

IPAC BY-LAWS 2010-2011

1. Purpose:

- a. To raise the bar of professionalism for career clubfitters through education and by maintaining standards of skills, integrity and passion
- b. To raise the awareness of the public to the benefits of legitimate custom fitting
- c. To grow the profession through publicity and branding
- d. To assist the public in locating professional clubfitters

2. Eligibility:

- a. Clubfitters with at least two years experience and who work in a retail or commercial facility, including but not limited to: custom shops, retail shops, pro shops, driving ranges, golf academies, golf schools, performance centers, golf courses, country clubs, traveling fitters and tour vans.
- b. Clubfitters with proven **skills**. Skills attained through a minimum of two years experience, schooling, and/or apprentice internships.
- c. Clubfitters with proven **integrity**. All members of IPAC must maintain the highest standards of ethics and integrity. Honest and fair dealing with customers is paramount. This includes a dedication to giving customers the best performing equipment at reasonable pricing. The following are guidelines in assessing integrity:
 - (1) The IPAC member shall refrain from selling clones, knock-offs, or counterfeit clubs or clubs readily available to hobbyists.
 - (2) The IPAC member shall refrain from price gouging or underselling thereby diminishing the value of a professional fitting. An IPAC member is not competing on price, but rather on service and quality to assure that golfers get the best custom fitted equipment to improve their games.
 - (3) The IPAC member shall refrain from misrepresenting any aspect of the fitting (such as bumping a monitor to falsely represent increased distance, failing to disclose the accurate lofts on products being compared, etc).
 - (4) IPAC membership is limited to those who do fittings through face-to-face sessions, as IPAC considers it impossible to do a proper fitting over the phone or web.
 - (5) The IPAC member shall refrain from selling "custom" clubs over the Internet or over the phone (as it is impossible to properly fit over the web or phone).
 - (6) The IPAC member shall refrain from any other activity that would reasonably raise an issue of integrity.
- d. Clubfitters with **passion**. A love for the game, a love for the profession, and a real dedication in fitting golfers into custom clubs that will actually improve their game is absolutely mandatory.
- e. Eligibility shall be determined by the Qualification Board.

3. Members:

- a. All members shall be deemed professional clubfitters and shall have the right to use the IPAC logo on their business cards and advertising. Every member shall be listed on the IPAC Member Locator.
- b. Anyone seeking membership may attend meetings, expositions and other functions, but they shall have no title and they shall not be permitted to use the IPAC logo for any reason whatsoever until they have been accepted as a member.
- c. The term “Founder” or “Founding Member” shall be used by those in the first group of members that helped form this Association. As of August 15th, 2008 any new IPAC member will be titled as “Member.”
- d. All members are entitled to attend all functions of IPAC. Each member is entitled to one vote.

4. Sponsors:

- a. IPAC will need sponsors to function as membership fees alone cannot support the association. The Sponsors have a vested interest in working with IPAC, so long as they maintain their stated goals and maintain strict standards of eligibility.
- b. A sponsor shall be a vendor whose product would be purchased by an IPAC Member in good standing or any other business or service that may be used by IPAC members and which would uphold the integrity and high standards of IPAC.
- c. “Founding Sponsors” are those Sponsors that signed up before August 15th, 2008 to help fund the formation of IPAC. Any new sponsor after August 15th, 2008 will be titled “Sponsor.”
- d. Sponsors shall be listed on the IPAC website and shall be eligible to attend every IPAC Expo and shall participate in seminars and teaching programs for the members. Sponsors may also serve on Committees and Boards and act as Ambassadors, but they may not serve in Executive positions. Sponsors are entitled to one vote.

5. Dues and Fees:

- a. Members: Annual Dues (July 1st through June 30th)
 - (1) \$225 for members; \$150 for founding members (with no lapse in membership).
- b. Sponsors: Annual Fees
 - (1) \$750 for sponsors; \$500 for founding sponsors (with no lapse in membership).
- c. Dues are payable by August 1st.

6. Budget:

- a. Dues and Fees shall be used for the following:
 - (1) Administrative work and overhead costs including rent, staff, legal, accounting (not to exceed 35% of the budget).
 - (2) Maintaining a website for a source of referrals and education (not to exceed 15% of the budget).
 - (3) Seeking publicity through media, videos, brochures or other methods to inform the public on the benefits of the custom fitting and explaining what to expect in a bona fide fitting (50% of the budget). This may include costs of publicity for marketing the IPAC center at the PGA Expo.
- b. During the first years of putting the association together (2006-2009), start up costs may exceed the above budget limitations.

7. Officers, Committees, Boards and Ambassadors:

- a. Voting and nominations for positions in IPAC shall be **biennial** in even numbered years and conducted during and leading up to the PGA Show in Orlando. Requests will be made for those wishing to participate and they will be listed on the slate of nominees. Ballots will be sent by e-mail and may be returned by e-mail, tabulated and the majority vote wins in each office/position. The positions will be announced at the IPAC annual meeting in Orlando during the PGA Expo week. The next scheduled vote will occur in Jan. 2010.
- b. **Executive officers** (3 officers)
 - (1) President, Vice President and Secretary.
 - (a) The executive officers will conduct meetings quarterly through teleconferencing and will meet annually each year for a face-to-face meeting during the annual IPAC Expo. They will bear their own travel expenses. Must be a Founding Member or a Member in good standing for two or more years.
- c. **Boards and Committees** will include:
 - (1) **Qualification Board** (5 members).
 - (a) The initial board will be responsible for setting up objective criteria for potential members. If necessary, the Qualification Board will test the applicant via phone and/or written exam.
 - (b) The Qualification Board under some circumstances may request a live testing at the IPAC Expo during the PGA Show. The Board may also do other investigations, including contacting references and/or other members or other professionals to assist in the evaluation of the applicant.
 - (c) The Qualification Board shall assess each potential member and by majority vote determine whether that person is qualified to become a member. If a candidate does not qualify, then the Board shall issue a statement on why the candidate failed and allow that candidate an opportunity to re-apply and undergo further testing after a period of six months.
 - (d) Members of this Board must be comprised of four Founding Members or Members in good standing for two or more years plus one Founding Sponsor or a Sponsor in good standing for two or more years.
 - (2) **Ethics Board** (3 members).
 - (a) The Ethics Board shall investigate any complaints about any member or sponsor who falls below the guidelines set out for integrity and skill level. The Ethics Board shall have the right to issue any warnings, admonitions, letters of caution and/or letters of censures. In the event there is a major

