

RED BACKS Squash

August 2013 - Issue 12

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Finitsis Finishes First

Innisfail's Steve Finitsis has just won the Tasmanian Open

July 2013 will be fondly remembered by Big Steve and all his supporters as a significant turning point. It wasn't the fact that he won the Tassie Open and finished runner up in Hong Kong and Melbourne but it was the quality of his own achievements and the quality of the fields he participated in.

With a July 1 World Ranking of 73 (career high 64) Big Steve was unseeded in Hong Kong, seeded 8 in Melbourne and 3 in Hobart.

In Hong Kong he beat the number 2 seed and World number 30 Mohd Nafiizwan Adnan from Malaysia in a great five setter (recovering from 1-2 down) and another Malaysian Ivan Yuen (WR 72) in the semi final. In Hong Kong the field also boasted higher seeds who both bombed out in the first round (WR 39 & 47).

In the Victorian Open he again beat the number 2 seed in the form of NZ's Martin Knight who is ranked 49 in the World. The event featured many quality players including 6th seed Mike Corren (WR 68) who bowed out in the 2nd round before (3) Zac Alexander (WR 51) and (5) Rex Hedrick (WR 63) lost their quarter final matches. The semi saw (4) Matt Karwalski (WR 58) and Ivan Yuen (WR 72) also pack their bags.

In Hobart 2nd seeded Ivan Yuen crashed out in the QF before the number 1 seed Mike Corren exited in the semi.

In July Big Steve only lost to the World Number 33 Max Lee and 41 Campbell Grayson. A big **RED CONGRATULATIONS** is in order for one of NR's finest.



Hong Kong 5 ►

Melbourne 6 ►

Hobart 7 ►



REDITORIAL

Hello and welcome to this very special edition of the **Redbacks** eMag.

Yes it is our 12th edition and we have outlived many newsletters. How often does an organisation get a burst of energy to produce a Newsletter only to see it die after 1-3 publications. Let me assure you it takes strong commitment and a lot of time to produce a newsletter each month.

Thank you to all the people who have made this publication a reality. I certainly enjoy producing it each month and I hope you enjoy reading it.



Contributions are always welcome. Please send stories and photos to kim@queenslandsquashmanagement.com.au

EDITOR
Kim Schramm

Volunteer Stories



Is there a volunteer at your club that deserves to be recognised for their efforts? Every club has that special person who always seems to be there helping out in some capacity.

They love what they do and are not looking for anything in return so every now and then it is important that we recognise them and thank them for their valuable contribution.

So if you would like to recognise one of your volunteers please contact me on the email above so we can put a story together to say **thank you**.

If you can provide a photo and a list of what the volunteer does or even has done over the years I will put a story together.

Remember ... every volunteer likes to know they are appreciated.

Would you like to advertise in this emag ?

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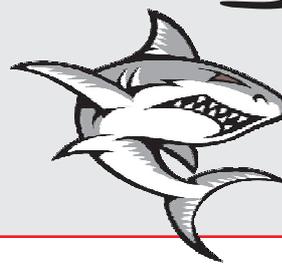
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Can you help?



Six talented NR players have been selected to represent Queensland at the 2013 Australian Junior Championships in Canberra in September.

Atherton's Ivan Jensen leads the NR group as our main hope in the Under 15 Boys. The 2013 Australian Junior Open Champion will be a hot favourite for the Under 15 closed title.

Sarah Cumming, Wesley Dyer, Tiffany Loss and Tia McLennan will represent Mackay. Brody DiBella will represent Ingham.

It is a very costly exercise for our kids to travel from anywhere in NR to Canberra. Don't forget to add the cost of accommodation for around 10 nights and very quickly each athlete is facing the prospect of having to find over \$1,000.

For some families it is an almighty challenge. In some cases an absolute struggle! Therefore, we are appealing to any individuals, clubs or business owners who might be in able to lend a helping hand.

Recently, Tiffany Loss approached me to help her with her fund raising efforts. I had done this in the past so I wasn't a stranger to the cause and I certainly appreciate the financial impact such trips have on an individual or family.

