

## NEW LITERATURE

### RedMax backs blower safety

An informational kit including 50 brochures, 10 posters and a VHS video outlining the most effective and courteous techniques for power blower usage is now available from RedMax, a division of Komatsu Zenoah America, Inc.

The posters and brochures present this information in five languages: Korean, Vietnamese, Japanese, Spanish and English. The video is available in Spanish or English.

The "Be Responsible..." kits were created to present a standardized format for safe and efficient use of both backpack and hand-held power blowers. Additional quantities of the posters and brochures are available from RedMax.

The kit is available for \$39.95 plus \$4 for shipping and handling from RedMax, c/o International Marketing Exchange, Inc., Department 6249, 540 Frontage Rd. #362, Northfield, Ill. 60093.

### GCSAA releases course marketing research

The Center for Golf Course Management (CGCM), a subsidiary of the Golf Course Superintendents Association of America, has introduced the first edition of its marketing research report, "Buying Habits of Golf Course Superintendents."

The primary purpose of Buying Habits is to assist golf course/turfgrass manufacturers establish their marketing strategies. The report, which will be published each August, includes information on course demographics, purchasing behaviors, equipment inventories, expenditures, customer satisfaction, planned course improvements and more.

The report was compiled from surveys of more than 11,000 golf course superintendents. Analyses and cross-tabulations were conducted by CGCM's marketing research division.

The Buying Habits report is available through CGCM for \$945. With each report purchased by Oct. 1, a second marketing research tool, the "Maintenance Trends Report," will be provided free.

The "Maintenance Trends Report" studies current and emerging golf course maintenance practices based on a survey of 1,200 certified golf course superintendents. This year's report features deep-tine aerification, Poa annua control,

lightweight fairway mowing, 72-inch rotary mowers for maintaining roughs, and computers in golf course management.

For more information call 800-472-7878 or 913-841-2240.

### Aeration and overseeding book updated

Cushman has revised and updated its 24-page manual on aeration and overseeding for lawn care professionals.

"The Dawn of a New Age in Lawn Care" provides reference information for lawn care firms that include aeration and renovation in their customer services.

The new, revised edition includes new university research concerning the benefits of aeration and why core aeration can be done after pre-emerge application without inhibiting pre-emerge effects.

Other topics include grass selection and overseeding techniques and equipment, the benefits of core aeration and new Ryan equipment designed for precision core aeration.

For a free sample of "The Dawn of a New Age in Lawn Care," contact Cushman, P.O. Box 82409, Lincoln, Neb. 68501 or call 800-228-4444.

### Fore-Par makes catalog easier to use

Organized to make the job of finding what you need quick and easy, the 1990 Fore-Par Buyers Guide and Price List is an addition to its catalog.

For more than 25 years Fore-Par has marketed golf course accessories.

The tubular Swivel flag, personalized tee markers and practice green markers, Elasto-Signs, anti-rebound markers and multi-colored paint-free poles are a few "firsts" Fore-Par has sold.

For a free copy, contact Fore-Par, Inc., 16761 Burke Lane, Huntington Beach, Calif. 92647; 800-843-0809. Circle No 256

### ASGCA details golf course development

"Master Planning: The Vital First Steps in Golf Course Construction," a 12-page pamphlet that details all the steps involved in developing a golf facility, is available from the American Society of Golf Course Architects.

The brochure covers topics such as building a golf course from scratch, remodeling a course and developing a construction schedule.

It provides information on evaluating a golf course, locating a qualified architect and establishing a budget.

To receive a free copy, send a stamped self-addressed envelope to: The American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, Ill. 60601.

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