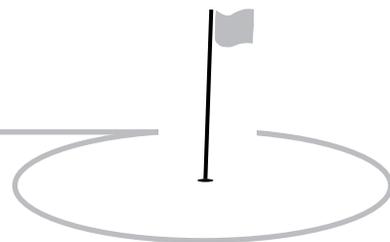


Kangaroo

America's Most Trusted Motorcaddies

NO. 62 ❁ SPRING 2007



OWNERS CLUB NEWS

Happy Birthday, Hillcrest!

In 1987 Kangaroo unveiled the Hillcrest model to great fanfare. 20 years later it's still our most popular motorcaddie!

Our little baby's (almost) all grown up. Already old enough to drive, vote, and get a tattoo, it's only a matter of time before the Hillcrest starts ordering scotch at the clubhouse. Oh how the years fly by!

From infancy through the not-so "terrible teens," Hillcrest has remained a fantastic motorcaddie. It didn't complain about our poking and prodding (resulting in the AutoBrake and CaddieCommand upgrades), and its dependable "can-do" attitude has won many a fan. As the funny stories and interesting facts that follow can attest, Hillcrest will forever be a positive part of Kangaroo history.

PLANNING STAGES

Tim Pope, Vice President of Kangaroo Products, was heavily involved in the birth of the Hillcrest. 60-hour work weeks spent examining every detail of the soon-to-be flagship motorcaddie are badges of honor for this proud papa! But why all the fuss? Kangaroo had already been in business for over 15 years and business was good.

"In 1986 I was attending the National Golf Foundation conference in New

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1987 doesn't seem like all that long ago, but the outfits worn by these Hillcrest launch party attendees gives us reason to check the mirror for grey hairs and wrinkles. Time sure sneaks by, doesn't it? Note the largely unchanged lines of the Hillcrest — a testament to quality design.

Maintenance Tip: "Wiggle Your Crocs" to Test Electrical Connections

As electric machines age, loose electrical connections increasingly become the cause of breakdowns, not the physical wear-out of parts. Kangaroo's engineers are aware of this, designing strain reliefs for wiring harnesses and anticipating electrical "weak points" that could cause your motorcaddie to stop dead.

The most common cause of total electrical shutdown on your Kangaroo is a loose connection of a copper cable to your battery terminals underneath the red or black boot. A loose wire under either can shut your 'roo down, Sport! The copper wire can get jerked, or intermittently fail to make good connection – despite apparently intact insulation.

If you're experiencing either a mysterious shutdown or intermittent total loss of power, don't jump to the



conclusion you have a part failure. First do the "wiggle your crocs" test!

Your battery should be connected up, but put the wheels in "free wheeling" so your motorcaddie won't travel. Turn the machine on. Now grasp the wire below the red crocodile-clip boot and wiggle it vigorous-

ly, to see if you can get your machine to "cut out." If you can, you do have a loose wire! Then try the same thing with the other wire, below the black boot. You can do this same test if your motorcaddie has shut-down and you want to trouble-shoot for this condition. Follow the same procedure to see if the "wiggle" will cause your machine to "run."

If you've discovered you have a loose wire under your crocodile clip, you're probably not going to be able to fix it yourself. If you're handy, you may be able to install a replacement Battery Wire Kit.

Contact Kangaroo Technical Service to order the kit (which will come with instructions), or send your chassis to the factory. You can also visit an authorized service location if there's one nearby.

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800/438-3011 ext. 228 (Customer Service)

If your motorcaddie needs servicing, please call:
800/438-3011 ext. 223 (Tech Support)

For questions about this newsletter, please call:
800/438-3011 ext. 244 (Communications Dept.)



Soccer Coach Gets Hooked on Golf

Cites “understanding” wife and early tee times as factors in playing 3-4 rounds per week

Though wildly successful as a collegiate soccer coach, perhaps Greg Hooks should consider a career change. Becoming an inventor would allow him to try his hand at creating eight days in a week, and that’s about the only way he could sneak any more golf into his hectic schedule.

All kidding aside, Hooks plays a lot of golf for someone busy racking up one of the highest winning percentages in the history of collegiate soccer (.771). University of South Carolina Upstate, his team for the last 12 years, is a consistent contender for conference titles and regularly goes deep into tournament play.

So how does this husband, father of two, and full-time coaching guru squeeze it all in?

