

2024 MERCHANDISER OF THE YEAR - RESORT FACILITY

DANNY RAINBOW, PGA
DIRECTOR OF GOLF
SENTRYWORLD



ABOUT THIS YEAR'S WINNER

ELECTED TO PGA MEMBERSHIP - 2004

HOMETOWN - Madison

PREVIOUS WPGA SPECIAL AWARDS

2020 Golf Professional of the Year
2018 Public Merchandiser of the Year

PGA Professional Development (2017, 2022)
2023 Resort Merchandiser of the Year

WHAT DOES THIS AWARD MEAN TO YOU? "This award carries special meaning after SentryWorld hosted the U.S. Senior Open last year. The accomplishments that led to this award are the result of an incredible effort by our team of golf professionals. I'm so fortunate to work with an amazing group of people."

ONE NOTEWORTHY ITEM THAT STOOD OUT FROM HIS AWARD APPLICATION

SentryWorld took ownership of the merchandising operation for the 2023 U.S. Senior Open. Rainbow and his staff were responsible for the following tasks: determining merchandise tent size and location, projecting sales, selecting product mix, leveraging relationships to secure fixtures, and creating a point-of-sale system solely dedicated to the merchandise tent. The extensive undertaking resulted in a complete success. They finished the week with 25% more sales than budgeted and almost sold through their entire inventory.

FAVORITE SPORTS TEAMS - Packers, Bucks and Brewers

DREAM VACATION - So many on the bucket list...Scotland, Iceland, Peru, and Alaska to name a few.

MOST SIGNIFICANT ACCOMPLISHMENT OUTSIDE MY CAREER - My family. I'm proud of my wife, our kids, and the life we've been blessed with.

Recognizing a WPGA Golf Professional who has performed outstanding services in the area of golf merchandising.