So I set about to prepare a one page player profile that Tiffany could give to prospective sponsors. It basically seeks a \$550 sponsorship and in return the player wears an advertising patch on their playing shirt.

As an incentive to any business who supports one of NR's representative players for an amount equal to \$550 or more the **Redbacks eMag** will give you a free advertisement for 3 months.

It may not result in an avalanche of increased sales but it will help promote your business and make readers aware of your contribution you make back to the community.

It is also a way for the athlete and their supporters to say thank you.

Most business owners need to advertise and promote their businesses. Why not do that and help a young person along the way?

If any representative junior requires a player profile to be created to present to potential sponsors then contact Kim on 0407 126 911. Alternatively you can email him at the address on Page 2. There is a very small fee involved but you only pay that if successful!

10 

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Junior Report Card

2012 QJC

BOYS GIRLS TOTAL

128 87 215

38 33 71

633 377 1010

16.7 11.4 14.2

152 98 250

2013 QJC

BOYS GIRLS TOTAL

148 75 223

51 31 82

991 341 1332

19.4 11.0 16.2

138 84 222

QJC Entries

NR Entries

Finishing Position Points

Average per NR Entry

Top 3 NR FPP



In September 2012 we launched the **Redbacks** eMag and led with a story about our junior numbers.

At the time we had 77* players ranked in NR so we thought we would set a target for growth for the next 12 months. The aim was and still is to encourage all NR clubs to build their junior numbers. We set an ambitious target of 100 juniors to be ranked by June 2013.

At the time the main contributing clubs were Mackay with 44 Juniors (57%), Ingham 20 (26%) and Townsville 8 (10%).

It would seem the target was either too ambitious for the 12 month time frame OR the time frame was just not long enough. The May 2013 rankings indicated NR clubs still had 77 players ranked.

Congratulations to Townsville for being the only club to show any signs of growth. Townsville increased from 8 to 12 juniors.

Mackay dropped by 1 player and Ingham dropped by 2.

Back in 2012 female players numbered 30.

* A total of 78 players was reported at the time but on review it was in fact 77 players

They have only dropped by 1 in 2013.

At the 2012 QJC the **Top 3 NR players** in each age group (11-13-15-17-19) achieved finishing positions totaling 250. In 2013 the total was 222. That is a positive sign.

Whilst it is only a rough guide, by adding the finishing positions of the Top 3 NR players in each age group we can make reasonable comparisons of performance across years.

In 2012 NR players achieved 1 state title, 1 runner up and 5 thirds. In 2013 NR players achieved 4 titles, 2 runners up and 3 thirds.

So overall it was a progressive year but 2014 will remain challenging. It is imperative that more clubs get involved in developing junior squads, more coaches get involved and participation is encouraged at all NR Qualifiers.

Here is the challenge! If a country town like Ingham can develop 18 kids surely major towns like Cairns and Townsville can do the same.

It just takes a little effort and one person to stand up and commit to creating and building a junior club and then helping the kids to improve.



Steve Finitisis

What a month it has been for Innisfail's Steve Finitisis. Here are the full results from 1 Hong Kong 2 Melbourne and 3 Hobart.

1

PSA Challenger 15 Buler Challenge Cup, Hong Kong

1st round:

[1] Max Lee (HKG) bt [Q] Ammar Altamimi (KUW) 11-4, 11-6, 11-4 (25m)
Rex Hedrick (AUS) bt [WC] Hon Fung Wong (HKG) 11-9, 11-3, 11-3 (34m)
Harinder Pal Sandhu (IND) bt Leo Au (HKG) 12-10, 11-9, 9-11, 11-2 (56m)
[Q] Mahesh Mungaonkar (IND) bt [3] Abdullah Al Muzayen (KUW) 13-11, 11-7, 9-2 (39m)
Elvinn Keo (MAS) bt [4] Karim Ali Fathi (EGY) 4-11, 11-9, 11-4, 12-10 (51m)
Ivan Yuen (MAS) bt [Q] Shinnosuke Tsukue (JPN) 11-9, 11-6, 7-11, 11-9 (40m)
Steven Finitisis (AUS) bt [Q] Tsz Fung Yip (HKG) 11-7, 11-4, 11-1 (24m)
[2] Mohd Nafiizwan Adnan (MAS) bt Muhd Asyraf Azan (MAS) 10-12, 11-5, 11-4, 11-7 (60m)

