



Rosauers
.....*Open*



**FEENSTRA WINS
ROSAUERS OPEN
INVITATIONAL**

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PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

Leadership by the Numbers: Part 1



As I near the end of my term serving you as your Section President, I want to finish with a flurry of birdies, just like Tim Feenstra did at the Rosauers, only my birdies are not made with a putter, but with a keyboard, a shot of Diet Pepsi, a fistful of Aleve, and a sleeping spouse long since exasperated with cajoling me to “stop typing and come to bed, Honey, it’s damn late!”

As I have mentioned on many occasions, I have been fortunate enough to have many mentors throughout my career in the golf hospitality industry: Rick Adell, John Frantz, Mary Margaret Pless, Mary O’Brien, Matt Amundsen, Pete Guzzo, Colin Gants, Chris Briscoe, Lindsey Taft, Steve Prugh, Roger Wallace, Jeff Ellison, and Monte Koch, but most of all, your friend and mine, Jeff Beaudry, PGA.



Most of you know the affable and superbly engaged—and handsome!—Jeff Beaudry as our previous PGA Employment Consultant who was promoted and is now our Western Director of PGA Employment Services. He has not only served you and me in helping match us up with our new employers, but he has also given

himself to our long-term DEVELOPMENT as successful golf professionals and productive and happy members of our communities. He has always taken a refreshingly holistic approach to improving our lot as golf professionals, and has backed up his words of wisdom with years in the trenches as a working golf professional, as an equipment sales representative, as an Executive

Director, and now as a PGA wonk. If there ever was a Yoda in our business, it is he, and in the immortal words of Yoda, “Always pass on what you have learned,” which is what Jeff does so well. Many times he has quoth me, “Patience you must have, my young padawan.” Being the bottom line kind of guy I am, patience isn’t one of my strong suits, but I’m learning. I tell him, “I’m trying, Jeff, I’m trying” and to which he responds with his putter-gnarled index finger waving toward me, “Do, or do not, Marcus, there is no try.”

One of the great resources that Jeff offers us is a reading list of truly great books for those who want to make the extra effort at the torturous task of self-improvement and leadership development. I look forward to his semi-annual issuance of the Book List, and it is always interesting to see what he and his literary posse have determined to be read-worthy for us grinding golf professionals in the mean streets of Poa Town.

For my last few articles for this esteemed publication ForeWord Press, I am going to draw information from the books that Jeff has recommended for all of us to absorb, and I will deliver them to you in easily digestible, list-based format to whet your appetite for knowledge and to give you a head start on some usable, practical information. I assure you that none of it is my original work, and 100% of it has been lifted from the pages of others, so please forgive any lapses of appropriate credit. With my limited patience and time—I read a book by looking at the table of contents, the index, and the last page—I think these tidbits of wisdom will resonate with you, or least they should.

I’ll start with a compilation of pithy quotes from [Jim Sullivan](#), a renowned restaurant leader/motivator in the hospitality industry. If you like his stuff, go to the App Store and download his QuoteZilla app. Enjoy!

“Do or do not. There is no try.”



Inspiring Better Teamwork

1. People first, “employees” second.
2. If you’re not serving the customer directly, you’d better be serving someone who is.
3. A strong team is like good health: its value is rarely appreciated until it’s gone.
4. What you reinforce is what you get. What you don’t reinforce is what you lose.
5. All behavior is a consequence. You get what you reward.
6. Good work that goes unacknowledged will gradually disappear.
7. America’s most neglected resource is recognition.
8. You’re hired by the people you report to, and fired by the people who report to you.
9. Invest first in people, second in brand, third in bricks and mortar.
10. Management problems always turn out to be people problems.
11. The way we treat our team members determines how they will treat our guests.
12. The speed of the leader determines the rate of the pack.
13. You take people as far as they will go, not as far as you would like them to go.
14. Hiring good people will not ensure a manager’s success, but hiring bad people will ensure the manager’s failure.
15. A leader who’s confused about who he or she is will lead a group of people who are confused about who they are. (*More quotes on [page 19](#)*)

I hope you’ve pulled a few of these quotes to focus on. I consider them “aspirin” for the golf professional: they not only relieve pain, but they make your blood flow better. Continued next month in Part 2!

– Marcus King

CEO's REPORT

by Jeff Ellison, PGA

CEO



The weather has been a little too good for us around the Section lately. The hot, dry conditions have helped our play in some areas but 10 straight days at 100+ are a little much for many of our players. They also create tinder dry conditions in our wildlands. Our hearts go out to those affected by the wildfires around the region. Alta Lake

GC and the town of Pateros were hit particularly hard. Parker Barth told me they lost their home, all the course buildings and equipment. They brought in diesel generators to keep the irrigation running. I'll keep you posted as relief activities are being developed for those in the area.

The 27th Rosauers Open was the second ever at MeadowWood. The last-minute move went off without a hitch (that you saw) thanks in large part to MeadowWood professionals Bob Scott, Chris Curran and their staff. Superintendent Mike Kingsley and his crew were miracle workers in providing a great golf course and completing a bunker project in record time—the day before the pro-am! Bob Fah, Tournament Director for the pro-am and his army of volunteers deserve our thanks as well. Congratulations to Tim Feenstra who started the day seven groups in front of the leaders and the posted 61 to walk away with the crystal.

Our thanks to Mike and CEO Gary George for being our hosts and sponsor for the Senior Oregon Open, the 12th at Wildhorse Resort and Casino. It's always a fun week for 224 players!

Start planning now for our three destination pro-ams in 2015. We start back at the Mauna Lani on the Big Island of Hawaii for the 40th Winter Pro-Am. Scheduled for January 29 – February 5, there is nothing like the islands in January, especially as you watch the Seahawks win the Super Bowl at the Beach Bar or Humpy's in Kona! Thanks to John Anderson and Grant Holcomb, the Holcomb-In-One Las Vegas Pro-Am is on again for March 8-12 and has a great line-up of courses. We start at Angel Park where host professional Tony Blasius is looking forward to seeing his old friends. Plan to follow the 12:30 shotgun with an emergency nine on the lighted par 3....Cloud Nine! Next up is Tuscany— we are returning since the course was in great shape in 2014. We will conclude at Anthem CC again, where former Section professionals Nolan Halterman, Travis Long and Troy Helseth all enjoy taking care of old friends. Ask Holk how much fun we have in Vegas!

