

The Links at Brunello: Golf Academy 2017





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INTRODUCTION

The Links at Brunello Academy offers professional golf instruction taught by a select team of certified PGA of Canada Professionals.

Whether you are looking for your first lesson or a series of lessons, private or group lessons, or even our season-long player development program, our team of professionals will deliver the best instruction that will help you play better golf.

We emphasize the individual's unique set of skills by taking time to understand each student's goals, commitment level and physical strengths and weaknesses so that we can provide a customized plan that will maximize each golfer's opportunity to improve.

Customized plans are developed through using the most accurate assessments, the most effective drills and training aids and tailoring individualized practice plans to efficiently turn weaknesses into strengths.

The end goal for each student is to develop maximum consistency that creates solid shots and a lifetime of enjoyment from this great game.

No matter where your golf game is currently, there is always room for improvement.

You can select from one of our options, or ask to have something fit your specific needs. Get your lesson package today and start working with one of our highly experienced professionals to take your game to a new level.



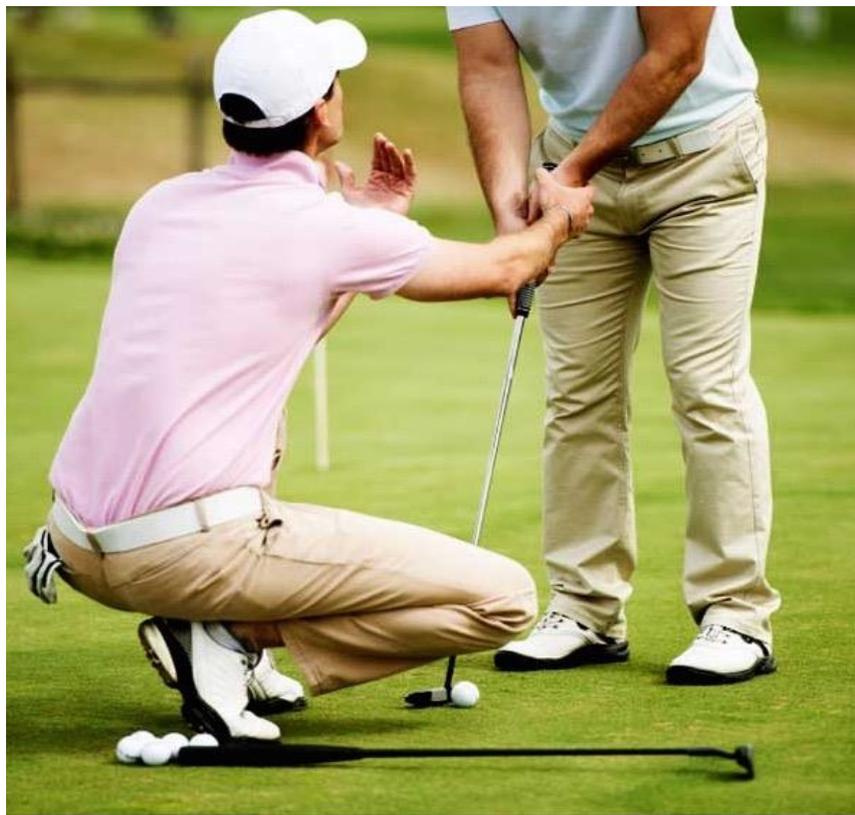
APPROACH AND TEACHING PHILOSOPHY

The Links at Brunello Teaching Professionals will help golfers reach their goals, emphasize the individual's unique set of skills and use each player's own strengths and weaknesses to plan appropriate instruction, practice and play. Instructors will analyze golfer's swings and pay close attention to ball flight - teaching to the individual, not a model.

With a wide variety of programs available to satisfy any golfer, beginner and up, our Professionals tailor their instruction to fit the student and their goals using a variety of resources including video; launch technology; training aids; drills and equipment fitting.

The Golf Academy's commitment to player improvement and development goes beyond the lesson tee with personalized practice plans and follow-up notes or video and picture emails to provide instruction day to day or with a program for an entire season and beyond.

The end goal for each student is to develop maximum consistency, creating solid shots and a lifetime of enjoyment from the game of golf.



What's going on at the back of The Links at Brunello Range???

The Brunello Golf Academy: Students and Instructors Only!

