



THE GILBERT TIMES

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IN TOUCH WITH YOUR COMMUNITY

April 2005

What's INSIDE

A drunk driver killed Bonnie Crutcher's daughter. She's a M.A.D.D. mom and believes the new Later Last Call law is all about money and profits. Check out her My View column on PAGE 10>>.



Bottoms Up!

Gilbert-based Butthead golf covers doesn't just sit on a good idea. In fact, their animal-derrriere shaped golf covers won the PGA's most innovative product award. See why you need to have what professional golfers across the country are sporting, a Butthead. Meet the brains behind the buns on PAGE 7>>.

Butting Out the Competition

Gilbert-Based Co. Turns Club Cover Industry Upside Down

Ben Norris

Danny and Alice Scott love to golf. They love it because it brings friends together with strangers and combines lush landscapes with the competition of sport; because it's a game of precision and skill and because, they say, taking the game seriously doesn't necessarily mean taking yourself seriously.

Butthead Covers is what happens when a company gets serious about a killy idea, like golf club head covers modeled as the posteriors of stuffed animals. There's "Edgar Allen Poe," a raven's nest for the literary golfer, or "Pharm's Derision" for the wedding-white French Poodle fans.

"Everyone's got a favorite animal," says co-owner Danny Scott, sitting just a few yards from his backyard putting-green in Gilbert. "It's great to see someone with a cover that fits their personality."

The idea was conceived during a golf outing in North Carolina in the summer of 2002, Alice Scott explains. She and her husband decided to take a break from the road when a golf course caught Alice's eye.



While they were playing the back nine, a stranger who had been teamed up as part of a foursome made a peculiar observation about one of Alice's club covers, an old reindeer head with its antlers hanging down over the eyes.

"That thing looks like a turkey's butt," the golfer remarked. The foursome joked about the cover for the rest of the game, but after leaving the course, the Scotts wondered if there might just be a good idea in the joke.

"We thought, nobody's ever done upside down covers before," Danny says.

Danny secured the Web site www.buttheadcovers.com shortly after returning to Phoenix, while the business remained in the talking stages. Four months later, Alice sat in front of her sewing machine stitching together the prototype, a brown furry behind.

Their son Mike began working on new ideas and designs, picking new animals and colors, and keeping the Web site up to date. Within months, the business started catching on.

"When we started telling my son (about Butthead Covers), he just rolled his eyes," Alice says with a chuckle. "But after talking for awhile he called it the first great idea I've had."

Soon Mike's graphic vision had given birth to such creations as "Duffer Duck," who's webbed orange legs point straight up from the bottom half of his bright yellow body. Naturally, there's a "Hate is One," which firmly resembles Thumper's bottom half, complete with cotton tail, a tuft of white fur on the stomach and pink paw bottoms.

As silly as the idea may sound, Danny and Alice aren't afraid to get downright meticulous about their product. The home office is full of rattlesnake rums, still too green to satisfy the couple. Snitch the rat had been re-sewn numerous times before Alice decided on the right shade of fur.

"We're making constant changes," Alice says of the product, displaying the new Panda butt cover. "We are very fussy about our designs."

There's no doubt that the Scott's eye for perfection is paying off. On the wall in the office of Butthead Covers' headquarters, or hind quarters if you prefer, is the PGA Membership Award for best new

product into international distribution.

"We had nine distributors in Canada vying for our product," Danny says, now standing next to a map in his office, pointing out dozens of thumbtacks which represent different states where the product is being sold. "We've also got distributors in New Zealand and Mexico."

It's the local golfers, however, who have really taken a shine to covers like "Lidderty Rubulous," the bottom half of a cow, and "Turdal Pursuit," the famous turkey's behind responsible for jumpstarting Butthead Covers.

"It looked like a dog going by on the course," says Lenora Noel, merchandising assistant for the Alcorn Foundation. "I saw at least ninety golfers with the covers in their bags."

A recent event for which Danny and Alice donated Butthead Covers to golfers helped to raise over \$320,000 for the Sojourner Center in downtown Phoenix. The couple also works closely with other charities, promising at least \$.50 from every sale to local communities. The covers sell for around \$25.

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"We're working on setting up some fundraisers with schools," Danny says. "There are lots of ideas to continue pursuing."

The Scotts recently delivered a shipment to Superstition Mountain Golf Course, where the LPGA was playing the Safeway International. Golf pro Lorena Ochoa, who led the qualifying round, sported the new Baboon cover on her driver.

John Gunby, director of golf at the Shalimar Country Club in Tempe, says the Butthead Covers sold in the pro shop have received a very-good response.

"I think they're great," Gunby says. "They poke fun at traditionalists. Golf's supposed to be fun." ■

To learn more visit www.buttheadcovers.com.