

News Release/Media Advisory

From the Professional CLUBMAKERS' Society
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Nix Continues Professional Education, Attends International Golf Clubmaking Symposium

Committing to the highest professional standards and ethics in golf clubmaking, Roy Nix, a *PCS* (Professional CLUBMAKERS' Society) *Golf Equipment Professional*, from Columbus, GA, recently attended the annual PCS International Symposium and Expo, held in Louisville, KY, March 4 - March 7, 2004. PCS is the largest, independent society of professional golf clubmakers in the world, and it conducts the most extensive certification process in the industry.

Not only is Nix skilled in golf club assembly and repair, Nix also is a recognized expert in the area of golf club making. During the four-day Expo programming, attendees enhance their knowledge, skills and expertise by participating in technical seminars and workshop demonstrations that showcase the latest information and techniques.

In addition, the attendees meet and interact with the leading manufacturers and distributors of golf club components. This knowledge of golf club shafts, grips, heads, and shop equipment and supplies, helps PCS members recommend the correct equipment that a golfer needs to improve his or her game. This club fitting and matching process is embodied in the PCS slogan, *Your Swing Didn't Come Off the Assembly Line... Neither Should Your Equipment*.

The changing golf industry is driving more and more golfers to seek a *PCS Golf Equipment Professional* when purchasing new or retrofitting current golf equipment. This segment of the industry represents more than 40 percent of all shafts, grips and clubheads manufactured today.

Roy Nix is a PCS Member whose custom club business is McNix Golf, 4405 Armour Road, Columbus, GA, (706)324-7490. Persons interested in learning about the difference a professional clubmaker can make in their golf game can call Roy, who can offer a personalized club fitting or answer questions about golf equipment. Complete golf equipment assembly and repair services are available