

Mr. Bob Shank
The Master's Program,

Dear Bob,

Looking back at this three year journey I am amazed at the transformation that continues to happen in my life as I embrace the tools presented in the Master's Program. During my 15 year stint in the mission field I quickly discovered that my role in God's Kingdom is to use my leadership abilities to be a part of igniting faith in the Catholic Church which I call home.

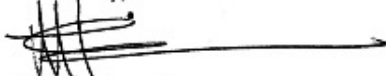
Prior to the Master's program I did not have a clear sense of direction. I felt scattered and unfocused. As the sessions unfolded I could see the framework coming together bringing a clear sense of direction on how this can be carried out in the work I now do as Executive Director of the largest Catholic Camp and Conference Center in the west coast.

The turning point for me in this journey was realizing the need to let go of the 'worker' mentality and embrace those areas where I can have most impact in. This practical concept was presented in such a way that encouraged me to step back and see what was missing. The 80/20 principle was most helpful in preparation for the season which I was about to embrace.

This program could have not come at a better time. The quarterly sessions provided a 'time-out' in the midst of experiencing the toughest economic time in recent history. For most it was time to 'roll up our sleeves and get through this challenging season'. I was encouraged to take a higher approach by first lining up my priorities using Kingdom principles. This helped me set important boundaries for myself and allowed me to come to a better place in my walk with God, my personal relationships and my health. With these in line I was able to provide balanced leadership to my organization bearing much fruit. While other business and organizations struggled along our organization saw dramatic growth in every area. We are now on to our third building project as well as experiencing over 30% growth in every area all in the last 3 years!

Thank you Bob for answering God's call and for challenging me to embrace his Kingdom's purpose for me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Martin Rosales', with a long horizontal line extending to the right.

Martin Rosales