“You have to be deliberate in making time for golf. It’s a real balancing act,” Hooks said. “I’m fortunate that my boys (ages 12 and 16) enjoy a lot of the same things I do – including golf – and my wife has been kind enough to replace the question ‘are you playing golf’ with ‘when are you playing golf.’ She’s very understanding.”

Though he played some as a youth, it’s only within the last ten years or so that Hooks has developed a real passion for the game. Even more recent is his fondness for Kangaroo motorcaddies.

“I play a lot of golf with a couple of guys who have them (including



Coach Hooks at his home course, the Country Club of Spartanburg (South Carolina).

Randy Mahaffey, listed in this issue’s Honor Roll, Page 8) and seeing the motorcaddies on the course really makes you want to try one,” Hooks said. “I was able to use a friend’s for a round by myself and I was immediately impressed.”

It was around that same time that Hooks started to feel a real pinch in his neck and shoulder from carrying

his clubs from hole to hole. After he purchased a Hillcrest AB, both his itch to use a Kangaroo and the pain in his neck were remedied!

That was about a year ago and although Hooks has played a ton of golf in that time, it didn’t take long to see that he had made the right decision regarding a motorcaddy.

“Like most people I shopped around before choosing Kangaroo. Remote control was a big selling point with me and from what I had read and heard, the others were hard to control,” Hooks said. “Instructions for the CaddieCommand were simple and within four or five holes I was confident that I wasn’t going to send it into the water. The quick learning curve is one reason I recommend Kangaroos to friends.”



“I love playing golf with my family. A bad score when playing with one of my sons is better than a good score by myself.”

– Greg Hooks

(Continued from Page 1)

York when I heard PGA Commissioner Deane Beman give a presentation calling for a return to the roots of golf ... walking,” Pope said. “Needless to say that caught my attention. Beman announced a partnership with a motorcaddie manufacturer to help make walking golf happen more frequently, and since I knew our company hadn’t spoken with him about this, the alarms started going off. We were losing market share and didn’t even know it!”

This competitive pressure led to the Hillcrest’s conception. A better looking, better performing motorcaddie was in order if Kangaroo hoped to ride the wave of projected walking golf growth.

Kangaroo hired an industrial design firm to work with them on the task, and the challenge presented to these consultants was straightforward; develop a completely new motorcaddie – the finest in the world – and spare no expenses. All materials specified represented the highest quality and newest technology. Internal switches were even plated with pure gold for increased life. After uncountable design, engineering, and marketing meetings, the Hillcrest was finally ready to roll.

DESIGN AWARD

Kangaroo was so pleased with the results of this year-long project that they held a product launch party at a local art gallery to pay homage to the motorcaddie’s stylish good looks and exceptional attention to detail. That party’s location foreshadowed outside recognition that would soon follow.

The first “Designers’ Choice” award ever presented for design of golf equipment was awarded in 1988 to the Hillcrest motorcaddie in the ID Annual. ID Annual is America’s broadest and most respected juried design competition.

The prestigious national program



considered 2,600 entries of new products from all fields. The Hillcrest was recognized as outstanding for beauty of appearance, quality and appropriateness of materials to the application, and utility for the user.

Special note was made of the engineering challenge to make the motorcaddie rugged, durable and powerful, yet lightweight for ease-of-use during disassembly and transportation. The ergonomics of the controls were especially congratulated, recognizing Hillcrest as the only motorcaddie designed so that the golfer can steer, control speed, and use the on/off switch with just one hand.

“Congratulations to you, your staff, and to all those who worked on the project,” said Randolph McAusland,

Publisher of Industrial Design Magazine. “You have earned the jury’s praise. Projects like yours express the leading edge of contemporary design.”

FIRST IN LINE

You can build the best product in the world. But if nobody buys it, enthusiasm can quickly turn into anxiety. Kangaroo management knew they had an excellent motorcaddie on their hands and were eager to get it out there in the market for customer feedback. They didn’t have to wait long. The Hillcrest was a hot ticket in 1987 (and remains so with over 20,000 sold) and some of the first

“Congratulations ... You have earned the jury’s praise. Projects like yours express the leading edge of contemporary design.” –Industrial Design Magazine

people to purchase this state-of-the-art motorcaddie are still singing its praises twenty years later.

