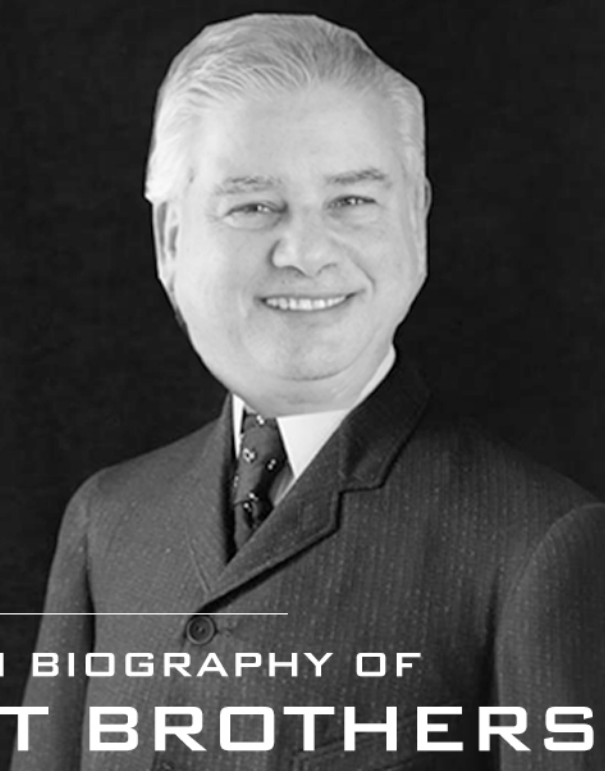
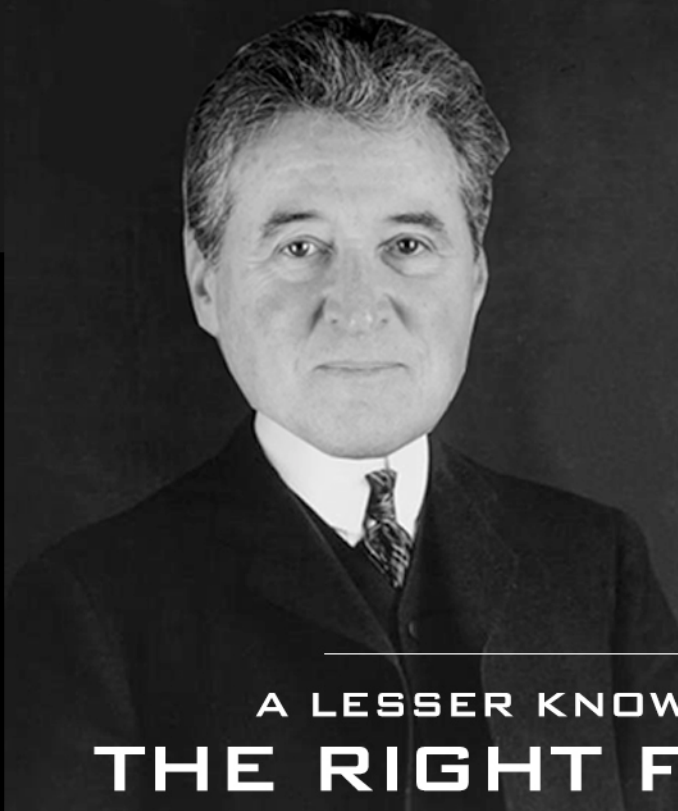


