



IRONWORKS GOLF ACADEMY



PLAYER DEVELOPMENT PROGRAMS 2022





IRONWORKS GOLF ACADEMY OVERVIEW

The Ironworks Golf Academy was created by the Beloit Club and Ironworks Golf Lab management to satisfy the demand for player development programs that involve instruction, coaching, and club fitting. Our team of PGA/LPGA coaches have demonstrated a recognized ability to create significant and sustained improvement with students, and they show a clear passion for their craft. Our team has over 100 years of combined experience and our services are open to everyone year-round.

OUR FACILITIES

The Ironworks Golf Academy is fortunate to have two first class facilities. Our clients have the choice of indoor or outdoor programs depending on the time of year and type of service. Both facilities offer their own unique benefits and most of our clients experience both venues.

BELOIT CLUB

The Beloit Club is a premier private golf and entertainment facility located in southern Wisconsin, and it was named the most improved private club in the country by Golf Inc. magazine in 2016. This beautiful property houses an award winning 18-hole golf course, outdoor practice facility, stunning three-level clubhouse, and outdoor pool complex.

IRONWORKS GOLF LAB

The Ironworks Golf Lab is a public indoor golf and entertainment complex located in downtown Beloit. This facility houses multi-sports simulators, a 3,000-square-foot putting green, short range hitting bays, a putting lab, and TPI/K-Vest Studio. The facility is used for golf instruction, club fittings, daily practice, corporate events, special parties, golf leagues, daily rentals of simulators, and just a relaxing spot to talk golf and enjoy a cold beverage.

Ironworks Golf Academy took their services on the road, partnering with other golf facilities and businesses, to offer structured instructional programs and professional certified club fitting services. If you are interested in the Golf Academy coming to your location, please contact the Director of Instruction.

PROGRAM QUESTIONS/RESERVATIONS

For any program questions or to reserve an appointment please contact Travis Becker, Director of Instruction, at 608.235.9152 or at tbecker@ironworksgolfacademy.com

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CONTACT US

OUR FACILITIES

Beloit Club Golf Shop.....	608.473.0089
Ironworks Golf Lab	608.473.0095

OUR TEAM

Travis Becker	Lead Instructor
Pamela Saladino	Certified Instructor
Mike Tabbert	Certified Instructor
Dillon Parisi	Certified Club Fitter
Lance Jacobson	Administrator

www.BeloitClub.com
www.IronworksGolfAcademy.com

MEET OUR TEAM



TRAVIS BECKER — LEAD INSTRUCTOR

Travis is the Director of Instruction and Club Fitting for the Ironworks Golf Academy. Travis has been named the Wisconsin PGA Teacher of the Year 3 times (2015, 2019, 2021) and has been ranked in Golf Digest Magazine’s “Best Teachers” in the state (2015-16) (2022-2023). In 2020, Travis was named a Top 100 Teaching Professional by GRAA Magazine and voted the WPGA Youth Player Development award winner for his extraordinary and exemplary achievements in junior golf. To compliment his instruction and coaching background, Travis has been recognized as a Top 100 Club Fitter with Titleist and Ping. Travis has the experience and knowledge to take your game to the next level.



MIKE TABBERT — CERTIFIED INSTRUCTOR

Mike is a PGA Certified Instructor and Club Fitter for the Ironworks Golf Academy. Mike focuses his instruction on improving each student’s athleticism and swing mechanics to improve their consistency and performance. There is not one swing that works for everyone, so he will find your most efficient swing to control your ball flight and shoot lower scores. Mike is a TPI Certified Level 2 Instructor in Power & Junior Development and Certified in K-Motion 3D and Boditrak Ground Mechanics. Mike’s passion is to help each student reach their personal goals, shoot lower scores, and have more fun!



PAMELA SALADINO — CERTIFIED INSTRUCTOR

Pamela is a LPGA Certified Instructor and Club Fitter for the Ironworks Golf Academy. Pamela is an accomplished player that won a high school state championship and a NCAA Division II National Championship. She graduated from Lynn University with an MBA in Sports and Athletic Administration. Pamela is the driving force behind IGA’s popular women’s programs and her passion for growing women in the game of golf is unmatched. Pamela was voted a Top 50 coach by US Kids Golf in 2020 and acts as our site director for the popular LPGA Girls Golf Program. She is a strong mentor to any female looking to learn the game of golf or take their game to the next level. Her personal joy is seeing each of her students accomplish their goals.



DILLON PARISI — CERTIFIED CLUB FITTER & APPRENTICE INSTRUCTOR

Dillon is a Certified Club Fitter and PGA Apprentice with the Ironworks Golf Academy. Dillon is known to deliver a tour level custom club fitting experience to golfers of all abilities. He is certified with Titleist, Ping, Taylor Made, and Callaway. Dillon is Wisconsin’s lead Titleist fitting specialist where he conducts club fittings at numerous facilities around the state. Prior to joining the Ironworks Golf Academy Team, he was a club fitter for Nevada Bob’s retail store in Madison. Prior to that, Dillon worked as an Assistant Professional at Cherokee CC where he was introduced to all facets of the golf industry. Dillon’s friendly personality and golf knowledge is a win/win for any student of the game.



