



A positive outlook = a prosperous 2010

FOR OVER 170 years, John Deere has distinctly served the needs of those linked to the land with a focus on helping customers be more productive and assist them in improving the quality of life for the people around them. John Deere continues to be guided, as it has been since the beginning, by the core values exhibited by its founder: Integrity, quality, commitment and innovation.

Those who are environmentally focused, weather dependent, and make a living from what they produce, such as professional landscape contractors, like you, work hard every day to rejuvenate and restore the world around us. At John Deere, we appreciate what you do to beautify and enhance the land we live, work and play on.

That's one of the many reasons John Deere is pleased to sponsor the *LM150* Report. We believe that you will find the information helpful as you analyze and strengthen your business plan and prepare for the future.

While the majority of the landscape contractors surveyed indicated they lost money in 2009, 18 companies broke even and 33 companies showed positive growth. And more companies are increasingly confident predicting even or positive sales for 2010. We realize that 2009 presented some of the toughest economic times and weather conditions that we have ever faced. Today's economic reality calls for new and innovative approaches, and John Deere is dedicated to providing you with the support and solutions to help you succeed in business today and into the future.



KENTAYLOR, CLP
Business Solutions Manager,
John Deere

While you're reading through the report, be sure to take notice of the companies who are driving growth strategies and solutions. On page S15, *LM150* Leaders share their growth tactics; on page S14, they reveal employee retention and growth strategies; and on page S20, they share how they are handling competitive pricing pressures.

While economic recovery might seem slow in coming, it will come! The industry is viewed as a growth opportunity and increasingly investments are being made.

Read "M&A Upsurge" on page S21 for proof.

Our commitment to your business does not stop with providing quality products and solutions through our experienced John Deere dealer network. The John Deere dealer is there to support your business needs after the sale with the most extensive factory trained service technicians and knowledgeable parts staff in the industry. They have one priority: To ensure product uptime in the most responsive manner, because downtime is not an option when you are running a business!

John Deere hopes the work we do in 2010 and beyond will move us closer toward becoming your most trusted supplier on the job site. Because even after 170 years, our business is not much different from yours: We are continuously changing, adapting and implementing new processes in order to build a better business for you, our customer.

We look forward to seeing you soon, whether at an industry event, our dealerships, or even at one of our factories.

Have a prosperous 2010!