

Off the Fringe

Doggone Funny



By Bill Bryant

Gary Player is an unabashed animal lover. The globe-trotting South African has all manner of animals roaming his ranch and golf course in South Africa. He's also a devout environmentalist. So when Advanced Sensor Technology (AST), a company that says its soil sensor system helps golf courses conserve water, came to him with the idea of starring in a video short alongside a lovable tan-and-white bulldog named UgMo, it all seemed a perfect fit.

Player likes what AST is doing in regard to water conservation. And during the promotional video, he professes his affection for the dog UgMo, also the name of an AST company. "I cannot tell you how I love this dog," Player says as he and UgMo romp around on a golf green. "I looked into this dog's eyes and I just saw something. He's something special."

Now, as the late Paul Harvey used to say, for the rest of the story. "I hate that damn dog," Player told a crowd of golf course owners, operators, designers and developers at the Golf Inc. Conference in St. Augustine, Fla., recently. "I was sitting in the car with him, and he pooped in my hand. I was wearing a black shirt and he snotted all over it."

Player was nearly in tears as he told the story, as was his audience. The nearly eight-minute video seems destined to gain cult status for at least a dozen great lines delivered by a wry cast. But the topper is reserved for O'Brien, the superintendent, whose reaction to Player driving away in a black Escalade with O'Brien's dog in the back seat is fall-out-of-your-seat funny.

Until it gets to YouTube, "The Inheritance" can be found at www.ugmo.com. ■

Bryant is a golf writer from Alpharetta, Ga.

**GARY PLAYER PROVES
HILARIOUS IN SHORT
PROMOTIONAL FILM. BUT
ABOUT THAT DOG ...**

Some Heads You Want...

