

Briefs

CCA Silband changes name to GolfCorp

CCA Silband GolfCorp has changed its name to GolfCorp to solidify recognition as one of the nation's top municipal and public-fee golf course operators.

GolfCorp, an affiliate of Club Corp. of America, is the second-largest manager of public-fee golf in the United States, owning and/or operating 38 courses located in California, Pennsylvania, Florida, Delaware, Texas, Tennessee, Colorado and Arizona.

"The name change comes at a perfect time for us," said 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."

GolfCorp was founded in 1979 as Silband Sports, a contraction of Husband's and Silverstein'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 suc-

cessful '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 Resorts Golf Club near Dallas; and Los Rios Country Club in Plano, Texas.

Private clubs defended at conference

PENTAGON CITY, Va. — "There is nothing wrong with membership in private clubs, nothing to be ashamed of, nothing to be defensive about."

That was the message delivered by Sen. Charles "Chuck" Grassley, R—Iowa, at the Club Managers of Association of America's Leadership/Governmental Affairs recent conference here.

Grassley noted that 2,800 clubs nationwide provide employment for 5,000 men and women and offer enjoyment, recreation for young and old and an avenue for relaxation from modern hectic life.

"Private clubs," he said, "recently haven't enjoyed the best press. Shoal Creek charges were troubling and painful. It was and is best resolved by people of good faith in the community working together."

He said CMAA members should tell their stories in their own words, not as victims of political interpreters in newspapers. "Otherwise, there is the danger of painting a distorted picture."

While freedom of association is a constitutional right, Grassley said the vast number of clubs do not deny membership on the basis of sex, race, color and national origin.

Grassley applauded club changes reflecting changes in society, and hoped that membership evaluation will continue with new eyes.

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NGF publications deal with trends, travel and ranges

The National Golf Foundation has introduced the first three in a series of specialized research publications called Market Reports.

Trends in the Golf Industry, Golf Travel, and Stand-Alone Golf Ranges in the U.S. offer insights into a specific aspect or segment of the U.S. golf industry. Collectively, the reports provide a comprehensive overview of current trends in both golf supply and golf demand. They range from 14 to 20 pages in length.

"Not only will these smaller, single-subject reports be more useful and affordable to many in the golf industry. They allow us to take a more focused approach in unveiling the wealth of data collected over the past year," said Michael Russell, NGF's senior research director.

Trends in the Golf Industry describes national trends in golf's growth from 1986 to 1990

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CLUBS HELP CHARITY AND COMMUNITIES

ALEXANDRIA, Va. — A recent economic impact study by the Club Managers Association of America indicates clubs raised \$83 million for charity in 1990, up from \$82 million in 1989. The average club raised \$75,000 a year for charity.

Clubs gave almost \$8 million in academic scholarships in 1990, up from \$5.3 million.

CMAA managers reported gross revenues in their clubs at more than \$7.4 billion. Member clubs employ 265,000 persons, with the average club employing 90.

Total payroll for 1990 was reported at more than \$2.9 billion.

Total tax revenue was \$491 million. The average club paid \$257,895 a year in taxes in 1990. Clubs paid \$230 million in sales taxes and \$34 million in corporate taxes. The average club spends \$1.2 million in the state and \$846,000 a year in the community.

CMAA members represent the management of more than 2,900 private country, city, athletic, faculty, yacht, corporate and military clubs.

TINKEY ELECTED S.C. CHAPTER PRESIDENT

HILTON HEAD, S.C. — Mike Tinkey was elected president of the newly formed South Carolina Lowcountry Chapter of the National Golf Course Owners Association.

Tinkey is associated with Royal Golf and Tennis, owners/operators of the golf courses in Port Royal and Shipyard Plantations.

Bill Hunter of Palmetto Dunes Resort is vice president; Stuart Mitchell of Fripp Island Resort, secretary; and Cliff Charnes of Sea Pines Plantation, treasurer.

Tinkey said chapter members are taking the lead in protecting and enhancing the natural beauty of the more than 3,000 acres under their care.

The National Golf Course Owners Association was founded in 1979 as a non-profit trade association serving owners and operators of daily fee, resort and semi-private golf courses.

HUBER RESIGNS FROM HOGAN

MONTEREY, Calif. — David Huber has resigned as president and chief executive officer of Ben Hogan Property Cos., which owns Pebble Beach.

Huber, former assistant commissioner of the PGA Tour, will remain president of Ben Hogan Co., the Fort Worth, Texas, golf equipment company.

Cosmo World, owned by Japanese businessman Minoru Isutani, formed the Ben Hogan Property Cos. last year to purchase Pebble Beach for \$835 million.

