

# New Golf Course Marketing Research Reports Introduced

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

The primary purpose of the *Buying Habits* report is to assist golf course/turfgrass manufacturers with the establishment of their marketing strategies. The report, which will be published annually in August, includes information such as course demographics, purchasing behaviors, equipment inventories, expenditures, customer satisfaction, planned course improvements and more.

The report was compiled from the results of surveys mailed to more than 11,000 golf course superintendents, both GCSAA members and non-members. Analyses and cross-tabulations of the information were conducted by CGCM's Marketing Research Division.

The *Buying Habits* report is available through CGCM for \$945. With each report purchased by October 1, 1990, a second marketing research tool, the *Maintenance Trends Report*, will be provided free. After October 1, this report will be available for \$100.

The *Maintenance Trends Report* is a study of current and emerging golf course management practices based on the results of a survey sent to 1,200 certified golf course superintendents. This year's report features deep-tine aerification, Poa annua con-

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

In addition to these two reports, the CGCM Marketing Research Division provides other services to meet the specific needs of golf course industry manufacturers, including custom analysis of the *Buying Habits* report data and the collection of proprietary information for individual companies.

For further information on these reports or other services, please contact the CGCM Marketing Research Division at 800/472-7878 or 913/841-2240.

## MEMBERSHIP REPORT

### NEW MEMBERS—AUGUST 15, 1990

Thomas Parent	Class	A	River Oaks Golf Club
Cyril Flem		A	Rolling Hills
Gregg Knudson		D	Interlachen CC
Ross Mathiesen		C	U of MN - Waseca
Eric Hodgson		C	Perham Lakes
John Betchwars		D	Hazeltine Natl.
Steve Aunan		F	David Fike Co.

### RECLASSIFICATION

Jay Gustafson	C-BII	Nemadji
Keith Greeninger	BII-B	Woodhill
John Almlie	C-BII	Rich Springs
Harley Flor	BII-A	Kate Haven

*Greg Hubbard, Membership Chairman*

## AERATION TIME IS UPON US — TRY COREMASTER ON YOUR TRACTOR FOR ALL YOUR TURF AERATION NEEDS



### SPECIFICATIONS

**CORING SWATHE** 49" (1240 mm approx.)

**CORING DEPTH** 0—3¾ (95mm approx.)

### DIMENSIONS OVERALL

Height 21" (530mm approx.)

Width 55" (1400mm approx.)

Depth 21" (530mm approx.)

**WEIGHT** 900 lbs. (400kg approx.)

### TRACTOR SIZE

15—60 H.P. with standard 3 point linkage and category 1 P.T.O. drive shaft.

### TINE SIZES

Quadra 1/4", 3/8", 1/2" and 5/8", (6mm, 10mm, 13mm and 16mm)

### OPERATING SPEED

Variable up to 30,000 sq. ft. per hr. (2,800m<sup>2</sup>) subject to pattern selected.

### AERATION PATTERNS

Variable 1", 2" and 4" centers laterally—1" to 5" centers longitudinally. (25, 50, & 100mm centers laterally X 25 & 125mm centers longitudinally)

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