

Golf Differently

A Family Story

Merely nine minutes from the animated city centre of Montreal, you will discover an incredible oasis of nature and fresh air on Nuns' Island, a tranquil residential neighbourhood, home to over 20,000 people. It is one of the last remaining woodlands of Montreal, and an important nesting ground for hundreds of species of birds. It is also home to one of the biggest open-air green spaces in Montreal, in the form of a golf course.

WRITTEN BY **JESSICA EMOND**
VICE PRESIDENT, GOLF EXÉCUTIF MONTRÉAL

Nuns' Island didn't always look like this. In fact, 15 years ago, a large portion of the southern half of the island was a dumpsite, created throughout the years with the earth dug out to build some of Montreal's grandest projects. It was contaminated ground mixed with discarded concrete and rock – unsightly, unusable and uninhabitable for animals and humans. Over ten years ago, the process was started to transform this dirty and useless site into an ecological golf course – and that's exactly what was done. My family paid for the entire decontamination process out of pocket. Not a single dime was ever contributed by the government or taxpayers. The result is an incredible gorgeous new golf course that respects, enhances and contributes to its gorgeous natural surroundings. As we like to say, “from an ancient dumpsite arose one of the most beautiful and ecological 9-hole golf courses in the world.”

This golf course is now one of the largest open-air green spaces in the city of Montreal. Nestled between the Saint Lawrence River and Lac des Battures, it provides 65 acres of grass and greenery, constantly recycling the CO₂ and pollution in the air into clean oxygen. Many people say they feel like they're suddenly in the countryside when they breathe the fresh crisp air, as they almost forget they are merely nine minutes from downtown. The only reminder? The magnificent view of the towering skyscrapers in the distance, that seem close enough to touch.

My family built this golf course with the greatest respect to its natural surroundings. With the goal to be the most ecological golf course in the world, every decision about its construction and main-

tenance was approached in the context of environmental health and sustainability.

It was with this mindset that my family approached the task of building the new clubhouse for the golf course. The pertinent questions were asked – how could we build a new project using safe, sustainable, environmentally friendly practices? Which materials should we source to ensure that when the clubhouse is finished, its maintenance and daily operations also respect these principles? How can we build something that will continue to positively contribute for years and years to come? How can we design something that follows these principles but is also unique, beautiful, interesting, and up to date with today's technology?

All of these questions were carefully addressed and finally answered. The result? An award winning, architectural marvel, which has been praised by numerous prestigious publications around the world. The innovation, ingenuity and simplistic beauty of the clubhouse that perfectly complements its environment – inside and out – has been recognized, affirmed, and awarded prizes by influent institutions.

But why a golf course? Why invest in a golf project when it is clear and very well known that the golf industry in Quebec is suffering? In the past ten years alone, around 40 golf courses have closed, most of which were sold to give way to land developers building necessary new condos for the ever-growing population of our beautiful province. Less young people are pursuing golf, and a lot of the same obstacles surrounding it remain – a main one being the unpredictable weather.

CONTINUED ON PAGE 6: HISTORY

Golf Exécutif Montréal

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Photos of the clubhouse: Stéphane Brügger

GOLF EXÉCUTIF MONTRÉAL



9 Holes 9 Minutes from Downtown

After 18 months of construction, Golf Exécutif Montréal started to progressively open its doors near the end of last summer. Now, with their first official season in full swing, they welcome their clientele in a brand new clubhouse with a breath-taking and innovative design and propose a reinvented golf experience.

Rain or shine, early morning, late evening, or in the mid afternoon, whether they have one hour to spend or all day in front of them, golf enthusiasts will always be able to live their passion behind the doors of Golf Exécutif Montréal.

“And this, all year long,” underlines Jessica Emond, the vice president of Golf Exécutif Montréal. “Thanks to our driving range that is covered and lit, Le Range, we have maximized the summer season. Clients can hit balls even if it rains and they can extend their practice until 11 PM. And because Le Range is adjacent to Le Lounge, the ambiance is very enticing. You can come with friends for a happy hour, for example, or grab a bite to eat while practicing your swing.”

The practice of golf is thus no longer dependant on the weather, no more than it is dependent on the season. While most golf clubs in Quebec are forced to close their doors when the first frost starts, here, the clubhouse is open all year round to offer a virtual golf experience. Four golf simulators using Trackman technology are available to allow clients to practice, improve or simply enjoy their golf game on digital versions of some of the most famous golf courses in the world.

