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# Niagara 360 Golf Academy

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[www.niagara360golfacademy.com](http://www.niagara360golfacademy.com)

A Complete Approach that Teaches Success  
Where it Matters the most:  
On the Golf Course



# ABOUT

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Our complete golf coaching program provides golfers with an unique learning environment that caters to enhancing ball control, technical skills, physical preparedness and mental game skills. The goal of The Niagara 360 Golf Academy is not only to educate students on their motion, but also on all the aspects necessary to improve on-course performance.

The combination of our expert golf instruction, state-of-the-art performance enhancing technologies, fitness and medical team, as well as mental skills coaching will have golfers improving their game faster than ever before!

At The Niagara 360 Golf Academy we ultimately coach across all aspects of golf to assist junior golfers with improving not only their golf scores, but also developing a new understanding of what it means to be a competitive athlete. In embracing the notion that every athlete is unique, we allow

everyone the opportunity to personalize their own coaching experience based on what best suits their athletic endeavors each month.

Furthermore, our team believes that in order to create the ultimate athlete we must also work hand in hand with the parents, assisting them in understanding how to further enhance the parenting of their athlete. During our weekly team meetings we provide a two hour Parent Discussion Group session for families.

Program Includes:

- Weekly team practice: 2.5-3 hrs Technical, physical, mental
  - Tournament Scheduling & Preparation
  - Parent Discussion Group
  - Team Education (Mental training)
- Niagara college training (winter), athletic training white oaks

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## Program 1

Weekly Group Instruction

Approx. \$ price per week per student

Aiming for 6 golfers 2.5-3 Hours long.

Sundays at 8:30am

(16 weekends of group instruction x \$100 = \$1600)

## Program 2

Weekly Group Instruction

Approx. \$100 price per week per student

Aiming for 6 golfers 2.5-3 Hours long (Starting at 8:30am on Sunday's)

• 3 Individual Sessions with any instructor (\$65 per session \$195 Total)

• Strength training sessions will be semi private (2-4 athletes max)

(16 weekends of group instruction x \$100 = \$1600) Overall Cost = \$1,795

## Program 3

Weekly Group Instruction

Approx. \$100 price per week per student

Aiming for 6 golfers 2.5-3 Hours long (Starting at 8:30am on Sunday's)

• 5 Individual Sessions with any instructor (\$60 per session \$300 total)

• Strength training sessions will be semi private (2-4 athletes max)

(16 weekends of group instruction x \$100 = \$1600) Overall Cost = \$1,900

**Note:** All programs are Operating out of Norm Moote Golf, at The Gate: 6009 Valleyway, Unit 115.

# GOLF INSTRUCTION

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John White  
Golf Coach, PGA

John has been in the golf business for 41 years and has developed the reputation as being one of the best teachers in Canada. Under the tutelage of Attila Becsy and having worked with George Knudson and having read over 1000 books on golf and human performance and amassing well over the 10,000 hour mark of golf coaching John is an expert in golf teaching.

Coaching many talented young players as well as season veterans with the likes of Matt Graham, 2005 Ontario Junior Champion, Jack Gibson, 2010 Ontario Junior Champion, Nolan Piazza, 2018 U19 Ontario Champion, Colin Morgan, 2010 OFSSA champion, Blair Hamilton, former #1 ranked Canadian Amateur, Kennedy Bodfield, 2013 Ontario Junior Girls Champion, Ken Tarling- European Senior Tour Player and Ontario Golf Hall of Fame member and many other local champions.

John also was 2006 City of St. Catharines Sportsperson of the Year, 2010 Ontario Junior Teacher of the Year and 2017 Chuck Smith Lifetime Achievement award winner. John also founded the Niagara Junior Golf Year which is presently entering it's 26th year and also is the coach of the Brock University Men's and Ladies Golf Teams. John will be inducted into the St. Catharines Sports Hall of Fame in November, 2018.



## **GOLF SWING**

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While there are many common fundamentals that all great golfers share, each player has different physical characteristics that affect how they swing the club. At The Niagara 360 Golf Academy, we combine proven fundamentals with today's best technology to ensure each golfer reaches their true potential. We believe that a strong, fundamentally sound set up position, coupled with a rhythmic swing that compliments each person's physical characteristics gives golfers the best chance to consistently succeed on the course.

