

Starter

NEWS, NOTES AND QUOTES



// PROMOTION

GREG HUNTER NAMED PRESIDENT OF HUNTER INDUSTRIES

The new president talked to *Golfdom* about his father's retirement and his plans for the company

BY BETH GERACI // Senior Editor

➔ After 19 years as Hunter Industries' president and CEO, Richard Hunter retired in February and his son Greg, 39, took over.

"I've been working for this for most of my life," said Greg Hunter, who first went to work for the company in his 20s, after graduating from Cornell University. "I feel very comfortable and very well prepared for it."

Hunter has served in several executive leadership roles at the company — in areas as varied as engineering, product management, information systems and marketing. He most recently served as Hunter Industries' COO. That diverse ex-

perience will help him as president, he said, because it has given him a broad understanding of the company.

While his father's expertise centered on finance, Hunter's marketing skills are among his strongest. He served as Hunter Industries' VP of marketing for three-and-a-half years. That experience, he said, "is going to help me leverage our strengths. Marketing is primarily what we are offering to our customers, and how we're going to deliver those products to them is something I'm very interested in."



Greg Hunter, president and CEO, Hunter Industries

Though Hunter is confident about serving as president, he allows that "filling my father's shoes is a whole different topic of conversation. I'm not my father. There are things I'll never be able to do as well as he does, but we have a very strong leadership team to help me with that."

Richard Hunter helped launch the company in the early 1980s together with his father, Edwin, brother Paul and sister Ann. Under his leadership, Hunter Industries grew into one of the world's most widely known irrigation equipment and landscape lighting manufacturers.

Though Richard still will serve as a company adviser, he has spent the last five years preparing the company for a leadership transition. Now, Greg Hunter feels primed to move the company forward.

"I'm most looking forward to watching what Hunter Industries does over the next 10 years," he said. "We have a lot of opportunities in the current marketplace. In the last five years we've invested more in R&D, and a lot of results of that are now coming to play."

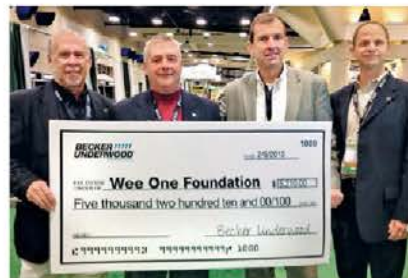
"Our ability to innovate and bring products to market in a timely manner," he added, "is stronger than it's ever been."

// CHECK, PLEASE

BECKER UNDERWOOD DONATES TO WEE ONE FOUNDATION

At the Golf Industry Show, Becker Underwood presented the Wee One Foundation with a check for \$5,210, further empowering the non-profit to assist superintendents and their loved ones overburdened with medical expenses.

In presenting the award, Becker Underwood Product Manager Joe Lara said the foundation works hard to help those who "have been through some pretty tough times." Since its founding in 2004, the foundation has gifted nearly \$600,000 to families in 17 states.



Left to right: Wee One Foundation's Chad Ball, Paul Bastron, Steve Cook and Luke Cella

PHOTO COURTESY: BECKER UNDERWOOD

// THE AWARD GOES TO...

MEREWITZ NAMED MUSSER WINNER

The Musser International Turfgrass Foundation selected Dr. Emily Merewitz, Assistant Professor in Molecular Turfgrass



Biology at Michigan State University, as the 2013 Award of Excellence recipient. The award is given to outstanding Ph.D. candidates who, in the final phase of their graduate studies, demonstrate overall

excellence throughout their doctoral program in turfgrass research.

"It is quite an honor and it will motivate me even more to excel in the turfgrass industry," Merewitz said. "The industry has been extremely supportive of my research and this award is something that means a lot to me."



EMAILS @ TEXTS # TWEETS

Thanks so much for recognizing Wayne Kappelman for all of his good (incredible) work at Sharp Park. Richard Harris and I have been in the foxhole for many years now, with many more to go, but we're totally dedicated to preserving — and restoring — this very special place. The battle has been lonely, but with friends like Wayne and good friends such as the staff at *Golfdom*, who recognize what's rooted in the ground at Sharp Park... well, that just makes the fight all the more worth it. So thanks for the shout out.

Bo Links

Co-founder, San Francisco Public Golf Alliance
San Francisco, Calif.

// GOLFDOM WISDOM

Whenever you find yourself with an angry person shouting and pointing at you, you might have done something really bad... but it's just as possible that you did something really right. #golfdomwisdom

Swing Perfect

REVIEWED BY CHRIS ZUGEL // Whistling Straits Golf Course



➔ Catching up with the guys and gals at *Golfdom* during the GIS has become a welcomed tradition as of late. This year in San Diego, Seth Jones threw a little gizmo at me, the Swing Perfect (www.swingperfect.com), said to help improve one's golf swing. While I'd like to think that Seth wanted my expert analysis of new products, as I walked away I couldn't help but think, "He thinks I suck at golf!"



Upon returning home to Wisconsin, I stopped by the indoor golf center to try out the Swing Perfect. I opened up the package, put the battery in and tossed the directions. Like any other American man, I don't need directions. After a few minutes I realized I had put the battery in backwards. I fished the packaging out of the garbage, did some brief reading and put the DVD safely in my coat pocket for later.

The Swing Perfect attaches to any club. Turn it on, align it with the face of the club and swing. The unit vibrates when the club is in the wrong position. A little shocking at first but you get used to it. The proper order of events would have had me open the package near a DVD player, watch the DVD, get some tips and commence my ascent of the PGA Tour ranks.

The Swing Perfect's vibration feedback and compact design are both positives. Some of the drills seem effective. With two young kids getting into golf I spend many afternoons at the range hitting balls. The Swing Perfect would be great to toss in the golf bag and bring along. Will it make me a better golfer? Time will tell. I can tell you how far I can hit my 7 iron but I doubt that Swing Perfect will be the piece of the puzzle that sends me to the PGA Tour. But then again, maybe it will make me just a little bit better. Isn't that what we all keep coming back for?

PHOTO COURTESY: SWINGPERFECT

READER JOKE

AS TOLD BY **Joe Stribley, Yellowstone CC, Billings, Mont.**

Send us your jokes at golfjokes@northcoastmedia.net. If we publish yours we'll send you a \$50 gift card!

True story from Lee Trevino: One day after joining the PGA Tour in 1965, Lee Trevino, a professional golfer and married man, was at his home in Dallas, mowing his front lawn as he always did. A lady driving by in a big Cadillac stopped in front of his house, lowered her window and asked, "Excuse me, do you speak English?" Lee responded, "Yes ma'am, I do." She then asked, "What do you charge to do yard work?" Lee thought about it for a moment and said, "Well, the lady in this house lets me sleep with her." The lady immediately put the car in gear and sped off.