

SEBILE's Cajun Phil and Capt. Kev Broussard Crowned Redfish Cup Team of the Year

SEBILE saltwater fishing team, father and son Cajun Phil and Captain Kevin Broussard have earned the title of Team of the Year for 2009 on the ESPN Redfish Cup trail.

Now in its seventh season, the Redfish Cup has become the nation's premier saltwater fishing circuit. It's a series of tournaments on the highest level in the world for redfish, the saltwater equivalent of tournaments such as the Bassmaster Elite series for freshwater black bass in the United States.

Redfish Cup competition centers primarily on the Gulf Coast states from Texas, Louisiana, Mississippi, Alabama to Pensacola at the north and Punta Gorda at the south of Florida. The Redfish Cup has gone to Morehead City, Carolina in a past season, which is approximately the northern range of redfish.

The Team of the Year title is the culmination of one full year competing in multiple tournaments across several such states, against the best redfish anglers in the sport

All our congratulations go to Cajun Phil and Kevin for this remarkable accomplishment. The Team of the Year title is comparable to the title that Bassmaster has, that of Toyota Angler of the Year in freshwater, which has been won the past three years by such exceptional anglers as Kevin Van Dam in 2008, Skeet Reese in 2007 and Mike Iaconelli in 2006.

Also for the past three years, one of SEBILE's exceptional pro duos has earned the Redfish Cup Team of the Year title, starting with Vandemark/Shaw in 2007, Sepe/Bostick in 2008 and now it is Broussard/Broussard in 2009, incontestably making SEBILE the points leader on the Redfish Cup these past few years thanks to the results our pros have achieved with SEBILE lures such as the Stick Shadd, Flatt Shad, Rattsler, Onduspoon and Bonga Minnow. No other company or hard bait sponsor of the Redfish Cup has ever achieved these results - three consecutive Team of the Year titles!

Captain Kev Broussard is also a fishing guide. He is on the water almost every day, guiding clients out of Calcasieu Lake, Louisiana.

"We got introduced to Sebile lures about 2 years ago, and I've incorporated Sebile lures into all types of fishing that I do, tournaments and guiding," says Kev.

"I use the Stick Shadd 90 FT topwater a lot, especially in Florida in the crystal clear water, a lot of those redfish are tough to make eat, but I have a lot of success in getting those fish to attack that Stick Shadd - even if they don't



want to eat it. Even if they are laying on the bottom and watching other baits go by, something about the Stick Shadd in that clear water gets them to strike. It's not necessarily a walking dog action but just a nervous twitch action I make with it," explains Kevin. "These fish are often sitting in little depressions or sand holes. We just cover a lot of water, casting over any light-colored holes visible on the bottom, and those fish just come up and attack it. I feel it gets a lot of those non-aggressive fish to react. They're not just slapping at it either, they actually inhale it."

"The colors I like most are in the Blood Red Series, especially the Blood Red Amber (BRA) which has a coppery orange back."

"In tournaments such as down in the Galveston, Texas area because the water is more off-colored, I throw the Bonga Minnow 72 because that one pushes a lot more water and I use it with a steady walk-the-dog retrieve to make a little more disturbance, a little more commotion up on top," according to Kevin. "I basically like a chrome or natural color such as Natural Shiner (O) in the Bonga Minnow."

"SEBILE lures have proven helpful in my guide business too. Just like anything else, certain days are better for topwater action, and then there are certain customers who really love to throw topwaters above all else. So if I've got people on board who just want to throw topwaters or I've got conditions that are favorable for topwaters, I'll tie on either the Bonga Minnow 72 or the Stick Shadd 90 FT. My guiding is mostly for sea trout, and you'll get a few redfish mixed in too, but mainly we'll get a lot of 4 to 7 pound sea trout and they just eat SEBILE topwaters. Many customers may be unfamiliar at first with SEBILE lures but I have confidence in them and they work. I just tell them that's what I've been doing good on, and next thing you know, they're sold on them. On days when the topwater conditions aren't right, we clobber the trout and redfish with Flatt Shads. It's one of the easiest - and most fun - lures for clients of every skill level."

Cajun Phil adds, "In the tournaments, I throw the Flatt Shad a tremendous amount, and Kevin loves to throw the topwater Stick Shadd - but it really depends on depth. For instance, in skinny water, we both throw the Stick Shadd. In deep water situations, we both tend to use the Flatt Shad."

Overall, Cajun's favorite Flatt Shad color is Amber Fashion (PS), which is fairly clear with gold flake inside. Cajun Phil just loves that one. In grass, he uses the 1/2 oz Flatt Shad 66 SK more than anything else. He cuts the bottom-facing tine off both the belly and tail treble hooks, and this lets Cajun pull the Flatt Shad very slowly through grass.

"I throw the Flatt Shad up into the grass and pull it slowly through the grass, and they just step out of there and they hammer it," smiles Phil. With the downward-pointing hook points removed, that leaves just the two upward points, and those actually tuck up under the belly, one on each side of the belly. He also cuts the downward-facing point off the tail treble too, so you have no hook points facing downward.

"It's just a steady retrieve I make right through the grass. I don't have to rip it back. I don't have to hold my rod tip way up high and reel it real fast like I would have to do if it had all the hooks hanging there. I can actually throw it in the grass and work it slow through the grass, and not worry about it hanging up. That's my secret bait!"

Here at SEBILE, we are proud that our lures have been a contributing factor to Captain Kevin's and Cajun Phil's success, both on and off the Redfish Cup circuit. Congratulations, Broussards!

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