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March 2024

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at the Prosperity
Northwest Event

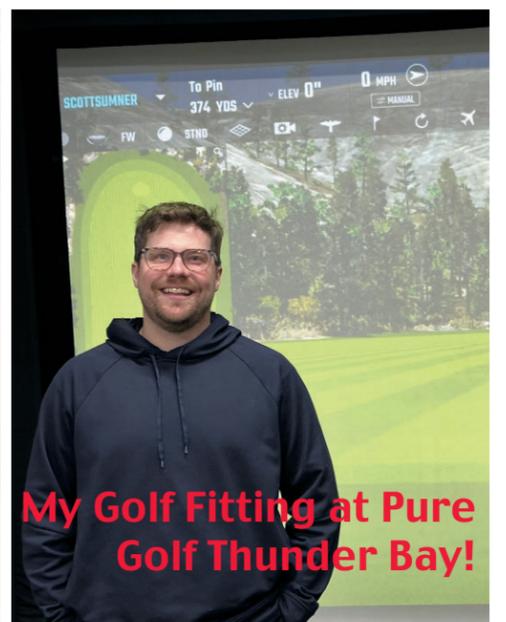
Government of
Canada investing
over \$500,000 in
support of
manufacturing and
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The Golf Lesson

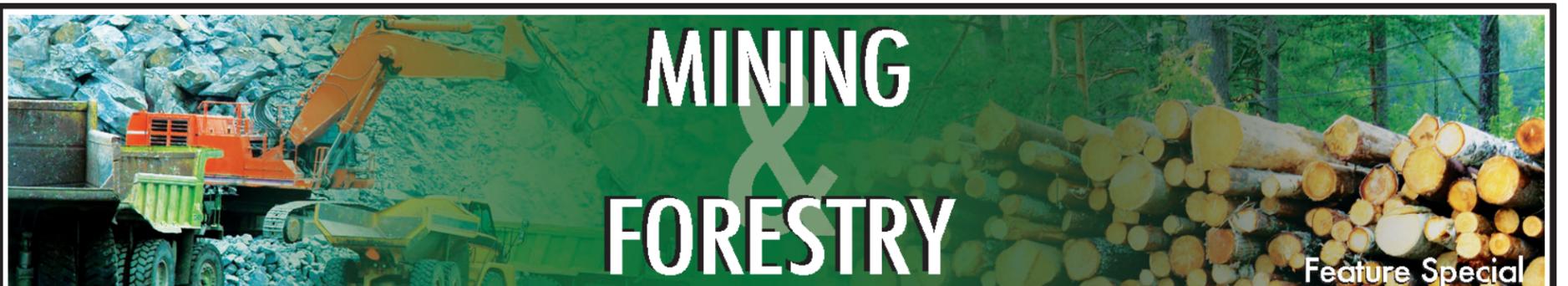
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Ontario Supporting Growth
and Innovation



My Golf Fitting at Pure
Golf Thunder Bay!



Feature Special

Ontario Supporting Growth and Innovation in the Forest Sector

Province providing over \$9.4 million to 14 forest biomass projects in Northwest Ontario

targeted funding that will create jobs, strengthen communities and redefine our forestry sector in Ontario.”

The Government of Ontario is supporting economic growth and creating jobs with the second phase of funding under the new Forest Biomass Program. The \$9.4 million investment will develop the untapped economic potential and environmental benefits of new and emerging uses of underutilized wood and mill by-products, collectively known as forest biomass.

Forest biomass is used in everything from food additives to building materials. It also has many emerging uses, including renewable natural gas, bioplastics and hydrogen – responsible alternatives to carbon-intensive products.

The full list of the 14 research, innovation and modernization initiatives is available here. Each project will advance the use of forest biomass, including:

“Our Forest Biomass Program has delivered dozens of critical investments to launch the future of Ontario’s forest sector,” said Graydon Smith, Minister of Natural Resources and Forestry. “Today’s investment continues that progress, with

- Thunder Bay Pulp and Paper Mill - \$5,000,000 to modernize the mill’s electrical system by upgrading and improving equipment, enabling future measures to expand green energy production, reduce emissions and increase forest



biomass usage.