Quarter-finals:

[1] Max Lee (HKG) bt Rex Hedrick (AUS) 11-4, 11-3, 11-4 (28m)
Harinder Pal Sandhu (IND) bt [Q] Mahesh Mungaonkar (IND) 11-3, 11-6, 5-11, 2-11, 11-6 (70m)
Ivan Yuen (MAS) bt Elvinn Keo (MAS) 11-9, 4-11, 11-7, 11-8 (46m)
Steven Finitisis (AUS) bt [2] Mohd Nafiizwan Adnan (MAS) 11-9, 6-11, 8-11, 11-5, 11-5 (72m)

Unseeded Australian Steven Finitisis produced the biggest shock in today's quarter-finals of the Buler Challenge Cup in Hong Kong when he ousted second-seeded Malaysian Mohd Nafiizwan Adnan to claim a surprise place in the semi-finals of the PSA World Tour Challenger 15 squash event in its ninth year at the Hong Kong Squash Centre.

But the 30-year-old Queenslander had to fight back from 2/1 down before overcoming the world No 30 from Terengganu 11-9, 6-11, 8-11, 11-5, 11-5 in 72 minutes

Semi-finals:

[1] Max Lee (HKG) bt Harinder Pal Sandhu (IND) 11-9, 11-8, 11-9 (43m)
Steven Finitisis (AUS) bt Ivan Yuen (MAS) 11-7, 11-9, 11-8 (47m)

Final:

[1] Max Lee (HKG) bt **Steven Finitisis (AUS)** 12-10, 11-3, 11-7

Home hero Max Lee has successfully retained the Buler Challenge Cup in Hong Kong after beating unseeded Australian Steven Finitisis in today's final of the PSA World Tour Challenger 15 squash event in its ninth year at the Hong Kong Squash Centre.

The 25-year-old Hong Kong number one battled through to the final - his 10th on the PSA World Tour - without dropping a game.

His 30-year-old opponent was marking his 20th final on the PSA Tour - and achieved this notable milestone after despatching Malaysia's Ivan Yuen in straight games.



Steve Finitisis

CONTINUED

PSA Challenger 10 Victorian Open, Melbourne, Australia

2

1st round:

- [1] Campbell Grayson (NZL) bt Nathan Stevenson (AUS) 9-11, 11-3, 11-7, 11-3 (36m)
- Justin Beard (AUS) bt [WC] Sam Ejtemai (AUS) 11-3, 11-3, 11-4 (37m)
- Mahesh Mangaonkar (IND) bt [LL] Thomas Calvert (AUS) 11-6, 11-1, 11-3 (15m)
- [6] Mike Corren (AUS) bt [Q] Cameron White (AUS) 11-9, 11-9, 12-10 (40m)
- [5] Rex Hedrick (AUS) bt [Q] Jong Myoung Park (KOR) 4-11, 11-2, 11-7, 11-2 (59m)
- [Q] Jaakko Vahamaa (FIN) bt Tim Cowell (AUS) 11-7, 10-12, 12-10, 11-8 (40m)
- Paul Coll (NZL) bt Andrew Fraser (AUS) 11-6, 11-8, 11-4 (24m)
- [4] Matthew Karwalski (AUS) bt Lance James Beddoes (NZL) 11-5, 11-8, 3-11, 11-4 (50m)
- [3] Zac Alexander (AUS) bt [Q] Mithran Selvaratnam (MAS) 11-5, 11-8, 11-4 (33m)
- Evan Williams (NZL) bt [Q] Adrian Leanza (USA) 9-11, 11-7, 11-8, 11-8 (45m)
- Joshua Larkin (AUS) bt [Q] Ben Grindrod (NZL) 11-4, 11-3, 11-7 (31m)
- [7] Ivan Yuen (MAS) bt Sunil Seth (GUY) 11-6, 8-11, 11-8, 11-4 (43m)
- [8] Steven Finitisis (AUS)** bt Kashif Shuja (NZL) 11-4, 11-8, 11-2 (39m)
- [Q] Chris Lloyd (NZL) bt Hon Fung Wong (HKG) 15-13, 9-11, 11-4, 11-5 (41m)
- Luke Sims (AUS) bt [Q] Steve Salter (AUS) 11-6, 11-9, 12-10 (40m)
- [2] Martin Knight (NZL) bt Cheuk Yan Tang (HKG) 11-4, 11-3, 11-6 (30m)

