



Daniel Leith Anderson, Jr.

January 1, 1945 - December 4, 2019

Daniel Leith Anderson Jr. was known to declare: “I just want to be remembered for my BBQ ribs”. If that was his life’s ambition, he fulfilled it, but he also fulfilled much more. Whether BBQ, golf, computers, or leather goods, his drive and energy were focused on his craft. His care and sensitivity, however, were directed toward people. Throughout his life, Leith was a friend and mentor to many. He offered guidance and encouragement to family, friends, colleagues, and students, all with equal regard. He stressed the importance of relationships and gathered a collection of business cards that seemed to live in every one of his drawers and pockets. Leith died at home on December 4, 2019 - just a few weeks short of his 75th birthday. He had many plans for the future, but even though he may not have been ready to go, he lived to work and there is solace in the fact that he was able to do so for the vast majority of his life.

Leith was born on New Year’s Day, 1945 – the eldest son of Daniel and Dorothy Anderson. He grew up in Hinsdale Illinois, a championship swimmer and golfer. During the 1960s, he developed his charisma, curiosity, and sense of mischief leading canoe trips with Outward Bound and playing on the golf team at Stanford University. After graduating in 1969, he spent two years in Honduras with the Peace Corps, where he met his wife of 39 years, Bonnie Anderson. Together Leith and Bonnie moved to Indiana and started a business selling beads and making handcrafted leather goods. Leith cultivated

an array of collections throughout his life, admiring the artisanal skills reflected in each piece. A characteristic conversation with him might include a description of the unique details that earned each item its place in the collection.

Leith and Bonnie were partners in more than business and started their family in Bloomington, Indiana. Leith's ventures into computer consulting brought the family west to Palo Alto, California where he continued in software marketing, and eventually, golf club fitting. He thrived on looking for the next innovation and being on the cutting edge of the field. The family eventually left Palo Alto, bringing Leith back to Dan and Dorothy's farm in Whitestown Indiana. Leith had the opportunity to spend valuable time at the farm with his mother until her death in 2016. Together they enjoyed going to plays and movies, and having long talks at the kitchen table.

In Palo Alto, Leith started the Golf Lab, a club-fitting business that brought people together as much as it supplied them with golf clubs. After moving back to Indiana, he joined forces with Correct 2 Compete where he built up a devoted clientele, fitting players from near and far with custom clubs. He also experimented with new technologies aimed at improving focus and performance. He eventually focused on the discipline of putting with the Indy Putting Lab. This trajectory is reflected in his newsletters. Over the years, he traded snail mail, licked and stamped by an assembly line of family members, for an email list he could reach with a single click. He carefully curated the content of his messages, aiming to create value for his readers and anticipate trends in the industry.

Other interests included politics, economics, and of course, the everlasting art of grilling, smoking, and barbecue. Leith excelled in cultivating relationships outside of the workplace. He loved big dinner parties and was known to have everyone switch seats halfway through a meal, "just to keep things

interesting.”

Leith's children and siblings formed their own families across the country. Son Daniel Ryan Anderson, married to Jen, lives in Durham, North Carolina, along with their son, Parker. Daughter Brett Anderson, engaged to Edward Breckenridge, lives in Los Angeles, California. Leith's former wife Bonnie Anderson, with whom he maintained a close connection, also lives in Durham, North Carolina. Sister Christie VanSteenwyk is nearby in Fishers, Indiana. Sister Gayle Anderson is with spouse Matthew Greenwood in Sarasota, Florida. Youngest sister Elizabeth Anderson Shatner lives in Los Angeles, California. Nephew Judd Davis lives in Bloomington, Indiana and niece Melissa Swain is with husband Matthew in Rochester Hills, Michigan. One brother, Scott Anderson, passed away in 2010.

A celebration of Leith's life will take place in June 2020 at the Anderson family farm in Whitestown, IN. For information, please contact leithmemorial@gmail.com.

Arrangements were handled by Myers Mortuary in Lebanon.

Tribute Wall

ES

“ Elizabeth Anderson Shatner lit a candle in memory of Daniel Leith Anderson, Jr.



Elizabeth Anderson Shatner - February 09, 2025 at 11:49 AM

ES

“ Five years ago as grief goes, I really was unaware that we could add media . Now I know I am Leith’s youngest sister, Elizabeth Anderson Shatner (Liz). I honor and miss my beloved, oldest brother Leith ,terribly and now with the passing of our sister Christie Van Steenwyk I’m able to properly honor this impressive soul along with honoring my oldest sister’s life. with love , enough, then your sister then, Liz.



Elizabeth Anderson Shatner - February 09, 2025 at 11:48 AM

RH

“ *Leith is one of the Immortals. My golf teammate at Stanford in mid-1960's. A long-hitter and a blithe spirit. After a career in high tech w/ Oracle he founded The Golf Lab in Palo Alto in the late 1990's, and was recognized as one of the top clubfitters in the US. Would take time off to be a roadie for his daughter Brett's all-girl rock band, The Donnas. -- Richard Harris, San Francisco*



Richard Harris - March 26, 2024 at 11:16 AM



“ *Daniel Leith Anderson, Jr.*

November 27, 2022 at 01:43 PM

JS

“ Sorry to be so late to contribute here. I entered Leith's name just to see how he was doing as I was figuring out where to go for a driver fitting. He was a good friend at the Palo Alto Golf Club when he was out here. We were paired together many times at tournaments and in interclub matches for the Saturday team, which he and I both captained at different times. We would tease about schools a lot, since I'm one of the token Cal guys at PAGC, and he was, of course, a Furdie.

I was also one of his customers at The Golf Lab, both at the original hole-in-the-wall at Whiskey Gulch, and in the fancier digs in Belmont after that. I'm still successfully playing the Hogan irons he shafted and counterweighted for me years ago, and I still carry my Aimline charts for green reading, something he also introduced me to. I also joined him in a number of dinners after fitting seminars with the specialists he would occasionally bring in. Those were fun discussions about golf.

I also distinctly remember him experimenting for a time in playing in unlaced golf shoes, to try and slow down his swing. A nice guy, a good golfer, a good friend. I'll be thinking of him when I go to the range this weekend. He will be missed.

Jeff Segol - December 10, 2020 at 09:25 PM

JD

“ 1 file added to the album Memories Album



John Dodge - March 17, 2020 at 05:16 PM

JD

“ Deeply saddened to have stumbled across this. Leith was one of my favorite people in the 1990s when I was editor at PC Week. I wanted to reconnect and send him a photo of us golfing at Pebble Beach. RIP, old friend (source). Deepest condolences to Bonnie, Brett and Ryan...

John Dodge - March 17, 2020 at 05:14 PM

BA

Hi John, Thank you so much for your kind words and for this memory - it's so valuable to see photos that we don't have in our collections. Playing at Pebble Beach was so special to Leith and I remember hearing your name, always first and last, in his musings :)

Brett Anderson - July 18, 2020 at 11:26 AM



To Leith's family, I am very saddened to see a old Silicon Valley golf friend who I met while he was at Oracle and I was at Fawcette Technical Publications in the mid 90s. He never judged me as to how bad a golfer I was when we played at Palo Alto, and he was also a bit of a father figure for me given our age difference at the time. He was always boasting about his daughters band. Glad he found a golf career later in life as golf was always his passion. Gone way too soon. I will miss him.

Craig Altman - October 25, 2022 at 03:12 PM