

SALESPERSON OF THE YEAR

This award honors the golf salesman in the Middle Atlantic Section for his/her outstanding service and dedication to the Members and Apprentices of the MAPGA, as well as support of the Section through sponsorships and other programs.

DAN BORGER - Club Car

Dan took up the game of golf relatively late in his life. Already a rising star with Club Car, Dan's boss, Bill Wooten told him, "If you are going to be successful in the golf business, you must understand the game. Walk the walk and talk the talk." He played his first round at the age of 34 at Club Car's 1988 Distributor Meeting at PGA National Golf Club. He says he played poorly, but was hooked, and has enjoyed playing ever since.

Perhaps playing his first round at a course named for the club professionals is the reason Dan is so supportive of the PGA golf professional. Dan has made a habit of supporting PGA professionals through sponsoring Section and club events at all of his stops across the country, and the Middle Atlantic has been no different. Dan came to the region in the fall of 1995 and immediately asked the Section office where he could help. Since then, Dan along with his Club Car distributors, Fain Peebles and Marty Mantell, have supported many events, including the 1997 Section Championship, 1998 & 1999 Pro-President, several Pro-Assistant and Assistant Championships, as well as the 1998 & 1999 Hall of Fame/Special Awards dinners. Dan and his team really believe in the value of relationships, and therefore take great care to know the professionals and the section. This assists them in learning where they can help the most.

Dan has won several awards from Club Car, including the Superior Market Penetration Award (1992), Superior Market Share Gain Award (1994), Spirit of Partnership Award (1996), the Fabulous Five Award (1997- the top 5 sales performances in the company), and the Overall Superior Performance Award/North America (1998). As you can see, his company thinks as highly of Dan as the MAPGA does.

Dan has been married to Cindy for 22 years. He calls her "my inspiration and reality." They have two daughters, Vicki & Diana (both married with children of their own), and two sons, Michael & Matthew, who are both in college. Dan and Cindy reside in Salem, VA.