As many of you know, the range at the Links at Brunello has undergone a significant expansion. Notable features have included double-ending the range, and the creation of a separate tee-deck, putting green and chipping & bunker complex. The purpose of the augmentations are in establishing a more enriched Academy experience for all those taking part in fitting and instruction programs at Brunello this season. And as you become more familiar with our many instructional offerings, we think you'll agree, that it will certainly be a place you'll look forward to spending your time.

PROFESSIONAL STAFF:

Steve Larisey, Senior Associate Professional and Director of Player Development



- Teaching comes naturally to Steve coming to The Links at Brunello with a background in education and instruction, both in, and out, of the golf industry. Working as a school teacher and coach, Steve embraced differentiated instruction of varied learning styles.
- 15 years PGA of Canada, including spending his last two seasons here at The Links at Brunello
- Born in Dartmouth Nova Scotia, Steve grew up playing at Brightwood G&CC.
- Graduate - Dalhousie University & University of Maine
- Traveling west, starting in the golf industry at The Banff Springs Golf Course, Steve turned Professional in Victoria, BC; spending 7 years at Olympic View G&CC.
- Attended the 1999 Canadian Tour Q-School, followed early events of 1999 Canadian Tour, before owning and establishing Vision Golf in Calgary - specializing in digital video analysis and instruction.
- Embracing instruction, Steve helped establish teaching programs at several courses throughout Alberta. When not playing golf, Steve enjoys, hockey, mountain biking, and hiking with his dog.

NOTE: From time to time based on demand, other area PGA of Canada Professionals will support the Golf Academy events and programs.

ADULT PROGRAMMING

Lessons



Trackman Supported Instruction

- Trackman is used to enhance your instruction, your practice sessions, and improve your game
- Why use Trackman? Here's why: Trackman instruction is simply the best way to learn to swing and improve your golf game.
- Trackman radar technology, used by the PGA tour's greatest teachers to deliver state-of-the-art data, analyzing the golfer's swing and ball flight in real time.
- The trained PGA Professionals of The Links at Brunello will help educate you about, and support your use and understanding of, The Trackman system.
- The instructor and golfer are given immediate, accurate feedback of a variety of swing and ball parameters such as:
 - Club path and angle of attack
 - Ball spin
 - Smash factor
 - Carry distance, roll and shot dispersion



*[Trackman will provide support to **all** instruction, fitting, and lesson packages]

Private Lessons

Personalized and detailed attention in a 1 on 1 setting for a 1 hour session.

- 1 Lesson - **\$75** + hst
- 3 Pack - **\$200** + hst
- 5 Pack - **\$300** + hst

Semi Private Lessons

Learn and improve with friends. Bring a group together (2 to 6) and save.

Group of 2 (Great for Couples!)

- Single session - **\$110** + hst (\$55/person)
- 3 pack - **\$280** + hst (\$140/person)
- 5 pack - **\$440** + hst (\$220/person)

Groups of 4-6 (Open, Couples or Families!)

- Single session - **\$160** + hst
- 3 pack - **\$400** + hst
- 5 pack - **\$640** + hst

Couple's Golf Clinics *(See Semi Private price structure)

Love golf? (Or wonder if you love golf), wanna go on a date? Have fun! And improve your golf game. Make the most out of date night getting better at golf with your better half. The program is all about fun and learning the appropriate golf fundamentals, (relative to your skill level), to help improve your game. Spend quality time with your partner learning skills and making memories that will last a lifetime.

Family Golf Clinics *(See Semi Private price structure)

Take Family Night to the course with our unique and fun Family Golf Clinics. The entire family learns all of the appropriate golf fundamentals, (relative to their skill level), in a fun, comfortable, family friendly setting. After learning the basics, our instructors will guide you onto the golf course to put your new found skills into action. Make the most out of the family experience, playing the 4-Fun Player Development Course, while riding in a 4-Fun cart!

Individual Player Development and Coaching Program

Our player development programs are designed for golfers who desire more personalized attention. This one-on-one instruction program allows our highly trained professionals to focus directly on the individual, maximizing the student's learning curve. Trackman and video analysis are used for all of our private learning and coaching programs. This program is aligned with The PGA of Canada's Long Term Player Development Program and extends from Brunello's very own Junior Academy instructional programs. A combination of recent research and knowledge of coaches from around the world, supports an approach to inspire maximum potential and lifelong participation.