By using a Trackman in-season and throughout the off-season, students are able to reliably measure their success and results without having to guess. Everybody hits great shots; however, it is the bad shots that measure one's success. Our philosophy concentrates on producing great shots, but more importantly on making bad shots better. By allowing golfers to be confident with their missed shots, we grant them the freedom to play fearless golf and trust their swing under any circumstance.

## **ON COURSE**

Learning to get the ball in the hole and score well is arguably the most important aspect of golf. Managing your playing tendencies, picking precise targets and bringing your range game to the course are paramount if you want to play great tournament golf. Weekly playing lessons at a variety of courses allow the golfers to become comfortable bringing their game on the road with supervised play from multiple coaches.

(Summer Program - Details to be determined)

## **SHORT GAME**

Although hitting the golf ball well is important, improving the short game results in the greatest success and enhances the golfer's ability to score. Having confidence around the greens is key to momentum in a round and can relieve stress from a player's long game. Niagara 360 Golf Academy offers premium short game coaching that brings the golf instruction experience full circle and creates a holistic approach to the game of golf.



Zach Hallborg  
Golf Coach, PGA

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Zach grew up playing golf at a very young age and learned the game at Lookout Point Golf & Country Club. After a successful junior career that featured local and international wins, Zach received a golf scholarship to Lindenwood University and competed for 1 year. After leaving Lindenwood, Zach returned to Niagara College where he played golf for The Knights, making it to provincials his first year.

Zach is now an Assistant Professional at The Cherry Hill Club in Ridgeway, ON. After becoming a Golf Professional in 2016, Zach has been on a mission to increase golfer's enjoyment levels by allowing them to play their best golf.

In addition to being a Golf Professional, Zach possesses Level 1 Certification from The Titleist Performance Institute (TPI) and is currently working through his Level 2 Certification. This allows Zach to assess how his clients move their bodies and how this affects their golf swing.

Zach spends his off season as a Professor at Niagara College Canada teaching a variety of courses including Golf Psychology and Golf Event Management. Utilizing an indoor Trackman Launch Monitor, Zach is able to bridge the gap between modern technology and simple instruction of the fundamentals all year round.

# MENTAL COACHING

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In today's world athletes are faced with too many pressures which result in performance anxiety, mental blocks, a loss of confidence and overall burnout. These pressures are manifested through history, perception of self, parenting, previous coaching and much more.

Our goal at the Niagara 360 Golf Academy is to educate, address challenges on an individual and parental level in order to create the necessary changes required to enhance performance. The program provides Individual One-on-One sessions, Parent discussion group meetings and education sessions.

## **One-On-One sessions:**

Individual (privately scheduled) coaching sessions are targeted at addressing specific challenges, providing the tools to improve mental skills, establishing a process, and boosting confidence in thriving and excelling in performance. The primary goal is to address psychological and emotional challenges that may be impacting the overall well-being, health, and more specifically the ability to perform at full potential.

## **Parent Discussion Group:**

One of the challenges that all parents face is the ability to recognize the many variables that reflect on successfully "parenting their future athletes". The parent discussion group introduces concepts and provides strategies to maximize the chances of success for children and their relationship to the game, while addressing many common mistakes and challenges that both parents and children face along the way.



# MENTAL COACHING

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Topics include:

- Learn how to best assist in the athletes short-term and long-term goals
- Avoid the performance-destroying mistakes that most parents make
- Learn the top principles of peak performance and how to use them with your child
- Know how to engage with your child in light of failure to decrease set-back time and encourage growth
- Learn what the patterns of parents of top athletes and how they ensure their child athlete is successful
- Know the dos and don'ts for pre-game psyching
- Learn the art of better motivation
- Learn how to Train your youth athlete to be mentally tough in life through sports
- Learn how to get sports to work with, not against you in your relationship with your child athlete
- Teach your youth athlete the art of concentration and self-management through sports
- Learn the secrets to developing a close knit, winning team
- Learn how to recognize fear/stress/anxiety in your youth athlete
- Learn how to work with the coaches
  - The do's & don'ts of caddying
- How to better manage the car ride home
- Parenting as a team
- Pre-tournament jitters
- Finding Balance
- Understanding fear of success and failure



Mahsa S. Durbano  
Sport Performance Psych.  
Consultant

Mahsa's desire is to empower athletes of all levels to make lasting changes, not just for enhanced performance but for a better life. Unlocking the treasure of human potential and embarking on a journey of uncovering unique strengths, breaking down self-enforced limitations, tailoring the ultimate performance plan, mastering precise focus, and achieving measurable and targeted goals, even in the face of the most unexpected and complex challenges. She works closely with athletes of all ages and abilities in helping them perform to their full potential.