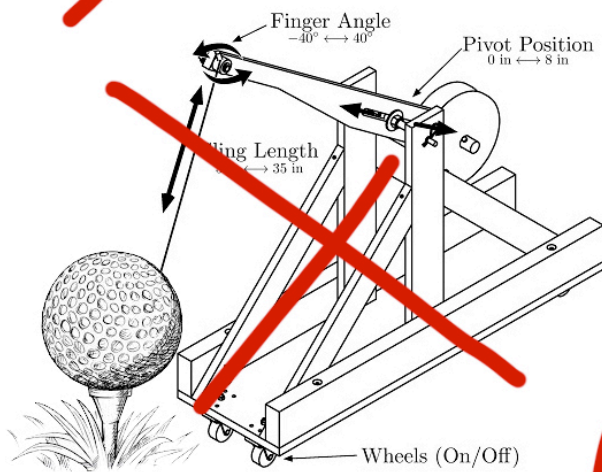
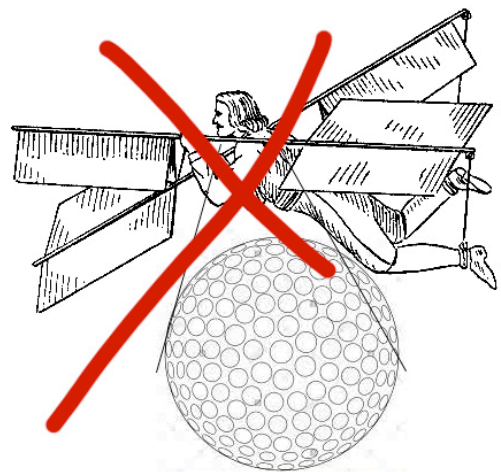
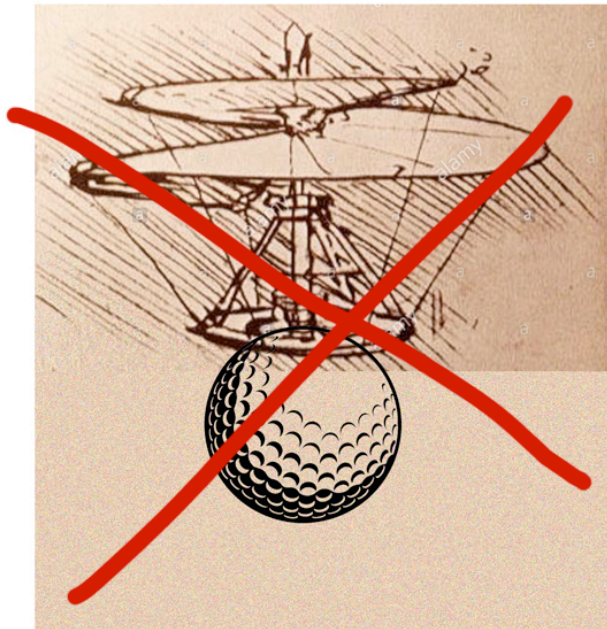


A BRIEF HISTORY OF
(FULL BALL)

Flight



A LESSER KNOWN BIOGRAPHY OF
THE RIGHT FIT BROTHERS



Evidence of man's long quest for the best in golf club fitting through full ball flight

Introduction:



Leigh "Orville" Bader and Joseph "Wilbur" Ricci. "The Right Fit Brothers"

It's a long way from Kitty Hawk to Cape Canaveral

In the same way that modern transcontinental travelers may take for granted a six hour, near super sonic flight from North America to Europe, or barely pause to watch news coverage of a stratospheric rocket launch from NASA's Florida facilities, today's golfers who can easily step inside a state of the art full ball flight facility Like Joe & Leigh's Golf Performance Center, may need to pause and consider that the dramatic game improvements available through high tech club fitting were not even possible even a decade ago.

The world correctly credits Orville and Wilbur Wright for their vision and persistent pursuit of the seemingly impossible dream of the flight of man. Their foundational work and dramatic

achievements and the evolution that followed set the stage for the today's modern jetliners, military might and space travel.

Few have even heard the lesser known story of two middle aged golf shop owners who had a dream of flight themselves: Full ball flight, the key to effective golf club fitting.

This is the humble story of Leigh "Orville" Bader and Joseph "Wilbur" Ricci, "The Right Fit Brothers."



Our Evolution.

Focus on Fitting From The Start

We didn't have much when Joe & Leigh's got started back in 1981 (a collective \$2,000 in savings a dilapidated 300 square foot Pro Shop that we were still happy to call home and a sporty nine hole golf course in need of some serious groundskeeping help.)

