FEENSTRA WINS ROSAUERS OPEN INVITATIONAL
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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!

**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
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.

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
The following golf industry companies and their representatives drive financial support to the Pacific Northwest Section member events and programs:

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- OMEGA
- PPC & Senior PPC
- PNW PGA Professional Championship
- National PGA Championship

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3. Keating, Mark 220.00
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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
15. Van der Velde, Chris 65.00
16. DeLong, Mike 63.00
17. Haney, Fred 57.50
18. 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
24. Thorsnes, John 35.00
25. Coombs, Kevin 35.00
26. Schuh, Craig 35.00
27. Hays, Jim 30.00
28. Marsh, Jeff 30.00
29. Gardner, Mark 20.50
30. Doxie, Doug 17.50
31. Repass, Chris 17.50
32. Peccia, Joe 10.00
33. Isaacsen, Chris 3.00
34. Mack Jr., George 3.00

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Professional Points
1. Cassidy, John 332.50
2. Sharp, Brady 257.50
3. McCoy, Casey 240.00
4. Feenstra, Tim 237.50
5. Griffin, Chris 237.50
6. 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 175.00
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
19. LeBeck, David 75.00
20. Wilson, Jacob 75.00
21. Williams, Trevor 70.00
22. 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
27. Ales, Clint 50.00
28. Taylor, Harrison 40.00
29. Kneu, Paul 40.00
30. Hinger, Tim 35.00
31. Inglis, Colin 35.00
32. Spurgeon, Rick 35.00
33. Hanson, Jacob 32.50
34. Stevens, Bryan 32.50

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Professional Points
1. Cassidy, John 295.00
2. Black, Darren 247.50
3. Feenstra, Tim 230.00
4. 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 135.00
12. Rannow, Bob 125.00
13. Aichele, Jason 97.50
14. Thornton, Brian 90.00
15. 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
23. Gibbons, Rob 72.50
24. Poirier, Mark 57.50
25. Faller, Brad 57.50
26. Griffin, Chris 57.50
27. Bennett, Luke 55.00
28. Keating, Mark 50.00
29. DaSilva, Chuck 50.00
30. Robydek, Tony 47.50
32. Stull, Steve 40.00
33. Hinkle, Lon 37.50
34. Cowell, Matt 37.50
35. Sharp, Brady 37.50
36. 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

**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](http://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, 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.
UPCOMING EVENTS

PNW PGA Professional Championship
Sept. 16-18, 2014 | Salish Cliffs GC, Shelton, WA

Entry

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

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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
Attire: Coat & Tie

HOTEL INFORMATION

Oxford Suites Portland | 12226 N Jantzen Dr, Portland, OR 97217 | (503) 283-3030
Book by September 19, 2014 | Group Code: PGA Merchandise Show

<table>
<thead>
<tr>
<th>Suite Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Studio King Suite</td>
<td>$85.00 + tax</td>
</tr>
<tr>
<td>Studio Double Queen Suite</td>
<td>$89.00 + tax</td>
</tr>
<tr>
<td>Executive King Suite</td>
<td>$89.00 + tax</td>
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<tr>
<td>Family Double King Suite</td>
<td>$129.00 + tax</td>
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For Directions to the Expo Center, visit http://www.expocenter.org/maps-and-directions

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.

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.

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.

Schedule of Play
• Thursday, September 4 – Tee times starting at 7:30 AM
• Friday, September 5 – Tee times starting at 7:30 AM

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### 2014 Section Schedule

#### Tournament Schedule

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

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Aug 7-10</td>
<td>PGA Championship</td>
<td>Valhalla GC, Louisville, KY</td>
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<tr>
<td>Aug 18-20</td>
<td>PGA Expo</td>
<td>Las Vegas, NV</td>
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<tr>
<td>Sept 22-23</td>
<td>9th Junior Ryder Cup</td>
<td>Blairgowrie GC, Perthshire, Scotland</td>
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<tr>
<td>Sept 26-28</td>
<td>40th Ryder Cup</td>
<td>Gleneagles, Scotland</td>
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<tr>
<td>Oct 14 - 15</td>
<td>PGA Grand Slam of Golf</td>
<td>Port Royal GC, Bermuda</td>
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<tr>
<td>Oct 20</td>
<td>Pro-Vendor Invitational</td>
<td>Portland GC, Bermuda</td>
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<td>Oct 20</td>
<td>PNW PGA Fall Education</td>
<td>Portland, OR</td>
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<td>Oct 20</td>
<td>PNW PGA Fall Board Meeting</td>
<td>Portland Metro Expo Center, Portland, OR</td>
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<td>Oct 21-22</td>
<td>PNW PGA Fall Merchandise Show</td>
<td>Portland Metro Expo Center, Portland, OR</td>
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<td>Oct 22</td>
<td>PNW PGA Fall Meeting</td>
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<td>PNW PGA Fall Education</td>
<td>Portland Metro Expo Center, Portland, OR</td>
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<tr>
<td>Oct 30 - Nov 2</td>
<td>PGA Assistant Championship</td>
<td>PGA Golf Club, Port St. Lucie, FL</td>
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<tr>
<td>Nov 13-16</td>
<td>PGA Senior Professional Championship</td>
<td>PGA Golf Club, Port St. Lucie, FL</td>
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<tr>
<td>Nov 20-22</td>
<td>PGA Annual Meeting</td>
<td>Indianapolis, IN</td>
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PGA Professional Tim Feenstra of Broadmoor GC won the 27th Rosauers Open Invitational by two strokes over low amateur Drew McCullough of Meadow Springs GC. 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.

