



continued from page 188

## Isuzu Commercial Truck of America

The 2012 Reach features a body designed by Utilimaster Corp. atop a rugged Isuzu NPR ECO-

MAX chassis and powered by Isuzu's 3.0-liter diesel engine. It will achieve 35% better fuel economy than a traditional commercial van application while offering the functionality of a custom-built work truck — along with the styling and ergonomics of a cargo van. The stripped chassis's engine has been relocated to minimize engine protrusion into the cab, facilitating driver movement in and out of the front seat for improved productivity. Likewise, the driver seat position and numerous component locations have been revised to accommodate the walk-in van body. The Reach is offered in two wheelbases (134 and 151 in.) and three body lengths (10, 12 and 14 ft.). With an interior up to 27 in. higher than a conventional Ford or GM van and 10 in. wider than a Sprinter van, the cargo area can offer 450, 540 or 630 cu. ft. of storage, depending on wheelbase and body length selected. [IsuzuCV.com](http://IsuzuCV.com)

## Knaack LLC

New features of the redesigned Hi-Side Truck Boxes include the Weather Guard-exclusive gutter design, which channels rain and snow off the box to keep its contents dry. Along with the full-weather seal, this new gutter design vastly improves weather resistance. Other new enhancements include a new Drill-Resistant Lock Core, which protects against theft and vandalism. An Attachment Point has been added to the rear of each box to secure or lock down tools and supplies in the truck bed. Hi-Side organization is improved with the addition of a top-mounted, Removable Parts Bin, to keep small parts such as fasteners and components organized inside the box. And productivity is enhanced with adjustable Tool-Less Quick-Release doors that open from 90° to 180° for unrestricted access to tools and equipment. Heavy-duty stainless steel aircraft-type cables quickly and easily unhook with QuickClips, with no tools required. [WeatherGuard.com](http://WeatherGuard.com)



## Forestry Suppliers

This 35/15-gal. EZ Fill Split Fuel Transfer Tank is made of heavy-duty, high-density poly plastic and is compliant with U.S. Department of Transportation standards. Features include tethered heavy-duty commercial gas caps, commercial hose and nozzles with heavy-duty safety hooks, multiple hose hooks, multiple labeling options, universal threaded mounting points, and locking gas valves. Find Forestry Suppliers' complete selection of D.O.T. Safety Fuel Cans in its current catalog, available for free upon request. [Forestry-Suppliers.com](http://Forestry-Suppliers.com)

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\*Based on 2011 U.S. Rain Bird® and Hunter® List Pricing effective September 5, 2011.





## MAINTENANCE: SITE PREPARATION & MAINTENANCE

### Billy Goat

The distinct black intake housing is the heart of the new Force II — a new single-shot, closed-face fan. With 16 blades, the Billy Goat Force II has more than twice the blades of most competitors, according to the company. Surrounding the fan is a smooth rounded housing, which eliminates air voids, reduces noise, increases output, won't rust or dent and is up to 30% lighter than stamped metal housings. Other new features to the blower is that it's 9 lbs. lighter than previous models, and features a self-propelled option. [BillyGoat.com](http://BillyGoat.com)

### Husqvarna

Husqvarna 326E, part of the X-series, is equipped with the E-Tech II engine for increased power and better fuel economy. The front handle can quickly be adjusted using the thumbscrew. A wear plate under the engine and a reinforced spark plug guard provides added protection to the unit. The shaft is curved to place the operator in an ergonomically better position. The 25-cc, 1.2-hp 323EX curved-shaft edger is equipped with an E-Tech engine's power-to-weight ratio. The improved, lightweight 327ES straight-shaft edger features an easy-to-access air filter and starter recoil. The straight shaft allows for maximum transfer of engine power to the gear head. [Husqvarna.com](http://Husqvarna.com)



