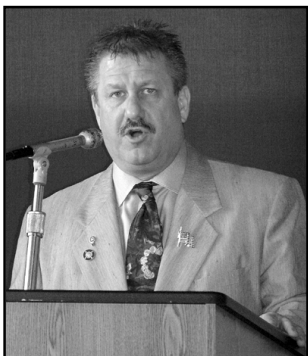


John Hoich 'From the Ground Up'



John Hoich

Fighting a cold, John Hoich launched the sale of his book, "From the Ground Up" with a talk at a Press Club Noon Forum on March 15. Displaying the mental toughness that got him through a difficult childhood, Hoich's remarks echoed his opening statement, "What doesn't kill you will make you stronger."

Noting that "life is about overcoming adversity," but "it's also about making choices," Hoich recounted the story of how he built his business, starting with a Sears Craftsman mower ("one of the few things they didn't take after my mother died"), and how he chose to avoid filing bankruptcy in 1982, and instead worked his company out of debt. A series of wise (and fortuitous) choices in real estate and business paid off, as he expanded his small lawn care business into government grounds maintenance contracts, an irrigation subsidiary and real estate ventures.

Sharing what he called "Hoichisms" with the crowd, he talked about how he had achieved success. He reminded the audience, "Success is more than a financial balance sheet. Life is about sustaining relationships." He noted that his "greatest achievements" are retaining his friends over the years, and his nine-year-old twin sons, Jeremy and Justin.

What has motivated him through the years was a promise the 16-year-old made to his mother on the day she was buried: "To be a millionaire by the age of 30 and help my siblings the rest of my life."

As for his future plans, Hoich joked that he doesn't know if he has what it takes to be a politician — he "doesn't want to be bald like Pete Ricketts."