I want to welcome back Kevin Burnett to the sponsor ranks. Kevin brought on DeadPerfect in support of the Senior Oregon Open and 2Undr to sponsor the Pacific Northwest Pro-Amateur. Both will be providing tee prizes for you. Thanks Kevin!

During our Fall Meeting we will be determining our next slate of officers for the Section. Just a final reminder that the nomination deadline is August 23, 2014 for all Section offices. Interested candidates must be formally nominated by their Chapter Board to be part of the ballot. Feel free to call the current officers, your chapter officers or myself if you have an interest in running.

The Pacific Northwest Section Merchandise Show, Annual Meeting and Education Program are scheduled for October 20-22. This is a busy three days with a schedule of activities for you, including the 2nd annual

Pro-Vendor Invitational at Columbia Edgewater CC, our Annual Meeting, education seminars and of course our Merchandise Show. Please plan to attend!

We conclude our thirteen Drive Chip and Putt Local Qualifiers on Sunday! A big thank you to our host professionals: Mel Fish, John Bowen, Brandon Proudfoot, Cody Long, Dan Harrington, Greg Manley, John Grothe, Mike Kasch, Tom Carey, Mark Gardner, Todd O'Neal, Ed Bezanson and Ron Hagen as well as their staff for making this program successful. A special thank you to Angela Hinzpeter and Cecelia Morales here in the office, who coordinated shipping and delivery of all the equipment and supplies as well as communications to all the contestants. Try managing 2,300 towels in our small office. It is a big project but it's worth it for the kids. Next month, we produce the three Sub-Regionals!

You've noticed the upgrades to our website and communications over the past year. Marlena Cannon recently worked with Dominic to redesign the Oregon Chapter website and keeps improving everything we do here in the office.

It is not too late to sign up your course for Patriot Golf Day, which supports the Folds of Honor Foundation and the families of our killed or wounded service members. Visit www.foldsofhonor.org for more information and to register your facility. I hope you are looking forward to participating in this important cause this year.

Have a great August and I hope to see you at Wine Valley for the Northwest Open and the Basel Cellars Winemakers Pro-Am.

– Jeff Ellison

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Oregon Open Invitational



Membership Handbook
PNWPGA Pro-Amateur



Senior Player of the Year



Player of the Year



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Oregon Open Invitational



PNW PGA Annual
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Oregon Open Invitational



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PNW Senior PGA



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Pacific Northwest Section

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PLAYER OF THE YEAR POINTS



Senior Player of the Year

	Professional	Points
1	Gibbons, Rob	335.00
2	Coston, Jeff	290.00
3	Keating, Mark	220.00
4	Carranza, Joe	175.00
5	Milne, Chuck	170.00
6	Sovay, Tom	153.00
7	Fought, Jeff	140.00
8	Krieger, Scott	125.00
9	Stewart, Bruce	115.00
10	Murray, Brent	110.00
11	Erwin, Todd	95.00
12	Bowen, Steve	85.00
13	Hinkle, Lon	80.00
14	Whitney, Buster	65.00
	Van der Velde, Chris	65.00
16	DeLong, Mike	63.00
17	Haney, Fred	57.50
	Carey, Tom	57.50
19	Edstrom, Gene	52.50
20	Cravens, Scott	47.50
21	Larsen, Scott	47.50
22	Stull, Steve	37.50
23	Toll, Mike	35.00
	Thorsnes, John	35.00
	Coombs, Kevin	35.00
	Schuh, Craig	35.00
27	Hays, Jim	30.00
	Marsh, Jeff	30.00
29	Gardner, Mark	20.50
30	Doxsie, Doug	17.50
	Repass, Chris	17.50
32	Peccia, Joe	10.00
33	Isaacson, Chris	3.00
	Mack Jr., George	3.00



Pacific Northwest Section

Assistant Player of the Year

	Professional	Points
1	Cassidy, John	332.50
2	Sharp, Brady	257.50
3	McCoy, Casey	240.00
4	Feenstra, Tim	237.50
	Griffin, Chris	237.50
	Barron, Derek	237.50
7	Runge, Mitch	207.50
8	Malby, Ryan	197.50
9	Bennett, Luke	190.00
10	Erdmann, Scott	185.00
11	Cowell, Matt	167.50
12	Faller, Brad	130.00
13	Lisk, Chris	122.50
14	Roters, Mike	102.50
15	Espedal, Ronnie	97.50
16	Pence, Todd	90.00
17	Keating, Mark	87.50
18	Baker, Luke	82.50
19	LeBeck, David	75.00
	Wilson, Jacob	75.00
21	Williams, Trevin	70.00
	Dahl, Ryan	70.00
23	Stewart, Bruce	65.00
24	Kearney, Brandon	60.00
25	Henry-Cano, Issac	55.00
26	Onken, Justin	50.00
	Ables, Clint	50.00
28	Taylor, Harrison	40.00
	Knue, Paul	40.00
30	Hinger, Tim	35.00
	Inglis, Colin	35.00
	Spurgeon, Rick	35.00
33	Hanson, Jacob	32.50
	Stevens, Bryan	32.50



