CCA Silband changes name to GolfCorp

CCA Silband GolfCorp has changed its name to GolfCorp to solidify recognition as one of the nation’s premier and public and fee golf course operators. GolfCorp, an affiliate of ClubCorp of America, is the second-largest manager of public fee golf in the United States, covering over 350 courses located in California, Pennsylvania, Florida, Delaware, Texas, Tennessee, Colorado and Arizona.

The renamed change comes as a perfect time for Silband GolfCorp co-founder and chairman Bob Husband. Jeff Silverstein, who was president of GolfCorp for 12 years, recently moved on to pursue other aspects of the business.

"Although we will miss him, it seemed a logical time to change our name to something that is easily recognizable and marketable," Husband said.

GolfCorp was founded in 1979 as Silband Sports, a contraction of Husband’s and Silband’s last names. In 1986, the company merged with Club Corporation International (ClubCorp), parent company of CCA and GolfCorp, and became CCA Silband GolfCorp. With Silverstein’s recent move, GolfCorp is now under the sole direction of Husband.

"Dropping the CCA Silband reference does not mean GolfCorp will downplay CCA’s successful ‘club philosophy’ or erase the heritage we enjoy from the early years of Silband Sports," Husband said. "We’re just changing our name to one that is easily remembered and highly marketable for many reasons, including its similarity to ClubCorp and Club Corporation of America."

Future plans call for controlled growth throughout the United States by long-term lease agreements with municipalities and purchases of top-quality, daily-fee courses, Husband said. Among GolfCorp’s holdings are Clear Lake Golf Course near Houston; Plantation Resort Golf Club near Dallas; and Los Rios Country Club in Plano, Texas.
Private clubs should be considered a community asset

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However, he opposes legislation that would "be a dagger aimed at your heart, punitive to those who want fellowship." He cited the "double standard" of the Senate's Judiciary Committee of which he is a member.

Invoking against "invidious discrimination," committee members warned that it was not desirable for future Supreme Court nominees to belong to certain clubs, that it was a bar to High Court nomination. This premise came into prominent play when the committee became the first to change of its Governmental Affairs Department to the Legislative/Regulatory Resources Department.

Jay DiPietro, general manager of the Boca West CC in Boca Raton, Fla., and committee national chairman, said the new name was developed to more clearly reflect the true nature of this department.

Function will be to identify legislative and regulatory issues at the state and national levels that would affect private clubs; educate and inform association members of these issues; and work in cooperation with allied associations to deal with legislation of mutual interest.

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