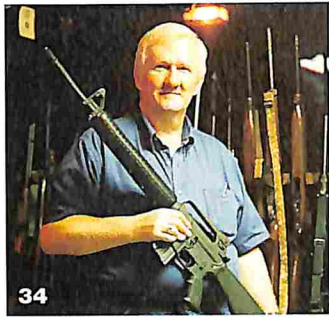


Volume 24, Issue 4



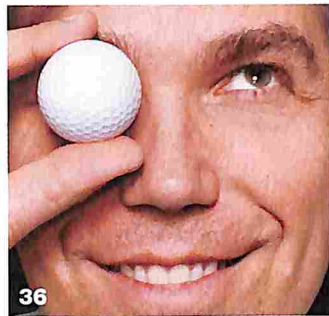
departments

In Every Issue

20 MAIL
132 ARCHIVE

Incubator

- 28 HIGH CONCEPT** A new way to build computer memory chips takes its inspiration from the Manhattan skyline: when space is at a premium, build up rather than out
- 30 DOSSIER** Among the more than 4,500 Enron employees who have lost their jobs, John Elder sees a lot of entrepreneurial potential
- 32 SEARCH** Advice for the suddenly self-employed, executive summaries for business best-sellers, and the art of managing meetings
- 34 MAIN STREET** One couple's prescription for rejuvenating an aging drive-in theater: sell guns. That's right, guns
- 36 60-SECOND BUSINESS PLAN** Geared toward those new to the fairways, here's a national franchise of golf training centers
- 40 BUSINESS FOR SALE** Looking for an opportunity that will tap into your inner James Bond? Check out this manufacturer and distributor of surveillance products



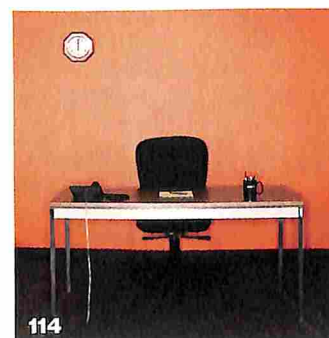
The Inc Life *MereMart.com*

- 44 PROFILE: HOW TO HOST THE PERFECT WEEKEND** OK, not just any weekend—Kentucky Derby weekend. Here's how Maker's Mark president Bill Samuels mixes business with pleasure, turns guests into friends, and converts customers into missionaries. (Hint: the bourbon helps)
- 50 RETURNS** Just because you might want your company to have an IPO doesn't mean you should invest in someone else's. Unless you do it like this
- 52 NIGHT SHIFT** After a day spent taking care of her business, Gayle Martz spends a quiet evening taking care of herself
- 54 GEAR** The tiny personal productivity tools, real and promised, that are currently generating buzz



Columns

- 18 FYI** Why your company's performance never lives up to your expectations—and what you can do about it By George Gendron
- 58 STREET SMARTS** Right now might not be the best time to sell your business. But that doesn't mean you can't start getting it ready for sale By Norm Brodsky
- 62 LETTER FROM SILICON VALLEY** If you're looking to put the proper spin on your company's story, you might want to take a cue from a screenplay or two By Andrew Raskin



The Whole New Business Catalog

- 104 INCQUERY** Finding key executives, using franchising to expand nationally, and getting a read on your company's market value
- 106 MAIN EVENT** Follow the masters of the "experience" economy to learn business as theater. And where better to learn about image reinvention and changing customer expectations than Las Vegas?
- 108 CAPITAL** Think a VC firm would never touch your business? Maybe you're looking in all the wrong places. Start by searching closer to home. These days some of the best funding opportunities are coming from community-development venture-capital funds
- 114 FINANCE** For most businesses, there's one person who wastes more money than anyone else, says Rick Sapio: the CEO. How Sapio, CEO of Dallas-based Mutuals.com, reined in the biggest spender in his company: himself

The Magazine for Growing Companies

**SPECIAL
MAKING
INNOVATION
HAPPEN**

**DOSSIER
THE ENRON
INCUBATOR**

**TECH REPORT
NOTHIN' BUT
INTRANET**

**CAPITAL
HOMETOWN
VENTURE
CAPITAL**

**STREET
SMARTS
BUILDING
TO SELL**

**SEARCH THE
GOING-SOLO
GUIDE**

April 2002
\$4.95 US \$5.95 Canada

#BXBCGGT *****5-DIGIT 93720

#ICM0010848778/0#

FLORENCE I WILLIS

7625 N 1ST ST 177

FRESNO CA 93720-0959

UL03

APRE

001
054

THE ART OF THE LEADER

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