



IPAC, founded in 2007, is an international non-profit association whose members are the elite of the club fitting profession. Each member is a skilled professional with significant education and experience as well as unsurpassed integrity and passion. Each member is affiliated with a legitimate retail facility and meets the established criteria for the Association.

The goals of IPAC include raising the bar for the profession, continuing education as well as educating the public on what to expect and where to go for a bona fide fitting.

There are many benefits to becoming a member of IPAC, including:

**Credibility:** There are estimated to be only 500 true professionals worldwide, yet thousands claim to be professional fitters... IPAC helps distinguish you from the “wanna-bees”. Members are listed on the IPAC website and receive free promotional materials such as brochures and posters. Additionally, members receive a certificate each year and may use our logo on their own websites, business cards, etc.

Many media outlets, including Golf Digest, seek out members of IPAC. Our members have been repeatedly featured in local and national magazine articles, invited on radio and television golf shows and procured positions for highly ranked teaching professionals and golf academies.

**Referrals:** One of IPAC’s primary goals is to help the golfing public learn what to expect and where to go for a bona fide clubfitting. At [www.ipacgolf.com](http://www.ipacgolf.com), golfers can view a video on a real fitting and IPAC members have reported numerous referrals from the member locator. IPAC subscribes to several PR sites to drive more end-users to the website and we release periodic press releases and email blasts.

**Savings:** Dues paid on or before **August 15<sup>th</sup>, 2010** are \$225 for Members / \$150 for Founding Members; after August 16<sup>th</sup>, dues are \$250 and \$175 respectively. Additionally, IPAC sponsors give special discounts to members that can easily subsidize the cost of your dues (even one referral would subsidize your dues).

**Education:** IPAC continues to educate its members on the latest products and methods for your continuing education, so that you stay on the cutting edge. In 2008/2009, we had a lively booth at the PGA Merchandise Show with educational seminars, guest speakers and an awards ceremony. In 2009/2010, we had special educational videos, fitting articles and resources for our membership base. In 2010/2011, we are offering more videos, a beautiful poster, articles, forums and other tools to help our membership base educate their customers on REAL fittings.

**Growth:** We are all firm believers in the benefits of custom fitting and as a group we have a much stronger voice to educate the public and media. IPAC and its members can make a positive impact on many golfers who otherwise may never have given true custom fitting a chance. This will ultimately lead to a win-win-win situation for the customers, fitters and the growth of the game.

If you would like to learn more about IPAC, please visit our website at [www.ipacgolf.com](http://www.ipacgolf.com) and click on the Membership tab. If you meet our criteria, please fill out the ‘Member Dues Form’ and an IPAC Associate will review the application and contact you. Any questions or concerns please call 818-432-5188 x123 or email [lesser@ipacgolf.com](mailto:lesser@ipacgolf.com).