Player of the Year

	Professional	Points
1	Cassidy, John	295.00
2	Black, Darren	247.50
3	Feenstra, Tim	230.00
	Barron, Derek	230.00
5	Benzel, Ryan	207.50
6	Prugh, Corey	195.00
7	Runge, Mitch	182.50
8	Phay, David	177.50
9	Coston, Jeff	172.50
10	McCoy, Casey	165.00
11	Hval, Tim	112.50
12	Rannow, Bob	100.00
13	Aichele, Jason	97.50
14	Thornton, Brian	90.00
	Milne, Chuck	90.00
16	Williams, Scott	87.50
17	Erdmann, Scott	85.00
18	Nosler, Brian	80.00
19	Malby, Ryan	77.50
20	LeBeck, David	75.00
21	Milton, Cameron	75.00
22	Walsh, Brent	72.50
	Gibbons, Rob	72.50
24	Poirier, Mark	57.50
	Faller, Brad	57.50
	Griffin, Chris	57.50
27	Bennett, Luke	55.00
28	Keating, Mark	50.00
	DaSilva, Chuck	50.00
30	Robydek, Tony	47.50
31	Baker, Luke	40.00
	Stull, Steve	40.00
33	Hinkle, Lon	37.50
	Cowell, Matt	37.50
	Sharp, Brady	37.50
	Wallace, Roger	37.50

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UPCOMING EVENTS

Northwest Open Invitational

Wine Valley GC, Walla Walla, WA

Championship: Aug. 18-20, 2014

Basel Cellars Winemakers Pro-Am: Aug. 16-17



NORTH
WEST
OPEN

Entry

Entries for the Northwest Open Invitational close on August 6. Keep track of the scores online during the championship, August 18-20, at www.pnwpga.com. Tell your members: admission and parking to this event are free!

Schedule of Events

- Saturday, Aug 16: Basel Cellars Winemakers Pro-Am Round 1
- Sunday, Aug. 17: Basel Cellars Winemakers Pro-Am Round 2
- Monday, Aug. 18: Round 1
- Tuesday, Aug. 19: Round 2
- Wednesday, Aug. 20: Round 3

WINE VALLEY
GOLF CLUB

Wine Valley Golf Club

Wine Valley Golf Club, which opened in August of 2009, has already been listed on Golfweek's Best New Courses—coming in at #5. This stunning Dan Hixson design unfolds on a grand scale, playing over rolling hills in the shadow of the Blue Mountains. Wine Valley GC had broad fairways, dramatic bunkers, and bold undulating putting surfaces.

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UPCOMING EVENTS

PNW PGA Professional Championship

Sept. 16-18, 2014 | Salish Cliffs GC, Shelton, WA



Entry

National has agreed to allow us to accept post entries into the PNW PGA Professional Championship. You must be employed in one of the following classifications to play in the PGA Professional Championship: MP, A-1, A-2, A-4, A-5, A-6, A-7, A-8, A-9, A-10, A-11, A-12, A-13, A-14, A-15, A-16, A-17, A-18, A-19, A-20, A-21, A-22, A-23, A-24, LMA and LMMA.

Late entrants are unable to advance to the PGA Professional National Championship next June, but will compete for the Section title and purse. [Click here for the post entry.](#)



Schedule of Play

- Round 1 - Tuesday, Sep. 16
- Round 2 - Wednesday, Sep. 17
- Round 3 - Thursday, Sep. 18

The field will be re-paired by score for Round 3. There is no cut!

Salish Cliffs GC

Salish Cliffs GC is a Gene Bates designed golf course which opened in September of 2011. Owned by the Squaxin Island Tribe and operated by Little Creek Casino Resort, the golf course covers over 300 acres through the Kamilche Valley.

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UPCOMING EVENTS

PNW Senior PGA Championship
September 4-5, 2014 | Tetherow GC, Bend, OR



Entry

We are still accepting entries into the Senior Professional Championship. *Although it is too late to sign up for a chance to advance to the Senior PGA Professional National Championship in October, you still can sign up for a chance to play for the purse and the title of Senior PGA Champion.*

- [Click here for the post entry](#)
- [Eligibility requirements](#)

Schedule of Play

- Thursday, September 4 – Tee times starting at 7:30 AM
- Friday, September 5 – Tee times starting at 7:30 AM



Reminder: the Senior PGA Professional Championship has Senior Hudson Cup points (*worth 1.5 times the normal value*) and Senior Player of the Year points! Seniors, plan on playing! We hope to see you at Tetherow.

Tetherow GC

Tetherow was designed by renowned architect David McLay Kidd, who also designed Bandon Dunes. Tetherow's design incorporates elements of the seaside links of Scotland: fescue grasses, deep uneven bunkers, rippling fairways and run-up areas to the greens.

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Pacific Northwest Section

MERCHANDISE SHOW 2014



SCHEDULE OF EVENTS

Reception at the Expo Center

Tuesday, October 21
5:00 pm – 6:00 pm

Merchandise Show Hours

October 21 | 9:00 am – 5:00 pm
October 22 | 10:00 am – 2:00 pm

Pacific Northwest Section PGA

Annual Meeting at the Expo Center

Wednesday, October 22
Hosted Breakfast: 6:30 am – 7:30 am
Meeting: 7:30 am – 10:00 am
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2014 SECTION SCHEDULE

Tournament Schedule

DATE	EVENT	SITE
Aug 4	Assistant Professional Championship	Rainier G&CC, Seattle, WA
Aug 18-20	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
Sep 4-5	PNW Senior PGA Championship	Tetherow Golf Club, Bend, OR
Sept 16-18	PNW PGA Professional Championship	Salish Cliffs GC, Shelton, WA
Oct 2-3	Pacific Northwest Pro-Amateur Championship	Circling Raven GC, Worley, ID
Oct 23-24	66th Hudson Cup Matches	Tualatin CC, Tualatin, OR
May 29 - Jun 5, 2015	Ireland Pro-Am	Republic of Ireland