“It’s the most powerful golf swing analysis tool in the world,” indicates Jessica Emond. “And offers the most realistic experience. Its unparalleled precision has made it so that the best golfers in the world use it to propel their golf performance to the highest level possible. This technology is quite rare in Quebec and we are very proud to have so many of them to offer to our clients, our pass holders as well as one-time users.

“People are busy, in a rush, these days” notes the vice president. “They work a lot and often have a young family to take care of. They can’t really spend all of their Sunday playing golf anymore. A nine-hole can be played in two hours. Those who do have more time can either play it twice or take advantage of all of the other golf facilities we offer.”

For Busy People

There too, the experience is very convivial. Or, the simulator booths can be optimized for privacy and used for parties with friends as well as business events, offering the opportunity to hit balls while drinking a beverage or eating a meal.

But Golf Exécutif Montréal has not lost sight of the biggest golf enthusiasts, those passionate about the traditional golf course, and provides them with a nine-hole in the middle of the natural oasis of Nuns’ Island, only 9 minutes away from downtown Montreal.

“They work a lot and often have a young family to take care of. They can’t really spend all of

their Sunday playing golf anymore. A nine-hole can be played in two hours. Those who do have more time can either play it twice or take advantage of all of the other golf facilities we offer.”

Among those, Le P’tit Golf, an outdoor space offering the same game conditions and situations found on a regular golf course, but on a piece of land dedicated to “no-pressure” golf.

“It’s an impressive practice area for drives and approach shots, as well as putting,” explains Jessica Emond. “It is also possible to organize events and tournaments with different activities and objectives. Our goal is to be able to keep golfers of all different levels together. Often during company golf tournaments, there are those that really take the game to heart, and others who are quite complexed at mastering their golf game.”

Le P’tit Golf proposes a solution to these problems and is able to attract a larger business clientele by offering them a reinvented golf experience they won’t find anywhere else. A goal written even in the identity of this golf club. Golf Exécutif Montréal is not hiding their intention to attract a corporate clientele, as much as personal.

A Place for Everyone!

In an environment that is still predominantly masculine, Golf Exécutif Montréal is standing out by proposing facilities and experiences that may be more appealing to the female crowd.



“It’s difficult to be a woman on a golf course, even more when we’re young,” affirms Alexandra Cannon, an avid golf player who spends the year visiting different golf courses in North America. “There are a lot of retired people on golf courses. It is as though there is a generation who started golf a few decades ago. But there are not many young women.” And these ones do not go unnoticed.

“We’re often commented on that we’re quite beautiful,” she says, annoyed. “The solution is to play with other women, but at our age, we’re mothers, we have a job, we don’t have much time to dedicate to golf,” adds the young woman of 31 years. “It’s difficult to come together as four golfing women to play a course with each other.”