### Schiller Grounds Care Inc.

The new Classen Hydro-Drive sod cutter line features an ergonomic handle with elastomeric vibration dampening system, as well as bearing isolators that reduce the vibration felt by the operator. Benefits of the hydrostatic-drive vibration reduction mechanism for sod cutter users include smoother operation, less operator fatigue, and increased productivity. Blades in the line range from 12 to 24 in., with 5.5- to 8-hp Honda engines. Optional blade assemblies are available to allow the unit more flexibility. The drive allows infinitely variable transport speeds of up to 4.7 mph and powered reverse. Other features include simple controls within easy reach, center blade placement for consistent cutting depth, fingertip throttle for adjustable speed control, and knobby tread drive wheels for stable traction. [ClassenTurfCare.com](http://ClassenTurfCare.com)

Other features include simple controls within easy reach, center blade placement for consistent cutting depth, fingertip throttle for adjustable speed control, and knobby tread drive wheels for stable traction. [ClassenTurfCare.com](http://ClassenTurfCare.com)



### Grasshopper Mower

The powerful vacuum action of a Grasshopper PowerVac Collection System moves a high volume of air to pick up virtually anything — from grass clippings and leaves to pine straw and other debris — leaving a beautiful, manicured finish. Compatible with all Grasshopper mowers, each system is equipped with a trash-ingesting steel impeller that chops, propels and compacts debris for fewer stops and uninterrupted productivity while you mow. The deck-driven PowerVac is easy to install and operate, and removes quickly for side-discharge or mulching applications; it also eliminates the need for a loud and cumbersome auxiliary motor. Choose between easy-to-handle nylon mesh bags or large-capacity metal hoppers. [GrasshopperMower.com/powervac.php](http://GrasshopperMower.com/powervac.php)

### STEC Equipment

With more than 20 years of seeder manufacturing experience, RotaDairon introduces its SMC seeding technology to the North American market, available through STEC Equipment. Featuring a new "peg-wheel system," the SMC seeders are able to precisely distribute seeds of any size, from bentgrass to wildflowers. This high precision is based on the volumetric adjustment of the peg-wheels, which are ground driven, and distribute according to forward speed. This results in seed savings and higher germination rates with less waste. Innovative design features also include a protection grid, seed valve agitator and dividing plates — all easily removable for cleaning of the seed hopper. Seed calibration can be done quickly, easily, and in place with a hand adjustable and measurable calibration system. [STECequipment.com](http://STECequipment.com)

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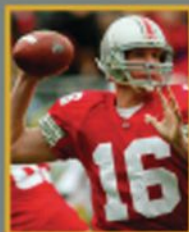
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## Stihl

The new FSA 85 professional straight-shaft grass trimmer, the latest product available for the 36-volt Stihl Lithium-Ion battery technology system, delivers fuel savings, time savings and environmental benefits for gasoline-free trimming applications, the company says. Eliminating fuel costs and engine exhaust emissions, the easy-to-use trimmer offers users another way to reduce their impact on the environment. With this new technology, there is no more fuel mixing, no power cords, and greatly reduced engine maintenance. Plus, high cutting speeds allow the user to complete trimming tasks quickly. Both units run at full speed until the battery is depleted, with no gradual drop in power as with other battery technologies. Designed for user comfort, the FSA 85 is lightweight with excellent balance and low vibration, featuring an easy-to-use trigger start. It also features a convenient on-board hanging slot that allows for easy storage, as well as a loop handle that adjusts without the use of tools. *Stihl/USA.com/trimmers/FSA85.html*



## Atlas Copco

The Atlas Copco SBU 220 hydraulic breaker features a patented one-piece housing construction. The solid-body concept integrates the percussion mechanism and guide system into one single block of steel. The one-piece housing is designed to have fewer components to maintain and to provide a greater return on investment. With an operating weight of 494 lbs., and a tool shank diameter of 2.56 in., the SBU 220 hydraulic breaker is intended for carriers ranging from 6,150 to 13,230 lbs. The breaker is designed to offer a favorable percussive power-to-weight ratio. It offers an oil flow rate of 11 to 20 gpm and an impact rate of 720 to 1,380 bpm. The unit features the Atlas Copco VibroSilenced system with sound pressure rated at 89 dB(A) and sound power at 118 dB(A). This is designed to allow the unit to work close to schools, hospitals and other areas where noise can be an issue. *AtlasCopco.us*