Important Upcoming Dates

DATE	EVENT	LOCATION
Aug 7-10	PGA Championship	Valhalla GC, Louisville, KY
Aug 18-20	PGA Expo	Las Vegas, NV
Sept 22-23	9th Junior Ryder Cup	Blairgowrie GC, Perthshire, Scotland
Sept 26-28	40th Ryder Cup	Gleneagles, Scotland
Oct 14 - 15	PGA Grand Slam of Golf	Port Royal GC, Bermuda
Oct 20	Pro-Vendor Invitational	Portland, OR
Oct 20	PNW PGA Fall Education	Portland, OR
Oct 20	PNW PGA Fall Board Meeting	Portland Metro Expo Center, Portland, OR
Oct 21-22	PNW PGA Fall Merchandise Show	Portland Metro Expo Center, Portland, OR
Oct 22	PNW PGA Fall Meeting	Portland Metro Expo Center, Portland, OR
Oct 22	PNW PGA Fall Education	Portland Metro Expo Center, Portland, OR
Oct 30 - Nov 2	PGA Assistant Championship	PGA Golf Club, Port St. Lucie, FL
Nov 13-16	PGA Senior Professional Championship	PGA Golf Club, Port St. Lucie, FL
Nov 20-22	PGA Annual Meeting	Indianapolis, IN

FEENSTRA WINS 27TH ROSAUERS OPEN INVITATIONAL

by Josh Thuet

Tournament Intern

PGA Professional Tim Feenstra of Broadmoor GC won the 27th Rosauers Open Invitational by two strokes over low amateur Drew McCullough of Meadow Springs CC. Feenstra came from four behind the leaders and fired an 11-under par 61 tying the course record set by Corey Prugh of Manito G&CC earlier in the week.



Rosauers
Open

For 27 years the Rosauers Open has had some fantastic Sunday finishes, and this year proved to be one of the greatest. In front of family, friends and the great Spokane community, Feenstra holed out his chip on the 18th green – solidifying his amazing 11-under par round of 61. He explained after the round, “I hit a really good chip that seemed to have perfect speed for a tap-in par; however it caught the left side of the cup and disappeared. At that point I really did not know what I shot, but I knew it was pretty good.”

At the 27th annual Rosauers Open Invitational, scoring started early. Players were reacquainted with MeadowWood as this event returned to the site after 23 years, and players took aim and got the flat sticks rolling early. Early scoring and a smoky sky created the setting for three professionals to share the lead firing a seven-under 65, which included PGA Professionals Ryan Benzel of Pro Golf Discount - Lynnwood, Brian Thornton of Meridian Valley CC and David Phay of Whidbey G&CC.

Moving day at MeadowWood proved more of a challenge for the leaders. With a strong prevailing wind out of the West, gusts of up to 30 mph and wildfires continuing to fill the

sky with smoke, scoring proved more difficult than during the first day. Difficult for all except Drew McCullough – who had the low score for the day, a 9-under par 63 placing him in the second to last group. The final grouping was determined with both Benzel and Phay shooting a two-under 70 and PGA professional Brent Walsh of Coeur’d Alene GC firing a three-under 69 to round out the final pairing for championship Sunday.

With the final round set, it looked to be a tight finish with 28 players within four strokes of the lead. Conditions were excellent on the final day and it appeared that the winner would be chosen out of the last two groups. Feenstra had other plans in mind, after making the turn at a blistering five-under par 31 as he set focus on the back nine. With a birdie on 11 followed by another eagle on 12, Feenstra was making an excellent case to be this year’s champion. Finishing his round with a pair of birdies, he posted a strong 16-under par for the tournament and a challenge that proved too great for those finishing behind him.

We are proud to announce proceeds from the Rosauers Open Invitational benefit the Vanessa Behan Crisis Nursery, Spokane’s safe haven for children at risk of abuse and neglect. The Nursery also provides counseling, education and referrals for parents of young children. The event raised \$105,000 for the charity with approximately \$2,500,000.00 raised through the years. Special thanks goes to our dedicated sponsors, volunteers, and host professional Bob Scott and his staff for their hard work commitment to helping make this event one of the best in the country.

	Player	Facility	Score	Award
1	Feenstra, Tim	Broadmoor GC	69-70-61-200	\$11,000.00
2	McCullough, Drew *	Meadow Springs CC	74-63-65-202	\$750.00
3	Phay, David	Whidbey G&CC	65-70-69-204	\$4,900.00
	Runge, Mitch	Tacoma C&GC	68-72-64-204	\$4,900.00
	Prugh, Corey	Manito G&CC	67-69-68-204	\$4,900.00
	Williams, Scott	Glendale CC	67-70-67-204	\$4,900.00
7	Black, Darren	Rainier G&CC	73-66-66-205	\$3,150.00
	Walsh, Brent	Coeur d' Alene GC	67-69-69-205	\$3,150.00
	Gable, Kyler *	Avondale G&TC	67-70-68-205	\$333.33
	Iacolucci, Rylee *	Tumble Creek Club	73-65-67-205	\$333.33
	Cornett, Kyle *	Everett G&CC	70-69-66-205	\$333.33
12	Coston, Jeff	Semiahmoo G&CC	68-71-67-206	\$2,530.00
	Hatley, Reid *	Hayden Lake CC	67-73-66-206	\$225.00
	Cassidy, John	Alderbrook G&YC	68-70-68-206	\$2,530.00
	Kelly, Kyle	Tamarisk CC	69-69-68-206	\$2,530.00
	Poirier, Mark	The Highlands GC	69-69-68-206	\$2,530.00
	Benzel, Ryan	Pro Golf Discount-Lynnwood	65-70-71-206	\$2,530.00
18	Faller, Brad	The Reserve Vineyards	68-70-69-207	\$2,033.75
	Baker, Luke	Deer Park GC	67-72-68-207	\$2,033.75
	Nuhn, David	University of Idaho GC	67-70-70-207	\$2,033.75
	Stull, Steve	Meadow Springs CC	68-71-68-207	\$2,033.75
	Harvie, Joe *	Puetz GC	71-66-70-207	\$200.00
23	Carlson, Tyler *	Quail Ridge GC	68-70-70-208	\$175.00
	Malby, Ryan	Iron Horse GC	72-69-67-208	\$1,736.67
	King, Casey	Tokatee GC	75-66-67-208	\$1,736.67
	Thornton, Brian	Meridian Valley CC	65-74-69-208	\$1,736.67
27	Lisk, Chris	Glendale CC	72-69-68-209	\$1,523.33
	McCoy, Casey	Newaukum Valley GC	68-71-70-209	\$1,523.33
	Gibbons, Rob	Arrowhead GC	70-71-68-209	\$1,523.33
30	Prante, Shane	Tom's Golf Center	67-71-72-210	\$1,325.00
	Reinland, Drew	Clarkston G&CC	73-71-66-210	\$1,325.00
	Roters, Mike	Gateway Golf Discount	71-68-71-210	\$1,325.00
	Smith, Brandon	SynLawn	72-69-69-210	\$1,325.00
34	Griffin, Chris	Tacoma C&GC	72-70-69-211	\$1,111.67
	Nickerson, Seth *	Indian Summer G&CC	70-71-70-211	\$116.25
	Epstein, Matt	Everett G&CC	69-73-69-211	\$1,111.67
	McMullen, Sean *	Fairwood G&CC	69-68-74-211	\$116.25
	Whalen, Andrew *	Lakeview G&CC	70-71-70-211	\$116.25
	Bennett, Luke	Lake Padden GC	69-71-71-211	\$1,111.67
	Gardner, Mark	The Creek at Qualchan	71-69-71-211	\$1,111.67
	Frontis, Dusty *	Yakima Elks G&CC	76-67-68-211	\$116.25
	Nosler, Brian	Portland, OR	68-73-70-211	\$1,111.67
	Carey, Tom	Meriwether National	71-71-69-211	\$1,111.67