Having Fun

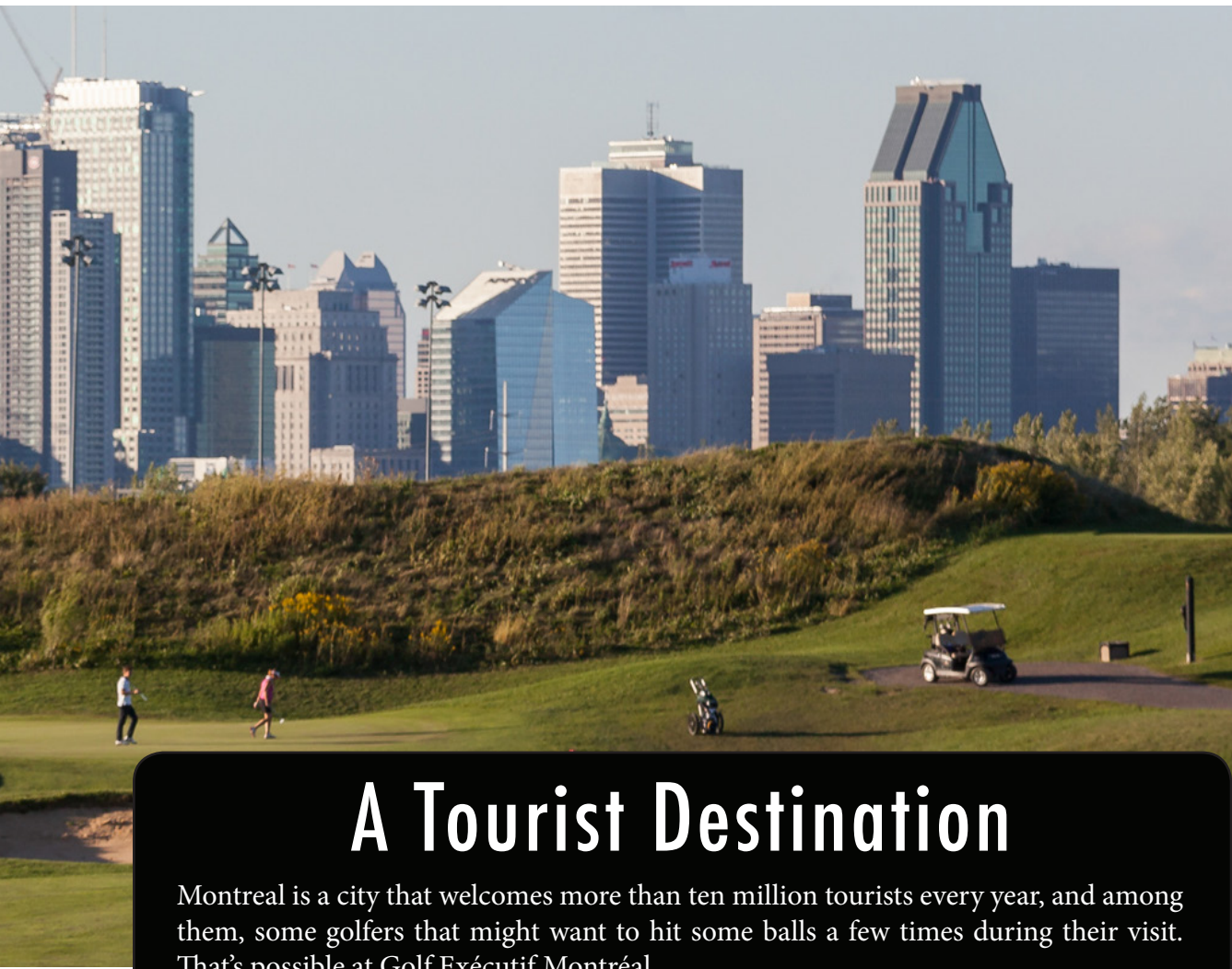
She congratulates all the diverse initiatives put in place by Golf Exécutif Montréal, that, according to her, greatly benefit women golfers. “The fact that it is so close to downtown, that the course is a nine-hole,” she specifies. “Two hours, that’s feasible from time to time in our schedules. But above all I fell in love with the covered practice area, Le Range. The other day, there was a young woman in a dress who took off her high heels to hit some balls with her boyfriend. We can grab a cocktail, listen to music, watch the others. She was just having fun and that’s what it takes to get women to play more golf. To show them that it is not just a sport for men, snobs or professionals.”

Even if less and less young women play golf these days, some are obliged to do so for professional reasons.

“I will be a lawyer soon and I just started an internship with a large law firm,” explains a young woman who up until recently had never touched a golf club. “I was informed that I would regularly have to take clients out on a golf course. That it was part of the identity of our firm. And so, I knocked on the door at Golf Exécutif Montréal to start practicing.”

For her too, Le Range is the perfect facility. Its modern design, the entrance, the big windows, the adjacent Lounge to grab a drink or order a meal, all of this is giving her the desire to come back. And progress.