2nd round:

- [1] Campbell Grayson (NZL) bt Justin Beard (AUS) 11-4, 11-7, 11-5 (28m)
- Mahesh Mangaonkar (IND) bt [6] Mike Corren (AUS) 5-11, 11-8, 11-9, 12-10 (72m)
- [5] Rex Hedrick (AUS) bt [Q] Jaakko Vahamaa (FIN) 11-5, 11-3, 11-2 (22m)
- [4] Matthew Karwalski (AUS) bt Paul Coll (NZL) 11-9, 12-10, 11-6 (38m)
- [3] Zac Alexander (AUS) bt Evan Williams (NZL) 11-9, 11-7, 11-1 (23m)
- [7] Ivan Yuen (MAS) bt Joshua Larkin (AUS) 13-11, 10-12, 11-9, 11-6 (46m)
- [8] Steven Finitisis (AUS)** bt [Q] Chris Lloyd (NZL) 11-2, 11-8, 11-5 (26m)
- [2] Martin Knight (NZL) bt Luke Sims (AUS) 11-2, 11-3, 11-3 (25m)

Quarter-finals:

- [1] Campbell Grayson (NZL) bt Mahesh Mangaonkar (IND) 11-8, 11-4, 12-10 (46m)
- [4] Matthew Karwalski (AUS) bt [5] Rex Hedrick (AUS) 9-11, 11-7, 14-12, 4-11, 11-8 (91m)
- [7] Ivan Yuen (MAS) bt [3] Zac Alexander (AUS) 11-7, 11-9, 8-11, 4-11, 11-6 (65m)
- [8] Steven Finitisis (AUS)** bt [2] Martin Knight (NZL) 11-8, 7-11, 11-6, 11-3 (65m)

Queenslander Steven Finitisis continued his recent run of good form to upset second-seeded New Zealander Martin Knight in today's quarter-finals of the Victorian Open. A week after reaching the final of the Buler Challenge Cup in Hong Kong against expectations, the 30-year-old from Innisfail downed Knight 11-8, 7-11, 11-6, 11-3 in just over an hour to claim an unexpected place in the last four.

Semi-finals:

- [1] Campbell Grayson (NZL) bt [4] Matthew Karwalski (AUS) 11-4, 11-5, 11-5 (36m)
- [8] Steven Finitisis (AUS)** bt [7] Ivan Yuen (MAS) 11-4, 11-7, 9-11, 14-16, 11-8 (96m)



Steve Finitisis

Final:

[1] Campbell Grayson (NZL) bt **[8] Steven Finitisis (AUS)** 11-7, 11-6, 11-9

New Zealand's Campbell Grayson retained his Victorian Open title in style today when he defeated Australian hope Steven Finitisis in straight games in the final of the PSA World Tour Challenger 10 squash event at the Melbourne Sports & Aquatic Centre.

Grayson was always in control of the match against No 8 seed Finitisis, the 30-year-old from Queensland who had two huge matches on the way to the decider and looked sluggish at times against the Kiwi number one.

