



Roger Twibell, Inventor of The Logo Putter

If you've ever watched professional golf or college football or basketball on CBS television, then you've probably heard Roger Twibell's entertaining play-by-play analysis.

Prior to working at CBS Sports, Twibell worked on pre-season games for the Kansas City Chiefs, at ABC, ESPN, and the Big Ten Network. Twibell's long television career began in 1972 as a sportscaster. He also worked as the host of "The Morning Drive" alongside Jeff McCarragher, and as host of the "610 Morning Rush," alongside Josh Klingler, on KCSP 610 Kansas City from January 4, 2008 till January 1, 2010.

Twibell grew up in Roeland Park, KS and now resides in Mission, KS. He recently retired from full-time broadcasting, but does a golfer ever really retire? Twibell, an admitted tinker/inventor who just can't retire to a recliner, began a new venture and, you bet — involves a golf product.

One might imagine that during his broadcasting career, Twibell was constantly on the road, but he always found time to play golf. Twibell says, "I want to play golf every day, but I don't always get to play a complete 18 holes. On the days I can get out, I can get in a quick nine or at least a few holes. I'm looking forward to actually playing 18 more often now that I'm kind of retired."

When asked why he wanted to begin his new Logo Putter venture, Twibell said, "I've covered golf my entire career, but started announcing tournaments in 1985. Along the way, I got to play in a number of Pro-Am events and always got a nice gift to go along with the round of golf."

"About six or seven years ago, the gift I received at the Pro-Am event was a wooden headed putter with a logo engraved on it. When I got home, I noticed that I already had four or five similar putters in my office. Nice gift, but you couldn't use them on the course, so I decided to try coming up with a quality putter that would enable a good-looking logo be placed in a prominent position, and a putter that you'd be able to play with," said Twibell.

The Logo Putter was born. Now it's available in the Kansas Sampler/Rally House stores, along with several golf pro shops within the KC area and throughout Kansas and Missouri with an affordable retail price of about \$90. The putter will be available at the K-ST and MU bookstores, Colbert Hills Golf Club, Manhattan Country Club, Salina Country Club and Prairie Dunes Golf Club. By the end of March, Twibell expects to have his website www.LogoPutter.com ready to receive orders.

The putter head is an original design influenced by Twibell's idea — not only as a quality putter, but as a design that would enable a well-



positioned logo placement. The putters are 35 inches long with 360-gram weight. The putter-face is balanced with MOI, has a high moment of inertia for stability on off-center impacts and a superior feel when struck in the center. It has four degrees of loft, with milled face for maximum accuracy, and it's made of soft aluminum for soft feel. The putter has a soft, flat front grip promoting maximum hand feel.

Matt Gogel, former KU player and PGA Tour winner, has endorsed the putter, along with PGA and SR. PGA Tour player Bruce Devlin, and current Golf Channel morning drive analyst, Charlie Rymer. Both Devlin and Rymer are former broadcast partners of Twibell's at ESPN.

"The Logo Putter is one of the most clever and unique ideas that I have seen," said Devlin.

"Roger has come up with a putter that works on the greens and for your business, too," said Gogel.

"The Logo Putter looks great and performs even better. It would make the perfect gift for your next Pro-Am or corporate outing," said Rymer.

If you're looking for a great tournament gift putter that can be corporate logo'd, or just want to play golf with your favorite college team logo on your putter, then you should give the Logo Putter a shot. They look good and putt great.

For more information about the Logo Putter, visit www.LogoPutter.com or contact Roger Twibell logoputter@gmail.com.