Half Season Program

- Five 1 hour private lessons
- One 9-hole playing lesson
- Full custom club evaluation
- Game tracking and yardage evaluation throughout the season (Trackman)
- Supervised practice sessions (up to 1 half hour weekly upon request)
- Includes the use of training aids, drills and video analysis.
- **\$525** + hst

Full Season Program

- Ten 1 hour private lessons
- Two 9-hole playing lessons.
- Full custom club evaluation
- Game tracking and yardage evaluation throughout the season (Trackman)
- Supervised practice sessions (up to 1 half hour weekly upon request)
- Includes the use of training aids, drills and video analysis.
- **\$875** + hst

***Please contact the Professional Staff directly for further details and sign-up for Half year and Full year programs.**

Group Clinics

6-Week Clinics *(Ideal for Corporate/Office Teams, couples families etc. MAX 6 persons)*

Whether starting as a new golfer, or a taking the opportunity as a more experienced golfer to review and reinforce the basics, you'll have fun for 6 weeks while learning the game of a lifetime! Bring a friend, or make new ones while enjoying great instruction covering the swing, five fundamentals and some basic rules and etiquette along the way.

- **Week 1:** the focus of this session will be on putting
- **Week 2:** the focus of this session will be on chipping
- **Week 3:** the focus of this session will be on pitching
- **Week 4:** the focus of this session will be on full swing, (irons), with available video analysis
- **Week 5:** continued focus on the full swing, (driver), with comprehensive review of earlier weeks
- **Week 6:** having made some new friends and gained some new confidence, we take it to the course! In a fun, no-pressure approach, we play some holes on the 4-Fun Course, applying your new found skills & knowledge.
- **Cost: \$190.00** + hst per person

SESSION 1: **Tuesdays** – May 23, 30, June 6, 13, 20, 27 – **6 pm start**
 Thursdays – May 25, June 1, 8, 15, 22, 29 – **6 pm start**

SESSION 2: **Tuesdays** – July 11, 18, 25, August 1, 8, 15 – **6 pm start**
 Thursdays – July 13, 20, 27, August 3, 10, 17– **6 pm start**

****{Ladies Only Clinics will take place on the above dates starting at 7:30 pm}****



4FUN PLAYER DEVELOPMENT COURSE

Welcome to our Halifax's newest all-purpose player friendly development course, which will become a significant part of The Links at Brunello.

The **4Fun** Player Development Course will let players develop and graduate through different levels at their own pace.

- Adopt the NSGA'S Tee it Forward Program
- Be more playable for the entire family
- Foster opportunities for families to bond, making lasting memories
- Allow players of all ages and golf abilities to improve all facets of their respective games
- Make the game more fun in an enjoyable and equal opportunity environment

The **4Fun** scorecard will look like this:

AVERAGE LENGTH															
Par 3	125	Par 4	275	Par 5	345										
Par 3	111	Par 4	220	Par 5	305										
Par 3	99	Par 4	196	Par 5	250										
Par 3	64	Par 4	139	Par 5	174										
HOLE	1	2	3	4	5	6	7	8	9	OUT					
4 Fun Level 4	177	102	358	284	158	272	266	301	353	2271					
4 Fun Level 3	177	102	305	213	101	216	200	230	311	1855					
4 Fun Level 3	167	102	256	164	101	171	177	208	242	1588					
4 Fun Level 1	114	50	178	141	65	112	151	139	168	1118					
PAR (Official)	4	3	5	4	3	4	4	5	5	36					
Name															
Personal Goal															
Name															
Personal Goal															
Name															
Personal Goal															
Name															
Personal Goal															

INITIALS	10	11	12	13	14	15	16	17	18	IN	TOT	HCP	NET
	126	298	298	355	113	354	320	125	331	2320	4591		
	112	245	246	299	113	329	296	125	236	2001	3856		
	112	220	196	249	113	261	242	68	183	1644	3232		
	70	154	145	170	67	162	190	68	158	1184	2302		
	3	4	4	5	3	5	5	3	4	36	72		

Teeing grounds are marked by a **4FUN** tee plate on level locations in the fairway. In addition, a smaller locator tee is situated near the cart path to make it easy for golfers to find the 4FUN course tee marker in the fairway.

Not only does it give the course credibility among golfing families, it shows our commitment to our role as positive ambassadors for the game.