Mahsa is passionate about the development of both novice and professional athletes and understand the importance of supporting the performer, their parents and coaches in reaching their goals and navigating the world of competitive sports.

She is especially keen on high level competitive golf and hockey, working closely with top-ranked athletes actively involved in high level tournaments, preparing for qualifiers and aspiring to, or participating in national level teams and the PGA tour. Ultimately Mahsa's goal is to assist athletes within all sports in achieving and sustaining a healthy, active lifestyle with the appropriate principles and techniques necessary to achieve limitless performance.

- MA Clinical Psychology (Specialization in Performance) Psychotherapy
- BA Honors English Lit. & Creative Writing.

# STRENGTH & CONDITIONING

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Golfers are athletes and they need to prepare themselves as such. In today's game, players at the highest level put countless hours into preparing and maintaining their body for competition. Players are stronger, more mobile and possess greater power than ever before.

Following a golf fitness program is essential for performance as well as ensuring longevity in the sport. The strength & conditioning needs of a junior golfer differs from that of an adult or senior and should be addressed to make certain a proper foundation is built during (pre) adolescence.

Junior golfers need to master the proper building blocks to support quality movement - strength/stability, flexibility, mobility, posture and balance. It's important to train juniors as athletes first and as golfers second. Becoming a better athlete develops the necessary coordination, speed and body awareness to perform any movement required by any sport.

## **MOBILITY and STABILITY**

A balance of joint mobility and joint stability are needed to successfully perform basic functional movements such as squatting, hinging, lunging, pushing, pulling, core stability and core rotation. Not to mention, every joint in the body has a role in the golf swing.

Joint mobility is the range of "controllable" motion the athlete has access to. Some joints require a greater amount of mobility than others, while some joints need stability.

Joint stability, is the body's capacity to maintain its posture and alignment when outside forces along with human movement act upon it.

Being proficient in those aforementioned movements establishes both future athletic success while also reducing the risk of injury.

## **STRENGTH**

Once the prerequisite level of mobility and stability have been obtained, we'll continue with the foundation work by shifting the focus to increasing relative strength. Golfers need to be strong in order to hit the golf ball further.

Proper strength training methods, combined with recovery protocols such as sleep and nutrition, help us build high performing athletes.

## **POWER & SPEED**

The combination of joint integrity and strength make it possible to develop power and speed.

In this phase, we train the stretch shortening-cycle and nervous system in order to increase the athlete's ability to develop greater ground force transfer. Golfers need to also be powerful to hit the golf ball further.

Since the golf swing is an explosive movement, communication between the strength coach and golf coach is mandatory to avoid unnecessary wear and tear on the athlete. This communication between coaches is often non-existent due to logistics, time, ego etc, leaving the golfer susceptible to injury - not at the Niagara 360 Golf Academy.



Nathane L. Jackson  
Strength and Conditioning Coach,  
CSCS and Nutritionist RHN, Pn

Nathane helps golfers improve their most important club - THE BODY!

He is a veteran health and wellness professional, with nearly two decades of combined experience as a strength and conditioning coach, personal trainer and holistic nutritionist.

As a Titleist Performance Institute certified golf fitness instructor, he is dedicated to bringing greater awareness regarding the benefits strength training and mobility has on one's golf game. His specialized fitness, nutrition and recovery programs help golfers avoid injury, boost confidence and improve overall performance.

Nathane is a former University athlete and when he's not working on his own game he shares his knowledge as a writer and featured expert for numerous television and radio shows, as well as publications, such as Inside Fitness, Maximum Fitness, Men's Fitness, Ironman, Reader's Digest, AskMen, PopSugar, Sweat Equity, Prevention and The Huffington Post.