But what we did have was a pretty solid philosophy and a couple of hunches.

Our philosophy was that we were in business to make a friend, not a sale. Our goal was to help more people have more fun and enjoy the game.

In terms of our hunches, the first one was that Trade-Ins matter. (People want to be able to tap the value of their used clubs to get into new ones.)

The second hunch was that it actually matters what clubs you play. We believed it was our job to help golfers get clubs that FIT! Fit their game, fit their swing and fit their wallet.

Turns out both of these hunches were right and probably a little ahead of their time.

We've been building on fitting and trade-ins (and making friends) for 36 years.

Where We Started

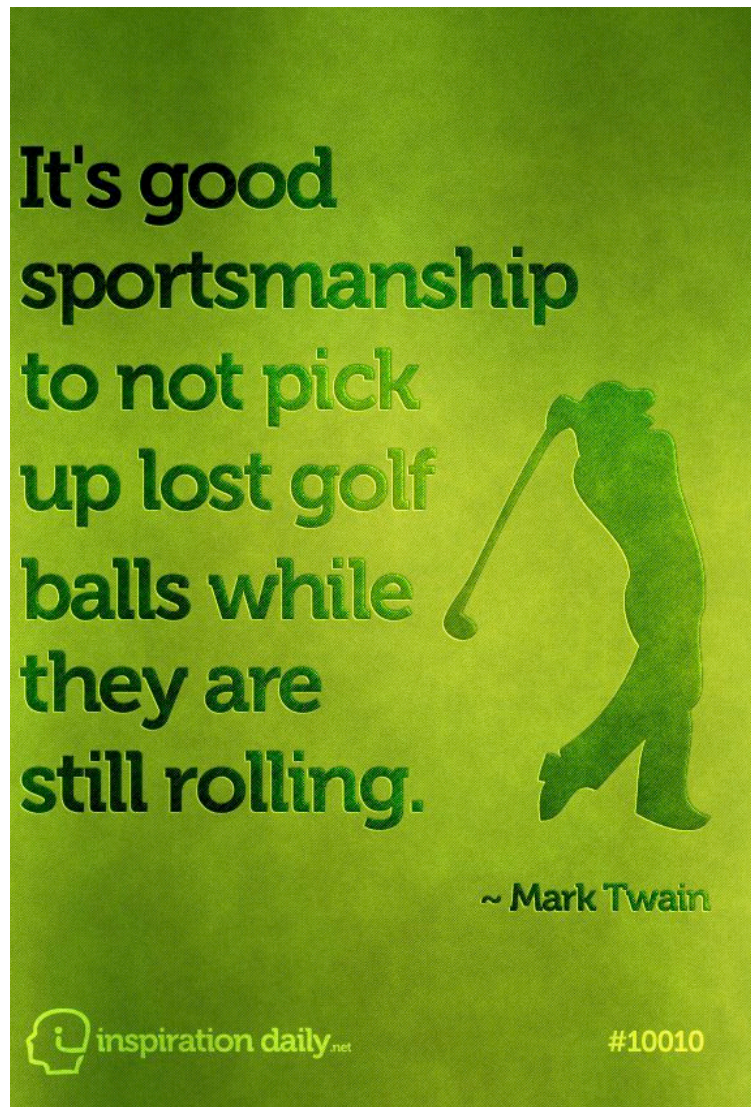
Nearly Ruining Our Golf Course Business with "On The Fairway Fitting"

Even from the beginning we thought that the best way to really fit someone into the right clubs was to incorporate full ball flight.

We saw the value of observing the ball in its natural environment rather than slamming into a screen.

Since we had no fitting facility to speak of, we used what we did have: the 3rd fairway of the golf course.

This was not ideal since we were doing it while people were using the course for its intended purpose. I.e. Golf.



