O'Brien named to new post of COO

O'Brien has been named chief operations officer (COO) by the board of directors of the Golf Course Superintendents Association of America (GCSAA).

O'Brien comes to GCSAA from the American Hotel Foundation (AHF), where he served as president. He begins his GCSAA tenure early this month.

"Among the strengths Joe brings to GCSAA are the experience he gained with his previous employers and the many friends he has made in golf," said GCSAA President Randy Nichols on the selection of O'Brien. "His skills, talents, nature and background should mesh nicely with the other members of the GCSAA team."

O'Brien's career features a long, distinguished record of achievement in the golf industry. He worked for the PGA of America from 1973 through 1990. O'Brien began as assistant director of education and, three years later, was promoted to director of education. In 1983, he became manager of membership services. He was promoted to senior director for strategic planning in 1987.

From the PGA, O'Brien went to Marriott Golf in Bethesda, Md., where he served as senior business developer. For the past year, he has been president of the AHF, which advances the hospitality industry by providing financial assistance for education, research and developing travel awareness.

O'Brien holds a bachelor's degree in marketing from the University of Illinois, and master's degree in business administration from DePaul.

Greenhouse studies planned

NEW BRUNSWICK, N.J. - Greenhouse management and production will be the subject of three courses offered by Cook College's Office of Continuing Professional Education.

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