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## MAINTENANCE: STAND-ON MOWERS

### Gravely

The Gravely Pro-Stance stand-on mower has five models that feature floating and fixed decks. The Pro-Stance gives an unobstructed view from nearly every angle and is easier to maneuver in confined spaces. Made of 7-gauge steel with fully fabricated and welded construction, the optimum operator position promotes stability on hills and uneven terrain. With a Kawasaki KAI gas engine, Hydro-Gear 10cc pumps and 12-cu.-in. wheel motors, the Pro-Stance travels at 9 mph forward ground speed. A comfortable suspension platform enhances the ride and provides increased stability for the operator. A more compact footprint makes it quicker to trim around landscape features, to avoid obstacles and to maneuver in confined spaces. The ergonomically designed cockpit minimizes engine vibration, while absorbing the shock from bumps that occur when mowing. Available attachments include wheel covers, a mulching kit and grass collection. *Ariens.com*



### Wright Manufacturing

A new deck design is now standard on all Wright Stander X and Sport X mowers. The new Aero Core deck's space-saving design increases deck strength, while recessed caster wheels result in a more compact footprint and improved agility. Anti-clumping baffles in the Aero Core deck prevent debris build-up at the discharge chute, and air-tapered blade surfaces create pressure to pull grass up for a cleaner, more uniform cut. Test drives are available from your local dealer. *WrightMfg.com*

### Deere

Designed for landscape professionals looking for maximum maneuverability, as well as durability and reliability, the new Quik-Trak PRO Series offers the 7-Iron PRO deck in a compact and powerful package. The three updated models in the series — 48-in.-cut 647A, 54-in.-cut 657A and 60-in.-cut 667A — also feature higher 22- and 24-hp Kawasaki engines. *Deere.com*



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## LAWN CARE: HERBICIDES

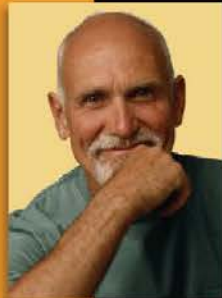


### Syngenta

Tenacity herbicide, a reduced risk product, has received registration from the U.S. Environmental Protection Agency (EPA) for use on residential lawns. The selective pre- and post-emergence herbicide controls 46 broadleaf weeds and undesired grasses in most cool-season turf types. In addition to weed control in established turf, Tenacity can be applied at seeding to reduce weed competition for improved seedling development. Check with your state or local extension service before purchase to ensure it's approved in your market. [TenacityHerbicide.com](http://TenacityHerbicide.com)

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### Athletic Turf News

Imagine the tremendous amount of money and water that could be saved if sports stadiums, ballparks, golf courses, businesses and homeowners throughout the country implemented one 10-year-old boy's idea.

see high-style designs and top-performing combinations that reach any price point, according to the company.

### LD/B Solutions

The client, a woman in her 60s with limited mobility, wanted "simple but nice" — with low maintenance and lots of color.

### i-News

The Land and Water Conservation Fund Coalition praised efforts by the House of Representatives to restore \$25 million in funding for the LWCF that was cut from the program in a bill being debated by the House.

### LMdirect!

This was the message that came across my Twitter feed a few minutes after the original notification: "How many amanda knox tweets r we gonna get now. Its been 6 min already we all know what happened."

