlete. A standout in athletics, Jim lettered in three sports and served as quarterback for the football team.

Jim continued his education at the University of Wisconsin-Madison. While there, he was an active member of the Delta Upsilon fraternity and served as boxing manager for three years. He worked throughout college to support his studies—an early reflection of the drive that would define his professional life.

In 1955, Jim married Joann (Lively) Bernd on August 27th. That same year, he entered the United States Air Force as a Lieutenant. He served with distinction in the 55th Weather Reconnaissance Squadron—a role that reflected his lifelong fascination with weather and the stars.

Following his military service, Jim began what would become a distinguished career with Kimberly-Clark Corporation. Over the years, he rose through the ranks to ultimately retire as Executive Vice President. His leadership extended beyond the company's walls; he also served on Kimberly-Clark's Board of Directors and contributed his expertise to other institutions.

Jim was known among friends and colleagues as a true gentleman—reserved yet witty—with a dry sense of humor that endeared him to many. He especially cherished time spent with his companions at the Stratton Drug Store men's coffee group in Waupaca.



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A devoted fan of Wisconsin sports, Jim was an avid supporter of the Brewers and Packers and took great pleasure in following high school and UW-Madison athletics throughout his life.

Jim's family was central to his life. He is remembered with love by his son David (Susan) Bernd of Social Circle, Georgia; daughter Sandra Bernd of Marquette, Michigan; grandchildren Katie (Randy) Norman of Social Circle, Georgia, and Drew (Morgan) Bernd of Hoover, Alabama; and great-grandchildren Harper Norman, Jack Norman, and Finley Bernd.

He was preceded in death by his beloved wife Joann Bernd in 2024.

In accordance with Jim's wishes, no funeral or gathering will be held at this time. Memorial contributions may be made to the Waupaca Fire Department at 124 S. Washington St., Waupaca, WI 54981.

Jim often lived by the words: "The harder you work-the luckier you get." May his memory bring comfort to those who knew him and serve as a lasting reminder of a life well lived.



## Tribute Wall

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**Michael C** posted:

Sandy, So sorry to hear about your father. He was a wonderful neighbor. Mike and Dawn Capizzi

March 6 at 12:01 PM



**Dennis Bauer** posted:

Did a bit of electrical work for Jim. One of the nicest guys I ever met. Dennis Bauer

January 4 at 3:42 AM



## **Memories only last if you share them**

Join us in honoring James by contributing to a collection of shared memories.



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