

MAINSCAPE

Mark Forsythe says his company's success in 2010 comes down to good old business practices. "I wouldn't say it was anything particularly special or unique that we did to have a successful year," admits the president and CEO of Fishers, IN-based Mainscape. "There are a lot of basic business principles that you read about in magazines like *Landscape Management* that seem simple enough, but many people don't actually apply them. We just try to be diligent about actually applying those best practices for our business."

Clearly, the company succeeded at that goal: It saw 22.4% growth. But Forsythe points out that its annual average growth rate has always been around 20%.

In addition to applying smart business practices, Forsythe says it's the people and the culture that have made a difference in the company's success.

"I know that's something that everyone says, but it's definitely true," he emphasizes. "Having really good people makes a huge difference."

Because the company places so much value on



Mark Forsythe

employees, Forsythe says there's a constant effort to foster a positive working environment.

"We make sure to provide employees with the framework and infrastructure to succeed," he says. "Plus, we just try to create an atmosphere that's fun to work in."

"I believe that our people enjoy working here. We've created an atmosphere where they don't just come in to get paid, they actually enjoy getting up and coming to work."

"There are enough difficulties in life," he adds. "If we can make everyone's job a little easier, it pays off. We want to have a positive impact on peoples' lives — both within our company and with those we work with."

Of course, it's also important to foster a great relationship with clients, he says.

"We view our work as a partnership with our customers, and we have a great team that is committed to our customers' success," he concludes. "That has enabled us to expand our existing relationships, and develop exciting new relationships, as well." **LM**

WHAT'S AHEAD

"We are projecting 20%-plus growth for 2011 and targeting 20% growth in 2012. It comes back to the company culture and motivation that we've developed. Our people have the opportunity to grow, develop and take on new challenges. It's really our people who continue to drive our growth."