

# GET TO KNOW THE PRO

**AWARD** – MERCHANDISER OF THE YEAR – RESORT FACILITY

**RECIPIENT** – DANNY RAINBOW

**EMPLOYER** – SENTRYWORLD

**ELECTED TO PGA MEMBERSHIP** – 2004

**Hometown** – Madison, WI

**Current Residence** – Stevens Point, WI

**College** – University of Wisconsin - La Crosse



## **WPGA Special Awards and Accreditations**

2017 and 2022 PGA Professional Development Award

2018 Merchandiser of the Year – Public Facility

2020 Golf Professional of the Year

Certified PGA Professional in General Management

**One noteworthy item that stood out from his award application** – As host of the U.S. Senior Open, SentryWorld oversees the merchandising operation for the event. The massive task has been led by Rainbow and included countless hours of preparation. Over the past few years, he has completed the ordering, attended the past two Senior Opens, and worked to create a local relationship with an embroider that gives them added flexibility if product demand exceeds their inventory during the championship week.

## **Important past work experiences**

2015-Present - Director of Golf at SentryWorld

2008-2015 – General Manager / Head Professional at The Meadows of Sixmile Creek

2007-2008 – Assistant Professional at Interlachen CC

1997-2007 – University Ridge GC (various positions)

**Best piece of advice I have been given** – Find a job you love and you'll never work a day in your life.

**How were you introduced to the game of golf and where did you learn to play?** – My father and grandfather taught me from a young age. My parents would take me golfing at the Madison city courses, usually Odana Hills. Every time we would visit my grandparents in Cedar Rapids, Iowa, we would go golfing at the city courses there.

**Biggest hope for the golf industry** – That it continues to grow. We were incredibly fortunate that Covid caused so many new players to come to the game. I hope these golfers continue playing and that our facilities and professionals continue to have success.

**Favorite way to spend free time** – Traveling, enjoying time with family, curling in the winter and golfing in the summer.

**The best homecooked meal is** – Tawnya's (my wife) Enchilada Casserole. A family recipe created by her mother and it's the best!

**Favorite place to hang out in Wisconsin** – I love to visit downtown Milwaukee for a Bucks game, hanging out at the Calderone Club or San Giorgio before/after the game.

## **What are you most looking forward to in 2023 - personally or professionally?**

Professionally, hosting the U.S. Senior Open at SentryWorld.

Personally, attending the Ryder Cup in Rome and spending time with family touring Italy after the Ryder Cup.

**Comments or Thoughts – What does this award mean to you?** “I'm beyond humbled to receive this award, and I credit it to all the amazing work that our team did in 2022. To win merchandiser of the year in SentryWorld's first year in the resort category is a tremendous honor. It was a product of no individual's effort alone, but rather the combined effort of a dedicated team.”