

# HOT TOPICS

## Georgia executive chosen new director of GCSAA

**Chief financial officer,  
chief operations officer,  
education manager for  
conference/certification  
are also named.**

**LAWRENCE, Kans.**—Steve Mona is the new executive director/chief operating officer for the Golf Course Superintendents Association of America.

Mona, 36, has been executive director of the Georgia State Golf Association since 1983.

He visited GCSAA headquarters here on Dec. 6th.

"My first impression was that the quality of the GCSAA staff is remarkable," Mona tells *LANDSCAPE MANAGEMENT*.

He says the first order of business is establishing completely open lines of communication among the staff. From there, "our second focus is to really turn the axis of direction toward the membership," he says. "What's in it for the members?" is going to be the first question that will be asked of every project. Members give the staff the license to exist."

A strategic planning session is another immediate order of business. An intensive three-day session, which has yet to be scheduled, will include the GCSAA Board of Directors and key staff members. Short- and long-range goals will be discussed and set.

"Steve Mona's experience has given him the kind of knowledge and perspective essential in guiding the GCSAA to its next level of success," says current President



**'Emphasis is going to be  
on a great deal of commun-  
ication—and that includes  
myself.'**

—Steve Mona

Randy Nichols, who also hails from Georgia. "The fact that his background has been focused within the world of golf associations is clearly a big plus for us.

"He brings to our top executive's position an established familiarity with the game's key organizations, an outstanding record as a leader, and the attitude of a genuine 'people person.' We anticipate continued success as we move ahead."

Mona's experience includes stints as tournament director for the Northern

California Golf Association and assistant manager of press relations for the U.S.G.A. He was also president of the International Association of Golf Administrators, and a director of the National Golf Foundation.

Mona was to begin work at the GCSAA headquarters here early this month, at exactly the same time that the new chief operations officer, Joe O'Brien, begins.

O'Brien, 48, comes to the GCSAA from the presidency of the American Hotel Foundation. His other association experience includes 17 years in senior management with the Professional Golfers of America (PGA). He has also been senior business developer for Marriott Golf.

Mona believes O'Brien's involvement in the golf industry will perfectly complement his own.

Mona replaces John Schilling, who resigned last year to start his own company, St. Andrews Golf. The position of chief operations officer is a new one.

In two related moves, the GCSAA named a chief financial officer and promoted one of its employees to education manager for conference and certification.

Julian Arredondo, former vice president and CFO of Midwest Titan Construction in Olathe, Kans. was named GCSAA CFO. Arredondo, 35, is a graduate of Rockhurst College.

And Rebecca Powell Clayton earned the promotion to education manager, conference/certification from education coordinator, special projects. She will develop and supervise the association's certification program and all educational programs at the annual GCSAA conference and show.

—Jerry Roche

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