LANCE JACOBSON — IRONWORKS GOLF ACADEMY ADMINISTRATOR

Lance is the Ironworks Golf Academy administrator. He has over ten years in customer service experience and is happy to assist our clients throughout the instruction and fitting process. He is currently enrolled at the University of Wisconsin Milwaukee, pursuing a degree in accounting. Lance’s goal is to make the logistics of golf instruction and club fitting as smooth as possible.



IRONWORKS GOLF ACADEMY MENU

PRIVATE LESSONS

Baseline Assessment.....	90 minutes
Private Instruction.....	30 or 60 minutes
Game Changer Series.....	3, 5, 7, 10, 20 series
TPI/K-Vest Training.....	60 minutes
SAM Putt Lab Analysis.....	60 minutes
Club Calibration.....	60 minutes
Playing Lessons.....	3, 6, or 9 holes

TECHNOLOGY

TrackMan 4
SAM PuttLab
K-Vest
K-Player
HD Teaching/Fitting Studio
HD Golf Pressure Mat
V1 Video Software
FlightScope

FITTINGS

Driver
Long Game
Irons
Wedges
Putter
Golf Ball

PARTNERS

Titleist
TaylorMade
Callaway
Ping
Mizuno
US Kid’s Golf

JUNIOR GOLF PROGRAMS

PGA Junior League.....	May-July
*Post Season: August-November	
Super Tuesday	June-August
Performance Program	June-August
Winterizers	January-March
Girls Golf Academy	August-October
Junior Sports Academy	April
Boys Big Break	August-October

GROUP LESSONS

Women’s Golf Academies.....	Three 60-minute Sessions
Half Day Golf Schools.....	4 hours
Full Day Golf Schools	8 hours
Corporate Clinics	Customized
Businesswomen Golf Academies	Customized





PRIVATE INSTRUCTION

PRIVATE INSTRUCTION

Our experienced golf instructors are available for 30-minute or 60-minute private lessons. Each lesson is geared towards the goals and objectives of the student. Each private lesson from our award-winning coaches follows a process to assist the player in achieving their performance goals. At the conclusion of the lesson, the student will have a customized treatment plan stating specific drills and practice methods to improve their game.

ADULT	20 HOURS (12 MONTHS)	10 HOURS (6 MONTHS)	7 HOURS (5 MONTHS)	5 HOURS (4 MONTHS)	3 HOURS (2 MONTHS)	1 HOUR	½ HOUR
LEAD	\$2,250	\$1,200	\$895	\$675	\$425	\$150	\$85
CERTIFIED	\$1,875	\$1,000	\$745	\$560	\$355	\$125	\$65
APPRENTICE	\$1,425	\$760	\$565	\$425	\$270	\$95	\$55

JUNIOR (21 & under)	20 HOURS (12 MONTHS)	10 HOURS (6 MONTHS)	7 HOURS (5 MONTHS)	5 HOURS (4 MONTHS)	3 HOURS (2 MONTHS)	1 HOUR	½ HOUR
LEAD	\$1,875	\$1,000	\$745	\$560	\$355	\$125	\$65
CERTIFIED	\$1,425	\$760	\$565	\$425	\$270	\$95	\$55
APPRENTICE	\$1,125	\$600	\$445	\$375	\$215	\$75	\$40

LESSON HOURS EXPIRATION: Lesson credit hours do expire. Expiration time frames are indicated above.

CANCELLATION: A 24-hour notice is required to cancel a lesson. If you do not cancel prior to 24 hours, you are responsible for your lesson rate.

GROUP LESSONS: Percentage of instructor rate based on number of students per group.
2 Students: 67%, 3 Students: 53%, 4 Students: 50%, 5 Students: 47%, 6 Students: 44%, 7 Students: 43%, 8 Students: 37% of scheduled rates.

ONLINE INSTRUCTION

Cannot make it to the course or live out of town? We have a solution with our online golf instruction. You send us your video using the free V1 application and our experienced coaches will return a voice over video lesson with specific items to work on and suggested drills.

1 VIDEO LESSON \$25	3 VIDEO LESSONS \$60
5 VIDEO LESSONS \$95	1 MONTH UNLIMITED \$150

PUTTING & ON-COURSE INSTRUCTION

SAM PUTTLAB ANALYSIS

TIME: 60 MINUTES
Motion researchers and golf professionals joined forces to develop the first computer-aided analysis of the short game using ultrasound measurements. With the SAM PuttLab you have the chance to measure no fewer than 28 parameters of the putting stroke, a number most golfers probably were not aware of. It marks a new dimension for the analysis and the practice of the short game.