GOLF EXÉCUTIF MONTRÉAL



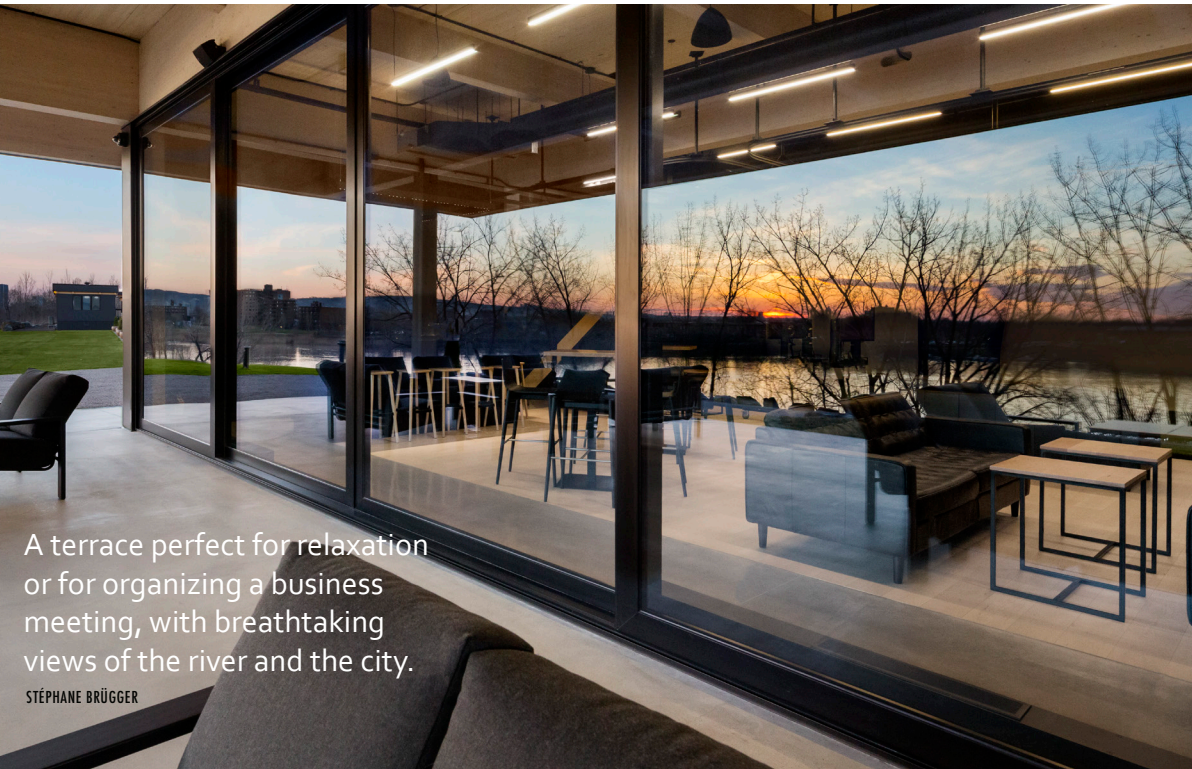
A Tourist Destination

Montreal is a city that welcomes more than ten million tourists every year, and among them, some golfers that might want to hit some balls a few times during their visit. That's possible at Golf Exécutif Montréal.

While the nine-hole golf course and Le P'tit Golf are reserved for the pass holders or for events and lessons, all of the other facilities can be used by one-time visitors. They can also come in the late afternoon to watch the sunset on the Saint Lawrence River while drinking a beverage on the magnificent terrace and hitting some balls. They can equally profit from lessons at Le P'tit Golf, offered to everyone.

"It's a beautiful excursion to discover the city in a different way," believes the vice president Jessica Emond. "We are ideally located with beautiful and completely unique views of the skyline, the city, Mount Royal, the river and the surrounding nature. There's not much else needed for a nice moment of relaxation."

"A nine-hole can be played in two hours. Those who have more time can either play it twice or take advantage of our other facilities."



A terrace perfect for relaxation or for organizing a business meeting, with breathtaking views of the river and the city.

STÉPHANE BRÜGGER

Perfect for Business Meetings

Situated only 9 minutes from the business sector, Golf Exécutif Montréal is the ideal location to take out a client or organize a business meeting.

Business and golf have always been intimately linked. One of the reasons why Golf Exécutif Montréal has decided to place business people at the heart of their priorities.

"We're nine minutes from downtown", repeats Jessica Emond. "There are so many incredible companies in our city that could benefit from our installations. On the golf course, people can take some fresh air while walking or enjoying our solar-powered golf carts, and take advantage of the time allocated to bond amongst partners. Plus, when a foreign client arrives in Montreal, it's always great to be able to take them out of the office for an hour or two. Our 9-hole golf course is convenient for them, because playing a round doesn't take up the whole day."

Also, all of the passes for companies allow the pass holder(s) to invite one or more guests every week day without an additional fee. They are also welcome to enjoy the other installations when they have less time.

"They can access the Lounge, of course, a very pleasant setting, but they can also hit balls on the Range while drinking a cocktail after a working session, or, in the winter for example, they can keep their practice fresh with the virtual golf simulators."

Combining Business With Fun
Work meetings for small or large groups can also be organized in private simulator booths (Le Digital) or the larger event room (La Loge). This luxurious room contains two virtual golf simulators, comfortable lounge seating and its own bar. During the warmer period of the year it is possible to pair this room to the adjacent terrace which offers stunning views of the Saint Lawrence River and city skyline. The room is equipped with all of the necessary technology to host presentations, seminars and other conferences.

"It is the perfect destination to combine business and fun during a virtual golf tournament," indicates Miss Emond.

"And when the weather allows it, Le P'tit Golf is the perfect outdoor destination for all sorts of company events."

What could be better than a little day of a reinvented golf experience for team building or company bonding? And because not all of the company employees and partners have the same amount of golf experience, Le P'tit Golf makes it possible to organize various group activities based on the golf handicap, to organize distance or precision competitions and to keep some zones reserved for the beginners learning golf.