- Rutter Urban Forestry - \$245,000 to support renewable energy production and deliver clean and cost-efficient heat generation by acquiring a mobile forest biomass chipper and tractor to produce heating chips.

- Lake Nipigon Forest Management Inc. - \$200,000 to increase

benefits.

Ontario’s Forest Biomass Action Plan is part of the broader Forest Sector Strategy launched in 2020. The strategy sets out the province’s plan to create jobs and encourage economic growth in the forestry industry, supporting the Indigenous, northern and rural communities that depend on the

KEVIN HOLLAND
MPP – Thunder Bay-Atikokan

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the use of forest biomass and expand alternative fuel production by supporting the development of a renewable natural gas and biocarbon facility.

- FPIinnovations - \$100,000 to enhance forest sector business competitiveness and provide environmental benefits by exploring methods to improve the carbon footprint and reduce the operating costs of producing lignin, a versatile wood extract.

This is the second phase of Forest Biomass Program funding – the first phase was announced in December 2023. Through the program, Ontario is investing \$19.6 million in projects to increase the use of the province’s forest resources while developing new technologies, improving productivity and providing environmental

sector while ensuring forests are managed sustainably for generations to come.

- The Forest Biomass Action Plan is a five-year plan that encourages the use of forest biomass resources to secure jobs, support economic development and encourage sustainability in Ontario’s forest sector. Forest biomass has many current and emerging uses, including as a source of low-carbon consumer products and renewable energy.

- The forest sector generated \$20.9 billion in revenue from the sale of manufactured goods and services in 2021 and supported more than 142,000 direct and indirect jobs in 2022.

Continued on Page 5

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MARCUS POWLOWSKI
MEMBER OF PARLIAMENT, THUNDER BAY - RAINY RIVER
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Publisher's Note
Scott Sumner



There was a upbeat attitude at the Prosperity Northwest Event held recently at the Valhalla Inn.

“The goal of the event ultimately is to bring awareness to the opportunities taking place in the region with the mining sector, energy and forestry- which are all pretty hot.” said Jason Thompson, outgoing Chair of the Board of the Thunder Bay Chamber



of Commerce and board member of the Anishnawbe Business Professional Association. He is also president of

Upbeat Atmosphere at the Prosperity Northwest Event

Superior Strategies, Warrior Supplies, Warrior Office, Warrior Engineering a separate entity, and Warrior Battery Supplies. He also partners with some friends in a business in Saskatchewan. The companies have 20 to 40 employees depending on the time of the year.

“The important part from the perspective of the Chamber and ABPA is to foster communication around reconciliation and the calls to action. I truly believe it is prospering together and that’s why we have the title of the event Prosperity Northwest.” he said.

The event was a success. The exhibitor spaces sold out quite quickly in the process, registration was up and there was a lot of energy in the room.

“We hope this will spur on more opportunities to grow between the business community, locally and in the region. There is a big study going on and we feel it is important to help the community members, business and non business, understand the positive economic impact brought to the community through the Indigenous community. Now is the time to ensure we are benefiting from what we are contributing to the economy. In this era of reconciliation it is important to have those discussions, build those partnerships, partnerships that are beneficial for all,” said Jason Thompson. “It is exciting from



Jason Thompson, Superior Strategies



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exploration sites to potential energy projects. We are fortunate to be involved in a lot of conservation about what is happening in the different sectors and it allows me to be excited and share it with other people who will listen.”

“For me becoming an entrepreneur has been fun and stressful at the same time. I’ve always been a person who has been really committed to inclusion and reconciliation. It is a part of who I am and part of who our businesses are.” Jason said.









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Government of Canada investing over \$500,000 in support of manufacturing and innovation

FedNor funds will help grow Thunder Bay area businesses by supporting expansion of operations

Marcus Powlowski, Member of Parliament for Thunder Bay—Rainy River, Recently announced a FedNor investment of \$513,701 in support of two projects in the Thunder Bay area. The announcement was made on behalf of the Honourable Patty Hajdu, Minister of Indigenous Services and Minister responsible for FedNor, and Member of Parliament for Thunder Bay—Superior North.

Of the funding, \$368,201 is supporting Venshore Mechanical to expand and upgrade their shop and acquire leading-edge equipment, including a metalworking brake and shear, and a plasma table. This project will create new capabilities in the region to produce ASME-certified, precision-fabricated tanks, pressure vessels, and plate.

