

AIM | Golf Academy
at Royal Ashburn



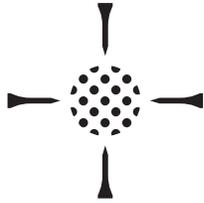
PGA of Canada Professional, Brandon McLeod, AIM's founder and Director of Instruction has partnered with Honsberger Physiotherapy, an industry leading sports physiotherapy clinic in Canada and with Lou Berkovits, a certified fitness, yoga and Pilates instructor and Lululemon Legacy Ambassador. The AIM professional team will work together to help our members play the best golf of their life and become stronger, more flexible and reduce aches and pains. Join our AIM community and bring out the athlete within you.

ABOUT BRANDON MCLEOD:

Brandon McLeod is a 15 year PGA of Canada Professional earning his Class 'A' status in 2011. A graduate from Durham College's Professional Golf Management program, earning the distinction of highest ranking graduate. He has completed all four levels of the PGA of Canada's Teaching and Coaching Certification program. Brandon brings a breadth of experience working and teaching in the golf industry at some of the top golf clubs in the country such as; Deer Ridge Golf Club, Silvertip Golf Resort, Lionhead Golf Club and The Rock Golf Club, where he was the original course record holder in 2005. He has competed at many Provincial and National championships during his career as a PGA of Canada Professional, and is scheduled to play in 7 PGA of Ontario events in 2021.

Brandon has coached and mentored players of all levels. His expertise in instruction ranges from beginners and juniors to local amateurs, club level golfers to the elite level players. During his tenure as Head Coach for the Men's and Women's varsity golf programs at the University of Guelph his teams qualified for the National Championships every year. Both programs captured many tournament titles and the men's program was a perennial top 4 ranked team in the province under his direction.

Brandon believes there are variety of ways to achieve an optimal impact position and play great golf. He works with each player to maximize their potential with their current swing and design a customized plan to improve their skills and provide a clear understanding of their swing. He will adapt the lesson plans as your game grows along your journey to better golf. Trackman 4 along with V1 Video Analysis and the V1 Pressure Mat system are incorporated with instruction to provide the most accurate swing and golf club data for an enhanced learning experience. Brandon believes in a holistic approach to coaching. He will work with each player to increase their body awareness, mobility and strength to provide them the tools to produce a consistent golf swing.



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ABOUT HONSBERGER PHYSIOTHERAPY:

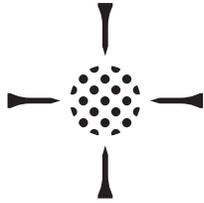
In 1987, Kevin and Margaret Honsberger identified a gap in the professional treatment of injury. With a background in education, healthcare, athletic coaching and training, they journeyed out to open a new style of treatment clinic specializing in injury management and empowerment.

With biomechanics as their guiding philosophy, the team introduced an innovative approach to injury prevention and recovery for elite athletes. Now recognized as world-wide leaders through their work with Canada's top professional athletes, sports teams and Olympians, the duo evolved their practice to have broader appeal to both employee wellness at corporations and individuals looking to lead a fulfilling life – pain free.

Their team of physiotherapists, athletic therapists and massage therapists offer diverse real-world experiences, expertise and personal athletic and academic achievements to their practice. From golf, hockey and baseball to workplace injury and concussions – Honsberger Physio+ looks forward to help Building A Better You!

Evolving from a personal passion for golf, the team at Honsberger Physio+ has crafted a golf specific treatment philosophy to help players identify gaps in their game and relating those swing faults to poor biomechanics. Working with players on the PGA Tour, young aspiring professionals, amateurs, coaches and academies alike! Honsberger has invested significantly in golf specific technology including K-Vest, and the V1 Pressure Mat and a launch monitor to help us provide further insights to your swing faults and use our knowledge of the body to help you become more consistent in your golf game and hit the ball farther!

We are excited to partner with the AIM Golf Academy at Royal Ashburn and Brandon McLeod to make a lasting impact with all academy students!



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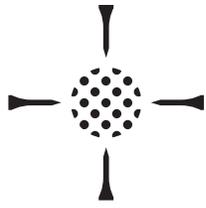
ABOUT LOU BERKOVITS:

Following the sudden passing of his wife in 2015, Lou decided to follow his interests in the fitness and wellness space and to follow his passion of being of service to others. “I had an overwhelming desire to share with others the many healing practices that I had come to learn and continue to study every day.”

Lou is a certified yoga teacher (300+hrs), breathing coach and an avid movement student. A self proclaimed anatomy geek he holds additional certifications as a HIIT Pilates instructor, personal trainer and advanced Thai massage practitioner. “I am fascinated and deeply curious about how the human body works and how we can become the best version of ourselves”

Lou was initially introduced to yoga following some needed encouragement by his daughter, Olivia. After trying a few classes he decided that it wasn't for him. He was accustomed to a different way of training, more specifically lifting weights, anything else didn't seem particularly appealing. One day he noticed that the gym where he was training had a “hot” yoga studio. Curiosity peaked and after trying just 1 class he was hooked forever! The combination of the heat, great instruction, music, challenging body movements and the energy from the other yogis awakened his body like never before and just plain “felt amazing”!!

“I believe that we are all athletes in one capacity or another. Whether a weekend warrior or a peak performing one, we can all become our best selves from having a better understanding of how our bodies work. I strongly believe that we develop and harvest our greatest strength from the inside out. I subscribe to the concepts of mindful breathing, core strength and purposeful movements”.



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AIM MOVEMENT PRACTICE:

Our AIM movement program is unique and one of a kind. It was developed by our team specifically for the golfer. It was designed to help beginner golfers and aspiring professionals or elite amateurs to maximize their skills and performance on the course!

THIS IS NOT YOGA OR PILATES! IT'S AIM MOVEMENT!

The AIM Movement program is a robust series of movement practices dedicated to turning casual golfers into great ones. At AIM we believe that every golfer is an athlete and everyone is able to do athletic things. What distinguishes one player from the other is their desire to excel at their chosen sport.

AIM Movement is split into three main principles:

- AIM to BREATHE
- AIM to MOVE
- AIM to REST & RESTORE

AIM movement programs are based on the ancient concepts of yin and yang. Exceptional golfers through movements and actions, thoughtful golfers through rest and self reflection.

Drawing from various yoga and Pilates influences the AIM Movement sequencing programs are very unique and are intended to cultivate the body's ultimate range of motion, body awareness and the golfer's mind-body connection.

FIND THE ATHLETE WITHIN YOU at AIM GOLF ACADEMY

at Royal Ashburn Golf Club.