



From The Ground Up

Autobiography Describes How John Hoich Mowed Down Obstacles to Accomplish His Goals

Those who know John Hoich know his story well. He's a successful businessman, real estate developer and generous philanthropist who overcame a tremendously difficult childhood and started a business with just a single lawn mower. As someone who worked so hard and so long, he is understandably proud of his accomplishments. He often tells his story to those he meets.

Hoich, 49, has documented this long road (so far) in the book *From the Ground Up: It's Not Just Business!* Hoich authored the book (written in first person) with assistance from writer James Dickerson.

This book is about his story, in great detail. Those who know John and the story of his trials and success will enjoy reading the back-story and amusing

anecdotes. The autobiography is just half the book. The other half of the book is dedicated to his personal advice on business startups, success, networking, community service and more.

Hoich starts the book by thanking God and a list of those who helped along his journey of success. His profuse appreciation is not limited to God and individuals; he also thanks the Toro lawn mower company.

A few photos pepper the book, most amusing the circa 1958 picture of Hoich as a three-year-old boy. He looks happy in this picture, no doubt possessing

the positive attitude that carried him through the tough times to come. His twin sons, Jeremy and Justin, born in October of 1997, share his ice blue eyes. Readers are also treated to a photo of John, Jeremy and Justin, each posing

Joanne Peters, fellow member in Suburban Rotary (Hoich has perfect attendance and has been a member for 28 years), has this to say about Hoich: "John is always ready with a compliment — on a job well done, how nice someone looks, on what a great business person someone is, on giving to others. I always look forward to seeing John because time spent with him is always interesting and fun."

with their respective first lawn mowers.

You don't have to ask many Omahans to find someone with a personal story about John Hoich. His outgoing nature, far-reaching business involvement and community service have touched many thousands in the metropolitan area.

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A key piece of advice Hoich gives is "circulate to percolate." This is the subject of a chapter in the book. No one follows this oft-given advice more than Hoich, a fearless networker. Recalls Doug Pugh:

"Once he went up to Warren Buffett, handed him a card, and said, 'Mr. Buffett, my name's John Hoich. I mow lawns. I'd like to mow your lawn.' And he would follow up on it. I don't know if he ever mowed Warren Buffett's lawn, but he certainly had no reservations about asking."

Aside from his business skills, Hoich is as well known for his boldness in the social arena. Most everybody knows who he is; he likes to make new friends as well as business acquaintances.

Longtime friend Scott Cernik, owner of Skateland, had this memory of his social boldness at a young age: "I've known John since he was about 10. He came into the Skateland at 108th & Q (now a Gold's Gym) all the time. One time he went to kiss a girl and they locked braces. We had to unlock their braces, and John got in big trouble for kissing in Skateland."

Hoich offers varied business advice, with one entire chapter on partnerships: "Partners, to Have or Have Not?" The final paragraph references a nasty partnership he experienced without naming the business or individual. With all the business ventures he has started, these two sentences are sure to get people wondering and talking.

Most successful executives write autobiographies, or have biographies written, at some point in their lives. Some are highly anticipated historical tomes, some tributes, and some purely egotistical endeavors. *From the Ground Up: It's Not Just Business!* is an American Dream story that probably won't make the New York Times bestseller list. However, thousands of Omahans either know Hoich or know of him and will find this story entertaining. It's also a fine addition to any Omaha history library.

From the Ground Up: It's Not Just Business! is available at johnhoich.com and amazon.com.
Hoich, John. *From the Ground Up: It's Not Just Business!* Published by Tapestry Press, Arlington, Texas. Copyright 2007. **OMAG**