Frank Alfonso's Hillcrest bears the serial number inscription of "009," meaning it was one of the first ten to ship to consumers out of Kangaroo's Columbus, North Carolina factory. Aside from the CaddieCommand and baskette accessories he's purchased since then, Alfonso is pretty much running the same machine he purchased in 1987. This retired Navy pilot and mechanical engineer still plays three times a week and has no regrets about his decision to purchase a Hillcrest.

"When I bought my Hillcrest I was already a Kangaroo owner. My old chain drive model was still working," Alfonso said. "The Hillcrest has only been in for repairs a couple of times since I got it and I always point that out when telling friends that you can't beat Kangaroo quality!"

Alfonso splits his playing time seasonally between home courses in Traverse City, Michigan and Santa Rosa Beach, Florida. Kangaroo's marketing department likes to think the product so inspired Alfonso that it factored into his winter home address: Hillcrest Road! Maybe not.

NEED FOR SPEED

It's no secret that NASCAR champion Dale Jarrett is an avid golfer. He, along with his wife Kelley, even sponsors his own charity tournament. So in 2001 when Kangaroo shipping department employee Cathy Halford saw a Hillcrest order placed by a Mr. Ned Jarrett (Dale's father - an equally accomplished and famous NASCAR driver), she couldn't help but write a letter to the customer inquiring if this person was in fact the racing icon she thought him to be.

Not long afterward, a package arrived at Kangaroo with autographed pictures, die cast cars, and a hand-written note, graciously thanking Halford for being such a knowledgeable fan. He also let her know that his wife Martha Jarrett was the true golf nut in the family. In fact, the Hillcrest was hers!



"I will never forget pulling that envelope out of my mail slot and seeing the return address of Jarrett Enterprises on it. I was shaking so hard I could barely open it up," Halford said. "I was blown away that he took time to write me a note back and to know that his wife owned a product that I was a part of was even better. I was jumping up and down!"

Five years later Ned stopped by the Kangaroo office - the Jarretts live two hours away in Newton, North Carolina

- further whipping Halford into a celebrity-induced frenzy. After a tour of the facility, multiple autographs and photos, and actually picking up what he came by for (another motorcaddie!), Ned left and headed home ... but not before providing several staffers with memories that will last a lifetime.

SILVER SCREEN

The folks at Kangaroo were pretty excited when the opportunity presented itself to let Warner Brothers use a modified Hillcrest in its filming of the 1988 movie "Caddyshack II." After all, its predecessor (1980's "Caddyshack") was an instant classic. Product placement in films and television has always been a Marketing Director's dream for increasing sales.

In the movie, Broadway comedian Jackie Mason played a self-made millionaire who crashes a snooty country club. Producers informed Kangaroo that Mason's character would put the Hillcrest's remote control to devilish use, sending his souped up motorcaddie into all sorts of rambunctious situations.

If you didn't catch "Caddyshack II" you weren't alone. The movie, also

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Kangaroo announces new lightweight Burton bags with embroidered logo

Highlights of Burton's "Phaeton" cart bag include the handy cooler pocket, 14-way top with individual full-length dividers, two easy access ball holders for easy ball storage and retrieval, and a center mounted putter tube for trouble-free putter insertion and retraction. Eight pockets providing ample room for your gear plus goods make this a must-have bag (\$159). Lifetime warranty by Burton.

As of this newsletter's press time, the in-stock Burton bags have already sold out. More will arrive mid-May so hurry and place your order now by calling (800) 438-3011 ext. 232 or by visiting www.KangarooGolf.com.

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"starring" Dan Aykroyd and Chevy Chase, bombed. It is mentioned in several lists contending for the unenviable title of "worst movie ever made."

The good news? You can't blame Kangaroo for this stinker of a film. Producers switched storyline gears before the film hit theatres and all the footage of the motorcaddie's antics were left (thankfully) on the cutting room floor.

Another brush with greatness came when longtime Kangaroo employee Eddie Taylor, working out of Kangaroo's Nevada office, saw an order come through for Jack Lemmon. Careful not to seem too eager, Taylor made a few phone calls trying to nail down whether or not the Jack Lemmon who purchased a Hillcrest was the same Jack Lemmon who had appeared in dozens of films

and won multiple Oscars.

Turns out it was. Though neither Taylor nor any other Kangaroo staff actually got to meet Lemmon, it remains fodder for interesting party conversations (at least in golf circles)!

IF 'ROOS COULD TALK

Kangaroo management has the utmost confidence in the ruggedness and durability of the Hillcrest, but even the most creative engineer couldn't have foreseen some of the abuse these machines would take.