### Livescapes Get Growing

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Does not apply</p> <p>13. <b>Publication Title:</b> Landscape Management</p> <p>14. <b>Issue Date for Circulation Data:</b> August 2011</p> <p>15. <b>Extent and Nature of Circulation</b></p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"></td> <td style="width: 15%; text-align: center;">Average</td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> <tr> <td></td> <td style="text-align: center;">No. Copies</td> <td style="text-align: center;">No. Copies</td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">Each Issue</td> <td style="text-align: center;">of Single Issue</td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">During</td> <td style="text-align: center;">Published</td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">Preceding</td> <td style="text-align: center;">Nearest to</td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">12 Months</td> <td style="text-align: center;">Filing Date</td> <td></td> <td></td> </tr> </table> <p>a. <b>Total Number of Copies (Net press run)</b> 49,499 50,321</p> <p>b. <b>Legitimate Paid and/or Requested Circulation (By Mail and Outside the Mail)</b></p> <p>(1) <b>Outside County Paid/Requested Mail Subscriptions</b> stated on PS Form 3541. 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—OFFICIAL PUBLICATION—

## Landscape Management and ASIC

Landscape Management is proud to be the official publication of the American Society of Irrigation Consultants. Our commitment to coverage of irrigation and water issues makes us the perfect fit to work with "an organization of professionals within the irrigation industry."



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# MY BIGGEST MISTAKE

LESSONS LEARNED THE HARD WAY » BY CASEY PAYTON



Evaluate relationships up front, so they don't cost you in the end.



Dave Tollefson (blue shirt, seated), president of Urban Farmer, and Sean Lynam, business development manager (third from right), with the rest of the management team.

**COMPANY:** Urban Farmer Inc.

**HEADQUARTERS:** Thornton, CO

**SERVICES:** Landscape irrigation, installation, seeding, erosion control, etc., 79%; design/build 5%; maintenance 16%

**NUMBER OF EMPLOYEES:** 300 (100 year-round)

**2010 REVENUE:** \$18 million

**2011 REVENUE PROJECTION:** \$19 million

**A**FTER DEALING WITH a developer that was constantly raising issues,

Sean Lynam, business development manager of Colorado-based Urban Farmer Inc., says he's learned that when working with developers — particularly homebuilders in this tough housing market — it's important to evaluate the job and make sure it's something you feel comfortable with before diving in.

In a time when so many are eager for work and jump on almost any job opportunity, this can be challenging. After all, it may mean turning work away. But Lynam says that getting involved in a poor working relationship can hurt a business significantly.

"We now try to evaluate each job as its own entity and look at who it's coming from, what their background is, and what our history is with them," says Lynam. "We ask questions like 'What is your long-term plan?' or 'What will happen if you don't sell

20 houses or don't lease out this office park — are you still going to want this same level of work?' We've learned the importance of being upfront with *everything* that might come up in the future."

Knowing where the money's coming from and how you're going to get paid should also be part of that upfront research, adds Lynam.

"Ask where their funding is coming from and what factors come into play before you get paid," he advises. "When you ask those questions, make sure they're being open with their responses. If they say 'Don't worry about it,' or 'We're a large company so there won't be any issues,' those are red flags that there could be issues that arise."

After having these frank conversations, Lynam says Urban Farmer decides whether going forward would be a good business move. Each contract is evaluated individually.

"Everyone wants to move forward so they can make progress and make money," he says. "If we don't think we can do that with a particular job, it doesn't make sense to take it just to get work."

Lynam says that a bad experience with a developer brought the importance of this upfront due diligence to light. "The developer was constantly questioning what was installed or where we

installed it," remembers Lynam. "Then they'd say they didn't want to pay and it really soured our relationship. We ended up canceling multiple contracts with them. We felt like every day was a battle, and we weren't getting anything good out of the relationship. Today, by asking the right questions about possible scenarios, we try to prevent those situations from happening in the first place."

"Attempting to foresee such problems is important, as it's certainly not always easy to get out of contracts," says Lynam.

"If you're stuck in a bad contract, sometimes you just need to ride it out and take lessons from it — so you know how to better evaluate the next job and prevent that situation from happening again," he says.

Another lesson learned from some formerly challenging business relationships was that doing more work in-house was a good fit for Urban Farmer.

"Now we're more careful about evaluating what we're bidding and who we're bidding for," says Lynam. "We're trying to work good relationships. We want to grow with the philosophy of quality over quantity, and letting it be the quality work that brings more quantity."

In the end, it comes down to being cognizant about who you're doing work for, what kind of work you want to do.

Payton is a freelance writer with six years of experience covering landscaping.