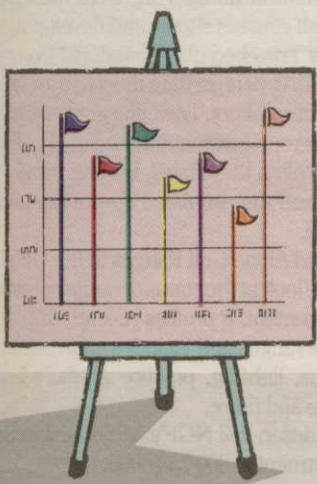


Briefs



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.

# 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.

Continued on page 28

## NGF publications deal with trends, travel and ranges

The National Golf Foundations 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

Continued on page 32

## 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.

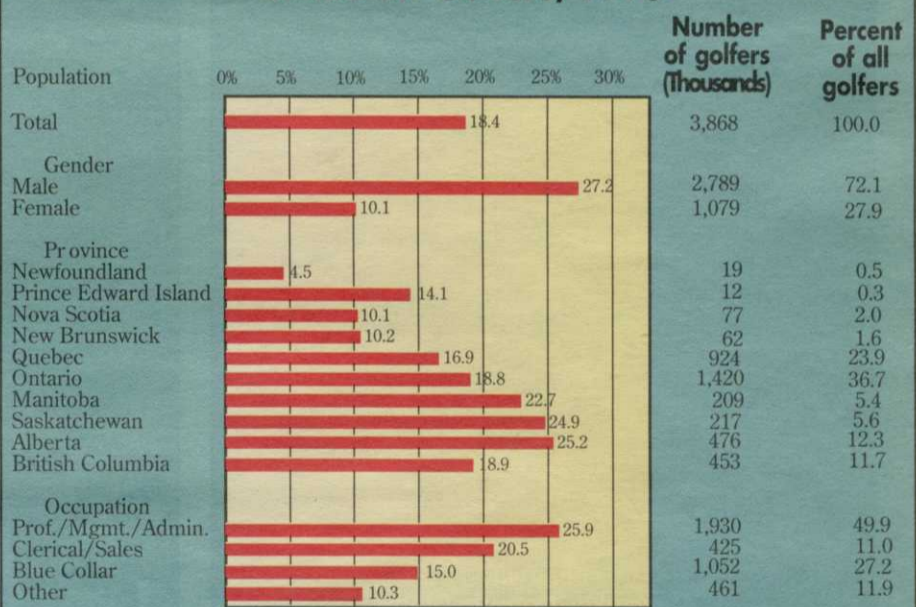
Canada's 1,859 golf courses in 10 provinces hosted 52.6 million rounds, compared to 502 million rounds in the United States.

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



### Rounds Played in Canada/1990

