

# MYBIGGESTMISTAKE

LESSONS LEARNED THE HARD WAY » BY DANIEL G. JACOBS



**NAME/COMPANY:**

Matt Kisseberth, owner,  
Kisseberth Grounds Care

**EMPLOYEES:** 1 full-time,  
2 part-time

**FOUNDED:** 2002

**HEADQUARTERS:**  
Findlay, OH

» The wrong tools and shortcuts put this contractor in the hospital — and could have cost him his life.

SOME MISTAKES CAN cost you a customer; others might cost a life.

Matt Kisseberth was doing a friend a favor. It was 2002, his first year in business.

"We had a drought that year and times were rough," says Kisseberth, whose company offers year-round grounds care, and snow and ice removal. "I was doing everything I could find that paid a little money."

Kisseberth agreed to pull out a pair of 4x4 posts deeply embedded in the ground at a property he

managed. He tied one end of a rope to his truck and the other to the first of the posts. It came out cleanly, with little resistance.

The second post was more stubborn.

"It was in the ground closer to the concrete, and didn't want to come out when I tugged on it," Kisseberth says. "I backed up and (stepped) on the gas."

The approach worked — a little too well. The second post came flying over the truck's tailgate, through the rear window and struck Kisseberth's

forearm and the headrest.

"Lucky for me, the headrest was enough to stop it," he says. "I broke both bones in my right forearm and had to have surgery. I have a steel plate and eight screws in my arm."

Needless to say, Kisseberth makes sure he brings the right tools for the job, and no longer cuts corners. As he says, "It doesn't pay well, being in a hospital bed from your own stupidity."

To share your biggest mistake, contact Dan Jacobs at [djacobs@questex.com](mailto:djacobs@questex.com).

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