* denotes amateur



Wednesday Team Results

	Sponsor Team	Players	Score	Award
1	Seaboard/ Charlies Pride	Timmerman, Steve/ Boutz, Sean/ Fenton, Don/ Gilbert, Pete/ Prugh, Corey	113	\$1,250.00
2	King/ Kokanee	O'Donnell, Chad/ McLaughlin, Patrick/ Hansen, Jeff/ Rusnak, Peter/ Espedal, Ronnie	115	\$1,125.00
3	Cardinal Health/ Rosauers #4	Wendel, Chris/ Ellis, Dave/ Glennie, Gary/ Stocking, Glenn/ Cassidy, John	116	\$1,000.00
4	Umpqua Ice Cream/ Ice Cream	Myrick, Jim/ Williams, Tony/ Copas, Dave/ Graber, Bruce/ Weyland, Ben	117	\$750.00
	Coors Lite	Newton, Dave/ Mason, Bob/ Thomen, Blair/ Gosney, Bobby/ Lehtola, Jason	117	\$750.00
	Green Mountain	Sullivan, Dave/ Sullivan, Kyle/ Pennington, Paul/ Pennington, Carl/ Peterson, Brandon	117	\$750.00
	Bank of America #2	Hughes, Kevin/ Ruland, Brad/ Fazzari, Steve/ Millheiser, David/ Aden, Stu	117	\$750.00

Thursday Team Results

	Sponsor Team	Players	Score	Award
1	Dejarnet	Larsen, Ric/ Bartell, Mike/ Titus, Doug/ Hauke, Steve/ McCoy, Casey	114	\$1,250.00
2	Coors Lite	Newton, Dave/ Mason, Bob/ Thomen, Blair/ Gosney, Bobby/ Pence, Todd	115	\$1,062.50
	NQ Casino	Haugen, Phil/ Becker, Jim/ Garber, George/ Pyle, Scott/ Walsh, Brent	115	\$1,062.50
4	Umpqua Ice Cream/ Ice Cream	Myrick, Jim/ Williams, Tony/ Copas, Dave/ Graber, Bruce/ Siesser, Derek	116	\$900.00

Hudson Cup Senior Hudson Cup

	Professional	Points		Professional	Points
1	Black, Darren	265.00	1	Milne, Chuck	477.50
2	Feenstra, Tim	242.50	2	Sovay, Tom	417.50
3	Benzel, Ryan	232.50	3	Gibbons, Rob	400.00
4	Coston, Jeff	205.00	4	Coston, Jeff	395.00
5	McCoy, Casey	197.50	5	Keating, Mark	382.50
6	Phay, David	195.00	6	Krieger, Scott	327.50
7	Prugh, Corey	160.00	7	Carranza, Joe	272.50
8	Malby, Ryan	107.50	8	Murray, Brent	270.00
9	Nosler, Brian	95.00	9	Stewart, Bruce	252.50
	Thornton, Brian	95.00	10	Bowen, Steve	242.50
11	Bennett, Luke	93.75	11	Marsh, Jeff	217.50
12	Gibbons, Rob	92.50	12	Fought, Jeff	203.00
13	Hval, Tim	87.50	13	Stull, Steve	190.00
	Williams, Scott	87.50	14	Erwin, Todd	182.50
	Runge, Mitch	87.50	15	Gardner, Mark	170.00
16	Griffin, Chris	81.97	16	Carey, Tom	163.00
17	Rannow, Bob	75.00	17	Williams, Scott	162.50
18	Walsh, Brent	72.50	18	Van der Velde, Chris	160.00
19	Erdmann, Scott	67.50	19	Schuh, Craig	150.00
20	Poirier, Mark	60.00	20	Whitney, Buster	145.00
21	Robydek, Tony	57.50	21	Haney, Fred	142.50
	Aichele, Jason	57.50	22	Prugh, Steve	127.50
23	Sharp, Brady	50.00	23	Larsen, Scott	112.50
24	Baker, Luke	47.50	24	DeLong, Mike	110.00
	Faller, Brad	47.50	25	Hinkle, Lon	105.00
26	Keating, Mark	45.00	26	Toll, Mike	102.50
	Prugh, Steve	45.00	27	Edstrom, Gene	77.50
28	Fought, Jeff	35.00	28	Cravens, Scott	72.50
29	Murray, Brent	32.50	29	Pike, Jim	62.50
30	Sovay, Tom	28.22	30	Thorsnes, John	61.25

66th Hudson Cup Matches
October 23-24, 2014
Tualatin Country Club
Tualatin, OR

Holk's HIGHLIGHTS

Ryan Young

- **Facility:** Chambers Bay GC
- **Hometown:** Mill Creek, WA
- **University:** Whitworth University

You completed the PGA program in 2 years and 2 days from when you registered as an apprentice – how did you accomplish this so quickly?