"Whatever the season, Golf Exécutif Montréal is always ready to host corporate events," concludes the vice president. "We can even create learning and training programs based on the needs of the company or executives in question. And all of these options are also available in personal versions as well. Why not do a team bonding activity with your friends to strengthen your bonds?"

Golf Exécutif Montréal

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GOLF EXÉCUTIF MONTRÉAL



Enjoy a nine-hole course a few minutes from downtown, a 100% plant-based menu and relax in one of the most beautiful clubhouses ever designed. Welcome to Golf Exécutive Montréal.

Rethinking Golf, in the Heart of the City

While certain golf clubs are struggling to find members, and others are finding themselves forced to close down, others are choosing to innovate, rethink, and even reinvent the way golf is played today. With its internationally acclaimed, award-winning clubhouse, Golf Exécutive Montréal hopes to change the way we experience the sport, from the practice area to the meal that concludes the round.

Jessica Emond, daughter of the owner Pierre Emond, learned to play golf in her childhood. Always fascinated by the sport, she became largely involved in all of the aspects of this new golf project. “I finished university in 2015 and I arrived just at the right moment to join the team during the brainstorming and conceptualization phase, and to meet with the professionals who would help bring this golf project to life. Little by little, my dad let me take more and more responsibility in the decision-making process,” she remembers. Thus, it was the beginning of a father-daughter duo who teamed up on this grand project that is distinguished, among other things, by cutting edge technology, natural light and the talent of Quebecois creators.

“My dad had a very clear vision and wanted to build something innovative, that was never before seen in the golf world,” shares Jessica Emond. “As an entrepreneur and inventor, he always had the habit of doing things differently, so they would stand out from the norm. He did not hesitate to suggest things that at first glance seemed impossible. He encouraged us to think outside the box to build something extraordinary, not just ordinary. Multiple interviews were conducted with many architecture firms before the finding the one that would be best able to give life to our vision.” The choice finally landed on the architecture firm A49. “We were not an ordinary client,” assures Jessica. “We had a very precise vision of the final product and creation process we wanted. They were extremely attentive to our needs and vision.”

Winning Choices

Golf Exécutive Montréal has found its place in the prestigious pages of the architecture and interior design magazine, Dezeen, who grouped together the top ten stadiums and sports centres in the world of 2018. Golf Exécutive Montréal was positioned on the list with the Mercedes-Benz Stadium in Atlanta, where the

2019 Superbowl was held, the Luzhniki Stadium, which hosted the opening and closing games for the Fifa World Cup 2018, and the Pyeongchang Olympic Stadium, in South Korea. “This shows that by thinking differently it is possible to distinguish yourself and accomplish great things. We are very proud,” says Jessica Emond.

The golf club, situated minutes away from the downtown city of Montreal, was also described as “one of the most beautiful – if not the most beautiful – clubhouses in the world” by Lost At E Minor, an Australian publication centered on pop culture that highlights the best in the world in the domains of arts, design, music and fashion.

Many other publications also featured the project, such as the luxury-lifestyle magazine Robb Report, who described the Golf Exécutive Montréal project as being both different and visually impressive, making reference above all to the cantilevered roof as well as the contrasts of light and dark that characterize the clubhouse. “It’s the kind of space that breezes past the games well-behaved conventions, driving out a few stereotypes (and yawns),” concludes the magazine.

Reinventing the Clubhouse

It’s usually at the end of the 18th hole where one would find the golf clubhouse. For Golf Exécutive Montréal, it was crucial that the clubhouse be built on the driving range, which would become an integral part of the ambiance of the interior of the building.

“One of our goals was to maximize the golf season,” says Jessica Emond. “To do this, the first obstacle was the rain. So, by deciding to elongate the clubhouse roof over the driving range, we attained this objective. We also wanted to offer to clients relaxing inside the clubhouse the ability to be part of the golf action at the same time. They can watch the golfers who are hitting on the range a couple meters in front of them, and also those who are playing a round on the virtual golf simulators.”

Besides the immense sliding glass windows that frame the magnificent view on the driving range and surrounding nature, the colour black is very present in the decoration of the clubhouse. “My dad and I love the colour black. It’s neutral, classic and timeless.” Plus, inside as much as outside, it’s the wood that shares the spotlight with the black. “The architects at A49 and the team at Nordic Structures worked together with us to figure out how it would be possible to build a cantilever roof and preserve the balance and aesthetics of the building. It’s built from wood from here, the region of Chibougamau more precisely. And this desire to buy local is reflected throughout the entire project.” Because materials, furniture and decoration elements equally come in vast majority from Quebecois suppliers.

