

*Changes at headquarters*

**O'Brien named to new post of COO**

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



Joe O'Brien

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 of 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.

"Design of Greenhouse Systems and Environmental Control," will be offered on Jan. 10 and 11.

For more information call 908-932-9271.

**Arrendondo is appointed chief operations officer at GCSAA**

LAWRENCE, Kan. — Julian Arrendondo has been named chief financial officer by the board of the directors of the Golf Course Superintendents Association of America (GCSAA).

Arrendondo was formerly vice president and CFO of Midwest Titan Construction Co., in Olathe, Kan.

Prior to his responsibilities at Midwest Titan — a commercial general contractor with a \$50 million annual budget — Arrendondo, 35,

spent seven years in the Kansas City office of Touche Ross & Co., a national accounting firm.



Julian Arrendondo

Chief financial officer is a new executive position at GCSAA headquarters. Creation of the post was one of the primary

suggestions taken from an Arthur Andersen study conducted on operations at GCSAA in early 1993.

"The position of chief financial officer for this association brings with it maximum responsibility and accountability to our membership," said GCSAA President Randy Nichols.

"I am confident that Julian Arrendondo's past success, fine reputation and deep-seated integrity all speak with consistent accuracy of what we can expect

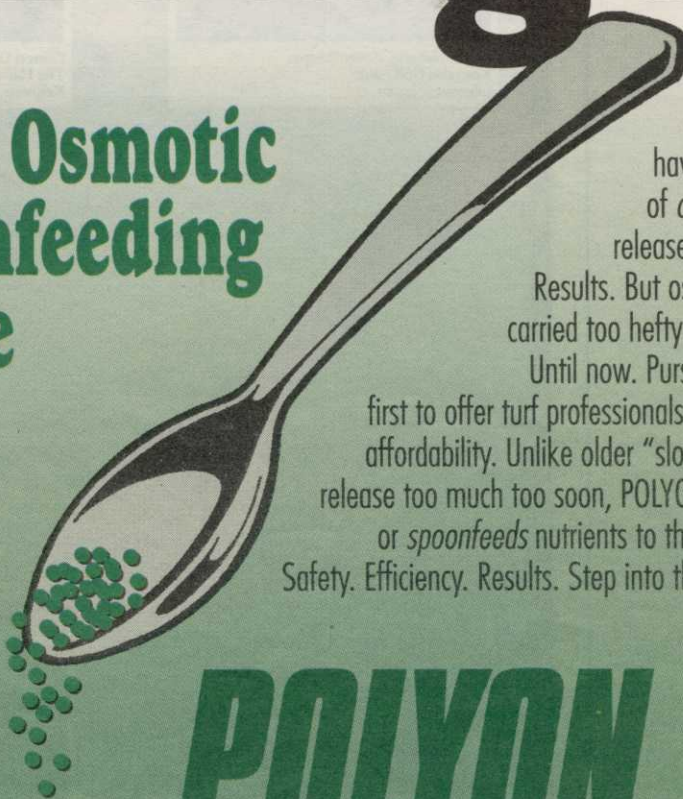
from him.

"The growth of GCSAA over the past decade has been paralleled by strong growth of revenues and our operating budget," Nichols continued. "Julian comes to this position well equipped to exercise the professional oversight required to effectively manage and monitor our finances."

Arrendondo, who began his tenure Dec. 1, holds a business administration degree from Rockhurst College in Kansas City.

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