BioNorth Solutions is receiving \$145,500 to expand and upgrade their facility and to acquire laboratory equipment, including a large-scale centrifuge and bioreactors. This initiative will help develop environmental solutions including bio-products to encourage plant growth globally, and will foster the bio-remediation of contaminated properties found in Northern Ontario, in Canada, and internationally.

In addition to expanding two Northern Ontario businesses, anticipated benefits of these investments include: 17 jobs created, with 6 additional jobs expanded to full-time status and another 29 jobs maintained.



Quotes

“Thunder Bay is an important regional centre in Northern Ontario. When we invest in businesses here, we are laying the groundwork for growth and success across the region. Industrial operations are a big part of our economy, and these FedNor funds will support new infrastructure, innovation, and sustainability, all of which are critical to future development and prosperity.”

• Marcus Powlowski, Member of Parliament for Thunder Bay—Rainy River

“This is an investment in innovation and growth for industries in Northern Ontario. It is also a clear signal from our government that we are here to support the creation of good-paying jobs for middle-class

families in Thunder Bay.”

• The Honourable Patty Hajdu, Minister of Indigenous Services and Minister responsible for FedNor, and Member of Parliament for Thunder Bay—Superior North

“These FedNor funds will allow us to build on and expand our fabrication services to include plate rolling and forming as

technologies and products. We are proud to partner with FedNor and the Government of Canada to ensure that our communities are healthy and safe. We are passionate about improving and promoting plant and soil health, and being science-driven means efficient methods and natural results.”

• Amber Kivisto, President, BioNorth Solutions



well as pressure vessel manufacturing. Venshore Mechanical is well respected throughout Northwestern Ontario as the

Quick facts

• Venshore Mechanical is the largest multi-trade industrial mechanical contractor and pipe fabricator in Northwestern Ontario. They provide mechanical services to various sectors, including pulp and paper, mining, energy, and transportation.

• BioNorth Solutions is a women-owned, women-led clean technology company that specializes in environmental remediation and plant growth promotion. Their products enable on-site treatment, avoiding transportation of con-



premiere industrial multi-trade contractor, and with the addition of our plate equipment work to our fabrication facility we can offer a complete package in house and build on our reputation for excellence, safety, and timeliness. We look forward to continuing to work with our industry partners across Canada.”

• John Jurcik, President, Venshore Mechanical

taminated soils to distant landfill sites, which results in simplified clean-up efforts and cost savings.

• The investments announced today are provided through FedNor’s Regional Growth Through Innovation Fund (REGI), which supports the growth of Northern Ontario businesses, their expansion into new markets, and their adoption of new technologies and processes.

“At BioNorth Solutions, we work to address environmental contamination problems with innovative and effective

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Ontario Supporting Growth and Innovation in the Forest Sector

Continued from Page 2

Quotes

"The Forest Biomass Program is essential to the future of our industry. This



year's program has helped to bolster the efficiency of our green power generation infrastructure, ensuring our partnerships with the supply chain extend far into the forests of Northwestern Ontario. We are extremely grateful for both the foresight of Minister Smith, and our MPP Kevin Holland, in creating this initiative, and for the support of our application. We look forward to working with them to ensure this program is maintained and strengthened in the future."

- Kent Ramsay
President, Thunder Bay Pulp & Paper

"The funding LNFMI received from the Ontario Forest Biomass Program was critical in de-risking the development and preparing for the construction of a large scale renewable natural gas (RNG) facility and wood optimization

yard. This project will support Indigenous employment and revenue generation for the four First Nation shareholder communities. LNFMI is grateful that the government of Ontario places such high priority on supporting forest biomass projects. The development will support surrounding mills with high value fiber along with con-

tributing to provincial and national emission reduction targets by reducing CO2e emissions by 30,000 tonnes per year."

- Scot Rubin
CEO & Chief Forester, Lake Nipigon Forest Management Inc.



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New Home2 Suites by Hilton Hotel for Thunder Bay!

THUNDER BAY BUSINESS

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February Feature - Highlighting the new Home2 Suites by Hilton on Arthur Street.