A Clubhouse That Impresses the Juries

In 2019, The “Centre d’expertise sur la construction en bois” (Cecobois), whose gala recognizes the innovative projects in Quebec that predominantly use wood in their construction processes and finishing, awarded Golf Exécutive Montréal the Prize of Excellence for the category of Commercial Projects Less Than 1000 Square Metres in Size.

Golf Exécutive Montréal also received an honorary mention in the special category of Architectural Details Favours Durability. “With this mention, they have recognized that we placed a major importance on the idea of sustainable development throughout our entire process, from conceptualization to construction,” specifies Miss Emond.

The prestigious Intérieurs Magazine, who created the series Le Grand Prix du Design, also gave Golf Exécutive Montréal a Grand Prix in the category of Wellness, Training and Recreation Centres during their most recent gala.



GOLF EXÉCUTIF MONTRÉAL

The Challenge of Blending Golf, Health and Sustainable Development



STÉPHANE BRÜGGER

“It was certain, from the beginning, that we wanted to do a project where concern for the environment would take up a big place. My family has worked in the environmental industry since 1971. My dad is part of the second generation, and he brought the family to a world-leader level. It’s a very important issue for us, the environment.”

However, golf and eco-responsible development are not words that often go together, a warning that Jessica Emond shares. “A lot of golf clubs have the reputation that they do not care about the environment. We wanted to go against the norm and show that it’s possible to build a sustainable golf project these days, because we’re thinking about the future.”

Note that before becoming what it is today, the land of Golf Exécitif Montréal was a dumping site, that the family decontaminated at their cost and transformed into a golf course.

During the entire construction process, the family measured the possible impacts of each of their choices not only on the environment, but on the health of their clients. To illustrate this concern for eco-responsible choices, Jessica Emond gives the very specific example of the choice of glue that used for the structure and insulation. “During application, a lot of types of glues in construction can be very toxic. We chose the one that would least affect human health out of all the glues available.”

Another example among many others: the surface area of the roof of the clubhouse is 20,000 square feet; double the surface area of the interior of the building. This choice was motivated by functional and environmental considerations as well as for aesthetic reasons. “The roof protects the building from the sun, keeping the interior space nice and cool, which minimizes our need to use air conditioning. But this roof also creates a terrace space that lines the driving range and protects golfers from bad weather.”

As well, this roof is made of wood coming from a forest where the trees are replanted every time they are cut down.

A Natural Golf Course: From the Maintenance to the Watering

The luxurious greens that the greatest golf courses in the world got us accustomed to don’t impress the team at Golf Exécitif Montréal, who has made the choice to limit to the maximum the use of pesticides on their course. “Each product used is carefully chosen so that the impacts on the environment are the most positive as possible. We walk on this grass, these are products that linger in the air, it doesn’t make sense to us to prioritize the colour of the grass over the health of our clients,” explains Jessica Emond. And what about the weeds? “Instead of entering into a never-ending battle with the pesticides against the weeds, we decided to let them grow in certain areas of the course. And the result pleased us, because after all, it ended up being very beautiful. It brought us closer to Monet.”

When it was time to redo the parking lot, the traditional choice of asphalt was eliminated to opt for a solution that absorbs and recuperates the rainwater so it can be reused to water the course. In addition, to get around the course, there is a fleet of solar-powered golf carts, and to maintain it, most of the maintenance machines and tools are electric.

These are just a few examples of the positive initiatives the golf club has chosen to put forward, and the team is always working hard to see what else they can do to improve their positive impact even more.

“Each product used is carefully chosen so that the impacts on the environment will be as positive as possible.”

Eating Green on the Green

Sustainable development and eco-responsibility are also echoed on the plates in Le Lounge at Golf Exécitif Montréal: the first golf club in the world to offer a 100% plant-based menu.

Jessica Emond, who is also responsible for Le Lounge, presents a tapas-style menu made up solely of meals made from plants. “For us, it went along with our efforts to become one of the most environmental and healthy golf clubs in the world. That’s why we don’t have any animal products on our menu. With a lot of creativity, we were able to show that a plant-based menu doesn’t mean a salad-only menu.” Indeed, while reading the menu, it’s difficult to believe that everything is entirely plant-based: nachos, poutine, pogo bites, lobster rolls, veggie cheeseburgers, chicken nuggets, etc.

