

Enthusiasm of youth with ageless experience

By Nancy Weingartner

Gustavo Miranda Garcia, one of the partners in Title Boxing Club's area development agreement for Mexico, was one of the privileged kids who attended boarding school in Switzerland and college in London.

"I had a college fund to pay for my lifestyle and college," he says, but after doing a quick comparison of what it would cost to maintain his lifestyle in London versus Mexico, "I saw that I could continue school in Mexico cheaper." He returned home not to save money, but to invest in a boutique hotel.

Meanwhile, his cousin Patricio Muldowney skipped college altogether. He lived with his father's family in Ireland for high school. He returned to Mexico at 17, and his uncle asked him to move to the island of Cozumel and sell vacation timeshares. He made \$3,500 his first week on the job, and was salesperson of the month for a year straight. He spent most of his \$50,000-a-year salary on travel—backpacking from one Four Seasons hotel to the next, he says, grinning.

After seven years of rugged adventure, his godfather insisted he go back to school. Muldowney said he gave it the old college try for a year. Had he not started asking people with degrees how much they made, he might have lasted longer.

"The only thing I had (at the time) was a Cartier watch," he says, which he pawned for



Gustavo Miranda, 21, left, and Patricio Muldowney, 34, are giving Title Boxing Club a fighting chance in Mexico. The two dynamos are anxious to expand the success of the first club in Cancun.

\$4,000 to buy a ticket to Cozumel. He used his first-week's \$10,000 bonus to buy a car.

Although Miranda is only 21 and Muldowney 34, the cousins have been successful businessmen for years. Together with the matriarch of the family, Erika Garcia Deisfer, a former Miss Mexico contestant and Miranda's mother, the trio plans to bring boxing to the masses. "Boxing in Mexico is part of the culture," Muldowney says. "The only reason women didn't become boxers is that they didn't have a place to train." Now they do.

The original Cancun deal was expanded to include the entire Mexican market. The development schedule calls for 50 units in five years. "This is Title's first international unit and it's in everyone's interest to make this a winner," says Lesley Hawks with EGS, the consultancy helping Title go international.

Selling memberships won't be a problem. "There are many no's before a yes," Muldowney says. He plans to conduct a seminar on how to sell—and how to deliver on that sale's promises. **FT**