PUTTING TIP

Does your putter fit you? Only 5 percent of people fit into the standard putter that you can purchase in a golf store or golf shop. It is like a shoe store only offering size 9 shoes. We can make it work; however, we will not be able to maximize your performance. Now is the time to get fit and get better!

The correct putter length will allow you to set up with an athletic posture that positions your eyes over your golf ball, allows your arms and hands to hang under your shoulders, and your weight to balance between your toes and heels. The correct lie angle will allow the sole of your putter to rest flat on the surface, which promotes correct aim. The optimal loft of the putter will produce a launch angle that allows the ball to get on top of the plant with a forward roll before skidding or skipping. The hosel design and face balancing will encourage the proper club face and path rotation that is suited for your stroke. The head design will assist with aim, looks, feel, sound, rotation amount, and moment of inertia. The grip size will influence feel, club face angle, distance control and hand action. The first step to fewer putts is to make sure your putter is fitted to your individual needs.

PLAYING LESSONS

3 HOLES, 6 HOLES, OR 9 HOLES
These popular lessons take place on the golf course. Players are observed in a playing environment that may showcase tendencies that do not show up on the practice tee. Players will learn course management strategies, routine process, and how to handle different situations such as bad lies, trouble shots, uneven lies and much more.





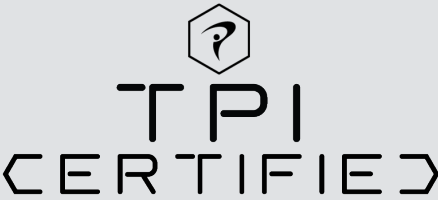
TPI TRAINING & GOLF FITNESS

GENERAL INFORMATION

TPI is the world's leading education organization dedicated to the study of how the human body functions in relation to the golf swing. TPI, through extensive field research, has discovered how a properly functioning body allows a player to swing a golf club in the most efficient way possible, and has analyzed how physical limitations in a player's body can adversely affect the golf swing. TPI golf fitness starts with a physical assessment and continues with golf-specific training for your body to eliminate your physical limitations and create your most efficient and powerful golf swing.

TPI is the best way to make your swing more efficient and increase your distance. It is designed for golfers of all abilities and ages. Our certified TPI instructor will use state-of-the-art technologies to assist in capturing data that is unmeasurable with the human eye.

Our certified TPI Instructor will work directly with your swing coach and personal trainer. During your assessment we measure your club speed, ball speed, swing sequence, and physical capabilities to design a program that will assist you in achieving your goals.



TPI FITNESS ASSESSMENT

- Body Movement Screen
- Body Power Screen
- K-Vest 3D Swing Evaluation
- Boditrak Ground Forces Evaluation
- Club and Ball Data Analysis
- Prescribed Initial Exercise Program
- Full Report of Golf Fitness Strengths & Weaknesses
- Action Plan for Improvement



TPI TRAINING & GOLF FITNESS

SPEED SCHOOL

Do you have a NEED FOR SPEED? Hitting the golf ball further is one of the largest advantages in competitive golf. More distance helps several other areas of your game, including, hitting more greens in regulation and hitting closer approach shots. The Speed School is solely focused on giving you the tools needed to swing the club faster through improved swing techniques, ball flight optimization, proper club fitting, and speed training.

The Speed School includes a speed presentation, swing assessments, overspeed training, swing modification coaching, and club & ball fittings!

Students in 2021 gained on average 5.5 mph club speed!

K-MOTION 3D SWING EVALUATION

During a 3D swing evaluation, we will use the K-VEST to measure your swing positions, sequence, consistency, speed, and tempo. From this data your instructor will create a biofeedback training program to improve your swing efficiency and speed. Following your evaluation you may continue to train using biofeedback using the K-Player so that every practice is perfect!



POWER GOLF ACADEMY | JANUARY - MARCH

The Power Golf Academy is for golfers looking to improve their mobility, balance, strength, and speed in order to improve their body and golf game! While improving your golf fitness the Power Golf Academy will train for improved swing techniques to hit the ball further and more consistently in our golf circuit format.

Focus areas:

- Ground Forces
- Rotary Power
- Swing Levers
- Club & Ball Flight Optimization

Proven Results: Each participant in 2021 gained on average 4.5 mph club speed and improved their total body power by 15%!





WOMEN’S PROGRAMS

WELCOME TO WGA

GOLF FUNDAMENTALS

A Women’s Golf Academy designed for women looking to learn and enjoy the game in a fun and relaxed environment. Whether you are new to the game, just getting back into the game or an experienced golfer, this introductory academy will cover the fundamentals of the game that will improve your skills from green to tee.

MORNING DRIVE

LONG GAME INSTRUCTION

Improve your distance and direction. This long game academy will improve your distance and direction with all clubs. You will increase speed, power, and contact on every shot while gaining directional control on every shot.