Let's Have Fun!

CORE VALUES

1. **Integrity**- *Golf is a game of etiquette and exposure. Players are responsible for their actions and personal conduct on the golf course, even when others may not be looking.*
2. **Sportsmanship**- *Players must know and abide by the rules of golf and be able to conduct themselves in a kind and respectful manner towards others, even in a competitive game.*
3. **Respect**- *In golf it is important to show respect for oneself, playing partners, fellow competitors, the golf course, and for the honor and traditions of the game.*
4. **Confidence**- *Confidence plays a key role in the level of play that one achieves. Players can increase confidence in their abilities by being positive and focusing on something they are doing well regardless of the outcome.*
5. **Responsibility**- *Players are responsible for their actions on the golf course. It is up to them to keep score, repair divots, rake bunkers, repair ball marks on the green, and keep up with the pace of play.*
6. **Perseverance**- *To succeed in golf, players must persevere through bad breaks and their own mistakes, while learning from past experiences.*
7. **Courtesy**- *A round of golf should begin and end with a handshake between fellow competitors. Players also should be still and quiet while others are preparing and performing a shot.*
8. **Good Judgement**- *Using good judgement is very important in golf. It comes into play when deciding on strategies and choices on and off the course.*
9. **Fellowship**- *It is important to appreciate your fellow competitors no matter what the outcome of the game might be. Camaraderie, mutual respect and friendship are integral parts of golf.*
10. **Honesty**- *Golf is unique in the realm of sports in that players regularly call penalties on themselves, and report their own scores.*

It's okay...

The Links at Brunello embraces the traditions of golf and fundamental rules that govern this great game. Those beginning the game (and we were all beginners once!), may find further enjoyment in golf when some of those rules are 'relaxed', while new golfers, have a chance to learn and appreciate being on the golf course. Our 4Fun tees are just one of the ways The Links at Brunello's shows the commitment to giving EVERYONE a chance to enjoy golf and all it has to offer. To ensure you know we are serious about fun, all play from the 4Fun tees are encouraged to adopt the "It's Okay" Rules.

1. It's okay to not keep score.
2. It's okay to play from the 4Fun tees or start at the 150-yard marker.
3. It's okay to give yourself a better lie by rolling the ball around a little.
4. It's okay to tee the ball up anywhere when you are first learning.
5. It's okay to count swings only when you make contact with the ball.
6. It's okay to throw the ball out of a bunker after one try.
7. It's okay to forget about a ball that may be lost or out of bounds. It's okay to drop a ball where you think it might be...or where you wanted it to be.
8. It's okay to play a scramble with your group — scrambles are very popular.
9. It's okay to just chip and putt on a hole when you feel like it.
10. It's okay to pick up in the middle of the hole and enjoy the outdoors and scenery.
11. It's okay to skip a hole if you need to take a break.
12. It's okay to play less than 9 or 18 holes and call it a round of golf.
13. It's okay to move your ball away from trees, rocks or very hilly lies.
14. It's okay to hit the same club for the entire round, while using a putter on the putting green.
15. It's okay to play golf in your sneakers. Be comfortable!
16. It's okay to get enthusiastic! (High fives, fist pumps and big smiles are encouraged)
17. It's okay to talk on the golf course — enjoy a nice conversation or tell a few jokes.
18. It's okay to bring your kids to the course whether they are 5 or 35.
19. It's okay to PLAY GOLF JUST FOR FUN! Play the tees that make you the happiest.
20. It's okay to laugh and have fun. There are no penalties for excessive laughing or high fives on the golf course.
21. It's okay to remember friends more than your scores.
22. It's okay that your love of the game lasts longer than that for a past "significant other."
23. It's okay to play your favorite music on every hole, while being respectful of other golfers.
24. It's okay to coordinate your attire — but still wear your hat backwards.
25. It's okay to drink more than one cup of water on a hot day.
26. It's okay to have your spouse or significant other outdrive you every hole when they play from the 4Fun tees.
27. It's okay to wear your favorite sports team's uniform (college or pro) when you play golf.
28. It's okay to turn OFF your cell phone while on the course.
29. It's okay to "Drive for Show" — but not putt for dough.
30. It's okay to create your own charity golf event to raise dollars for good causes.
31. It's okay to be called a "golfer."