“Because at home, we almost always eat tapas style, with small portions to share, that’s exactly what we wanted to recreate in Le Lounge of the clubhouse. It’s a concept we really like that has helped to create beautiful moments around our table.” Jessica’s father put her in charge of the kitchen, and she had the vision and the courage to propose a completely plant-based menu. “We were in the process of developing the menu of the clubhouse, with the goal of building an eco-responsible golf course, so for me, it made a lot of sense to have the same reflections during these discussions about the kitchen. My dad was happy and excited, even if historically the vegan world and the golf world are completely separate entities, because it could bring our project to another level of positive impact on health and the environment.”

An Almost Perfect Illusion

The compromise was to create plant-based dishes that resemble as much as possible the Quebecois “casse-croute” classics and typical plates golfers would recognize. “I benefited from this occasion to elaborate a menu with a friend who worked in many prestigious restaurants in Montreal and other cities. We said that we would try to convince people that, even without meat, it tastes the same. I am very proud of our menu, and we are always in development, testing out new ideas. The goal is not to directly convert our clients, but rather to show them that is possible to eat a 100% plant-based meal and experience the same textures and flavours as if you ate meat or cheese, etc.” Jessica’s favourites? The poutine, the veggie burger, and the lobster roll.

The restaurant, Le Lounge, is open to everyone, as long as the dress code is respected, which calls for golf attire, refined sportswear or business casual attire. “Whether they play golf or not, everyone can simply come taste our innovative and delicious menu and enjoy the space, 12 months a year, for lunch, happy hours or dinner,” underlines the young manager.



“Everyone is welcome, we are not a private club. Only the nine-hole golf course requires a pass.”

Breakfast and weekend brunch are also on their way, and the team is presently working on a social activities calendar, that will include themed events, networking activities, tasting events, etc. “We would also like to become a social destination for the residents of Nuns’ Island and for those who live in the neighbourhoods that surround us,” explains Jessica, who has lived in this neighbourhood since her adolescence and is well aware of the reality of young professionals who live there and are looking for things to do in the evenings.

A Golf in the Image of Its City

Whether it’s for the architecture and the design of the clubhouse, the choices that encourage a positive impact on the environment, or for its 100% plant-based menu, Golf Exécitif Montréal hopes to become a source of inspiration. “Our goal is to become the most environmentally friendly golf club in the world. To attain this objective, for every decision we make, we consider the positive or negative impact this choice could have. We will always choose the option that is the most positive for the environment or our health.”

What do Jessica Emond and Golf Exécitif Montréal hope for the 2019 golf season? “In all humility, I think we have built a project that has everything it takes to become an important element in Montreal. Our city is recognized internationally for innovation, creativity, and our “joie de vivre,” and I hope that all Montrealers will be able to enjoy our hard work that is in line with these aspirations of our city. Montreal needs projects like this and entrepreneurs who take risks to innovate. My dad did it and I am proud to follow in his footsteps. Our doors are open to all those who want to see and experience it for themselves.” The invitation has been sent.

Golf Exécitif Montréal

“TOP 10 STADIUMS AND SPORT CENTRES IN THE WORLD”

- DEZEEN, UNITED KINGDOM



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Photos: Stéphane Brügger



Trackman technology, the best on the market, is also used by the top players of the PGA.



A Revolutionary Solution

HISTORY

CONTINUED FROM PAGE 1

It is also very hard to start learning golf, and difficult to find the appropriate resources to experience meaningful improvement. It is still a predominantly masculine sport and there are so many customs and traditions that just don't fit with our fast-paced, modern day, city life.

"You would have to be crazy to invest in the golf industry."

Unless you come with a solution. Something revolutionary.

Alas, we present to you our proposition. A new kind of golf course and clubhouse that come with a new golf experience – completely reinvented, and built on the successful values and principles of the past, combined with values more pertinent to today's life. Innovative and thought-out facilities, that do not depend on the weather conditions. A new approach to teaching

and learning golf. The world's most advanced technologies to enhance and accelerate this learning process. A convivial space to learn golf together, to make this individual sport, a group one. And most importantly, a vision that makes golf fun for everyone. Because when you enjoy a sport like golf, you are more likely to stick with it. And when you stick with it, you are able to reap all of the incredible benefits that this sport can bring to one's life – discipline, focus, determination and the desire to persevere, through good days and bad days, and whatever obstacles present themselves in your game that day. So that you can take this attitude and apply it towards your business. Your family. Your life.

Come experience it for yourself.

Discover Golf Differently

Golf is one of those sports that has a lot of rules, which can sometimes discourage beginners from jumping on a course. Knowing the basics can majorly improve the experience and the fun.

"The golf industry isn't going the best that it could in Québec," affirms Jessica Emond, vice president of the family business Golf Exécutif Montréal, situated on Nuns' Island. In her opinion, this can partly be explained by the obstacles in the way of starting golf.