MASTERING HAPPY HOUR

SHORT GAME INSTRUCTION

This short game academy will have you mastering all the shots on and around the green. Enjoy happy hour specials while improving your skills in putting, chipping, pitching and bunkers.

GOIN CLUBBIN

EQUIPMENT KNOWLEDGE ACADEMY

What’s in the bag? This Women’s Golf Academy will improve your golf equipment knowledge. You will successfully learn your yardage on all of your clubs in order to improve your shot selection.



WOMEN’S PROGRAMS

WGA ON THE RANGE

ON-RANGE INSTRUCTION

Learn how and what to practice. This Women’s Golf Academy will teach you the proper ways to practice and warm up that will allow you to successfully transfer your short and long game skills from the practice range to the golf course.

WGA ON THE COURSE

ON-COURSE INSTRUCTION

Take your game to the next level. This on-course Women’s Golf Academy will improve your game from tee to green. Learn the proper etiquette, rules and course strategies to simplify the game and reach your scoring goals.

LUNCH AND LEARN

OFF-THE-COURSE INSTRUCTION

Learn golf terminology, proper rules, and etiquette in order to simplify the game. Whether you are a novice or avid player, this academy will clearly communicate and individually tailor information for game improvement and increase confidence on the course and at the club.

BUSINESSWOMEN GOLF ACADEMIES

The Businesswomen Golf Academies is a great opportunity to build rapport with associates and or clients. In this non-intimidating atmosphere, you will learn facets of the game from green to tee, including fundamentals, rules, etiquette and terminology. This program will give you the needed skills and confidence to play golf, talk golf, and enjoy golf. More importantly, you will not miss out on all the benefits of doing business on a golf course

WOMEN’S WINTER ACADEMIES

Don’t take time off over the winter months after spending all that time perfecting your swing over the summer. Winter golf is key to maintaining your game and the best time to focus on areas of the game we tend to neglect during the season. This winter take your game to the next level and focus on the fundamentals of the game like grip, posture and alignment while improving your flexibility, balance and routine. LPGA Golf Professional, Pamela Saladino, will help you improve your technique and skills to become more consistent. She will prepare you with fun drills to keep your swing efficient this winter and make terminology simple and easy to understand with the use of the latest video technology. Women Academies are offered each month January through March in a fun, relaxed environment at Ironworks Golf Lab’s state of the art indoor golf facility.





GOLF SCHOOLS

GENERAL INFO

Golf schools are a great way to improve your game in a small group setting. During our half day schools we spend four hours in the morning working on key fundamentals of the short and long game, followed by lunch. Full day golf schools include a morning dedicated to the scoring game, lunch, full swing presentation, industry leading technology, and on-course play.

The Ironworks Golf Academy offers instruction indoors and outdoors. Each golf school will utilize certified instructors, state-of-the-art technology, and five-star facilities.

GROUP LESSONS

Group lessons are priced based on the number of students attending the lesson.

NUMBER OF STUDENTS:

2	3	4	5	6	7	8
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PERCENT OF INSTRUCTOR RATE:

67%	53%	50%	47%	44%	42%	37%
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FAMILY FUN

TIME: 4 HOURS	COST: \$300 / FAMILY
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This program is designed for all skill levels. Instructors will develop a customized plan to fit your family’s needs. The program will teach skill development, etiquette education, and most importantly, offer Family Fun through the game of golf.

HALF-DAY GOLF SCHOOLS

TIME: 9AM-1PM	COST: \$295 / PERSON
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4:1 student to instructor ratio

AGENDA:

8:45AM–9:00AM	CHECK-IN
9:00AM–9:45AM	PUTTING PRESENTATION
9:55AM–10:55AM	WEDGE PRESENTATION
11:00AM–12:20PM	FULL SWING PRESENTATION
12:30PM–1:00PM	LUNCH & WRAP UP

INCLUDES:

Academy workbook, lunch, full swing video, and academy gift

FULL-DAY GOLF SCHOOLS

TIME: 8:00AM-5PM	COST: \$495 / PERSON
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4:1 student to instructor ratio

AGENDA:

8:00AM–8:30AM	REGISTRATION & INTRODUCTIONS
8:45AM–10:00AM	PUTTING PRESENTATION WITH SAM PUTTLAB
10:15AM–11:30AM	WEDGE PRESENTATION
12:00PM–12:30PM	LUNCH-TECH TALK
12:45PM–2:00PM	FULL SWING PRESENTATION
2:15PM–4:30PM	9 HOLES OF GOLF
4:45PM–5:00PM	WRAP UP

INCLUDES:

Academy workbook, lunch, putting performance report, full swing video, academy gift, and 9 holes of golf with golf cart



CORPORATE GOLF CLINICS

Golf clinics are a great way to entertain your business clients or colleagues. Golf clinics can be conducted rain or shine with options to go indoors at Ironworks Golf Lab or outdoors at the Beloit Club. Each clinic will utilize top-ranked instructors, state-of-the-art technology and exceptional facilities.

