

## **SALESPERSON OF THE YEAR**

*This award bestows special recognition on the golf salesperson in the mid-Atlantic region 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.*

### **KAREN HOFFMAN - Wilson Golf**

Karen Hoffman was born in Chicago, IL and raised in Glenview, IL where she lived with her parents, Harry and Carolyn Hoffman, brother Bob and sisters Pam and Judy. She enjoyed playing softball and tennis growing up, and also rode horses competitively. Karen was introduced to golf by a neighbor. The two of them hit balls at the driving range, but Karen never had an opportunity to play a round of golf until she was in college at the University of Wisconsin - LaCrosse, where she earned a B.S Degree in Physical Education. She immediately loved the challenge of the game.

Karen never played competitive golf, but she got serious about the game after Wilson Sporting Goods Company hired her in 1974. Karen says this was the turning point in her life. *"I have had the opportunity to work with many extraordinary people, starting with Joe Phillips who hired me to work for him in the Golf Promotion department at Wilson. Joe was responsible for making Wilson the number one company in golf and number one on the PGA and LPGA tours. He gave me an opportunity to learn about golf and the golf industry. I can't thank him enough for his training and support."* Karen's responsibilities include the PGA, LPGA and Mini Tours, College-Coach Program, Club Professional Staff Member Program and managing the legendary Patty Bergs' National Clinic and Exhibition Program. She has also worked with Robert Mendralla, known as Wilson's "Iron Man" of golf club design and custom grinding.

Karen received the Joe Wolfe Award in 1989 for loyalty, service and dedication to Wilson Sporting Goods Company. She became a member of the Eagle Club in 1993 for finishing in the top five in sales, and received the Circle of Champions Award in 1993 and in 1999 for Salesperson of the Year. She has also won many sales contests and incentive programs throughout the years.

Karen attended Maine Township High School East in Des Plaines, IL and participated in many sports. She focused on the Riding Club in which she was Horse Show Chairman for two years and President for one year. She was involved in numerous horse shows and achieved a win or place in many events. Karen also won the Service Award for her participation in the Maine East Riding Club. She still loves horses and currently owns two. Some of her other accomplishments include a National Ranking for officiating Volleyball in 1970, '71 and '72. She competed in fast pitch softball in 1970, '71, '72, and '73 at the University of Wisconsin - La Crosse and also participated in the National Championship in 1974.

Karen has supported the MAPGA Section through sponsorship of various tournaments including the Wilson Tournament of Champions, the Wilson Ocean City Invitational and the Wilson Two Man Championship. Karen gives credit to her *"outstanding selection of loyal staff members who make me proud to work for them as well as all the members of the MAPGA. My goal is to strengthen our momentum, an objective that requires pro-active promotion in this current, highly-competitive market."*