Motivation. When I started the program I set two goals. The first one was to obtain membership before the U.S. Open came in 2015 to put myself in the best position as possible after. The second was to beat the deadline for entry into the PNW PPC, so I can pursue the opportunity to play in the PGA Championship. These two goals kept me motivated over the last two years to complete the program. Also, having played for a successful golf program while graduating from one of the more rigorous academic universities in the country, taught me not only how to manage my time and priorities, but also how to see things through and completed. These life lessons further helped me accomplish my goals.

Do you have any tips for other PGA apprentices, to help guide them through the program faster towards gaining PGA membership?

For any PGA apprentice out there, I would advise asking yourself why you are pursuing membership. Once you truly figure it out, set goals that will motivate you to finish. Whether it's to be part of an association dedicated to promoting the game, a monetary reason (potentially compensated more for being a member), recognition (added respect for having PGA credentials both on and off the job), more opportunities (able to play in more events and qualify for higher positions), or any other reason that you can find passion in, allow it to motivate you through the process. The program is priced high and requires years of work for a reason -it weans out the undedicated. Ask yourself a question, why do you want to become a member of the PGA? If you're motivated and truly care about learning what the program has to offer, then you'll find it's not that hard after all.



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PATRIOT GOLF DAY

August 29 - September 1, 2014



Who Are You Playing For? By participating in Patriot Golf Day, golfers nationwide support the children and spouses of military men and women killed or disabled while serving our great nation. For more information, visit www.patriotgolfday.com

Looking for ideas on how to celebrate Patriot Golf Day at your facility? We highlighted the spectacular Patriot Golf Day programs of Bill Morach (Eugene CC) and Kenney Boyd (Glendale CC) in the [August 2013](#) issue of ForeWord Press. In the [March 2014](#) issue, we highlighted Chris Runyan, whose Wounded Warrior Project efforts helped him win the 2013 PNW PGA Patriot Award.

Does your facility have a Patriot Golf Day tradition? We'd love to hear about it! Contact Marlena Cannon at the PNW PGA office with your stories and photos: mcannon@pgahq.com / 360-456-6496.

Photos courtesy of Bill Morach and Chris Runyan.



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CANDIDATE FOR SECRETARY

As a Section Officer, how would you go about engaging the grassroots golf professional to be involved in the PGA Chapter, Section and National organizations?



I would like to start this question out with a story that I think will not only answer the question, but show how the grassroots golf professional could be more involved.

I would like to take you back to 2007 and a younger Greg Morris who had been working for Discovery Land Company for 9 years and wanted to settle in Whitefish, Montana as a golf professional. The members at Iron Horse were in a position to buy the club and my career

was at a cross road. Do I stay with Discovery Land Company and remain loyal but live a transient life, or do I finally put down some roots and try to become the golf professional that I dreamed of being and become involved in a Chapter, and involved in the Section? So what did I do next, I called Roger Wallace, who at that time was just an acquaintance of mine. Roger said, "It's great you want to get involved- the Chapter is always looking for new guys to help out with fresh ideas and guys that have a passion for the PGA. Why don't you call Dudley Beard (Western Montana Chapter President at the time) and see if the Board has an opening in the fall?" The rest is history and Roger Wallace to this day has been a big reason why I wanted to get involved and stay involved. Think about it, if Roger wouldn't have had time for me that day I might have gone another direction.

So, when answering the question how would you go about engaging the grassroots golf professional to be involved: the door must be open at all times as a leader, you never know when or who you will inspire. Roger Wallace inspired me to think big and just because you are from a small chapter in Western Montana doesn't mean you can't make a difference within a big Section. It's up to us to teach and help those just getting start within the PGA to dream big and chase your dreams. I can only wish that those who are just starting out in the PGA would feel like they could call me like I did that day with Roger. It's up to us!

Gregory C. Morris | Western Montana President
Head Golf Professional | Iron Horse Golf Club
gmorris@ironhorsemt.com | Cell: (406)-471-0968 | Work: (406)-863-3106

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EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



Earning Loyalty

There's an old adage:

- Losing more customers than you keep is not good for business.
- Not knowing how many customers you're losing is even worse.
- If you're not asking why or caring about the answer, soon you won't have many customers to worry about.

Strengthening relationships with your customers is key to retaining and growing business. While there are many facets to doing this, the first thing to do is to analyze who makes up your customer base. Do you know who your core golfers are? How about the recent visitors? Do you know why they're coming and going? Do you compile the gripes heard by staff? Think of the costs of your time and energy in acquiring your customers in the first place – letting these customers go by ignoring their needs is a huge waste of time and money.

Knowing what drives your customers to support or leave your facility is critical information to have. Your customers are likely a mix of core golfers and occasional customers. Core golfers are the easiest to get to know – just talk to them. They are also likely to spend the most at your facility. I have found that an important issue in keeping core golfers as customers is that they often desire to play more, but there are barriers for them to do so. Ask questions to find out those reasons and earn their continued support.

Getting to know the occasional customers is also wise for generating more business. It doesn't take big marketing efforts as they already come to the facility, just less often

than the core golfers. Gather information via conversation. Asking these questions will reveal which products and/or services they desire:

- What time do they play, and why?
- Is the pace of play OK?
- Why do they ride?
- What snacks and beverages do they prefer?
- What do they enjoy about the golf course?
- What other courses do they play and why?
- In what areas of the course do they find challenges?
- Were there adequate supplies on the course?
- What policies do they wish would go away?
- Do they purchase the hottest new clubs and apparel?
- At what price points will they purchase?
- Would they utilize a child care service?
- What other amenities would they like to see?
- What is the likelihood for them to recommend the facility to their friends?

