

# *To succeed, remember how you started*



**Ken Taylor, CLP**  
Sales Manager — Commercial  
Business Development

**We know many** of you started your businesses with a truck, trailer, mower, some hand tools and, most of all, a passion for creating, beautifying and maintaining outdoor spaces. From those humble beginnings, you have grown into the trusted brands you represent in the markets you serve today.

Founded in 1837, John Deere came from a very similar simple and committed start — a one-man blacksmith driven by innovation, integrity and quality to help his customers bring productivity to the land. Now we're a corporation that employs more than 50,000 people and we maintain our passion to help customers work the land to create sustainable landscapes throughout the world.

Over the years, we've all had challenges and we've refined our businesses, moving and molding with the times, taking advantage of new opportunities and building and growing our people and our brand along the way.

The recent recession has, undoubtedly, been challenging on businesses. Many who've been in the industry more than 20 or 30 years claim it's been the toughest time they've encountered since their inception. If these challenging economic times have taught us anything, it's to remember our simple beginnings — the drive and focus that inspired us to follow our entrepreneurial spirits and soar. As I talk with lawn care and landscape professionals across the country, I hear optimism and focus. And it's inspiring and contagious. Instead of succumbing to flat growth, many of you are taking your lumps and renovating your businesses, implementing lean principles and, yes, even growing in the more complicated business environment we work in today.

To help fuel the fire of this positive business spirit, the stories in this report reflect on the 2010 challenges the industry has faced in various business categories. And, more importantly, each story provides you with some 2011 goals — a few bullet points you can add to your business plans to inspire you and help you continue to drive your businesses through the difficult challenges ahead.

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. 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. We have one priority: To ensure product uptime in the most responsive manner, because downtime is not an option when you are running a business!

While the future may be uncertain, the industry's ability to adapt and embrace change will continue to drive bright spots through those economic storm clouds and create a smarter, tougher and more focused industry.

We hope the work we do in 2011 and beyond will move us closer toward becoming your most trusted supplier on the job site. We and our dealers look forward to seeing you soon, whether at an industry event or other John Deere location.



**JOHN DEERE**