

The Links at Brunello: Junior Academy 2017



We all know how important it is to introduce the next generation of golfers to the game. The Links at Brunello Golf Academy has created Junior Golf Programs aimed at making the game more fun and accessible for all children & youth. Our programs are geared for juniors ages 5 and up. All of our junior instruction, including clinics and camps, are designed with keeping the fun in the game, while learning the fundamentals, rules and etiquette. Our Elite Junior Player Development Program is designed for those that are looking to take their game to a more competitive level.

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TEACHING PHILOSOPHY & APPROACH

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.

We will offer a wide variety of programs to satisfy any golfer, no matter what their playing experience. Primary to working with our younger players, is the concept of 'Coaching' rather than strictly 'Instructing'. Such a framework will address physical, mental, emotional and technical needs of the child as they pass through stages of development, encouraging fun and rewarding experiences for many years to come.

Long Term Player Development (LTPD)

This systemic approach has been developed and adopted by Golf Canada in partnership with the PGA of Canada to maximize a student's potential and involvement in our sport.

Recent research and knowledge from coaches around the world have been used in the LTPD model. This model, coupled with the enthusiasm and fun that's paramount in Brunello's approach to all instruction, makes for an enriched environment, inspiring a love and the respect of the game for years to come.



Player Development Events

As some players gain more confidence, they begin to demonstrate the ability and enthusiasm for not just playing the game, but for the friendly, healthy competition that often accompanies ongoing successes and progress. We will guide and support that energy with some fun filled events throughout the season, including, (as we did in 2016), participation in the PGA Atlantic Pro/Junior, and the potential for interclub events to cultivate and encourage building relationships amidst fun filled days of organized play.

4FUN JUNIOR PROGRAMMING & DEVELOPMENT COURSE

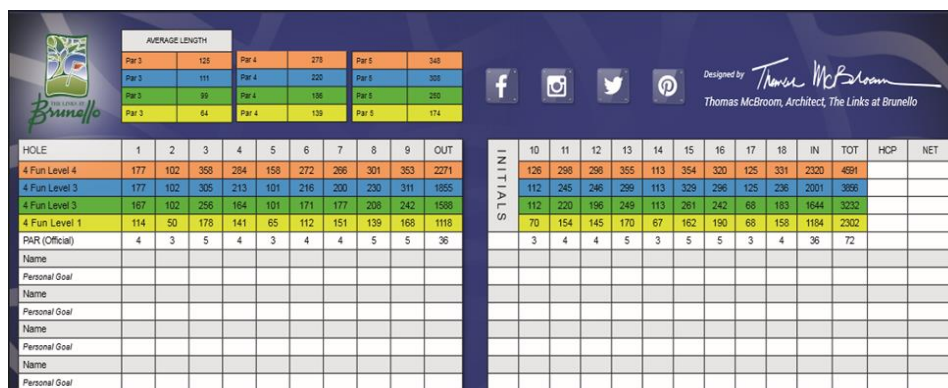
The Links at Brunello Junior academy has gone through a complete overhaul with their programs. Incorporating the Golf Canada [Long Term Player Development Guide](#) (LTPD), with our existing 4FUN tees, we are happy to introduce a fully integrated, graduation system into our programs. Young players will be assessed, and placed into one of the following 4FUN stages. Upon which, they will be taught specific lesson plans, based on their skill level, designed with the LTPD guidelines in mind.

- **Stage 1: Yellow 4FUN** – LTPD Guidelines: Active Start (0-6 years) – to learn fundamental movements and link them together in play
- **Stage 2: Green 4FUN** – LTPD Guidelines: Fundamentals (6-9 years) – to learn fundamental movement skills and build overall motor skills.
- **Stage 3: Blue 4FUN** – LTPD Guidelines: Learn to Golf (8-11 years) – continue to develop fundamental movement skills and fundamental golf movement skills
- **Stage 4: Orange 4FUN** – LTPD Guidelines: Continue to reinforce basic and golf fundamentals movement skills, and build those skills into introductory competitive experiences.

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

- 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
- Use a system of tees in front of existing tees, identified by color coded plates, 90 degrees from cart paths

As a result, this will make the game more fun in an enjoyable, pressure free environment!



Let's Have Fun!

BRUNELLO Junior Camps

The Links at Brunello Junior academy has gone through a complete overhaul with their programs. Incorporating the Golf Canada [Long Term Player Development Guide](#) (LTPD), with our existing 4FUN tees, we are happy to introduce a fully integrated, graduation system into our programs. Young players will be assessed, and placed into one of the defined 4FUN stages. Upon which, they will be taught and guided through specific lesson plans, designed with the LTPD guidelines in mind so as to cultivate the coaching relationship for years to come.

Half Day Camps

Half-Day camps are designed to introduce young golfers to the game, and aims to grow their basic skills, all while having fun.

- Designed for golfers assessed at 4FUN Stages Yellow (1) & Green (2) – 6-10 years of age.
- Monday-Friday, 9:00 am – 1:00 pm
- 6:1 student to instructor ratio
- 20 hours of supervised instruction, focusing on:
 - Short Game
 - Full Swing
 - Rules, etiquette & safety
 - Minimal play on our golf course
- Includes Adidas Brunello Junior Academy golf shirt
- Program Cost: **\$300/week**

Full Day Camps

Full-Day camps are designed to work on, and improve the golf fundamentals of each player. Specifically focusing on golf shots, and skills, as well as an introduction to the competitive side of golf.