- Certified Strength & Conditioning Specialist, NSCA-CSCS
- Registered Holistic Nutritionist, RHN
- Precision Nutrition Coach, Pn
- Functional Range Conditioning Specialist, FRC
- Titleist Performance Institute
- Certifications in Olympic Weightlifting, Kettlebell and many others



# ATHLETIC THERAPIST

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The human body is the most important piece of equipment in the game of golf. In today's world, golfers go through a lot of changes with technology and equipment that is significantly improving the game. To be prepared for these changes golfers, being athletes, need to ensure that they are using their body efficiently in order to not only perform at their best for competition, but also prevent any potential injuries that could hinder their game.

Using 3D motion capture, we can conduct a thorough analysis of how the body moves and its utilization in the golf swing. With this information we are able to measure and identify any movement patterns that could be a key component for performance. By understanding the body-swing connection, the team of professionals working with the golfers can then plan an individualized program for the juniors to ensure they play and perform in the safest way for their bodies. Junior golfers go through different phases of growth as they develop strength and speed. Equally important to improving strength and speed, it is also important to ensure that they are developing it safely without compensating with movements that could turn into a risk factor.

At 360, junior golfers will go through a physical assessment that includes the assessment of quantity and quality of movements, including individual joint range of motion; joint stability and complex motion; muscle and strength testing; dynamic control of motion testing; and power testing. The assessment will then be followed by 3D motion captures of their swings using different clubs and shot types, as well as functional movements. This allow us to measure the angle of motion in 6 degrees of freedom, the amount of movements throughout the swing, and the speed of different body segments. By analyzing the results of the biomechanics data, we can deduce the relationship between the physical assessment and swing data as a baseline to create an individualized program for the golfer. Junior golfers in the program will be reassessed periodically to track progression as well throughout the year to ensure the best performance.

Our goal is to make sure the junior golfers are able to train and compete safely while continuously tracking the biomechanics of their swing to ensure they stay healthy and able to perform at their best throughout the year.



Michele Liew  
Biomechanics & Injury  
Specialist  
Certified Athletic Therapist

Michele is a Certified Athletic Therapist from University of Connecticut, holds a Masters in Sports Medicine from University of Florida, and completed her residency in Sports Biomechanics with a research interest in 3D Golf Biomechanics.

Michele herself is a former competitive golfer and has continued to pursue her studies in sports medicine by studying the relationship between functional movements, injury prevention and performance enhancement in golfers. Her interest in 3D golf biomechanics also led her to working with the University of Florida's NCAA Division 1 Golf team, NCCGA Team and LPGA players.

Her interest lies in helping golfers improve how they move to prevent any injuries or rehabilitate from an injury to enjoy the sport they love. Moving well is a key and can help make the golf swing a lot more efficient and easier on the body. Using 3D motion capture and physical assessment as a tool, cause relationships of movements can be identified and tracked throughout progression to help develop golfers as they learn and grow together under the team of professionals.

Michele is passionate about helping the development of golfers with injury prevention and maximizing their performance potential. She works closely with golfers of all ages and levels and their coaches to help them enjoy the game more without any injuries or pains.

In addition to golf biomechanics, Michele is also a Certified Athletic Therapist and specialize in treating and rehabilitation of injuries or chronic conditions and is fluent in English, Mandarin and Cantonese.

Michele Liew, MS, CAT(C), ATC  
Biomechanics & Injury Specialist  
Certified Athletic Therapist  
Titleist Performance Institute (TPI) Medical Level 3 Certified

BSc in Athletic Training and Sports Medicine  
MSc in Sports Medicine with a residency in Sports Biomechanics



## TEAM CHIROPRACTOR

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Dr Henson is a chiropractor practicing in Niagara Falls, ON. Dr Henson has been doing ART since 1998 and is now an ART instructor and part of the Elite Provider Network. He works with athletes at all levels and has worked as an ART DOC at the Ironman in San Diego, Florida, and at this years 25th Anniversary race in HI. Dr. Henson also has advanced training in golf biomechanics and uses ART to help with golf related injuries and improve golf performance. He has been a consultant for professional athletes from the NFL, NHL, CFL, as well as world class Track and Field, focusing on injury recovery and performance enhancement. Dr Henson also helps instruct Medical Acupuncture through the Contemporary Medical Acupuncture program at McMaster University.

Dr. Chris Henson, DC  
Chiropractor