"A lot of private clubs and regular city courses don't have any practice areas," she underlines. "And if they have one, it's not very impressive. Starting to play golf directly on a course is intimidating, especially when we know we're not supposed to slow down the group behind us. It adds enormous pressure and dampens the general experience. That's why we built a world-class practice area."

She also adds that people sometimes avoid participating in their company's golf tournament for these reasons. "A lot of people tell us that they would love to participate, but just don't know how to play."

Democratizing Golf

Golf Exécutif Montréal thus decided to emphasize attracting new golfers, by putting facilities and lessons that would let them discover the sport, while having fun, at their disposal.

Everything was thought out to make golf a fun and casual experience. Firstly, the design of the place is a factor itself, with the clubhouse being listed among the top ten stadiums and sports centres in the world by the architecture and interior design magazine Dezeen, in 2018.

"One can simply come drink a coffee, or for a happy hour with friends and enjoy the setting, perhaps while playing virtual golf target games on the simulators," mentions Jessica Emond. "Our main goal was to maximize the times and ways it is possible to play golf."

Equipped with lights, the driving range is consequently open until 11 PM, for those who can't get away from work during the day. The driving range is covered and adjacent to the clubhouse, which also allows the sport to be played no matter what the weather conditions are.

The lessons offered, which can combine teaching on the grounds with the powerful tool of Trackman, play on this option of flexibility, too. A golf professional will be designated in function of the golfer's level and goals, and whether they want a group or individual lesson.

"Beginners don't necessarily need a teacher with the highest level of accreditation," explains Joshua Périnet Martel, CPGA golf professional. "There are some professionals who are not CPGA certified, but have the PESQ accreditation, for example, and are excellent teachers who offer lessons at reduced prices." On top of their own instructors, Golf Exécutif Montréal works with a large network of professionals, and wants to eventually enlarge their network even more in the future. Their large base of professional golf instructors allows their clients to find the one that responds best to their needs, while most other golf clubs usually only have one or two professional instructors at their clients' disposal.

An evaluation of the situation will be done with the client to understand what they need to learn, whether it's the basics for beginners or improvement of different aspects of the game for those who already know how to

play: approach shots, drives, etc.

It is also possible to choose the style of teaching, more serious or more casual and fun, notably for kids. "Everyone can find their style and the prices vary depending on the desired experience," clarifies Jessica Emond. "They can even change their instructor along the way."

Joshua Périnet Martel reinforces that the basics are essential for the general appreciation of the sport. "A bad grip, for example, will unbalance the swing. Same thing with the posture."

A Technology Focused on Pleasure and Improvement

On top of the quality of their facilities, Golf Exécutif Montréal uses Trackman technology – the best on the market – also used by the top players of the PGA. It's now considered a must-have for the learning process, no matter what level the golfer is.

"This tool has really transformed the traditional teaching methods of golf, because it gives immediate feedback, with a precision that's impossible to attain on a regular driving range," affirms Joshua Périnet Martel.

Firstly, this tool helps enable professionals to analyze the type of golf club necessary based on the golfer's profile. "Starting off with the right equipment, that's already a big step forward," mentions Joshua. Golf Exécutif Montréal has a partnership with Titleist as one of their official regional fitting centres. "Whether it's for the heads of the clubs or the shafts, we can propose the winning combination for the type of player," he underlines. "Those that wish to buy their clubs elsewhere can also do that."

Trackman can be used alone or with the guidance of a golf professional, making it very user-friendly. "A camera films us and projects us on the screen," adds Joshua Périnet Martel. "With each swing, we can see the result immediately after, especially if we lift the head too fast during the impact with the ball or if we move the hips a certain way."

More advanced players also have the options to optimize their distance, and ball trajectory and control, based on their swing. "The different categories of statistics mention precisely how far a player should be able to hit the ball, based on their speed of swing, for example."

A Game Above All

This virtual technology is comparable to a high quality video game thanks to its hyper realistic graphics.

Once it's turned on, the number of players and the practice game or golf course are selected, chosen from a list of virtual versions of some of the most famous golf courses in the world. Just like on a real golf course, each player takes their turn hitting the ball, and the machine records, replays and saves the data of their swings. "The players can play without any assistance from the pros if they want," mentions Joshua. "The quality of the graphics is far superior to those of other simulators."

The ease at which Trackman can be used and the precision of the data it provides improve the overall experience of golf while preparing beginners to play on a real course and perfecting the skills of the more experienced players.

Golf Exécutif Montréal

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Photo of the clubhouse: Stéphane Brügger