Example: In conversing with Sally about which shot she had the biggest challenge, she relays, "I always get into that bunker on number 8 and can never get out." That can tell you that she could use a lesson or may not carry the best club for the shot. If you get this same answer from a few customers, perhaps offer a clinic and make sure you have a variety of sand wedges for sale.

Getting your customers to open up about their needs and desires can reveal what you are doing right as well as areas for improvement or new services. Even with half of the season past now, it still is not too late to use this information. Get with fellow staff and come up with a plan. Utilize this plan to earn the loyalty of your customers.

Respectfully,
Carol Pence, PGA Employment Consultant
(510)706-1583 | cpence@pgahq.com

MEMBERS ON THE MOVE

by Jennifer Dodd

Employment Changes

- Rochelle M. Lynch (A-24) — from Albany Golf & Event Center to Boys & Girls Clubs of Albany

Welcome to the Pacific Northwest! Changes IN to the Section

- Jason R. Brown — from S. California to unaffiliated
- Timothy R. Marritt — from S. California to unaffiliated
- Mike L. Raschko — from S. California to unaffiliated

Changes Out of the Section

- Alexander J. Hauser — from Rainier G&CC to Southwest
- Derrick D. Thompson — from Avondale Golf & Tennis Club to Nebraska

Welcome, New Apprentices!

- Robert Bressi — Laurelwood GC
- Andrew Binney — Double Arrow Golf Resort
- Tyler Hella — Snohomish GC
- Christopher Jones — Whitetail GC
- Colin McMahon — Hangman Valley GC
- David Peake — Rose City GC
- Casey King — Tokatee GC
- Jeffrey Collins — Mallard Creek GC
- David Peake — Rose City GC

THE MOST MISUNDERSTOOD TERM IN GOLF

Monte Koch, PGA

Player Development Regional Manager



In my daily travels around our beautiful PNW Section, including this past week in the gorgeous Western Montana PGA Chapter, I have learned many things from so many of our members and apprentices, from owners and club managers, etc. In several hundred conversations with professionals, owners, managers and others, I believe “player

development” is the most misunderstood term in golf. In my conversations with owners and employers, I have come to believe the following four part definition of the term truly makes sense.

Player Development Is:

- **Customer Creation**
- **Customer Retention and Deepening Engagement**
- **Community Management** (creating opportunities for people to connect vs. “asset management”)
- **Revenue Generation**

In sharing this concept, I have yet to hear an owner or employer say they disagree. In fact, many have said something similar to: “That’s what I want from a golf professional”. I have seen owners who previously had no PGA presence at their facility, hire or create opportunities for PGA professionals as a Director of Player Development.

One of these owners said something that still resonates with me every day. He said, “...if we can find a professional who can do player development as you’ve

defined, and he/she creates \$500,000 in new revenue for my facility, and also makes \$200,000 doing it...I don’t care. I know that I can’t make the \$500k without them.” That owner now has a full-time Director of Player Development at his facility.

Private clubs can gain even more from player development! Attention Private Club Professionals: how many dollars are at risk at your facility? Here’s one answer from Casey Brozek, PGA Head Professional at Crystal Lake CC. His club is a nice, equity club in the Chicago, IL market. I met Casey at one of the PGA Magazine conferences and he’s a top notch golf professional and a Past President of the Illinois PGA Section. In the past, he’s said, “People join a club to UTILIZE IT...not to pay for a building.”

Further, there is a story about how my colleagues asked Casey about the dollars at risk right there at Crystal Lake. Here’s what they asked him to do, (and now I ask you to do the same.) Start with:

1. How many members have left/resigned from your facility? (Try to get the data for the past three years.)
2. How many of your students (or students working with one of your staff) have left/resigned from your facility? Casey had an “aha moment” as the difference between the numbers in Question 1 and Question 2 became clear. How about you?

Every year there are “dollars at risk” at virtually every private club. These dollars are tied directly to dues, as well as many other revenue streams, that make meeting budget possible or not. In an extensive study led by Ben Fowler, PGA Golf 2.0 and Player Development Analyst, we learned some amazing facts. Here’s a summary of key points:

- The difference in retention between students and non-students at private clubs is massive. On average,

“On average, non-students are resigning their memberships 581% more frequently than students are.”

non-students are resigning their memberships 581% more frequently than students are.

- The median private club is at risk of losing 29 members who aren’t engaged in instruction. If your facility lost 29 members this year, how much would it hurt your bottom line? Your budget? Your income?
- In terms of annual dollars at risk from member resignations (other revenue streams, excluding dues), that translates to the median club being at risk of \$83K in revenue a year.
- Steady turnover through aging happens. Creating golfers from existing members is crucial for private clubs.
- Bottom line: player development for private clubs is even MORE important than at daily fee facilities.

Viewing PGA Professionals as an Insurance Policy

We, as PGA professionals, have work to do here. Unfortunately, I know of many golf professionals who are being told to stop teaching, stop developing players and focus on “managing the assets” of the facility. Let’s work together to tell this story with your staff to your employers/owners: “Our Club’s attrition rate (expected) has gone down and our PGA professional(s) SAVED THE CLUB (x-number) of dollars through concerted efforts in player development.” If we can do this, you’re now an insurance policy and not an expense!

If I can help you (or your staff) be viewed more as an insurance policy and less as an expense, please contact me today.



Monte Koch, Certified PGA Professional/Player Development
Player Development Regional Mgr/Mentor**
PGA of America (Greater Seattle/PacNW PGA Section)
Email: Mkoch@pgahq.com Cell: 206/335-5260

Is the Dollar Losing It?

Blake Parrish

BP Financial Associates



Lately I've been hearing: "Is the dollar losing its status?"

The idea that the U.S. is on the verge of losing its "reserve currency" status is completely misleading. It's held that prominent financial position since the end of World War II. But, now, we hear news that the U.S. economy is in a bubble, the Fed is printing money

like crazy, government spending and regulation on the rise, China is coming on strong, so it's just a matter of time. Right?

