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# THE ART OF THE LEADER

Lessons from Pat Croce, the  
Dale Carnegie of the 21st Century

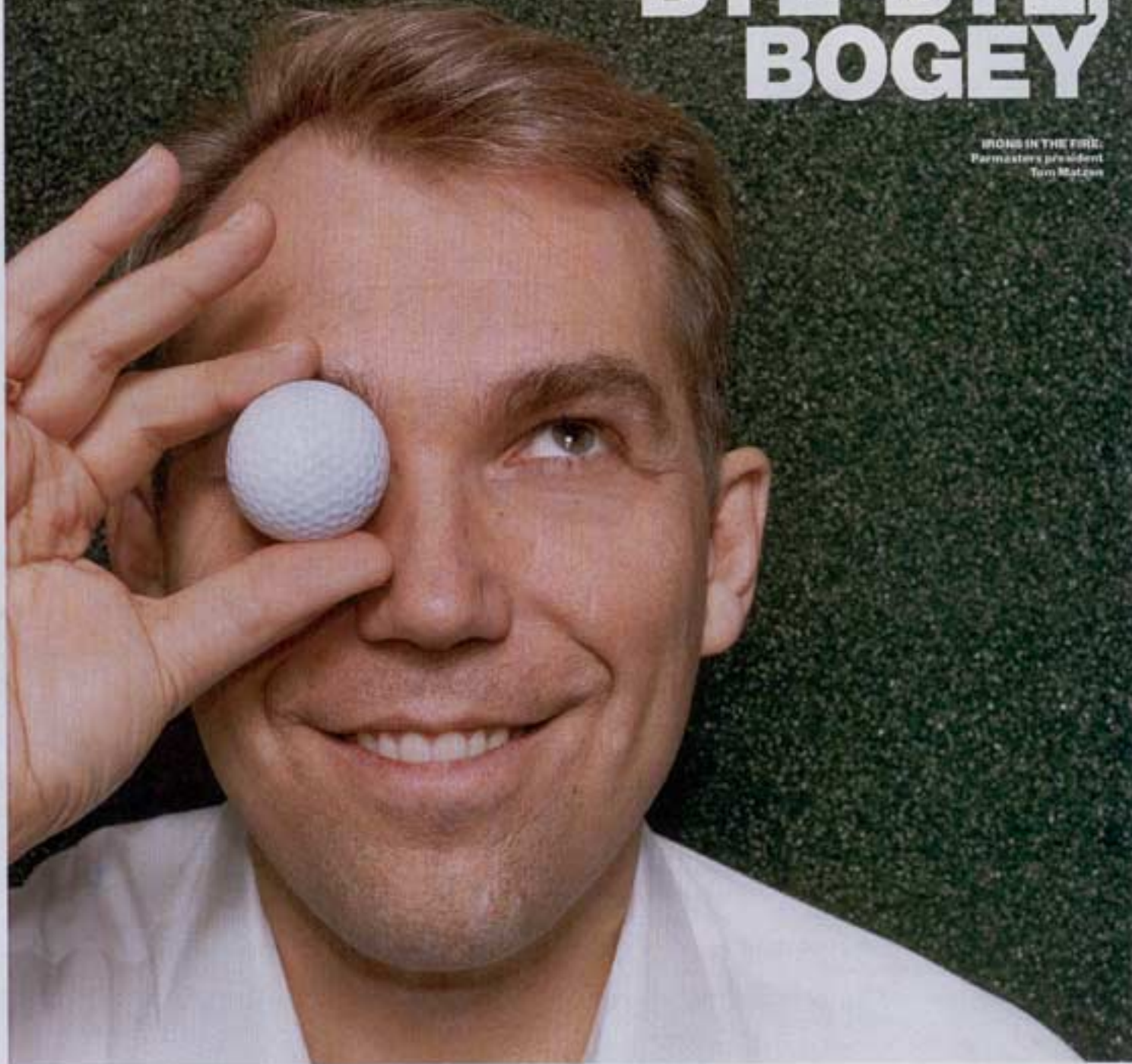
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# BYE-BYE, BOGEY

IRONS IN THE FIRE:  
Parmasters president  
Tom Matzen



**THE PITCH:** Every year two million people try out the game of golf, according to the National Golf Foundation. But about just as many end up flinging down their irons because the game's too pricey, they can't find the time, or they can't hit the dang ball straight. Enter Parmasters president Tom Matzen, who aims to lead a whole new generation of duffers onto the greens—or at least into his new national franchise of golf training centers.

He and his partners, including Scott Hazledine, a Class A PGA pro, contend that Parmasters' focus on teaching gives it a big leg up. They're even offering Tiger Woods wanna-bes a secret driving weapon—the so-called straight-line swing inspired by physicist-turned-golfer Jack Kuykendall—along with a money-back guarantee that Parmasters grads will see a 25% drop in their handicaps. “There are thousands of driving ranges and all kinds of courses, but

no one's tackling the training side. There's no dominant player,” says Matzen, a former consultant for Puckmasters, a Canadian franchise of hockey training camps.

The five-employee company—Parmaster Golf Training Centers LLC—incorporated in Vancouver, Canada, a year ago and has already sold regional franchising rights on the West Coast and in the Midwest. The first Parmaster center is slated to open in Pittsburgh early this

fall, with at least 10 more clubs expected to be up and running or under construction by year-end 2003. On the outside the 10,000-square-foot centers will look like traditional clubhouses. Inside they'll feature a short-game practice area, driving nets, and virtual-reality golf booths where Parmasters players can pretend to putt at prestigious courses like Pebble Beach. Afterward, members can grab a bite at the center's snack bar or check out the latest golf guru's advice books in the pro shop.

Matzen is counting on the sale of charter memberships to avid golfers to supply a big slice of revenues. The charter package, which will be priced at \$995 for a single membership, includes unlimited access to the driving nets and practice area, plus discounts on lessons and pro-shop and café purchases. Novice duffers, meanwhile, can sign up for an eight-hour Straight Line golf clinic for \$249 or a 24-lesson series for \$750. And for enterprising types, Parmasters clubs will be offering a \$295 group workshop on the art of doing business on the golf course. All told, Matzen is projecting that the typical Parmasters franchise will bring in \$2 million in annual gross revenues by its third year, 8% of which will be paid out in ongoing royalties to the parent company and regional franchise owners.

But will true golfers really want to pitch their chip shots indoors on clear summer days, when they could be out on the greens? Matzen hopes that the clubby yet affordable feel of the Parmasters centers will attract crowds year-round. "Golfers love a sense of community," he says. "If we provide that, that's a real significant opportunity."

**Kate O'Sullivan**