PSA Challenger 5 Tasmanian Open, Hobart, Tasmania, Australia

3

1st round:

- [1] Mike Corren (AUS) bt Daniel Wright (AUS) 11-8, 11-1, 11-5 (19m)
- [Q] Mark Andrew Burke (BEL) bt Aidan Parkes (AUS) 11-5, 11-6, 11-3 (18m)
- James Skiffington (NZL) bt Matthew Bridle (AUS) 11-2, 11-3, 12-14, 11-7 (31m)
- [7] Sunil Seth (GUY) bt Kwon Hyeon-Jun (KOR) 11-7, 4-11, 6-11, 11-3, 11-7 (52m)
- [6] Mahesh Mangaonkar (IND) bt [Q] Paul Tuffin (NZL) 12-10, 11-4, 11-4 (23m)
- Darcy Evans (AUS) bt Thomas Calvert (AUS) 11-8, 11-6, 11-9 (31m)
- Chris van der Salm (NZL) bt [Q] Brendan Ward (AUS) 11-5, 11-3, 11-5 (14m)
- [4] Evan Williams (NZL) bt [Q] Mark de Vries (AUS) 11-5, 11-1, 11-1 (15m)
- [3] Steven Finitisis (AUS)** bt David Crossley (AUS) 11-3, 11-3, 11-3 (21m)
- Jaakko Vahamaa (FIN) bt [Q] Rod Harker (AUS) 11-8, 11-3, 11-4 (23m)
- Ben Grindrod (NZL) bt [Q] Tom Strugnell (AUS) 11-3, 11-3, 11-5 (16m)
- Lance James Beddoes (NZL) bt [8] Jan van den Herrewegen (BEL) 11-9, 11-5, 7-11, 15-13 (61m)
- [5] Paul Coll (NZL) bt [Q] Matthew Creely (AUS) 11-7, 11-7, 11-4 (17m)
- Chris Lloyd (NZL) bt Adrian Leanza (USA) 8-11, 11-8, 11-9, 9-11, 11-6 (60m)
- Rhys Dowling (AUS) bt [Q] Brodie Stokes (AUS) 11-6, 11-2, 11-5 (21m)
- [2] Ivan Yuen (MAS) bt Jong Myoung Park (KOR) 4-11, 11-3, 11-3, 12-10 (34m)

2nd round:

- [1] Mike Corren (AUS) bt [Q] Mark Andrew Burke (BEL) 11-7, 11-7, 10-12, 11-6 (50m)
- [7] Sunil Seth (GUY) bt James Skiffington (NZL) 11-6, 11-5, 11-6 (25m)
- [6] Mahesh Mangaonkar (IND) bt Darcy Evans (AUS) 11-3, 11-6, 11-5 (30m)
- [4] Evan Williams (NZL) bt Chris van der Salm (NZL) 11-4, 11-5, 11-6 (25m)
- [3] Steven Finitisis (AUS)** bt Jaakko Vahamaa (FIN) 11-6, 11-4, 11-1 (26m)
- Lance James Beddoes (NZL) bt Ben Grindrod (NZL) 12-14, 11-9, 11-9, 11-5 (39m)
- [5] Paul Coll (NZL) bt Chris Lloyd (NZL) 11-1, 11-7, 11-4 (20m)
- [2] Ivan Yuen (MAS) bt Rhys Dowling (AUS) 11-5, 3-11, 11-3, 8-11, 11-3 (54m)

Quarter-finals:

- [1] Mike Corren (AUS) bt [7] Sunil Seth (GUY) 11-5, 5-11, 11-4, 11-5 (39m)
- [6] Mahesh Mangaonkar (IND) bt [4] Evan Williams (NZL) 7-11, 11-7, 13-11, 11-5 (64m)
- [3] Steven Finitisis (AUS)** bt Lance James Beddoes (NZL) 11-3, 11-4, 11-8 (31m)
- [5] Paul Coll (NZL) bt [2] Ivan Yuen (MAS) 11-1, 11-5, 11-9 (44m)



Steve Finitsis

Semi-finals:

[6] Mahesh Mungaonkar (IND) bt [1] Mike Corren (AUS) 11-4, 6-11, 11-3, 11-6 (43m)

[3] **Steven Finitsis (AUS)** bt [5] Paul Coll (NZL) 11-5, 11-6, 11-7 (42m)

Final:

[3] **Steven Finitsis (AUS)** bt [6] Mahesh Mungaonkar (IND) 11-5, 11-6, 11-7 (36m)

Australia's Steven Finitsis made it third time lucky when he claimed the Tasmanian Open title with a straight games win over India's Mahesh Mungaonkar in the final of the PSA World Tour Challenger 5 squash event at Eastside Squash Centre in Hobart in Tasmania.