CLINIC MENU

1 HOUR CLINIC

6-10 STUDENTS	1 MENU ITEM	\$30 PER PERSON
11-24 STUDENTS	1 MENU ITEM	\$25 PER PERSON

2 HOUR CLINIC

6-10 STUDENTS	2 MENU ITEMS	\$60 PER PERSON
11-24 STUDENTS	2 MENU ITEMS	\$50 PER PERSON

4 HOUR CLINIC

6-10 STUDENTS	4 MENU ITEMS	\$110 PER PERSON
11-24 STUDENTS	4 MENU ITEMS	\$95 PER PERSON

8 HOUR CLINIC

6-10 STUDENTS	SEE MENU	\$250 PER PERSON
11-24 STUDENTS	SEE MENU	\$200 PER PERSON

The eight hour clinic includes putting, chipping, bunkers, pitching, full swing, club fitting, 9 holes of golf with golf car, and choice of lunch or appetizers. Times can be customized to meet the need of your group; however, the recommended time frame is 8am to 4pm for the eight hour clinic.

INSTRUCTION MENU

PUTTING
WEDGES
FULL SWING
CLUB FITTING
BUSINESS GOLF

ADD-ON OPTIONS

SWING VIDEO WITH V1 OPTIONS
CATERED APPS, LUNCH, OR DINNER
BEVERAGE STATIONS
GOLF TEE GIFTS (GOLF BALLS, SHIRTS)
TRACKMAN/K-VEST/SAMPUTT LAB





JUNIOR GOLF PROGRAMS

PGA JUNIOR GOLF LEAGUE

AGES: 13 & under

The PJGL is a fun, social, and inclusive opportunity for boys and girls ages 13 and under to learn and enjoy the game of golf from PGA golf professionals. To be eligible, players must not turn 14 prior to August 1 of the current year. Like many recreational youth sports, participants wear numbered jerseys and play on teams with friends. The friendly competition consists of local teams playing one another in a match play scramble format. All matches are 9 holes and every 3 holes is worth a flag (point). Kids must be able to manage their equipment around the golf course on their own. The coaches will decide the number of holes each player will compete in a match.

Team practices are held weekly in May and early June, followed by matches in late June and July.

Our All-Star Team has made it to the State Final Four Championship in four of the past five years, the most of any team in Wisconsin.



SUPER TUESDAY JUNIOR GOLF PROGRAM

AGES: 5–9 & AGES: 10–13

The STJGP is a junior golf program for boys and girls ages 5–13. This program is designed to introduce basic golf fundamentals, proper etiquette, and rules of the game with major emphasis on having FUN! The STJGP will meet on Tuesday mornings starting in late June and meet once a week for seven consecutive weeks. The program will conclude in late July with a year-end championship and pool party. Times will be determined by number of participants.

PLAYER PERFORMANCE PROGRAM

AGES: 14–18

The PPP is designed for young adults. It teaches students the skills needed to take their game to the next level by offering goal management, swing instruction, proper practice, course management, and developing a pressure proof routine for competitions. This program also has strong emphasis on the scoring game. This program will meet on Tuesday mornings for seven consecutive weeks from 7:30–8:30 a.m., followed by 9 holes of golf or simulator time. The program starts in mid-June and concludes in early August.



JUNIOR GOLF PROGRAMS

WINTERIZERS

The Winterizer program is designed for students looking to improve their game in the off-season. This program is held at the Ironworks Golf Lab. Each Winterizer will offer customized sessions that will cover putting, chipping, pitching, full swing, rules, etiquette, and on-course playing techniques. Winterizer programs will meet every other week in the months of January, February, and March.

GIRLS GOLF ACADEMY AGES: 5-17

The Girls Golf Academy is hosted by LPGA *USGA and is perfect for girls of all abilities. Our LPGA and PGA instructors at the Ironworks Golf Academy will focus on developing golf skills through the Five E's (Engage, Exercise, Energize, Enrich, and Empower) of Girls Golf. Sessions are limited to 25 girls per age group. For more information or to sign up, visit www.ironworksgolfacademy.com/girls-golf. Sessions are available August through October.

BOYS BIG BREAK - FALL

The Boys Big Break (BBB) Program is for boys of all ages and skill levels. The BBB Program takes place in the fall focusing on shot-making skills for all areas of the game. Boys will learn and practice these skills with our PGA coaches, and then participate in weekly contests earning points from week-to-week. At the conclusion of the program a winner from each division will be crowned the Boys Big Break Champion!