problem which reflects poorly on the association due to a member or sponsor's action or inaction and more serious sanctions are required, then the Ethics Board shall meet with the Qualification Board to discuss the matter and the member or sponsor may be suspended or terminated by majority vote of the combination Qualification and Ethics' Boards. Any appeals from the actions of this committee shall be made to the Executive Board. The Ethics Board members will meet by teleconferencing as needed as well as a face-to-face meeting during the IPAC Expo.

- (b) Members of this Board must be comprised of two Founding Members or Members in good standing for two or more years plus 1 Founding Sponsor or a Sponsor in good standing for two or more years.
- (3) **Education Board** (3 members)
 - (a) The Education Board shall set up programs to assist men and women who wish to become professional clubfitters and IPAC members. Such programs will include, but are not limited to, classes to be offered during the IPAC Expo and mentoring and/or apprentice programs with members.
- (4) **Expo Board** (3 members)
 - (a) The Expo Board will organize the annual IPAC Expo, including but not limited to selecting venues, schedules, speakers and other programs. Expo Board members will report to the Executive officers. Cost to IPAC members to attend IPAC Expo shall be the actual costs of the Expo including meals, materials and seminar rooms, etc. Non-members may be charged additional fees for attendance.
- (5) **Ambassadors**
 - (a) Ambassadors for IPAC will serve as the spokesperson for IPAC throughout the world, including but not limited to: the contact person for those seeking membership in IPAC; respond to inquiries from the public, members and media about the goals, purpose and programs of IPAC; seek out the media and work with the IPAC public relations person(s) for publicity in their region; and any other service to advance the cause of IPAC. It is hoped that the Ambassador will give sufficient time to this position to grow IPAC as well as get media exposure. Ambassadors shall be a Founding Member of a Member in good standing for two or more years. There will be a need for an Ambassador in the following areas:
 - United States (4): North, South, East and West quadrants;
 - Canada (2): West and East;
 - Great Britain and Ireland (1);
 - Europe (1);
 - Eastern Europe (1);
 - Japan (1);
 - Asia (1), including China, Hong Kong, Indonesia, Malaysia, Singapore and the Philippines;
 - Australia/New Zealand (1);
 - Africa (1);
 - India (1);
 - Central and South America (1)

8. Annual Meetings:

- a. IPAC shall have a minimum of one annual IPAC Meeting/Expo each year. The purposes of the Expo are: to provide continuing education of its members, for introduction of new products and technologies for the profession, to offer an exchange of ideas between members and sponsors on how to improve products and technologies; to improve equipment performance for golfers; and to raise the bar for the profession. Due to high travel costs it may be prudent to have an annual meeting via an open conference call.

9. Public Relations:

- a. One of the core purposes of IPAC is to inform the public on what to expect in a bona fide fitting and where to go to find a bona fide fitting.
- b. A website shall be established to give information and referrals to the public; to establish a forum for members; to establish a career board; and to acknowledge the support of the sponsors and friends of IPAC.
- c. If funds permit, IPAC shall produce brochures, posters, print ads, informational DVDs and any other pragmatic promotional vehicle to promote IPAC and its members and to acknowledge the contributions of its sponsors and friends. IPAC will also send out Press Releases on "The Wire" and communicate with media personnel in various mediums.

10. Guidelines for a Professional Fitting:

- a. IPAC shall revise its guidelines for a Professional Fitting from time to time as new developments and technologies become available. The following are key elements in conducting a proper fitting and every IPAC member must be competent in all areas:
 - (1) **Interview and Performance Profile.** An in-depth study of your game, your history, your physical capabilities, your skills and a review of your goals, preferences and expectations.
 - (2) **Evaluation of your Current Equipment.** The evaluation includes an analysis of what clubs are working for you and what clubs are not, with an explanation of "why" by your professional fitter.
 - (3) **Static Measurement.** A complete evaluation of your physical measurements, body type, swing plane and tempo.
 - (4) **Ball Launch Analysis.** A session on a launch monitor to track all aspects of your swing and ball flight with a thorough evaluation of spin rates, dispersion patterns, ball speed, and other critical factors. S
 - (5) **Equipment Trial.** Selection of the right clubhead for maximizing your performance and for assuring centeredness of hit. Selection and testing of the correct shaft in the right cpm frequency for your swing speed and tempo.
 - (6) **Custom Build.** Precision building of your custom fit clubs to the exact specifications as ordered by your Professional Fitter, including frequency matching every shaft within +/- 1 cpm, head and back-end weighting, precision altered loft and lie angles, shaft spinning, bend points and weight sorting.
 - (7) **Post Fit Check Up.** Follow up consultation to track your progress with your new clubs and to make any adjustments if necessary.