

CONTINUED FROM PAGE 20

where the trees are falling over, or cold enough to kill any of the trees."

Caldwell said the course will be in excellent shape if spring ever gets here.

Area professionals are hoping March's winds blow in warmer temperatures, which would be the elixir needed to cure the region's ails.

"I think it will be a better spring than normal," Selser said. "People are itching to play golf. I think with a good spring and summer, we can make up some of the money that we lost."

Selser and Caldwell are each developing aggressive marketing programs targeted at attracting golfers back to the course. Caldwell said Carter's rates will be \$59 during the week for a green fee and cart, and \$75 on the weekend.

He also is reducing membership fees, a tact Selser also is following for his annual members. Selser, who began at Atchafalaya in 2006 after long stints at Timberlane Country Club and Bayou Barriere, has also taken the unique step to partner with a transit company to transport golfers from New Orleans and Baton Rouge to his Patterson location.

Tillar said most of City Park's efforts will be aimed at "reawakening" his clientele but he believes a sunny day in the 60s will trump any marketing campaign.

"I suspect (when warmer weather arrives) golfers will come out of the woodwork and we'll be mobbed regardless of what we do," he said. "We will not have to do much to incentivize people much to come back and play golf."

Stopa also paints an optimistic picture in the midst of a gloomy weather pattern.

"On the days we have had good weather, the response has been remarkable," he said. "Golfers are suffering cabin fever and they want to be out here. Our course sells itself."

"It can't warm up soon enough," Tillar added. A sentiment echoed by all.

Notes: The Willwoods Rev. Thomas E. Chambers Golf Tournament is scheduled April 18 at Stonebridge Golf Club at 1 p.m. The fee is \$100 per player for the four-player format. For more info, call (504) 830-3700 or visit www.willwoods.org.

FREDERICKSON LEAVES BRECHTEL

Hurricane Katrina claimed another victim although Fred Frederickson's departure from Brechtel Memorial Municipal Golf Course will never be recorded as an official statistic.

Frederickson is transitioning into his second career as an insurance agent after recently retired from the course where had served for 31 years and where the Algiers native learned to play golf.

Frederickson left in February, weary from waging a futile battle to have the golf course's irrigation system repaired.

A utility pole that was blown down during Katrina has yet to be raised, and it was the electricity coming off of that pole that controlled the system's electrical

power. Also, the control module for the system was also damaged and has not been fixed by the city, which manages Brechtel.

Minus an irrigation system, the course slipped into deplorable condition, and players stayed away in droves. Frederickson said rounds at the public facility on the West Bank of New Orleans totaled less than 20,000.

"(Katrina) was a big part of it," said Frederickson of his departure and the frustration he experienced. "It is a kind of a bittersweet thing. It was very hard. This was the course where my mother used to buy me a monthly ticket for \$3 and we could play all day, any day. Plain and simple, I could not make any money. Anytime you're not making a living you must do something. I had to get out of there."

Frederickson said plans call for the city to pump \$3 million into a renovation that likely will begin late in 2010 or early 2011. Until then, the course will rely on Mother Nature for its irrigation needs.

Frederickson said he lobbied to become the head pro at Joseph Bartholomew once the renovation of that course, another city-owned facility, opens later this fall. But that did not work out, so his second career calls.

He said he plans to remain active in the local golf community in a number of capacities, including working with the First Tee program.

"I don't know what the future holds," Frederickson said of a potential return to the golf industry. "I'm keeping my options open."

Richard Meek can be reached at rsmjr@aol.com.

continued from page 10

AFLAC DISCOUNTED BENEFITS NOW AVAILABLE

After a much longer wait than expected, the link to our partnership program with Aflac is now live at www.LGAgolf.org. Hopefully we've piqued your interest enough over the last couple of months that you'll take a few minutes to click on the Aflac 'duck' that appears at the top right of our homepage. That will take you to a quick tutorial that explains the philosophy behind Aflac's insurance services. Through our partnership with Aflac, we are able to offer LGA individual members a 30-percent discount off premium rates for accident, cancer, and dental policies. If you'd like to apply for a policy (or policies) you can do that online or, if you'd prefer to talk with an agent, we have included the contact information for our LGA/Aflac partnership representative, Jared Taylor, on the site as well. We're excited to be able to bring this value-added service to our LGA membership and hope you'll take advantage of this offering.

Carr McCalla is the Executive Director of the Louisiana Golf Association. He can be reached by phone (337.265.3938) or e-mail (cmccalla@lgagolf.org).