JUNIOR SPORTS ACADEMY - SPRING

The JSA is designed for juniors looking to improve their overall athletic ability and golf skills. The program will teach juniors fundamental sports and movement skills (throwing, kicking, striking, pushing, pulling, body & spatial awareness, hand-eye coordination, speed and strength) along with essential golf skills for putting, short game, full swing, and on-course shot making. This 4-week program is offered in the Spring. Classes are split based on age in order to train juniors based on their stage of athletic development.

U.S. KIDS GOLF CLUB FITTING

The Ironworks Golf Academy has partnered with U.S. Kids Golf to offer the best clubs for kids in the golf industry. Our experience shows that kids tend to change clubs about every two years. It is important that kids learn to play the game with clubs that fit their swing and physical conditions. Poorly fit equipment will result in lifelong bad swing habits. Visit our certified fitter today! IGA offers a trade-in/trade-up program.





CLUB FITTING

PREMIER FITTING CENTER

Ironworks Golf Academy is recognized as one of few Premier Club Fitters in the state with Titleist and TaylorMade. Our studios are equipped with a wider selection of fitting tools, state-of-the-art technologies, and certified club fitters to offer a high level of service to golfers who want a more in depth fitting experience. To compliment Titleist and TaylorMade and satisfy our clients, our fitting family offers Callaway, PING, and Mizuno, the leaders in the golf club industry. These companies have represented the #1 driver, iron, wedge, putter, and golf ball on the world tours for years. Custom club fittings are offered indoors and outdoors.

THE PROCESS

Our goal is to provide each player with fitted equipment that will maximize their full performance potential and allow them to play better golf. Each fitting session begins with an evaluation and interview. Next, our experienced club fitters will use science and technology to collect data from the swing, club, and ball. The next step involves the art of club fitting with a trial and test period. Players will hit shots with different lengths, lie angles, lofts, shafts, head designs, and grips. The player must decide on the best look, feel, and sound while the club fitter focuses on optimizing ball flight. This partnership between the player and the club fitter allows for the best fit of club components. Once the fitting is completed, the custom club specifications are sent directly to the manufacturer for custom build. Customers typically receive their fitted equipment in 7-10 business days.



BETTER FIT. BETTER GAME.

FITTING MENU

GAME FIT PLUS TIME: 4-5 hours COST: \$300 (\$150 w/purchase)
This fitting is designed for the player who wants all new clubs and incorporates the fitting elements of the driver, fairways, hybrids, irons, wedges, and putter. It also includes a return visit to have your clubs calibrated for accurate distance measurements.

GAME FIT TIME: 2-3 hours COST: \$250 (\$100 w/purchase)
This fitting is designed for the player who is looking for all new clubs except the putter. Each Game Fit incorporates the fitting elements for the driver, fairways, hybrids, irons, and wedges.

IRON FIT TIME: 1-1.5 hours COST: \$100 (\$50 w/purchase)
Fitted specifications include: make/model, length, lie, loft, shaft, grip, and set makeup.

DRIVER FIT TIME: 1 hour COST: \$100 (\$50 w/purchase)
Fitted specifications include: make/model, loft, lie, length, shaft, grip, and hosel setting.

LONG GAME FIT TIME: 1 hour COST: \$100 (\$50 w/purchase)
Fitted specifications include: make/model, lofts, lie, length, shaft, grip, and hosel setting.

WEDGE FIT TIME: 1 hour COST: \$100 (\$50 w/purchase)
Fitted specifications include: make/model, finish, lofts, bounce, grinds, lie, shaft, and grip.

FITTING MENU

PUTTER FIT TIME: 1-1.5 hours COST: \$100 (\$50 w/purchase)
This fitting utilizes the Sam PuttLab, which is the first system worldwide that provides a complete putting analysis (28 parameters) by using accurate ultrasound measurements. With this information, our PGA professionals can prescribe putter specifications that include: make/model, hosel design, length, lie, loft, weight, and grip.

CLUB CALIBRATION

TIME: 45-60 minutes COST: \$100 (\$50 w/ club purchase)
Players will hit every club in their bag and will receive an accurate print out with carry and total yardages. Our professionals will asses distance gaps and directional tendencies and may recommend adjusting lofts and lies to assist in maximizing performance.

TRACKMAN/FLIGHTSCOPE

Our launch monitor technologies allows us to measure in real time what the club and ball are doing in three-dimensional space. Both machines generate data for specific club and ball measurements that accurately identify the impact and ball flight conditions for that shot.

SAM PUTTLAB

With the SAM PuttLab, you can measure no fewer than 28 parameters of the putting stroke using ultrasound measurements. This information and data are organized into easy to understand reports that will identify the strengths and weaknesses in your putting.



CUSTOMER TESTIMONIALS

“I have worked with Travis Becker multiple times, and his skills and insight on the art of putting make him one of the most preeminent teachers in the Wisconsin PGA. The Ironworks Golf Lab combines his teaching prowess with a state-of-the-art facility to give an experience like a tour player. The high-end teaching equipment combined with the large spaces for short game and full swing work will impress you and the unique pub area will give you a reason to stay after your practice is done.”

