

# BACKSTORY

INTERVIEW BY MARISA PALMIERI



## Mike Rorie

**PRESIDENT  
GROUNDSYSTEMS  
CINCINNATI**



"The name of my first company was Maintenance Service Inc. We changed it to GroundMasters around 1982 because we wanted a name that resonated more with landscaping."



"It took us 10 years to do \$1 million in revenue in a year."

"We've accomplished another successful small enterprise, for which I give 90 percent of the credit to the girls (daughters Alle Fairhurst and Rachel Rorie.)"



"My wife Angela and I enjoy traveling together. We golf year round and we like to boat."

"Accountability, even on the most basic level, is something that I carried forward. We heard about it if we missed something."



"Being in an industry the second time where you have so much industry equity, it's a whole lot easier. It's a lot of work, but there's no trial and error."

"I enjoyed seeing how a half-billion dollar company was structured and how they went about managing and making decisions."

"Some of my (former GroundMasters) managers convinced me to do it again, which is a little bit crazy, but I've agreed."

### WORDS OF WISDOM

"Get the best people you can, provide them the best opportunity, hold them accountable and they'll take care of the customer." • "Somebody's gotta be in the crow's nest looking out while people are delivering the daily, weekly and monthly promises made. When you're down there with them, you're not spending any time on the business." • "Networking is the most underrated, undervalued benefit that anyone in leadership or management of a company can do. You can find out almost anything through networking with your peers and other business leaders."