

# GCSAA Staff Realigns to Provide Improved Member Services

The Golf Course Superintendents Association of America (GCSAA) has announced a series of changes in its management structure and staffing designed to reflect a renewed commitment to outstanding member service. The changes resulted from months of strategic planning and analysis involving the association's board, member-driven committees and the entire GCSAA headquarters staff.

GCSAA Chief Executive Officer Stephen F. Mona, CAE, called the new structure "more efficient, more effective and more reflective of the needs of today's superintendent." He added that, "Our objective is to become one of the nation's finest service organizations by the year 2000. These changes create the structure needed to accomplish that goal."

Among the key changes announced were:

- Creation of three new departments in the areas of chapter relations, career development and technical information services.
- Consolidation of public relations, government relations, publications and advertising sales functions into a single communications department.
- Merging marketing functions with management of the annual GCSAA Trade Show and Golf Championship.

"The new departments will help us fulfill critical member needs," Mona said. "Our members told us they wanted stronger ties between GCSAA and chapters, more employment assistance and a 'one-stop' source of technical information, so we directed people and resources into those areas."

Two of three leadership roles for the new departments have already been filled. Don Bretthauer, formerly manager of Pacific Rim operations, has been named manager of chapter/international relations. David Bishop, formerly director of education, has been appointed manager of technical information services. A manager of career development will be named in coming months.

Pat Jones, formerly director of development, has been appointed director of communications. He succeeds Clay Loyd, who has announced his retirement after 11 years with GCSAA. Chris Caldwell, formerly managing editor of GCSAA's *Golf Course Management (GCM)* magazine, has been named editor-in-chief. Terry Ostmeier, formerly special projects editor for *GCM*, has been appointed managing editor. Sharmion Linseisen, formerly assistant editor, has been appointed associate editor.

Robert Shively, formerly director of marketing and sales, has been appointed director of marketing/conference and show. Bonnie Stephenson, formerly conference coordinator, has been appointed manager of conference events. Pam Owens, formerly manager of exhibit sales, has been appointed manager of expositions and tournament.

Patricia McCarthy, formerly director of administration, has been appointed director of central services. Marc Lim, formerly computer operations coordinator, has been ap-

pointed manager of management information services. Gwen Denton, formerly administrative assistant, has been appointed manager of human resources. Beverly Schuster, formerly production clerk, has been appointed supervisor of the mail and production center.

Dr. Jeff Nus, technical editor for *GCM*, has assumed the additional duties of manager of research.

Carol Hayes, formerly manager of communications, has been appointed manager of executive communications.

Jennifer McCaughey, formerly membership coordinator, has been appointed manager of membership.

Betsy Evans, formerly regional seminar coordinator, has been appointed manager of regional seminars.

Nationwide searches are underway to fill five new management positions and vacancies created by the realignment.

Since 1926, GCSAA has been the leading professional association for the men and women who manage and maintain golf facilities in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to more than 13,700 individual members from more than 50 countries. GCSAA's mission is to serve its members, advance their profession, and enrich the quality of golf and its environment.

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