

# GCSAA looks for new CEO

■ The Golf Course Superintendents Association of America (GCSAA) is looking for a new chief executive officer following the resignation of John Schilling to open his own business.

GCSAA president Randy Nichols wrote this in a letter to members:

"The Board of Directors is extremely disappointed with (Schilling's) decision to resign. However, we do respect his desires to begin his own business where his ability and skills will again be demonstrated."

Robert Ochs and Diana Green also resigned to become part of Schilling's new venture, St. Andrews Corp., based in Lawrence, Kans. It will offer various services—event management, import/export consultation, risk management and insurance services—to golf and other industries. Ochs had been senior director of communications and general counsel; Green was senior director of operations.

Schilling's resignation is effective Jan. 1, 1994, but he will stay through January to affect a smooth transition in leadership. He will also be available to help manage the

1994 Conference & Show in Dallas.

"I have thoroughly enjoyed the last 15 years at GCSAA, serving the membership and the golf course management industry," Schilling told LM. "The association has made tremendous progress during the last few years, and I've been very pleased to be a small part of that. I believe the association has a bright future, and look forward to continuing to assist the golf industry."

Schilling took over as executive director on Sept. 1, 1983, when his controversial predecessor, Jim Loughlin, resigned. During Schilling's tenure, the GCSAA has increased its membership, grown its annual Conference & Show, and expanded its boundaries internationally.

The GCSAA Board of Directors is conducting a nationwide search for a new CEO amidst an organization-wide realignment. Arthur Andersen & Co., one of the world's leading consulting firms, following

a lengthy study, had recommended:

1) Eliminating the senior director management level.

2) Creating an Accounting and Finance Department headed by a chief financial officer.

3) Creating the position of deputy chief executive officer.

4) Consolidating the Communications and Publications Departments, separate from the Development Department.

5) Creating a Conference & Show Department.

6) Adding a human resources manager.

The Board approved Andersen & Co.'s recommendations 8-1. The dissenting vote was cast by immediate past president Bill Roberts of Lochmoor Club in Grosse Point Woods, Mich., who resigned.

In his letter of resignation, Roberts objected to the study and the need for the recommended changes. "This process could...subject the association and certain individuals to needless litigation," he wrote. "To implement the study places the chief executive officer in a mere figure-head position."

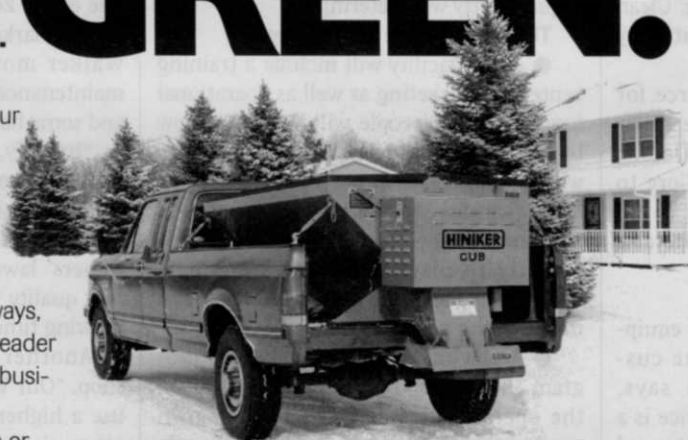
—Jerry Roche

# WINTER GREEN.

## Get ready for wintertime profits.

After your fall landscaping jobs are finished, equip your truck with a Hiniker Cub Spreader. It's compact, self-contained and ideal for all kinds of sand and salt spreading jobs.

On parking lots, driveways, streets...a Hiniker Cub Spreader brings you profitable new business with every snowfall. Available with 8 hp engine or hydraulic drive for full-size pick-ups and small flatbed or dump trucks.



Full-size hopper-type spreaders are available in stainless steel or mild steel versions.



Economical Hiniker tailgate mounted spreaders fit all standard width dump bodies.

# HINIKER

WRITE OR CALL FOR MORE INFORMATION

HINIKER COMPANY • AIRPORT ROAD • P.O. BOX 3407 • MANKATO, MN 56002-3407 • PHONE (507) 625-6621

Circle No. 108 on Reader Inquiry Card