Over the centuries, the world has typically had one key currency – the Greek drachma or Roman denari in ancient times or the British Pound or U.S. Dollar in modern times. The one thing they all have in common – is that they eventually lost their status.

Motive: The best thing for a country issuing the world's reserve currency is that it attracts capital from abroad. Other countries in competition with the U.S. like to egg these doomsday stories on and, sometimes, wish they could dislodge the U.S. from its pedestal. So, Russia, or China, or some OPEC countries talk about re-denominating transactions.

The U.S. reserve currency status doesn't hinge on how countries denominate their transactions. They could do the accounting in dominoes or tiddlywinks. In the end, what matters is what foreigners want to own when the deal is done – United States Dollars.

"It's easier to fool people than to convince them they have been fooled"

- Mark Twain

China is Quickly Internationalizing Its Currency*
(Top 10 Currencies, Percent Shares of Average Daily Currency Trading)

	1998		2001		2004		2007		2010		2013	
	Share	Rank	Share	Rank	Share	Rank	Share	Rank	Share	Rank	Share	Rank
US Dollar (USD)	86.8%	1	89.9%	1	88.0%	1	85.6%	1	84.9%	1	87.0%	1
Euro (EUR)	-	32	37.9%	2	37.4%	2	37.0%	2	39.1%	2	33.4%	2
Japanese Yen (JPY)	21.7%	2	23.5%	3	20.8%	3	17.2%	3	19.0%	3	23.0%	3
UK Pound (GBP)	11.0%	3	13.0%	4	16.5%	4	14.9%	4	12.9%	4	11.8%	4
Australian Dollar (AUD)	3.0%	6	4.3%	7	6.0%	6	6.6%	6	7.6%	5	8.6%	5
Swiss Franc (CHF)	7.1%	4	6.0%	5	6.0%	5	6.8%	5	6.3%	6	5.2%	6
Canadian Dollar (CAD)	3.5%	5	4.5%	6	4.2%	7	4.3%	7	5.3%	7	4.6%	7
Mexican Peso (MXN)	0.5%	9	0.8%	14	1.1%	12	1.3%	12	1.3%	14	2.5%	8
Chinese Yuan (CNY)	0.0%	30	0.0%	35	0.1%	29	0.5%	20	0.9%	17	2.2%	9
New Zealand Dollar	0.2%	17	0.6%	16	1.1%	13	1.9%	11	1.6%	10	2.0%	10

Source: *Mauldin Economics; Bank for International Settlements, September 2013 Triennial Central Bank Survey*

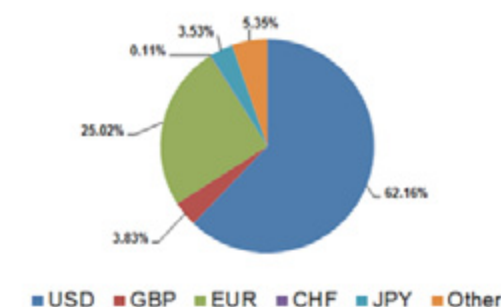
* Because two currencies are involved in each transaction, the sum of the percentage shares of individual currencies totals 200% instead of 100%. In the interest of space, we only show the top 10 out of more than 35 currencies.

The U.S. doesn't have to issue the best currency in human history to keep its reserve currency status; it just has to issue what's most likely to be the best among its current competitors.

In summary the dollar will continue to be the most popular world reserve currency. It's share of total reserves may decline, but the absolute number of dollars held by foreign countries will continue to rise. The dollar is here to stay, for a long time to come. Our associates at B P

Financial continue to be bullish on America.

Global Foreign Exchange Reserves



If you would like to consult with our investment team, contact us today:



Blake Parrish
Senior VP, Portfolio Manager
BP Financial Associates, LLC
Phone: (503) 619-7237
E-mail: blake@bpfinancialassoc.com

More Inspiration for Better Teamwork

(continued from page 3)

16. Favors granted soon become thought of as rights.
17. First-rate people hire first-rate people. Second-rate people hire third-rate people.
18. Hire noticeably better people each time you hire.
19. You lose with potential. You win with performance.
20. The largest praise you can give your employees is to listen to their tiniest ideas.
21. High performers hate to work with low performers.
22. Manage and drive team energy, not just performance.
23. If she works for you, you work for her.
24. Catch people doing something right. If you see it, say it.
25. Never walk past a problem or you've approved it. If you see it, you own it.
26. People will do what you encourage them to do, not what you nag them to do.
27. Employees are our first market. Never treat a customer better than you do an employee.
28. It's not that the other teams are that much better than us. It's that we're not as good as we can be.
29. Ground people; don't grind them.
30. If you see a fault in others, think of two of your own, and do not add a third one by your hasty judgment.
31. It's not enough to get things done. You must make people around you feel involved—not just part of the process, but part of the leadership.
32. If you don't love what you're doing, you'll lose to someone who does.
33. How can we be the kind of company that would put us out of business?



JOIN US THIS WINTER

The Pacific Northwest Section is pleased to announce our 40th annual Hawaii Winter Pro-Am, January 29 - February 5, 2015. Join us for a week of surf, sun and golf at the Mauna Lani Resort on the Big Island. You'll play three rounds of golf and have plenty of time to explore the resort and surrounding island, including beautiful beaches, shopping and fishing.

Generous prize fund! We use a fun format with daily prizes for amateurs, professionals and teams. Overall tournament winners are based on the best 2 of 3 rounds.

Contact Bruce Cudd with questions: **503-288-6321**
or call the Section office: **800-688-4653**



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- Greens fees and shared golf cart for 3 rounds of golf.
- Round-trip transfers between Kona airport and Mauna Lani.
- Cocktails & dinner on Jan 29 & Feb 4
- Breakfast on morning of Jan 30

Tournament to be held:

January 31, Feb 2 & Feb 3, 2015
Mauna Lani North & South Courses

