

DENVER
BUSINESS JOURNAL

OCTOBER 22 – 28, 2004

STREET TALK

Talk: The ideal gift for putt-hering around

Putting Around

Really, it was the Earth's beauty that inspired the naming of **BlueBall Sports**, insists Denver's **Chris Wehrle**, who's created its feature product: the **Putt-Her** putter golf club (\$78), which depicts an attractive, but under-clad, woman on the club.

Shades of wall calendars at car-repair shops.

But this must be a wholesome venture. After all, Wehrle's mother, **Candy Phelps**, is his business partner.

Well, they may have hit upon something for rabid golfers seeking a gag gift, or companies looking for a unique promo item. Company logos or other artwork can be added to the shaft or the putter's cloth cover. You can ogle over all this at www.blueballsports.com