We quickly realized this was not only an inconvenience it was potentially an expensive since , on more than one occasion, golfers would pick up our (plainly marked) fitting balls and deposit them inside their own bag.

We began to look for an alternative.



Next Stop: Flight Deck

A Step Forward (and Backwards)

As we continued to become more proficient in fitting, with more of our staff being trained and certified as club fitters, and as new technology was introduced to assist with the process we decided to invest more heavily in a fitting facility at the Pro Shop.

In 1999 we launched what we referred to as “The Flight Deck” it was a self contained, covered hitting and fitting bay in the upper level of Joe & Leigh’s Discount Golf Pro Shop.

The upside of the new dedicated fitting space was that it got us off the 3rd fairway and out of the way of golfers. Being an indoor facility it also removed weather as a factor in scheduling fittings. The down side was that, even though we had spent considerable dollars on a massive double layer netting system and even though by this time we

had some heavy duty vector launch technology in play, The Flight Deck had one serious drawback there was no getting around... it was not full ball flight.

The Flight Deck had been helpful in expanding the role of fitting and beginning to incorporate fitting into every new sale, but we had to move on to bigger and better things.

Where We Landed...



**In 2009 we
moved into our
current home,
Joe & Leigh's
Golf Performance
Center**



About The GPC

The GPC is located just up the road from Joe & Leigh's Pine Oaks Golf Course and Joe & Leigh's Discount Golf Pro Shop. It is a state-of-the-art facility with 5 full ball flight fitting bays outfitted with the latest launch monitor technology and software. Coupled with our expert staff of Joe & Leigh's and Factory certified club fitters, we deliver the technical and practical expertise to put it all to work for you.

Daren Mackinnon PGA is the Director of Fitting. He is recognized in the Golf Industry as a Subject Matter expert and thought leader in the art and science of club fitting. He is constantly in demand as a speaker in Industry get together's.

It's also the home of our PGA Professional Golf Instruction Program. Our 7 person

Instructional staff is led by Gary Cardoza PGA who has been named one of the Top 25 Teachers in New England among many other distinctions. All highly qualified teachers, the men and women who provide instruction at Joe & Leigh's are seasoned PGA and LPGA Professionals and Apprentices who share our passion for helping golfers, Enjoy and Improve

The Facility

Who wants to hit into a net when you can watch your ball soar instead? Joe & Leigh's Golf Performance Center offers 5 (indoor/outdoor) full ball flight fitting bays where you can swing away just like you would from the tee. Add in the state of the art Foresight Game Changer, launch monitors, high tech software and our Club fitting experts are able to capture every last detail of the physics and mechanics of what's happening. Including variables like; club head speed, launch angle to spin rate and many more. The Fitter will synthesize the hard data with the "soft" meaning data input like preferences, the

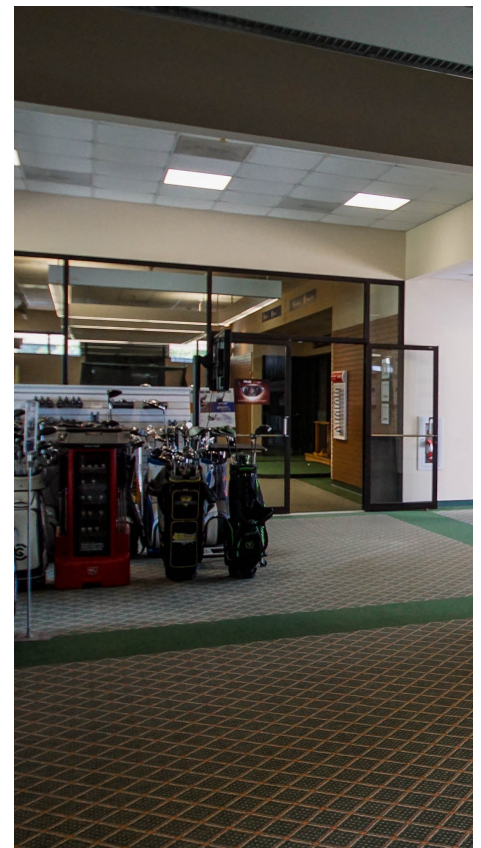
type of course most frequently played, and others and will use that result in matching you to the best choice in equipment and settings.