Finitsis had been runner-up at his last two tournaments in Hong Kong and Melbourne - but was in superb touch in Hobart, not dropping a game on the way to his 11th title on the PSA World Tour.

The 30-year-old third seed dominated the young Indian in the final, winning 11-5, 11-6, 11-7 to continue his impressive form over the last three weeks.

All results and comment extracts courtesy of **Howard Harding** PSA World Media Manager

STOP PRESS: Finitsis rises to a new high of 59 in latest World Rankings.

World Rankings

1 August 2013



NR MEN:	TM:	HWR:
Steve Finitsis	59	59
Brad Hindle	*	64

* Injured

TM: This Month - HWR: Highest World Ranking



NR WOMEN:	TM:	HWR:
Lisa Camilleri	64*	28
Rebecca Baum	173	159

* Returning

The Service Box

For more information contact

Kay Barclay on
0432 572 712





Red Star Award

July 2013

The **Red Star Award** is designed to recognise the most outstanding performance by a NR player at a major championship each month.

July was another quiet month with little or no activity. So there is no Award winner for July. It is therefore a good opportunity to begin reviewing all our winners as we lead up to announcing our first Red Star Annual Award Winner.

The 2013 December edition of the eMag will be used to feature our first Annual Award winner for the period September 2012 to October 2013.



SEP 2012

OCT 2012

Tiffany Loss

Sean Motti



NOV 2012

JAN 2013

Lucas Neilsen

Callan Menzies



FEB 2013

MAR & APR 2013

Tia McLennan

Ivan Jensen



MAY 2013

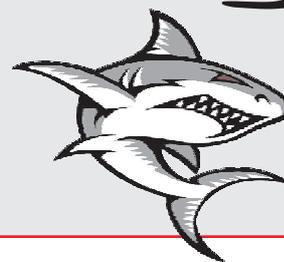
JUN 2013

BJ MacDonald

Hayley Hankinson



Can you help?



The profile page helps to present your request in a professional way. There are no guarantees but if you can target the right people you can be very successful in raising extra funds to help.

Giumelli Plastering are leading the way by sponsoring Tiffany Loss. Chris and Kylie Giumelli are big supporters of squash. Kylie was a former State Squash Champion back in the late nineties.

Kylie won 5 Queensland State Titles between 1998 and 2000. Kylie was extremely talented but struggled with injuries.

Kylie's best finish at the Australian Junior Championships was 2nd place in 2001 and 2002. In 2001 Kylie was runner up to Kasey Brown (current world #10) in the 16YAG Girls final and in 2002 she was runner up to Donna Urquhart (current world #17) in the 17YAG Girls final.

Kylie won two major titles on the National stage in 2001 when she won the 1st and 3rd legs of the Australian Selection Series (formerly known as the National Junior Tri Series).

In short Kylie was a wonderful champion who played with courage and great sportsmanship. She always gave her absolute best and never lost any admirers in defeat.

Kylie knows first hand just how hard our young athletes work and she felt it was only fair to support Tiff given all the support that she had received as a junior player.



Kylie Bell - Queensland Representative 1999 to 2002
Queensland Junior Champion: 1998 (2), 1999 (2), 2000
Australian Selection Series Champion: 2001 (2)
Australian Junior Championships Finalist: 2001, 2002
QJC Girls Best & Fairest Award: 1999

Chris was a champion rugby league player. Chris was a Mackay Cutters Foundation player who played 83 games for the club in 4 seasons.

Giumelli Plastering also financially support the Mackay Open.

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Customer Care

Genuine care and communication are the keys to attracting customers or members. For this article we will refer to all types of squash players as **customers**.

What value do you place on a customer?

Your average squash player contributes between \$500 and \$1000 per annum to your centre/club.

One fixture and one practice session at on average \$10 each over 45 weeks equates to \$900 per annum so it doesn't take much to add up to the \$1,000 mark. Add to this the monies paid for drinks, food, equipment and other Social activities and \$1,000 pa is a conservative figure to work with.

Even a customer who just hires a court for 1 hour per week @ \$20 per hour equates to around the \$1,000 mark.