Brand New Hotel For Thunder Bay: Home2 Suites by Hilton

BY SCOTT A. SUMNER
Thunder Bay BUSINESS

Thunder Bay has an impressive, brand new hotel on Arthur Street just minutes from the airport- Home2 Suites by Hilton! It is located next door to their other Thunder Bay property, the Hampton Inn.

Dominic Figliomeni is the Area General Manager/ Director of Sales and Marketing for Home2 Suites by Hilton and the Hampton Inn. The 35 year old grew up in Schreiber, Ontario and started working with his dad since the age of 6 or 7 years old. The family owned two hotels in the Schreiber/Terrace Bay area and still own the Red Dog Inn there. Other family members in Schreiber own a Ford dealership and water company with a long history of business.

Dominic left Schreiber when he went to Lakehead University taking the Commerce program. He worked for 1 1/2 years as a labourer during the Hampton Inn construction.

“The Hampton Inn Thunder Bay, with 104 rooms, opened in 2017 and has been very



successful. We are very grateful. The Covid period were very tough years but it seemed after the pandemic kind of ended things sort of skyrocketed, so we are very fortunate. It was a long couple of years but we were busy before and just as busy afterwards with the Hampton Inn. During Covid it was hard to keep staff on and people weren't traveling but we made it

through.” said Dominic.

“My dad had purchased the lot next to the Hampton and always wanted to build another hotel. He wasn't sure we were going to be able to do it but things came together nicely and we are fortunate to be

about 1 year 8 months which was good. There are always delays and we had delays at the Hampton as well in terms of supplies like dry wall or tiles but overall things went pretty quick according to Dominic. The hotel has a full basement and it was a bit difficult at the start, with



able to build a second property, add some more jobs in the community and provide a great service.”

the water table, getting the footings poured which put the build behind for about two months. The official opening date was January 4, 2024.

The Home2 Suites by Hilton, with 90 rooms, started construction in the April/ May period and the total construction was

Continued next page

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SynRG Group's construction team is proud to have made the Figliomeni Family's dream come to reality.

Congratulations on the newly Home2 Suites by Hilton hotel property, located at 760 Arthur Street West, Thunder Bay.

Our sincere gratitude goes out to all parties involved in making this a successful project!

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Congratulations
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on your beautiful new hotel!



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New Home2 Suites by Hilton Hotel for Thunder Bay!

THUNDER BAY BUSINESS

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February Feature - Highlighting the new Home2 Suites by Hilton on Arthur Street.

Brand New Hotel For Thunder Bay: Home2 Suites by Hilton

Continued

“ We chose Home 2 Suites because my father approached Hilton about building another hotel and they felt Home2 Suites would best suit the city and the demands that Thunder Bay has right now. There is only one other long term stay hotel in the city. So they felt that is a market that hasn't really been tapped in to in Thunder Bay but the hotel also appeals to the everyday customer coming here for just one night. We have the same breakfast set up here at Home 2 Suites as the Hampton with a hot breakfast including bacon, eggs, waffles, fresh fruit, oatmeal, pancakes you name it.” said Dominic.

“ We got very lucky with this location as we corner two major highways and are a 3 minute drive from the airport so definitely appeals to the average person coming in.

one else. There is a computer generated system that takes all our competitors hotels and bases it off that. The Hilton computer system bases room rates off what they think will cause us to sell the most rooms. It is easier for us to operate.”

What does Dominic think of the local economy?

“ Thunder Bay's economy is looking pretty good to us. After covid things just skyrocketed out of no where with people moving again and travelling, having meeting. Thunder Bay is the central hub for Northern Communities where people do come in for meetings and what not.”

“ We have an incredible staff. They are meticulously clean, hard workers and we would be nothing without them. It is definitely a team effort and they do the bulk of



Dominic Figliomeni, Area General Manager/ Director of Sales and Marketing Home2 Suites by Hilton and the Hampton Inn

the work and I just oversee it.” said Dominic. “ Most of the people we see are business travelers Monday to Friday in for meetings. Weekends it is more families travelling from point A to point B.”

Dominic has a brother who is a chemical engineer in Ottawa and two sisters who live here and help out at the hotels.

Be sure to check out this impressive new hotel for Thunder Bay!



We have shuttle service for both hotels. The hotel is easy to find. We can have the long term stay type of client or the quick stay person coming and leaving from the airport.”

