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FRIDAY'S MARKET CLOSINGS

▲ TSX 12,270.11 up 144.24	▲ DOW 11,577.74 up 138.88	▲ NASDAQ 2,342.57 up 18.67	● TOKYO Closed
▼ DOLLAR 90.33¢ US down 0.02¢	▲ GOLD \$679.90 US down \$6.55	▼ SILVER \$13.80 US down \$0.04	▲ OIL \$70.20 US up \$0.25

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L2



New golf centre guarantees to shave strokes

DARTMOUTH

By Lindsey Kelly - The Daily News

Like most people, Matt Jeffrey wanted a job he could be passionate about, and delivering milk wasn't fulfilling that desire.

The bored milkman spent his days dreaming of the golf course and wasting away the winter months, waiting for courses to re-open and to get a driver in his hands.

The love for golf guided him toward Parmasters, a franchising opportunity to open an indoor golf training facility in metro.

"I went to a discovery day a year-and-a-half ago to see if I would be a fit for Parmasters, and if they would be a fit for me," Jeffrey said. "And the rest is history."

Set to open this fall, "the ultimate golf training and practice facility" offers a climate-controlled, indoor golfers' haven. Members will enjoy specialized training tools from driving bays and realistic undulating putting greens, to golf simulators and sand traps.

"In the fluency bays, the ball gets automatically 100d out of the floor, so when you're taking straight-line golf lessons, you're not taking the time to bend over and tee it up and ruin your rhythm," said Jeffrey.

The 20,000 square-foot premises will include a pro shop, golfer fitness centre with specialized in-season and off-season workout plans, and a licensed cafe.

Corporate meeting room

A perk for business-minded golfers is a corporate meeting room within the Parmasters centre that will be equipped with audio-visual resources, so members can host meetings and relax, eat and drink while talking about golf or driving it home.

Parmasters uses a golf tracking system that guarantees a 20 per cent reduction in clubhead speed

HIGHLIGHTS

- 4,000 square-foot short game area for chipping, putting, and bunker play.
- Golf simulators featuring world-famous courses for precision training, practice, league play and social rounds.
- Long-game fluency bays with unique ball-return and automatic teeing systems.
- A golfer's fitness center.
- Kaizen Komer retail featuring golf training aids and tools and custom apparel.
- Licensed Links Golf Cafe, featuring signature-brewed Parmasters coffee and clubhouse fare.
- Business golf seminars.
- Two training and events rooms, one for corporate meetings and seminars, including complementary Web video conferencing, and a birthday party room for kids.
- Free high-speed internet access so you can swing and surf.

— Lindsey Kelly

Jeffrey says will appeal to Halifax's wide golf-loving demographic.

"Our target market is 60,000 occasional and beginner golfers in HRM," said Jeffrey. "And the secondary target market is another 14,000 avid senior and junior golfers, so the market's definitely there."

The technology even allows staff to alter playing surfaces based on skill level.

"We can adjust greens, so say it's U.S. Open week, we could speed the greens up and drive our members crazy," Jeffrey muses.

Groundbreaking at 20-24 Akerley Blvd., Dartmouth is set for June 1.

Golfers can drop in and pay by the hour or become season members. For more information about Parmasters, call the pre-opening office at 489-6134.

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MAKING GREEN BELTNS MAKE THE GREEN: Matt Jeffrey of Parmasters