So if you are looking to boost your income one needs to work toward attracting 10 new customers to get an extra \$10,000 into the financial equation. That in some cases could be a critical injection of funds.

From my observations many centre operators/club officials continue to operate without actively striving to build their numbers as a discipline on a weekly/monthly basis.

Numbers can be built in many ways. Introducing juniors to the game can be a time consuming exercise but if they are properly nurtured they will most likely become customers for life. The other factor to be considered is the promotional opportunities which open up when local kids succeed in other competitions/events.

The main focus of this article is to make contact

with **former players**. The chances of encouraging them back into the game are fairly high. If successful, the investment in such players is significantly reduced or in some cases not even required. Most will know how to play the game, know others in the club, know about fixtures, etc.

One suggestion is to make a list of 10 players who have recently left the centre/club over say the last 6 months and talk to them first.

Try to engage in a conversation to establish:

- What are they doing now?
- What made them give up?
- Would they consider coming back?

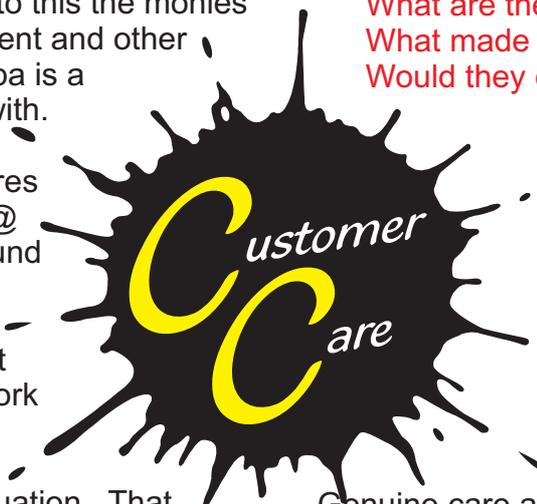
Once you have made contact with them, work on another 10 from 12 months ago.

Yes, you may get several knock-backs but at least you will have planted a seed. They might then go onto a follow up list in say another 3 months.

Genuine care and communication is the key and is so overlooked. Some centre operators/club officials just think if the customer wanted to be there then they would just be there.

People STOP for a host of different reasons. Sometimes it is just a simple thing like TIME. They may have stopped at a point in time simply because they just too much on their plate.

Once they STOP they have time to also reflect and many times, they go searching for other experiences. It doesn't mean they will find them and even if they find an alternative it doesn't mean they don't miss playing squash.





Customer Care

CONTINUED

Injury and often times it doesn't need to be major but those niggling injuries STOP people. Time may have healed them.

Often people simply need encouragement. They need to know that they have been missed and they need to know their involvement was valued.

You know yourself if you don't feel you have been treated well or valued you tend to search for whatever it is that makes you feel better.

I remember one call I made in 2010 to a player who hadn't played for nearly 5 years. When I spoke to him he even admitted he had been only recently thinking about getting back into squash. I honestly believe it was my call that sealed the deal and was all he needed. He returned to squash and is still playing today.

It confirmed to him that he hadn't been forgotten, he was valued and he was WELCOME to come down and have a hit!

I know myself I haven't played since 2010. I'm injury free and I have many things happening in my life but I still think about squash and under the right conditions I would return to playing again.

What value does such a player bring back to the game? Firstly they already love the game that is a major positive for shaping and influencing others and in particular juniors.

They bring back experience that helps others with coaching between games. They bring back a different style of play which helps to lift standards and even create varied competition.

It brings back social interactions and potentially feel good moments particularly if that person has been a social contributor in the past.

Most importantly it brings back much needed funds to the centre/club.

So make a list today. You have nothing to lose and everything to gain. Even if you only encourage one person back you will be \$1,000 better off.

Honest communication and genuine care about an individual will seriously reward you ten-fold.

Even if you commit to just ringing one person per day or even one person per week you will be pleasantly surprised just how quickly this one strategy will help you build your business or club.

19-20
OCT13
INGHAM

15-16
FEB14
MACKAY



22-23
MAR14
TOWNSVILLE

3-4
MAY14
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