The Home2 Suites hotel has five meeting spaces including a large one on the main floor which can be devised into two. The guest rooms are all suite style and much larger than the average room in most hotels. It makes for a more comfortable stay for the customer. In a long term stay you have the option where you can cook for yourself and it makes you feel like you are a little more at home instead of having to go out and find food. You have that option if you want. There are separations in the rooms so say if you have young children along you can say watch TV if someone wants to sleep. It breaks the room up kinda nice according to Dominic.

Thunder Bay has one of the highest hotel occupancies in Canada. Summer months can have 100% occupancy although the winter is slower. In the summer things just seem to take off with many events happening as well according to Dominic.

“ Our room cost is competitive with every-



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Congratulations to the Figliomeni family on the opening of the Home2 Suites By Hilton

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Anyone who has experienced stiffness, tightness and restricted movement knows what a lack of mobility feels like.

It's easy to put mobility work on the back burner and just focus on other aspects of fitness like cardio or strength but it comes at a cost to our overall health and quality of life. Having good mobility is crucial not only for fitness and sports but for activities of daily living. Lack of mobility can lead to pain, discomfort,



strain and overworking certain areas of the body impairing our ability to move freely without pain and discomfort.

Your degree of mobility determines how well you do any movement or task and how well you perform at an optimal level.

I'm sure you've heard the saying, "you can't improve what you don't measure." At Ross Pilates & Conditioning we use a standardized movement screen called FMS or Functional Movement Screen. The FMS measures mobility and stability of the hips, knees, ankles, shoulders and

spine. It helps us assess movement pattern quality and reveal where the body is compensating due to restrictions.

When inactive people start an exercise program, especially a more vigorous one such as CrossFit, running or boot camp without having a good movement foundation they can be setting themselves up for injury. This is also true of recreational activities such as golf as well as activities of daily living.

The FMS helps us establish a baseline and formulate a plan of action by revealing which areas of the body need attention and which corrective movements to focus on. This way we can improve mobility, stability and overall quality and efficiency of movement which in turn improves our quality of life. Only then do we have a foundation upon which we can develop strength, speed, agility, and power.

To restore mobility, we use the MELT Method, which I wrote about in last month's issue. MELT addresses the limitations, (Knots and adhesions), within the soft tissue. Another method we use successfully is the Franklin Method, a highly effective, evidence-based approach to movement education at the forefront of practical neuroplasticity. The method teaches you how to use your brain to improve your body's function in order to create lasting positive change, especially where mobility and stability are concerned.

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It's easy to take good mobility for granted until it's too late and you've developed chronic pain. By prioritizing movement health and identifying and addressing imbalances, weaknesses, or discomfort early on, you can avoid the development of more serious conditions or injuries. It's a small investment that translates into a healthier, happier, more energetic and vibrant life.

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Deborah Ross Bisignano is a certified Therapeutic Pilates Instructor, Medical Exercise Specialist, Functional Movement Screen Specialist, Level 3 Franklin Method Educator, Level 5 MELT Method Practitioner and owner of Ross Pilates & Conditioning

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Tim Wilson, President & CEO to Retire from SYNERGY NORTH

The SYNERGY NORTH Board of Directors announced that Tim Wilson, President & CEO of SYNERGY NORTH, has informed the Board of his retirement, effective May 15, 2024.

Wilson has had an extensive career with the utility, joining Thunder Bay Hydro as the Manager of Market Compliance in 2001. Afterward, he continued to hold a variety of leadership roles in the company such as Customer Service Manager and Vice President, Customer & Information Services. Wilson spearheaded the strategic planning initiatives for the new corporation and played a pivotal

role in the merger between Kenora Hydro Electricity Corporation Ltd. and Thunder Bay Hydro Electricity Distribution Inc.

Wilson assumed the role of President & CEO of SYNERGY NORTH on May 21, 2021. In addition to his position as President and CEO, Wilson is the Chair of the Electrical Distribution Association, and director for the MEARIE Group.

Mr. Wilson shares, "I am grateful for the opportunity to serve as President and CEO at Synergy North. I am leaving with a deep sense of fulfillment, know-



ing that the company is in capable hands. My sincere thanks to everyone who has been part of the journey."