The Importance of Fitting for Golfers of All Skill Levels

It is impossible to overstate the importance of expert custom fitting. having golf clubs that are properly fit to your unique specifications is the key to optimizing your performance on the course and maximizing the benefits of the game-improvement technology engineered into today's golf clubs. The verdict is in. Custom fitting is no longer "optional" it's become an "essential"

for all golfers, from high handicappers to scratch players.

We are brand agnostic around here. We aren't looking to sell you into a certain brand of clubs. instead, we help you find the right golf club technology that will let you optimize your performance on the course and dial into the precise specs that will get you the best results.



What is a Custom Club Fitting Session Like at Joe & Leigh's Golf Performance Center?



Coming into our golf performance center, you'll be greeted by one of our expert fitters and directed to the appropriate indoor/outdoor hitting bay for your appointment. We have fit 1000's of golfers of all shapes, sizes, handicaps (many without) and hope to make your fitting experience fun.

Ideally you'll bring along your current clubs to warm up with, as well as for us to use in creating a data baseline. We use the baseline as a comparison point as we continue the fitting. Our full ball flight fitting bays are covered and heated, so wear sneakers or golf shoes, and comfy golf clothes and we'll get you swinging.

Please share your email address with us when you make the appointment. We'll send you a pre-fit questionnaire to let us learn more about your game and where you think your potential lies. We'll ask about your game, where you play, and how often. We'll chat about favorite brands or clubs you've already tried. We won't get too personal, but this would also be a good time to let us know if there are any health issues that keep you from swinging a club the way you'd like. We even have fitters trained to adapt clubs for golfers with prosthetics, play from a wheel chair, Single rider or have other challenges. Note that we are one of only two PING Adaptive Fitters in the State of Massachusetts. No worries if you don't answer the email, we know you're busy. We'll ask you for the necessary details before we start the fitting process.

There are several fitting options available for you to choose from (please see the fitting menu for pricing and time involved) You may want specific clubs fit, like a driver, wedges, or perhaps you'd like all the clubs fitted from driver all the way through the bag including all the wedges.

During the fitting session we will be evaluating two different aspects of the clubs.

First, the actual size of the clubs. Based on your physical size, and swing type, we focus in on the correct length, weight and stiffness of the shaft. The lie angle would be checked, as well as the type of grip and grip size.

The second part is the ball flight itself and the on screen graphic comparisons from club to club. As we hone in on the optimum fit for you by assembling and adjusting clubs on the spot, we love showing you all the data your shots create with our Foresight GC2 launch monitors. The ability for you and your Fitter to see the full flight across the driving range and all the comparisons only validates the choices we'll make. We can explain why certain clubs belong in your bag, like a hybrid or seven wood, and some may not, like an old 2 iron. Every golfer has expectations from their equipment clubs. You may covet distance, others more

accuracy and still others need or want both.

We aim to not only fill those needs, but explain the why and how as well. If, by chance, we see no improvement from your current models, we'll share that data with you too. Sometimes a good fitting will validate that you've already got some great clubs that match your launch conditions and there's no need to purchase any other ones.

Once we've collected the soft and hard data, and you've given us your feedback as to what looks and feels good to you, we make our recommendations. All of the club recommendations are put into your profile and printed out in detail. Brand, model, club size and specs are all put together with pricing at the time of your fitting. If you decide to order clubs from us, we'll even refund a portion of the fitting fee as a thank you (see fitting menu for pricing and time commitments). There is no obligation to purchase clubs from Joe & Leigh's. The fitting fees will be collected the day of the fitting, and you'll be given time to decide on your own schedule whether the new clubs make sense for your game.