Bill Graham

Head Pro at Chenequa CC & Past President of the Wisconsin PGA

“I stepped WAY out of my comfort zone and took my first lesson. Pamela gave me grace and guidance with great instruction. She made it fun and I looked forward to every lesson so much that I signed up for the Women’s Golf Academy.”

Sarah Van Berkum

Recreational golfer

“Travis has an amazing talent of analyzing your swing and building your golf game into one that produces great consistency and performance. Along with lots of practice on my own, Travis made me the golfer I am today. I could not have done it without his patience and desire to see me succeed.”

Natalie Tiltrum

Sun Prairie School Record lowest 18-hole score

“After just two lessons with Mike and a bit of practice at the golf range on my part applying those lessons, I am consistently hitting the golf ball farther, straighter, and far more accurately than I ever did before. Mike helped make my golf swing far less work and effort for me, resulting in me being less physically fatigued and sore after hitting a bucket of golf balls or playing a round of golf.

In addition, the Lab’s technology used in my lessons is simply fantastic. The ability to show me things like my club head speed, club head direction, ball speed, spin, and distance by using the HD simulation screen’s automation is really helpful. And their ability to measure and adjust my golf clubs to allow me every opportunity to be able to hit my golf clubs as close to the sweet spot as possible when striking the golf ball has really helped me.”

Dennis Hopper

Recreational Golfer

“It was an incredible and informative experience working with Dillon and I could not be happier with the clubs I chose. I attribute this entirely to his knowledge of the equipment, expertise in the fitting process, and most importantly his willingness to listen to the player before making a change or suggestion. I think you have an excellent employee in Dillon and I look forward to working with him on any future clubs I buy.”

Justin Rawdon

Roscoe, IL, July 2020

GOLFER GIVE BACK PROGRAM

WAGPA SCHOLARSHIP

On behalf of the Ironworks Golf Academy, we are excited to announce a WAGPA scholarship opportunity. This scholarship is available to registered associates in good standing with the PGA of America, who will be advancing through level 1, 2, or 3 in the current year. Registration for this scholarship can be completed online at the WAGPA website. Associates can be nominated by themselves or their supervisor. The WAGPA committee members will determine the finalists and the winners will be selected by the Ironworks Golf Academy.

To fund this program the Ironworks Golf Academy has extended an invitation to any PGA or LPGA member and their staff, high school or college golf coach, or members of the Wisconsin Sales Association, looking for club fitting or instructional services. Donations for these services can be make in \$50 or \$100 increments. 100% of the donations will be applied to the WAGPA Scholarship.

The Ironworks Golf Academy is housed in Beloit, Wisconsin and utilizes the Beloit Club and Ironworks Golf Lab facilities to offer indoor and outdoor services year-round. The Ironworks Golf Academy is led by Travis Becker, 3-time Wisconsin PGA Teacher of the Year, and utilizes some of the best teaching and fitting technologies in the industry.

Ironworks Golf Academy offers a tour professionals fitting experience with Titleist, Taylor Made, Ping Callaway, and Mizuno. Titleist and Taylor Made both recognize the Academy as a Premier fitting location and Ping has awarded the Academy as a Top 100 Club Fitter. If you are looking to add any new tools into your bag, this is a great opportunity to make sure it fits properly. The Ironworks Golf Academy offers instructional services with Trackman 4, SAM PuttLab, K-Vest, and FlightScope.

To reserve an appointment or get more information, contact Travis Becker at 608.235.9152 or email tbecker@ironworksgolfacademy.com.



MEET OUR GENERAL MANAGER



Kent has spent his career managing world-class public, resort, and high-end private golf courses and clubhouse operations. Kent was the head professional to open the highly acclaimed Whistling Straits, host of three previous PGA Championships and future host of the Ryder Cup. While at this awarded Kohler Company resort property, Kent served on the 2004 PGA Championship Executive Committee and co-authored the original Kohler Golf Academy multi-day golf schools. In addition, he opened the unprecedented Erin Hills and was the general manager and director of golf when this facility garnered both the 2011 United States Amateur Championship and the 2017 United States Open. In addition to the above, Kent has served as director of golf at the Country Club of St. Albans (MO) and general manager at LaPaloma Country Club (AZ), part of the iconic Westin LaPaloma Resort and Spa. All of these facilities have frequently been named among the best in the golf industry for service excellence.

“Regarding the instruction side of our facilities, I have been fortunate to have worked with several Top 100 instructors over the years; Travis Becker takes a back seat to no one and has

spent years honing his craft to a level that most never reach. He is now imparting his knowledge and creating a team of highly qualified instructors that are available to take your game to the next level. From the very beginner golfer to the experienced competitive player, Ironworks Golf Academy has the programs, the facilities, and the instructors to reach beyond your desired goals...12 months a year!”