- Designed for golfers assessed at 4FUN Stages Blue (3) & Orange (4) – 9-14 years of age
- Monday-Friday, 9:00 am – 4:00 pm
- 40 hours of supervised Instruction, focusing on:
 - Short Game
 - Full Swing
 - Mental game
 - Rules, etiquette & safety
 - Supervised play on our golf course
- 6:1 student to instructor ratio
- Includes Adidas Brunello Junior Academy golf shirt
- Healthy lunch options available
- Program Cost: **\$450/week**



Brunello Junior Camp Schedule			
Session Dates	Days	Half Day	Full Day
1. June 26-30, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
2. July 4-7, 2017 • Camps will NOT run on Monday, July 3	Tuesday-Friday • Price will be adjusted pro-rata	9:00 am – 1:00 pm	9:00 am – 4:00 pm
3. July 10-14, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
4. July 17-21, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
5. July 24-28, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
6. July 31-August 4, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
7. August 7-11, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
8. August 14-18, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
9. August 21-25, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm
10. August 28-September 1, 2017	Monday-Friday	9:00 am – 1:00 pm	9:00 am – 4:00 pm

ADDITIONAL JUNIOR Programming

The Links at Brunello professional staff recognizes the growth of junior golf in the world today. Therein presents the opportunity to address the development of our aspiring generation in a more personalized, golfer-specific format. In taking a more detailed approach with the individual, the chance to more substantially address swing and game development can be accommodated using a variety of technology and tools tailored to our young players.

Private Lessons

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

- 1 Lesson - **\$45** + hst
- 3 Pack - **\$120** + hst
- 5 Pack - **\$180** + hst

Group Lessons and Family Golf Clinics

There may be occasions upon which a couple or few friends, may wish to take some more privatized lessons towards improving their game and increasing their enjoyment. Whether it is a few friends growing up in golf, or as indicated below, the whole family, Brunello can create programs to accommodate any approach to feeling better about your game.

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 prepare you for a trip to 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!

Groups of 3-6

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

Saturday Junior Clinics

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. Developed with the LTPD in mind, clinic programming will follow the same 4FUN graduation system as our junior camps.

- **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)
- **Week 5:** continued focus on the full swing, (driver), with comprehensive review of earlier weeks

In **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 newfound skills & knowledge.

- **Cost: \$190.00** + hst per golfer

SESSION 1:

Saturdays – May 20, 27, June 3, 10, 17, 24 – **9:00 am & 10:15 am start**

SESSION 2:

Saturdays – July 8, 15, 22, 29, August 5, 12 – **9:00 am & 10:15 am start**

Girls Club

The CN Future Links Girls' Club (GC) is a developmental golf program essentially designed for girls 7-15 years of age. As members, young girls will develop the skills, attitudes and positive images of themselves as athletes on the golf course, encouraging both self-esteem and a life-long love of the game. Developed with the LTPD in mind, clinic programming will follow the same 4FUN graduation system as our junior camps.

- **Cost: \$190.00** + hst per golfer

SESSION 1:

Saturdays – May 20, 27, June 3, 10, 17, 24
11:30 am start

SESSION 2:

Saturdays – July 8, 15, 22, 29, August 5, 12
11:30 am start



ELITE JUNIOR DEVELOPMENT

Individual Player Development and Coaching Program

Long Term Athlete Development – Learn to Compete Stage (14-17 years)

The Elite Junior Player Development Program is designed for competitive junior golfers who desire more personalized attention. Founded in a coaching approach, this one-on-one instruction allows our highly trained professionals to focus directly on the individual maximizing the student's learning curve throughout the year, and beyond.

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.

Registration for this program is limited to golfers over the age of 14, with a handicap index less than 20.

- 4, 2-hour sessions, plus 1, 1-hour individual session per week.
- 10 weeks of programming (June-August)
- Over 90 hours of individualized golf instruction
- 5 to 1 Student to Professional ratio
- Professional Mentorship Program
- Video & Trackman swing evaluation, plus weekly performance analysis
- Individual game tracking and yardage evaluation throughout the year
- On-course play
- Competitive golf preparation
- University golf discussions – Golf resume construction, and highlight videos
- Coincides with the Golf Canada Long Term Player Development program (LTPD)
- Includes registration to the 2017 NSGA Junior Provincial Championship (\$193)
- Program cost – **\$1199 + HST**

Please call our Professional Staff at The Golf Shop at The Links at Brunello for more information and sign-ups. **(902) 876-7649**

2017 NSGA Junior Provincial Championship

WHEN: July 7-9, 2017

WHERE: Host Club – Ken-Wo Golf Club

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 is 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 who has an extensive background in education and instruction, both in, and out, of the golf industry. Working as a school teacher and coach, Steve incorporates differentiated instruction based on varied learning styles.
- 15 years PGA of Canada, including spending his last three seasons here at The Links at Brunello.
- 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.

Anne Balsler, Assistant Director of Player Development



- An avid golfer since the age of 7 with over 20 years playing experience, Anne has proudly represented Nova Scotia, Canada, The University of Victoria and Canadian Universities on numerous occasions.
- Graduate of the secondary program in Exercise and Physical Health at the University of Victoria and Sport and Event Marketing from George Brown College.
- Youth Program Coordinator at Basketball World Toronto in 2015 before joining the Academy team at The Links at Brunello in 2016.
- As a long-time advocate of healthy living, community involvement, and the importance of physical activity in one's life. Anne is eager to contribute her experiences and skills to this position.

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

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 from other 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."