Board Chair Gary Armstrong states, "I would like to extend the board's gratitude to Tim for his exceptional leadership. His vision and dedication have been instrumental in Synergy North's success. We thank him for his exemplary service and wish him the very best in his retirement."

The search to select a new president and CEO will be led by the SYNERGY NORTH Board of Directors and will begin in the coming weeks.

Confederation College Hosts Annual Career Fair



Confederation College hosted its annual Career and Job Fair on Wednesday January 31 from 10:00 am to 3:00 pm in the Student Lounge and Ryan Hall. More than 80 local, regional, and national employers were in attendance. More than 1500 students and community job seekers attended throughout the day.

The College's Career & Job Fair is an essential event to support students, upcoming graduates, alumni, and job seekers to get connected with our

employer partners. It is intended for all interest levels, so this an ideal way to learn more about organizations directly from the employer; furthermore, for employers to make connections with future talent.

"We're thrilled to welcome more than 80 employers from various professional sectors and industries here to the college to meet with prospective employees," said Dan Stezenko, Supervisor, Operations, Workforce Development at the College. "The employer turnout has once again been

exceptional, and that means a lot of opportunities for students and graduates looking for their next, or first career opportunity."

"The demand for skilled trades is a growing concern across Ontario. Existing resources are being pulled in various directions and accessing these resources is becoming more difficult," said Mike Woodcock, Director Plant Operations at Ontario Power Generation (OPG). "Ontario Power Generation recognizes that

Confederation College is a key institution in the northwest for nurturing and educating the next generation of skilled trades, which makes OPG's participation in Confederation College's Career Fair more important than ever."

As one of North America's largest, most diverse electricity generators, OPG invests in local economies and employs thousands of people across Ontario. OPG and its family of companies are leading the development of new clean technologies, refurbishment of existing assets, and electrification initiatives to power the growing demand of a clean economy for decades to come. Across Northwestern Ontario, OPG owns and operates 11 hydroelectric stations and 1 biomass facility with work centres in Nipigon, Thunder Bay, Atikokan and Kenora. "Having the ability to access local graduates, plays a key role in OPG securing skilled trades to support our core operations. If we can build and retain trades capacity in the Northwest, it benefits everyone".

Next Issue:

Thunder Bay Business

Topic: Transportation

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The Golf Lesson

BY SCOTT A. SUMNER
Great Outdoors

Evan Littlefield is the Head Teaching Professional and Co Owner of Pure Golf Thunder Bay. He started golfing, chasing his brother around on the course at about 8 years old. Evan then went to high school for Grade 11 in Hilton Head, South Carolina and finished off in

improve. The swing is one thing but there is the short game, putting, chipping, wedge shots, iron game, hybrids, woods you hit off the tee and the grass and the driver swing- there are so many different areas.”

“ We can use the Puttview putting green which is a simulator putting green that has ball tracking technology that allows you to play games, run drills and is very



good for teaching, fitting and to just to practice.”

I enjoyed my lesson with Evan who was able to immediately pin point an important area to work on in my swing which involving getting more weight to my left side to help go through the ball better.

The stats on the screen allow you to actually see this and how you might improve.

It was fun to get fitted with Cameron and taking a lesson from Evan to get going on my journey to play better and enjoy the game of golf even more!

Orlando at the Core Golf Academy with Sean Foley before playing NCAA golf at college in New Mexico.

“ It was nice to be able to work hands on with Sean Foley for 3 or 4 days a week. To get that insight as a player was great but now as a teacher and a coach it’s even better to pass on what I have learned from him about the swing today. You can always learn more about the game.”

First and foremost at Pure Golf, Evan wants to make sure the person enjoys their time when they are here with a comfortable environment.

“ I want to get to know you as a person, chat and have some fun. I don’t get too technical with you, depending on whether that is the route you want to go. We begin by watching you hit some golf balls and hopefully give you a few tips and tweaks to your golf swing for your golf game. By the end of the day we hope you get a little bit better and have some fun while you do it.”

During your lesson you start by hitting balls for 5 to 10 minutes to get loose and become comfortable hitting balls inside which can be a big thing for people. Evan will see if you have any particular part of their game you want to work on or you can start as a blank slate.