Kent Instefjord
General Manager

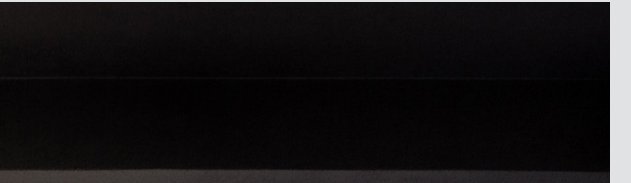




HOTEL
Goodwin

Why dwell at a chain when you can flourish at a boutique? A chic, classic hotel inspired by the 19th century Goodwin House, Hotel Goodwin is an impeccable mixture of history and modern luxury. It's a stunning hotel with a refined signature edge that celebrates the individual style of each guest while offering truly genuine service... with the right amount of the unexpected.

608.473.1400 • hotelgoodwin.com



IRONWORKS
HOTEL

Featuring industrial charm and modern amenities on the banks of the Rock River, this luxury boutique hotel boasts a 19th century industrial aesthetic, reimagined with modern accents to create a unique urban lodging experience.

608.362.5500 • ironworkshotelbeloit.com



WORK HARD. EAT WELL.

With its rustic feel and abundant photographs capturing historic Beloit, Merrill & Houston's has branded itself to tell a great story and, most importantly, only serve the highest quality steaks and seafood. The down-to-earth and attentive service makes you feel like you're in your best friend's home.
608.313.0077 • merrillandhoustons.com

THE BEST BURGERS IN TOWN.

It doesn't get much better than burgers made with real Wisconsin cheese and a glass filled with Wisconsin beer. At Lucy's #7, they make their Juicy Lucy burgers with fresh ingredients and only pour beers from Wisconsin breweries.
608.312.4477 • l7burgerbar.com

PROPERLY UNPROPER.

Experience bold, worldly flavors. Whether it's the Surf & Turf taco, charred Brussels sprouts or selection of over 100 global tequilas and whiskeys, you'll notice truk't doesn't do conventional. And when the weather's nice, they open up the garage doors for indoor/outdoor dining.
608.368.7144 • trukttacos.com

MODERN IN EXPERIENCE. TIMELESS IN TASTE.

Modern in experience and timeless in taste, Velvet Buffalo Modern Italian, located inside Hotel Goodwin, delivers fresh ingredients with a side of rustic charm. Their rotating seasonal menu features thoughtfully crafted dishes made from scratch that are inspired by the many regions of Italy—from house-made pasta and artisan-style bread to sustainably sourced seafood and their own spin on traditional desserts.
608.312.2991 • velvetbuffalo.com

GROUNDING IN HARD WORK.

Sip on espresso and handcrafted coffee drinks right next door to truk't. They source their beans from Wisconsin-based award-winning Ruby Coffee Roasters and provide a robust drink menu that includes tea and smoothies, in addition to lattes, mochas and cold brew.
608.368.7155 • bluecollarcoffee.net

INDULGENCE AT A HIGHER LEVEL.

Ride the elevator to the top of Hotel Goodwin to Beloit's only rooftop bar and event space. Whether you enjoy a handcrafted cocktail or a bottle of wine from our curated list, there is something for everyone to sip on top of town.
608.312.2991 • hotelgoodwin.com/rooftop



IRONWORKS GOLF LAB

Bring your clubs to Beloit, so you can golf at over 80 courses from around the world on Ironworks Golf Lab's HD Simulators. Not into golf? Choose between 14 other games, like basketball, football and zombie dodgeball. When you're done, belly up to the bar for a pizza and beer.
608.473.0095 • ironworksgolflab.com



RE-DEFINING THE PRIVATE CLUB EXPERIENCE.

Regarded as one of the best club lifestyles in Wisconsin, the Beloit Club offers members an award-winning 18-hole, classic golf course, family-friendly pool areas, a stunning clubhouse facility spanning 24,000 square feet and incredible food & drink experiences at every stop.

Whether you are looking for a world-class round of golf, a relaxing day at the pool, an extraordinary venue for your wedding or special event, or an exceptional meal prepared by one of the best chefs in Wisconsin, you will find it at the Beloit Club.



BELOITCLUB.COM | (608) 364-9000
2327 RIVERSIDE DRIVE, BELOIT, WI

GERONIMO
HOSPITALITY GROUP

MOTIVATED TO BE OUR BEST

Wisconsin PGA Teacher of the Year, 2021, 2019 & 2015
Wisconsin PGA Youth Development Award Winner, 2020

US Kids Top 50 Coach

Titleist Premier Club Fitter

Taylor Made Premier Club Fitter

Ping Club Fitter of the Year Top 100

Golf Range Magazine Top 100 Teaching Professionals

Golf Digest America's Best Clubfitters Award 2021

Golf Digest Best Teacher's in Wisconsin 2022-2023

Over 50,000 Lessons & Club Fittings

IRONWORKS
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