"Some folks have told me that when they're not golfing they use it to carry guns and rifles to the shooting range or move wood around," Pope said. "Others have even suggested that we should help them modify a Hillcrest for attaching a baby seat or turning it into a stroller."

Such ill-conceived ideas have led to the seemingly unnecessary addition of the following sentence in all motorcaddie warranties: "Exclusion to warranty coverage includes ... utilization for purpose other than carrying golf bags on golf courses."

In closing, the Hillcrest has asked us to pass along this single birthday wish: It's "walking golf" folks - not "walking target practice," "walking firewood," and certainly not "remote control baby walker!"

Please, let's honor the Hillcrest during this special occasion so nobody gets hurt or violates the motorcaddie's five year warranty in the process.

Thanks for joining in our quick trip down memory lane. Enjoy the cake (pictures) and please continue to enjoy golf walking.

CLUB PROFILE

Wanumetonomy Golf & Country Club

Opened in 1922, the Wanumetonomy Golf & Country Club is a private 18-hole Seth Raynor course with approximately 400 members. Located in Middletown, Rhode Island (about 15 miles outside of Newport), Wanumetonomy takes full advantage of warm ocean currents and air that keep snow at a minimum and the course open a maximum amount of time.

But Wanumetonomy doesn't have exclusive rights to this anomaly of year-round New England golfing. There are, of course, other golf and country clubs nearby that enjoy the same weather pattern blessings. So how does this course set itself apart from the others in the Ocean State?

Customer service.

In this day and age of the golf business, any competitive advantage you can find is golden and the staff at Wanumetonomy have come up with a priceless marketing tool: an on-site storage facility for motorcaddie users.

OK. Maybe priceless is going too far. There are costs associated with the "K-Card Barn" – a 24 x 100 post and beam Agway structure.

When Ted Ellis, Wanumetonomy Course Superintendent for the past 35 years, wanted a new maintenance building, he saw a potential connection between that request and motorcaddie storage.

"In our riding cart barn we were already renting spaces for 36 motorcaddies, so I suggested building this new barn that could serve both my maintenance needs and the growing desire for Kangaroo stor-

This Rhode Island course with a funny name is serious about supporting its Kangaroo owners.

age," Ellis said. "I believed that the revenue from space rentals would even help finance the new barn."

Did it ever! The barn was built in 1997 and was paid off by 2000 using the \$200/year fee members gladly pay to keep their 'roos handy.

Though the barn is a huge success – all 100 spaces are currently

spoken for – there are no plans to enlarge the facility or build another. Right now it's doing exactly what it was intended to do: keep Wanumetonomy members singing the praises of top-notch customer service for walking golfers.

The staff at Kangaroo enjoys hearing about accommodations similar to this at other courses. If you know of one, we'd love to hear from you. Simply e-mail Lucas@KangarooGolf.com and let us know your story.



(Clockwise from top) Each K-Card Barn space has its own outlet for charging; The K-Card Barn exterior; Wanumetonomy greens await the arrival of a Kangaroo.

KANGAROO OWNERS HONOR ROLL

SHOT THEIR AGE (or better!)

*Charles Mickelson, Age 67
San Angelo CC – San Angelo, TX*

*Richard Gallagher, Age 75
Granville CC – Granville, OH*

*Robert Strother, Age 78
The Creek GC – Spartanburg, SC*

*Randy Mahaffey, Age 69
The CC of Spartanburg – Spartanburg, SC*

*Paul Zimmerman, Age 86
Lomas Santa Fe Country Club – Solana Beach, CA*

*Mark Hulet, Age 74
Sun Hills Golf Club – Layton, UT*

*Jim Hagadone, Age 75
Meadowcreek Golf Club – Charlottesville, VA*

*Vernon R. Milton, Age 80
Pinecrest Country Club – Longview, TX*

*Homer Smith, Age 79
Rolling Green Country Club – Easley, SC*

HOLES-IN-ONE

*Bernard Vanden Elzen
Green Bay, WI*

*Ralph Griggs
Camden, AR*

*Jeffery Merrell
Westbank, British Columbia*

*Bryan Stotler
Winchester, VA*

*Bill Drews
Hot Springs, AR*

*Charles Townsend
Fargo, ND*

*Jack Hodgson
Dandridge, TN*

*Ethel Warshel
Johnstown, PA*