Session: 6 Shot: 8

BALL SPEED
(MPH)

164

LAUNCH ANGLE
(DEG)

15.1

PUSH PULL
(DEG)

0.0R

SIDE SPIN
(RPM)

196L

TOTAL SPIN
(RPM)

1850

CARRY
(YDS)

311.0

GAME CHANGER

Technology is Part of The Operation But Only PART...

The Foresight Game Changer

The hub of our technology wheel is the Foresight Game Changer. It is a state of the art launch monitor system with comprehensive, integrated technology that lets our expert fitters capture an incredibly thorough picture of exactly what is happening with every aspect of your swing.

However, we recognize that technology is just technology. It's the people using it who make the difference and deliver the value.

Our Fitters are Our Real Differentiators.

Let's face it, any strip mall shop can install technology, but that doesn't mean the customer gets a good fitting.

The thing that mosts differentiates Joe & Leigh's from other fitters is the people behind the equipment.

Our fitting staff are among the most highly trained in the industry both in terms of manufacturer training and specialized fitting training.

In fact, one of our lead staff members is a nationally featured presenter on the subject and has been invited by PGA Magazine to speak at numerous events.

Please see the next section for more in depth information about our staff on whose behalf we submit this booklet.



Daren MacKinnon

Asst. Mgr / Asst. Pro / Director of Fitting

- **PGA Class A Member Since 2010**
- **Joe & Leigh's Certified Club Fitter for Multiple Brands**
- **Certified Club Repair Specialist**
- **Graduate of several Club Repair, Assembly and Fitting Schools**
- **PGA Magazine Guest Lecturer; 2017, 2016, 2015, 2014, 2013**
- **PGA National Club Fitting Conference**
- **NEPGA Education Committee 2010, 2011**
- **NEPGA Growth of the game Committee 2012 to present**

SINCE 1999

A portrait of Jeff O'Neil, a man with grey hair, glasses, and a mustache, wearing a green polo shirt under a dark blue jacket with a tan collar. He is smiling and standing in front of a blue backdrop. The background of the entire graphic is a golf course with a green and white checkered flag on a white pole.

Joe & Leigh's
Play. Shop. Improve.

Jeff O'Neil

Master Club Fitter / Golf Shop Associate

- **Joe & Leigh's Certified Club Fitter for Multiple Brands**
- **Multi-Device Qualified Launch Monitor Specialist**

SINCE 2004

A portrait of Scott Ibbitson, a man with short brown hair, smiling. He is wearing a dark blue zip-up jacket over a blue and white striped collared shirt. The background of the portrait is a blue textured curtain.

Joe & Leigh's
Play. Shop. Improve.

Scott Ibbitson

Asst. Golf Pro/Club Fitter/ Golf Shop Assoc.

- **PGA of America Apprentice**
- **Joe & Leigh's Certified Club Fitter for Multiple Brands**
- **Multi-Device Qualified Launch Monitor Specialist.**

SINCE 2013



Joe & Leigh's
Play. Shop. Improve.

Keith Rose

Lead Buyer/Certified Club Fitter

- **Joe & Leigh's Discount Golf Pro Shop Lead Buyer**
- **Joe & Leigh's Certified Club Fitter for Multiple Brands**
- **30 Years Industry Experience**

SINCE 2017

Joe & Leigh's
Play. Shop. Improve.



Leigh Bader

General Manager / Co-Owner

- Director of New England Chapter of the National Golf Course Owners Association.
- Alliance of Massachusetts Golf Organizations (AMGO) Director and Principle Organizer of an alliance of all the "sister" golf organizations in the state of Mass. Ten Years in the making, this groups mission is to.. "protect and grow the game of golf in the state of Massachusetts.."
- PGA Professional since 1983
- Association of Golf Merchandisers, PLATINUM AWARD" recognizing AMERICA's BEST GOLF SHOPS. This continues the tradition of Golf World's 100 Best Golf Shops by recognizing the "Best of the "Best" Golf Shops in America.

SINCE 1981