BAM!
Husqvarna’s Broad Area Mowers Are Packed With Power and Width For Higher Productivity

Husqvarna’s Mower Lineup Is Bigger, Broader And Tougher Than Ever.

Enter & Win!
A Fully Outfitted Landscaper Truck! See Inside For Details!
FEEL THE POWER.

If Landscapers Could Engineer And Manufacture Mowers, This Is How They Would Look.

Husqvarna’s Advanced Engineering Teams Talked With Hundreds Of Landscapers To Design Mowers Packed With The Speed, Power, Handling and Performance They Demand.

BAM MOWERS
Available with a 27 or 34 HP TURBO diesel engine, in 61" or 72" cutting widths.

LARGE ZTH MOWERS
Available with a 23, 25, 26 or 27 HP Kawasaki or Kohler engine, in 52", 61" or 72" cutting widths.

INTERMEDIATE ZTH MOWERS
Available with an 18, 21, 23 or 27 HP Kawasaki or Kohler engine, in 42", 48" or 52" cutting widths.

SMALL ZTH MOWERS
Two models available with an 18 HP Kawasaki engine, in a 42" cutting width.

1. Hydraulic system utilizes Mobil 1 full synthetic oil coupled with an automotive-style "stacked" oil cooler. Offers superior cooling to ensure outstanding performance and durability.

2. Engine is mounted on a sub-frame that is fully isolated from the main uni-body chassis with tough neoprene bushings. (XP and BZ only).

3. ACS decks are available on units up to 72" and have 6 or 8 anti-scalp rollers.

4. Low center of gravity, an extended wheelbase and wide stance offer a smooth ride.

5. All Husqvarna commercial mowers feature heavy-duty reinforced front casters and have automotive-style tapered spindle bearings for extended durability. XP and BZ Series have extra large-front casters and tires for improved ride.

6. Our seat isolation system (patent pending) coupled with our engine isolating system offers one of the smoothest rides in the industry.

7. Husqvarna spindles are maintenance-free, with sealed bearings mounted in a tough aluminum die-cast housing for excellent heat dissipation, and are backed by our 3-year warranty.

8. Wide rear tires, measuring 24" x 12"-12" and low center of gravity provide a smooth ride with less turf compaction.

9. Foot-assist deck lift for easy height adjustment (excluding 1Z 4218 and 34hp BZ models).

10. Advanced Cutting System deck offers an excellent quality of cut and increased ground speed, up to 11 mph in forward motion and 5 mph in reverse. Allows the operator to finish the task with speed and precision.

To Feel The Power Of Our Entire Lineup Of Commercial Mowers, Call 1-800-HUSKY-62 For A Retailer Near You Or Visit www.husqvarna.com

SPEED. POWER. HANDLING. PERFORMANCE.
Jackhammers. Bulldozers. Impatient foremen. There's enough commotion on the job site without your truck adding to it. So our engineers designed the GMC Sierra to provide some peace and quiet. This impressive pickup offers a choice of incredibly powerful yet surprisingly quiet engines. Like the optional DURAMAX™ 6600 Turbo Diesel V8 that delivers 300 hp @ 3000 rpm and 520 lb-ft torque @ 1800 rpm. It offers exceptionally smooth, quiet operation, thanks to an innovative deep-skirt block design and common rail fuel injection that helps control noise, vibration, and harshness. Even the available Allison® transmission is engineered for smooth shifting and equally quiet operation. The newly redesigned GMC Sierra. You should hear what you're missing. For details, visit gmc.com or call 1-800-GMC-8782.
Controllers for Contractors
Who Want Advanced Features and Faster Set Ups

By the time most contractors are ready to program the controller, the truck is loaded and the crew has moved on to another site. That's why Hunter offers a new way to make irrigation programming routine and easy. Our expanded line of controllers not only look alike, they install and program alike too. For large sites, the modular ICC has sophisticated water management tools and easily expands from 8 to 48 zones. For res/com jobs, the Pro-C also offers the benefits of modularity with 3 to 15 station expandability, plus a removable face plate for "walk around" programming. The compact SRC is your best bet for standard residential sites and features 6 or 9 stations, plus odd/even watering and more.

Controller Comparison Kit
See how Hunter controllers can make you and the crew more productive. Call today for your free copy of the Comparison Kit!

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Plug-in Module Expandability
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3 to 48 Stations

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*By Ron Hall / Editor-in-Chief*

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Circle No. 103
And don’t forget to write

I got a friendly card in our office mail the other day. I was surprised and delighted. Who takes the time to sit down and write a friendly note anymore? Think of the effort: You write it, sign your name to it, neatly fold it, put it in an envelope, address it by hand, put a stamp on it and mail it. What an awful waste of time, right?

Not from my end it wasn’t. The sight of my name and address neatly handwritten across the front of the envelope caused me to push aside more than a dozen other pieces of mail and open it immediately. A rare thing indeed

After I shared the note with my colleague, Managing Editor Jason Stahl, it struck me how seldom I receive a pleasant handwritten note delivered by the U.S. Postal Service. A thoughtful, friendly letter? Forget it.

Perhaps it’s a generational thing, and forgive me for the “it was better in my day,” but I remember when I looked forward to the mailman’s arrival because it often meant news and greetings from my mom or my kid brother or, best of all, that special someone. Those particular letters were the best ones I ever received, and the letters I wrote back must have been pretty dam good, too. (That special person saved all of them, and they’re in a shoebox in our home. Maybe we’ll read a couple of them together as we celebrate our 34th in May.)

These days, I dread seeing the mail lady approach my mailbox at home, or the mail cart roll by my desk in our office. Almost all of the mail I get is junk mail — credit card offers, promotions of every shade, news releases and product announcements that have little to do with what we do here at Landscape Management. Most is just a discouraging waste of paper and postage.

This isn’t communication

Today, it’s so easy to put together a form letter (complete with digitally produced autograph) and spew out hundreds of copies with the push of a button.

It’s easier still to dash off an e-mail: “Dear XXXX (fill in appropriate name), How are you? We’re fine. We greatly appreciate your XXXXX (select appropriate word from: business, kindness, gift, thoughtfulness.) Sincerely yours, Ron.” Now that’s efficiency.

But is that much efficiency necessary in our personal and customer relations? I don’t think so.

Certainly not even our best friends or customers expect us to sit down and write them long newsy letters; it’s just not done anymore. But what’s wrong with the occasional friendly note or card? Absolutely nothing. In fact, it’s one of the nicest things you can do. And one of the most appreciated.

Considering what the mailman brings every day, the recipient will remember your thoughtfulness long after all the bulk mail junk has been recycled for yet another round of credit card offers, print promotions and solicitations.

Contact Ron at 440/891-2636 or e-mail at rhall@advanstar.com