STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION
(Required by 39 USC 3685)

1. Publication Title: Landscape Management
2. Publication Number: 2404/1214
3. Filing Date: 9/13/10
4. Issue Frequency: Monthly
5. Number of Issues Published Annually: 12
6. Annual Subscription Price: Free to Qualified
7. Complete Mailing Address of Known Office of Publication (Not Printer): Questex Media Group LLC, 275 Grove St., Ste. 2-130, Newton, MA 02466
8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Questex Media Group LLC, 306 West Michigan Street, Suite 200, Duluth, St. Louis County, MN 55802-1516
9. Contact Person: Antoinette Sanchez-Peckins
   Telephone: 216-706-3750
10. Owner - Full name: Questex Media Group LLC, 275 Grove Street, Suite 2-130, Newton, MA 02466
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---OFFICIAL PUBLICATION---
Landscape Management and ASIC

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Ilene Schwartz | Circulation List Rental 216/371-1667
Customer Services | Subscriber/ Customer Service landscapemanagement@halldata.com | 866/344-1315; 847/763-9954 if outside the U.S.
Paul Semple | International Licensing 714/513-8614 Fax: 714/513-8845 | psemple@questex.com
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**REPEATING**

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John Rennels’ biggest business blunder was thinking he was alone in this business. Since reaching out to his peers, he’s turned his story of error into one of great success.

John Rennels was a lone wolf. As a result, his company, A Plus Lawn and Landscape, Lawrenceburg, KY, struggled.

Rennels had no strategic sense of direction. He wasn’t paying himself. And he had some serious cash flow issues. “We had no banking relationships to speak of,” he says. “We had no idea what banks wanted, part of which was because we couldn’t understand our own financials. The extent of our business planning was: find more work.”

To make matters worse, Rennels says two years ago it wasn’t uncommon for him to top 100 hours a week during peak season.

The problem was simple: “I was not working on the business; I was working in it,” he says.

And it all “got old after a while,” he says. He knew something had to change.

It takes two or more …

Rennels needed advice beyond those closest to him. “Your friends and family will often tell you what you want to hear instead of giving you good business advice,” he says.

Steep competition in his region meant he didn’t spend a lot of time talking with other landscape business owners either.

So he joined a peer group — a collection of business owners across the country who get together to discuss ideas and hold each other accountable to their goals.

“The feedback from my peer group is honest — sometimes even brutal and painful — but it’s the best business advice you can expect,” he says. “And it comes from leaders who know what they’re talking about and have been through it themselves.”

Today, the company has more focus and revenue has increased. Rennels has also had a significant increase in personal income, and the company has lines of credit that are being properly maintained. He attributes it all to the help of his peer group. “We still have a lot of issues, but finally we have a process on how to identify the major problems and deal with them,” he says.

Looking ahead

While Rennels’ attempt to do it all on his own was his biggest mistake, he says joining a peer group was his biggest success.

“I consider the peer group my board of advisors,” he points out. “Today I would not make a decision without running it by them first.”

The author is a freelancer with experience writing for the landscape industry. To share your biggest mistake, contact Nicole Wisniewski at nwisniewski@questex.com.
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