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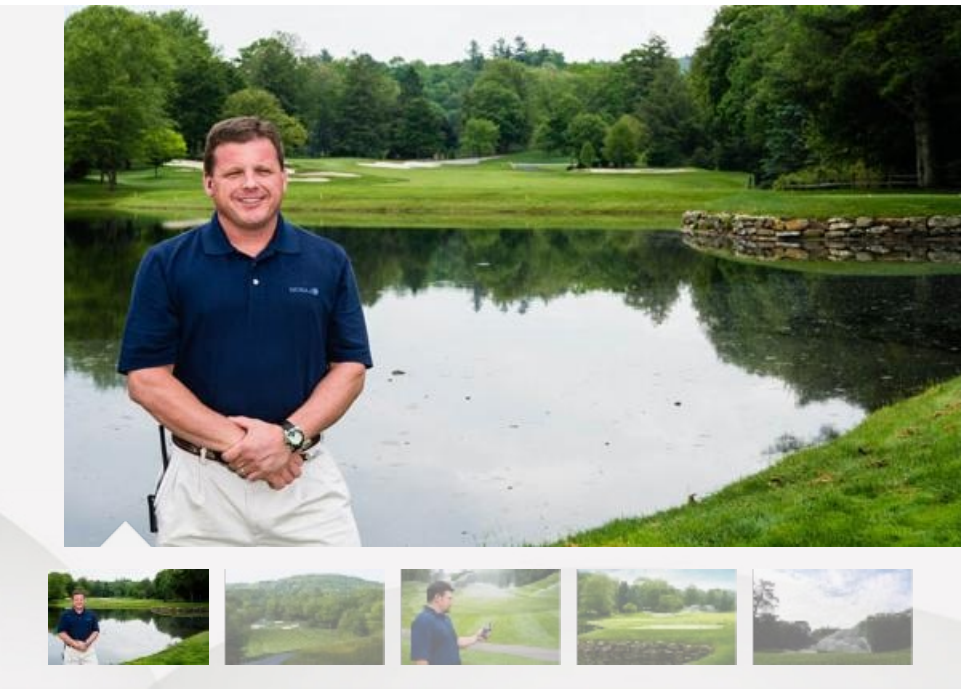

“The golf industry is a relationship business, if I don't trust you then we're not going to work together.”

- Fred Gehrisch, CGCS
Golf Course Superintendent
Highlands Falls Golf and Country Club

Highlands Falls Country Club Offers Beauty and Tradition

Tucked away in the majestic mountains of western North Carolina is a beautiful, private community, so-named for the spectacular waterfall formed by the Cullasaja River. It’s a town that consists of only six square miles. What it lacks in size, it makes up in its robust offering of regionally renowned Golf Courses and resorts. One of the finest courses in the area is the private Highlands Falls Country Club, which sits proudly on the top of the North Carolina Appalachian Mountain plateau.

The Challenge

[1]
A major challenge at Highlands Falls was finding support for the products installed, which originally did not include anything bearing the Hunter name. Course Superintendent Fred Gehrisch was having a hard time finding replacements for broken parts, and was dismayed to discover that the manufacturers were charging him fees to address the smallest product issues and concerns. Fred felt that it was the manufacturer’s responsibility to stand by their products. When it came time to upgrade his system, Fred decided it was time to change more than just components.

The Solution

[2]

After meeting with an array of manufacturers in 2001, Fred chose to go with Hunter. Not only was he able to customize a system to perfectly fit the unique needs of his course, he received free on-site direction from one of Hunter's finest golf service managers. Working together at no extra cost, Hunter and Fred had Highlands Falls up and running with accurately specified products that provided the coverage and reliability to keep his course in peak playing condition day after day. After discovering the outstanding product performance, and more importantly, the unwavering service he received from the Hunter team, he continued to install Hunter products whenever possible.

The Result

[3]

Between the natural beauty of the surrounding mountains and the immaculate fairways and greens on the course, it’s hard to find a more aesthetically appealing course than Highland Falls. Behind the scenery, Hunter and Fred have continued to work together to help make the irrigation maintenance as carefree as golfing itself. As to why he keeps coming back to Hunter, Fred states "I've never had to pay a dollar for any assistance or support."

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