



## [List of the World's Top 100 Professional ClubFitters announced ...](#)

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NORTH HOLLYWOOD, Calif. -- The 2nd annual list of the World's Top 100 Professional ClubFitters has been released. All of the top 100 are accomplished professionals who have studied and trained for years. In terms of skill and knowledge, the 2007 Top 100 winners are on par with the technicians on the PGA Tour. The only difference is, the World's Top 100 ClubFitters provide those benefits to the everyday golfer, improving performance and ultimately making the game easier and more enjoyable. The Top 100 hail from all over the world: 2 from Australia, 15 from Europe, 5 from Asia, 13 from Canada and 65 from the United States.

Everyone will tell you...getting your clubs custom fit will improve your game...no equivocation here. But there are so many claiming to be fitters...the nineteen year old standing next to an expensive simulator in a large retail store, the old soul who eyeballs your ball flight, and the very questionable "expert" who claims he can fit you over the internet.

There are "wagglers"; there are the "guessers"; there are the "which one feels best?" and then there are bonafide Professional Fitters. Where do you find someone who really is going to do it right? The Top 100 is a good place to look.

An exhaustive selection process designed by an elite panel of independent industry insiders produced the globally diverse final list, which includes members from all over the globe. From retail shops serving small communities to urban mega-facilities, the World's Top 100 ClubFitters represent those who are the most skilled, the most knowledgeable, and the most committed to the process of custom fitting golf equipment. Many of the golf industry's experts contributed to the process of establishing the selection criteria, from well-known club head designers like Clay Long and Art Chou, to Gene Parente of the independent testing facility Golf Labs, to Kim Braley world renowned shaft designer, Dr. Christian Reichardt golf sports fitness expert and a host of others involved in manufacturing and training of custom fitters. While input varied from panel member to panel member, there was an overall desire to find clubfitters who could merge technical expertise with a distinctly personal touch.

Each application was evaluated on a point system rating the level of sophistication of the fitting process, an understanding of head and shaft design and how they affect play, the proper use of launch monitors and fitting systems, understanding the golfer and his psychological and physical needs and goals, marketing, advertising, providing first-class service and facilities, and overall success (always a good indicator of one's reputation in the area). Also heavily weighted was "integrity" for those professionals who put their customer's needs ahead of profit, who guarantee their work, and whose passion will help grow the game.

"Seeing the big picture is really at the core of what we're doing," says Jennifer King, President of KZG, the

#1 Custom ProLine. "When golfers play with clubs that fit, they play better and enjoy the game. When they enjoy the game, they play more, and the game grows. In the end, it's a win-win for everyone who loves golf." Applicants for the World's Top 100 list were required to complete a lengthy application that included several essays on equipment knowledge, clubfitting process, and business ingenuity. Career history and education were also considered.

CONGRATULATIONS TO...

THE WORLD'S TOP 100 CLUBFITTERS FOR 2007