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## EARLY EDUCATOR

**NAME:** Goddard Systems Inc.  
**BUSINESS:** Pre-school for children 6 weeks to 6 years old  
**HEADQUARTERS:** King of Prussia, Penn.  
**OWNERSHIP:** Private  
**TOP EXECUTIVE:** Joe Schumacher, president and CEO  
**EMPLOYEES:** 115  
**ANNUAL REVENUE:** N/A  
**PHONE:** 800-272-4901  
**WEB:** [www.goddardschool.com](http://www.goddardschool.com)

## Goddard Systems adding early childhood education centers in Southlake and Coppell in 2011

### Chain also targeting other affluent D-FW suburbs

BY BILL HETHCOCK | STAFF WRITER

Pennsylvania-based Goddard Systems Inc. is adding schools in Southlake and Coppell, bringing the early childhood educator's count in North Texas to six.

  
**SCHUMACHER** Goddard has existing centers in Allen, Frisco, Keller and McKinney, and plans to open 15 in North Texas over the next five years, said Joe Schumacher, president and CEO. It is targeting Plano, Murphy, Lewisville, Highland Village, Flower Mound, Grand Prairie, Garland, Sachse and Irving, he said.

"The Dallas area is very education-oriented, and it's a very affluent area with a lot of affluent suburbs," he said. "Those are typically the families that are looking for high-quality child care."

Founded in 1988, Goddard has 362 schools in 37 states. All are owned by franchisees.

In North Texas, one Goddard school is under development at 445 Southlake Blvd. in Southlake, and site selection is under way for the facility in Coppell, Schumacher said. The Southlake school is scheduled to open by the beginning of 2011; the Coppell school will open later that year.

Each Goddard school is about 8,500 square feet, employs about 25 and has an enrollment of about 130 full- and part-time students. Goddard franchisees pay about \$500,000 in franchise fees and need to have another \$200,000 in working capital, said Jeff Travitz, director of franchise sales. Development costs run

about \$2 million to \$2.5 million for land and construction, he said.

Husband-wife team Rick and Eileen Tredinnick and daughter LeeAnn Zimmerman, who own the Goddard school in McKinney, have a mix of business, health care and classroom experience. Rick Tredinnick was in retail, Eileen was a registered nurse and Zimmerman was a fifth grade teacher before opening the McKinney location in January.

"What we like about the Goddard system is that they are very detailed and meticulous and they understand what must be done to run a preschool the way it should be run," Rick Tredinnick said.

In Coppell, Goddard will face competition from Crème de la Crème. The Colorado-based chain targets affluent families and features amenities such as water parks, tennis courts, television studios and computer labs. Other

North Texas Crème de la Crémes are in Allen, Colleyville, Frisco and Plano.

Another competitor will be Atlanta-based Primrose Schools, with 39 locations in D-FW. Schumacher said Goddard differentiates itself from competitors with quality assurance programs, support for franchisees and "play-based" curriculum.

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