NGF analyzes Canadian golfers

JUPITER, Fla. — The golf participation rate is nearly five percentage points higher in Canada than in the United States, and Canada has a higher percentage of female golfers.

These were among statistics assembled by National Golf Foundation researchers and summarized in the graphs below.

The study indicated that 184 of 1,000 residents age 12 and over play golf in Canada, compared to 135 per 1,000 in America.

Of the total 3.9 million female golfer population, 1.1 million or 28 percent are women, compared to 23 percent in America.

Canada's 1,859 golf courses in 10 provinces hosted 52.6 million rounds, compared to 502 million rounds in the United States.

Canada's population is less than a 10th of America's, and its golf season much shorter. The Province of Ontario has the most golf courses, 646.

Eighty-three percent in Canada log half or more of their rounds at public facilities, compared to 87 percent in America, and 89.5 percent are public or semi-private, compared to 70 percent in the United States.

Only 2.2 percent of Canada's courses are real estate-related, compared to 10.8 percent in the United States.

Demographic Profile of All Canadian Golfers/1990

Population	0%	5%	10%	15%	20%	25%	30%	Number of golfers (Thousands)	Percent of all golfers
Total	18.4							3,868	100.0
Gender									
Male	27.2							2,789	72.1
Female	10.1							1,079	27.9
Province									
Newfoundland	4.5							19	0.5
Prince Edward Island	14.1							12	0.3
Nova Scotia	10.1							77	2.0
New Brunswick	10.2							62	1.6
Quebec	16.9							924	23.9
Ontario	18.8							1,420	36.7
Manitoba	22.7							209	5.4
Saskatchewan	24.9							217	5.6
Alberta	25.2							476	12.3
British Columbia	18.9							453	11.7
Occupation									
Prof./Mgmt./Admin.	25.9							1,930	49.9
Clerical/Sales	20.5							425	11.0
Blue Collar	15.0							1,052	27.2
Other	10.3							461	11.9

Rounds Played in Canada/1990

Population	0%	5%	10%	15%	20%	25%	30%	Total Rounds (Thousands)	Percent of All Golfers
Total	13.6							52,605	100.0
Gender									
Male	14.8							41,348	78.6
Female	10.4							11,257	21.4
Province									
Newfoundland	9.0							158	0.3
Prince Edward Island	9.2							105	0.2
Nova Scotia	12.7							999	1.9
New Brunswick	14.1							894	1.7
Quebec	12.8							11,836	22.5
Ontario	15.0							21,305	40.5
Manitoba	12.0							2,525	4.8
Saskatchewan	14.3							3,051	5.8
Alberta	11.9							5,629	10.7
British Columbia	13.5							6,102	12.0
Occupation									
Prof./Mgmt./Admin.	13.1							2,198	47.9
Clerical/Sales	12.8							5,418	10.3
Blue Collar	10.0							10,468	19.9
Other	25.0							11,521	21.9

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.

Inveighing 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 consider the qualifications of Judge Clarence Thomas for promotion to the Supreme Court.

Grassley, not an attorney but professing to believe he received committee appointment for common sense values and insistence that

lawyer members write in language everyone can understand, was disturbed at resolution language intended to be applied to confirmation of future judges. He stressed that judges in office will not be held to the same standards.

He termed such a double standard "a fatal mixture of over-inclusiveness, under-inclusiveness and vagueness, proposed not in good faith, but as subterfuge."

He was successful in amending committee resolution by emphasizing that the proposed resolution didn't apply to the most exclusive club of all - the Senate.

Grassley's "anti-hypocrisy" version prevailed.

"You can bet your boots," he added, "that a young lawyer aspiring to federal bench elevation 10 years from now will be very

careful as to what organizations he might join. What clubs he does join should ultimately be determined by his conscience."

At the conference, CMAA announced name 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.

NGF publications

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in terms of the number of golfers, rounds played, and golf courses supply and development.

Golf Travel combines material from several NGF surveys regarding the golf travel habits of American golfers. Traveling golfers are profiled by age group, income and gender. Also discussed is how often they travel, leading travel destinations, and the estimated size of the golf travel market.

Stand-Alone Golf Ranges in the U.S. offers a unique look at the status of range operation and management. It profiles recently surveyed off-course ranges and includes information on tee stations, lighting, practice areas, seasonality, pricing and more.

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An overview of Canada's 1859 golf courses by facility type (private vs. public and semi-private), by size (number of holes), length (regulation, par-3, executive) and location. The format of this report is also very similar to the one the NGF produces each year on golf facilities in the U.S. **\$175.00**

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