

Fairway Franks®

From the very beginning, watching Tom Watson, along with his friend and caddie of 30 years, Bruce Edwards, as they marched down the fairways of Olympia Fields, at the 2003 U.S. Open, the quest has been the same. Through the use of the name, "Fairway Franks," I would help to find the cause and a cure for (Amyotrophic Lateral Sclerosis) ALS, Lou Gehrig's Disease. As most of you know, within a year, Bruce Edwards succumbed to ALS. Within three months of each other another member of the golfing community, PGA Tour Player, Jeff Julian, of Vermont, also died of this terrible disease. And, most recently, another PGA Professional, Jeff Hadley, head professional at Green Mountain National, Killington, VT would also fall victim to ALS.

The concept is simple. Sell "Fairway Franks (stylized) Hot Dog Trays" to golf courses owners, manager, food and beverage people, in New England, with a portion of the sale of each tray going to fund ALS Research. However, the application of a simple idea proved to be much more daunting a task to a man, in the twilight of his existence, on two cranky knees, than anticipated. Coupled with that, the ever-increasing price of gasoline throughout the summer, added to the costs related to making personal contact, at courses, throughout New England. Non-the-less, I persevered to the extent that 21 courses are currently using the trays.

I wish to take this opportunity to thank Philip Balboni, President & Owner of New England Cable News, Jim Remy, Secretary of the PGA of America and General Manager at Okemo Mountain Golf Club, Allen Doyle, PGA Champions Tour Player and Kirk Hanefeld, PGA Champions Tour player for their support. These individuals were kind enough to help create public service announcements, which were aired over (NECN) the New England Cable News network.

I would also like to thank those members of the print media for their insightful & informative articles which appeared in publications such as Golf Digest, The Boston Globe, The Boston Herald, Golf Vermont, Golf Styles magazines, golf radio shows around the country, and many other media outlets, the names of which escape me. I would be remiss if I did not mention the on air interview at FOX25 with Gene Lavanchy.

A special note of gratitude is extended to all those individuals at the participating golf courses for accepting and implementing this idea. By all measures, we didn't generate a ton of money for this cause, but we did make our presence known. I will continue to reach out to more golf courses throughout the country via any means available. I know the cause is just. One only has to have an awareness of just how devastating ALS is to have cause to try to find the reasons behind it, and a way to eliminate it.

On September 9th, this year, I was able to present a check in the amount of \$2000.00 to The Angel Fund, an independent, non-profit charity, located in Wakefield, MA, which benefits ALS, Lou Gehrig's Disease Research at the Cecil B. Day Neuromuscular Center, Massachusetts General Hospital.

Paul Seery, President, At The Turn, LLC.....Fairway Franks.