“We are fortunate to have Foresight Technology here as we now have not only my eyes to go off of, but the simulator technology that’s tell us exactly where your swing is going. It looks at the club path, what your club face looks like when you strike the ball, where you actually strike the ball on the club face, the heel, the toe, the centre, high or low- whatever it might be. The computer technology helps us convince ourselves here is what we need to change and really help us to work on things to get better.” said Evan.

“ I would like to work with someone for a while as there are so many different areas of the golf game where you can

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Issue	Ad Copy Deadline 4PM Friday	Printing Deadline Friday	Distribution Date	Topic
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April	March 25	March 29	April 1	Transport
May	April 23	April 26	May 2	Construction
June	May 27	May 31	June 1	Report On Thunder Bay
July	June 23	June 26	July 2	Manufacturing
August	July 23	July 26	Aug 1	Environment
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October	September 23	September 27	October 1	Aboriginal
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December	November 25	November 29	December 2	Technology/Christmas
January	December 17	December 20	January 4	Fitness

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March 2024

My Golf Fitting at Pure Golf Thunder Bay!

BY SCOTT A. SUMNER
Great Outdoors

Cameron Kennedy is the Master Club Fitter at Pure Golf Thunder Bay and one of less than 20 Master Fitters in Ontario. He has done over 4000 fittings over the last 6 or 7 years and was previously at Tour Experience Golf in Toronto before opening Pure Golf here in Thunder Bay where he has done over 500 fits since opening.

The process today was taking me through



a fitting looking through my irons and the driver.

“The process is to get you in the clubs that suit your golf game better. Everyone’s games are different so we could see things like improving ball speed, descent angle-how steep the ball is coming into a par 4 or 3 with your irons. With the driver you



could see more distance or for me hitting it straighter is better,” said Cameron Kennedy. “Distance will come with the new technology. In my fits I focus on the physics aspect of it and taking you through the numbers. Every golfer has a swing. I’m not going to change your golf swing. If your swing needs some work I’m always be honest with people and will let you know your swing needs to be worked on. Then you can come see me for the fitting. There is no skill level that can not be fit for something even if you are a 20 or 30 handicapper or aspiring to be a scratch golfer I can fit you.”

Cameron at Pure Golf is brand agnostic and has been fitting with most golf companies since he became a fitter. They carry Calloway, Cobra, Titleist, Ping, Taylor Made and others.

“We can try 4 or 5 different options and you may like a different brand for say driver or irons. I have seen many different golf swings and am enjoying being here in Thunder Bay, my home town, where I know so many people as well as working with people I’ve never met. We have had guys come here from all over NW Ontario to see us.”

When you get the fitting you begin by warming up with your current clubs for 10 minutes. Then Cameron begins with the seven iron right in the middle of the bag. You hit your seven iron for him and he creates options with different brands and shafts.

“For irons I’m not too worried about distance, if we get it great, but if I can pick you up three more greens in regulation a round you will be a happy camper. The ball flight is important as well which can be technical, but I make it easy for you to understand. Our Foresight camera captures about 300 pictures at club impact so I can tell so much from that. The companies do the build for me but if you need a shaft or a repair I do the actual build myself.” said Cameron.

The cost for a fitting at Pure Golf is about \$100 for an iron fitting which is usually 1 to 1 1/2 hours or \$100 for a driver fitting. Many people like a long game fitting where Cameron goes through the whole top end of the bag including driver, irons, fairway woods, hybrids and if time permits wedges and putter for \$225.

“If you are looking for new clubs great that is a bonus, but I also will fit you for your own clubs which is called retro fitting through your whole bag for \$100. I can usually do some type of fitting. We also do regrips as well as club repair.” he said.

“When you come in to see me it tells me you are taking it seriously- you love golf and I try to help you. Today fitted clubs are the same cost as just buying clubs because a lot of the after market shafts are included in the price. So today, some irons for instance, are the same cost as 10 years ago

but you can put in a custom shaft for the same price.”

It was so interesting to go through this process with Cameron and hit some 2024 clubs just coming out to the market from Ping, Titleist, Taylor Made and Calloway. The Foresight Canada technology really showed the comparisons well and what worked best for me! You can’t hide from the numbers and it was a very eye opening experience. The atmosphere at PureGolf is upbeat, very supportive and you can tell they love the game so they will make your visit a fun time as well.



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