VIENNA, Va. — Billy Casper Design and Management Co., has changed its name to Billy Casper Golf Management Co. "We aren't competing with Casper/Nash & Associates," said Bob Morris, president of Billy Casper Management Co. "That's why we changed the name. We don't want to look like something we're not."

The name change was necessary so that people wouldn't get confused," said Billy Casper and Greg Nash of Casper/Nash & Associates, a golf course architectural firm. "Billy Casper Golf Management Co. is not in the golf architectural business, and we're not in the club management business."

Nash, a 20-year veteran in golf course design, and Casper have worked together for the last seven years, designing golf projects.

PALMER TO MANAGE CABLE BEACH

ORLANDO, Fla. — Arnold Palmer Golf Management Co. has signed an agreement to provide a full range of management services to Cable Beach Golf Club, which is affiliated with the Radisson Cable Beach Casino and Golf Resort in Nassau, Bahamas.

The Cable Beach Golf Club is part of the 700-room Radisson Cable Beach Casino and Golf Resort. The par-72 course, the oldest in the Bahamas, built in 1929 by Scotsman Jim McCormick, is characterized by a challenging 7,040-yard layout featuring lakes and ponds on eight of its final 10 holes.

MANAGEMENT CO. CHANGES NAME

INDIAN WELLS, Calif. — National Golf Properties, Inc. has changed its name to National Golf Management Co., according to President Buzz Gill.

The old name was confusing to clients with the word 'properties' involved. Many thought we managed land and/or real estate," he said.

Along with the new name change, NGP has secured its first management contract at Trappers Turn Golf Club in Wisconsin Dells, Wis.

THE BOULDERS NAMES NEW MANAGERS

William J. Nissikas, former general manager and vice president of The Boulders Resort and Club located in Carefree, Ariz., has been named the resort's president.

In other news out of Carefree, Kenneth B. Humes, the club's former resident manager, has been named general manager at the Boulders.

GOLF COURSE NEWS

Casper changes name

Marty Wells of Sheraton Tucson El Conquistador Resort & Country Club has become the first golf course operations representative to win the resort chain's 5-year-old President's Award for overall management skills. "I was very surprised," Wells said. "There were a lot of good people to pick from. It was quite an honor to win it."

ITT Sheraton operates 49 hotels and resorts in North America. The selection criteria included quality of service/product; training and staff development; marketing contribution; employee relations; control of departmental operating costs; safety; and general contributions to the hotel and the community. "Essentially, we felt that Marty excelled in making the single most outstanding contribution for the year by turning our golf courses into two of the best in Tucson, while managing the area efficiently and keeping costs in line. For a period of time, he stepped in and took control of the golf shop operation, also," said El Conquistador General Manager Alan Fuerstman. Wells said his time in the pro shop gave him a better appreciation of the job done by club professionals and made him a better manager. He recommended that all superintendents learn more about the playing side of their business and that club pros become better acquainted with maintenance issues.

Wells joined the former Canada Hills Country Club in 1987. He was promoted to superintendent in 1988 and put in charge of all golf course maintenance when ITT purchased the country club and annexed the golf courses to the resort in 1989.

One of the major benefits of the Sheraton association has been the extra capital the resort chain has pumped into the golf courses to the resort in 1989.
Kemper acquires Carolina Springs Golf & CC

Kemper Sports Management has acquired Carolina Springs Golf and Country Club in Fountain Inn, S.C., a 27-hole semi-private facility located 13 miles southeast of Greenville.

"Carolina Springs is the perfect opportunity for us to enter the Greenville-Spartanburg golf market, which we believe has a strong demand for quality facilities," said Tom Lenz, Kemper Sports' Carolina-based vice president.

"We look forward to making one of the most popular courses in the area even better," said Lenz, who noted Carolina Springs was voted by The Greenville News readers as the best public course in the upstate area.

Beer banned at Eagle Valley GC

CARSON CITY, Nev. — Rude out-of-town golfers who saddle their cars with cases of beer prompted the Board of Selectmen here to ban coolers from the municipal Eagle Valley Golf Course.

"The people that now bring alcohol on the course are a liability for both the city and the golf professional," Deputy City Manager Patrick Sorenson told the Carson City Nevada Appeal.

"We've gone from a C-rated course to one of the best in the area," Wells said.

While at the resort, Wells has done extensive research and experimentation with seed mixes, mowing techniques and refining turf surfaces. He developed a rye seed mix that has excellent frost rigidity and makes a smooth transition from winter to summer.

A Dallas native, Wells is a graduate of the United States Military Academy at West Point. He served in Vietnam from 1970-72 and received numerous valor medals. He was recently promoted to director of grounds for all resort landscaping and the three courses.

Renizon

Continued from page 25

with a management team with extensive real estate development, financial and legal experience, Renizon provides municipalities and other developers access to many disciplines under one roof.

"One person cannot be expected to know everything necessary to create a quality, cost-effective golf course operation," said Renizon President Jeff Witt. "Developing and operating a golf facility has become extremely specialized and it is imperative to utilize experts at each step of the process in order to save time and money."

"In our consulting practice, we've seen numerous situations where money was needlessly wasted on problems that could and should have been prevented in the first place."

Renizon can be contacted at 303-779-4535.

Sheraton winner

Continued from page 35

Although ARA returns a percentage of all food and drink sales to the city, Sorenson said revenue considerations had nothing to do with the new ruling.

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