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 Professional Brent Walsh of Coeur d’Alene GC firing a seven-under 65, which included PGA Professional Brent Walsh of Coeur d’Alene GC firing a seven-under 65, which included PGA Professional Brent Walsh of Coeur d’Alene GC firing a seven-under 65, which included PGA Professional Brent Walsh of Coeur d’Alene GC firing a seven-under 65, which included PGA Professional Brent Walsh of Coeur d’Alene GC firing a seven-under 65, which included PGAProfessionalTim FeenstraofBroadmoorGCwonthefinalroundset,itislookedtobea tightfinishwith28playerswithinfourstrokestheofthetailleat. Conditionswereexcellentonthefinaldayanditappearedthatthewinnerwouldbechosenoutofthelasttwogroups. Feenstrahadotherplansinmind,aftermakingtheturnatablisteringfive-underpar31asseставилфокуснатабокинин.Серединизогоналебродарекомическиеманьгейлерон12, Feenstra was making an excellent case to be this year’s champion. Finishing his round with a pair ofbirdies,hepostedastrong16-underparforthefinalpairingforchampionshipSunday.

Withthefinalroundset,itislookedtobeatightfinishwith28playerswithinfourstrokestheofthetailleat. Conditionswereexcellentonthefinaldayanditappearedthatthewinnerwouldbechosenoutofthelasttwogroups. Feenstrahadotherplansinmind,aftermakingtheturnatablisteringfive-underpar31asseставилфокуснатабокинин.Серединизогоналебродarе. 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 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

The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children. The event raised $105,000 for the charity with referrals for parents of young children. The Nursery also provides counseling, education and referrals for parents of young children.
### Hudson Cup Points

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<tr>
<td>3</td>
<td>Benzel, Ryan 232.50</td>
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<tr>
<td>4</td>
<td>Coston, Jeff 205.00</td>
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<tr>
<td>5</td>
<td>McCoy, Casey 197.50</td>
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<td>6</td>
<td>Phay, David 195.00</td>
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<td>7</td>
<td>Prugh, Corey 160.00</td>
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<td>8</td>
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### Sponsor Team Players Score Award

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

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<tbody>
<tr>
<td>Seaboard/ Charlie’s Pride</td>
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<tr>
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### Thursday Team Results

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<th>Players</th>
<th>Score</th>
<th>Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dejarnet</td>
<td>Larsen, Ric/ Bartell, Mike/ Titus, Doug/ Hauke, Steve/ McCoy, Casey</td>
<td>114</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Coors Lite</td>
<td>Newton, Dave/ Mason, Bob/ Thomen, Blair/ Gosney, Bobby/ Pence, Todd</td>
<td>115</td>
<td>$1,062.50</td>
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<tr>
<td>NQ Casino</td>
<td>Haugen, Phil/ Becker, Jim/ Garber, George/ Pyle/ Scott/ Walsh, Brent</td>
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<td>$1,062.50</td>
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<tr>
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<td>Myrick, Jim/ Williams, Tony/ Copas, Dave/ Graber, Bruce/ Siesser, Derek</td>
<td>116</td>
<td>$900.00</td>
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66th Hudson Cup Matches  
October 23-24, 2014  
Tualatin Country Club  
Tualatin, OR
Ryan Young

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

**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.

**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.

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?
GIVE YOUR GAME A JOLT

PinSeeker with JOLT Technology
Now Featured in the PRO X7, TOUR® Z6 & TOUR® v3

JOLT Technology provides the golfer with short vibrating bursts to reinforce the laser has locked onto the flag. JOLT Technology eliminates all doubt. Use what the Pros use, feel the exact distance... FEEL THE JOLT!

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.patriogolfday.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.
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 crossroad. 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
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 is still 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 — Whittetail 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
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!** Attraction 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, 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)

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Is the Dollar Losing It?

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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.

Indeed, the dollar’s share of foreign central bank reserves (what foreign central banks hold to back up their own currencies) has gradually declined since 1999, to about 61% (see chart above) from 71%. But that decline follows a very large spike in the 1990s. So, what currency could compete?

- The Chinese Yuan? It’s not traded outside China. The country is not free, and currency is only 30 years old.
- The Euro? In a crisis, Germany could leave the currency union, as was rumored a couple years ago. It’s hard to imagine a Germany-less Euro holding its value over time.
- The Yen? That chance evaporated when population and the economy peaked years ago.
- Swiss franc? Darn good, but Switzerland has a population of 8 million people with a GDP of about $650 billion and a national debt of roughly $125 billion. The world needs much more debt and GDP for foreign central banks to use the Swiss franc to back up their currencies in a responsible fashion.

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 BP Financial continue to be bullish on America.

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

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More Inspiration for Better Teamwork
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16. Favors granted soon become thought of as rights.
18. Hire noticeably better people each time you hire.
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?