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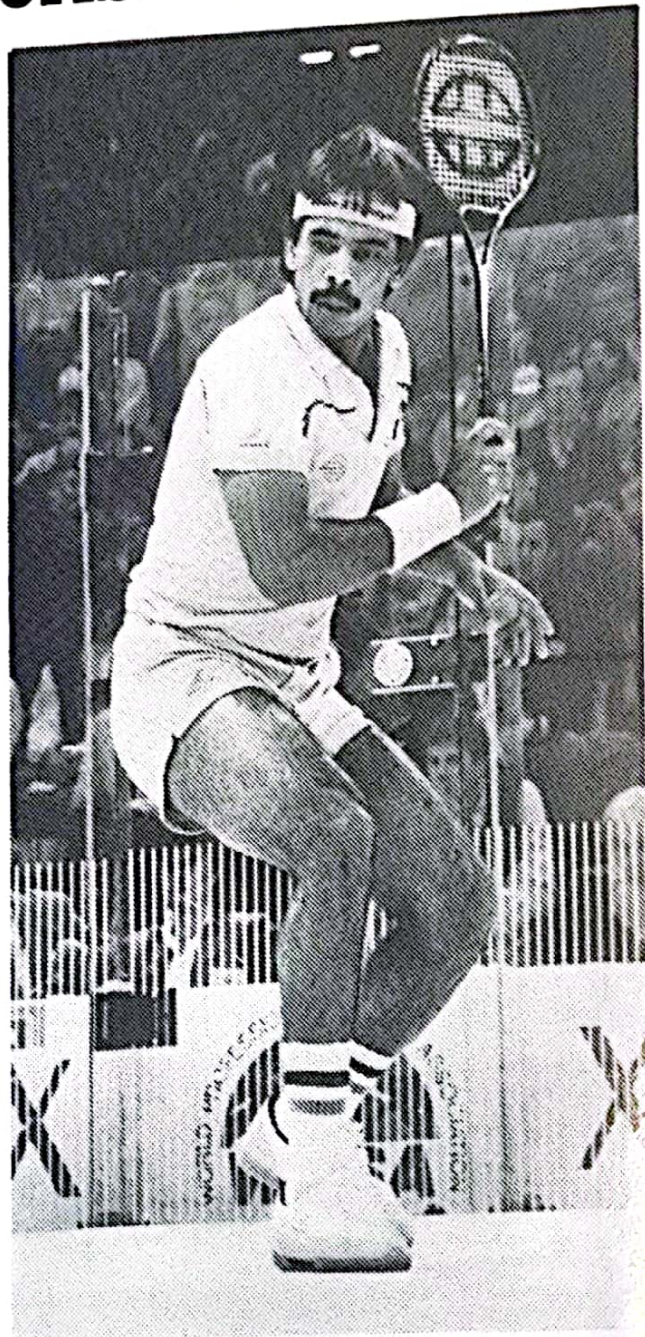
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SQUASH

L I F E

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ARE WE MISSING THE "MARK" IN MARKETING?

In the last six months, Toronto has played host to two very prestigious squash events - the Xerox Canadian Open and the Drakkar Noir. The draws for both tournaments were excellent in terms of quality and quantity, featuring the finest players in both the hardball and soft ball games. The Xerox was held at the Metro Convention Centre, using the Playcon three glass-walled tour court and had a seating capacity of 1,600. The Drakkar Noir was hosted by Toronto's newest facility, Carlson Court, the first club in Ontario with a permanent three glass-walled court. It has seating for some 600 people. Both events offered top prize money and both advertised extensively in the media. You'd think then that the combination of all these elements would guarantee standing-room only crowds. And yet, neither one reached capacity seating - not even for the finals. One must wonder why not?

In order to answer that question, one must first examine just which market segment we are targeting. Is it the downtown Toronto, Bay Street yuppie? The one with the three piece suit, carrying a briefcase in one hand and a squash racquet in the other? Statistics would certainly seem to attest to the fact that the people who play squash fit this mold - they are between the ages of 19 and 40, have a university education and are in management positions. But does that necessarily place them all on Bay Street? They may work downtown, but most of them live and play their squash in the suburbs - in Etobicoke, North York and Scarborough. And that fact may be the important link we are missing in promoting these events.

There is an important difference between advertising and promotion. **Advertise** is a verb meaning to "make generally or publically known". **Promote** is also a verb meaning "to publicize and sell".

That difference in definition, subtle though it may be, could provide a vital insight into solving the problem of attendance. Let us examine the Xerox Canadian Open and what pre-event advertising and promotion was done. In terms of advertising, each club received a very professional-looking poster which listed the date, venue and gave a number to call for more information. Presumably, these posters were displayed in the clubs. But can we actually make that assumption? First, one is totally dependent upon the person at the receiving end of the information and if he or she can't be bothered to post it, then valuable publicity has been lost. Secondly, the Xerox was a hardball tournament, and 99% of the people who play the game in Ontario play with the soft ball, whether it is on a North American or international court. If the club 'information officer' for lack of a better term, has no interest in the hardball game, he or she again may not bother to post it. Again, the link to the player and potential spectator has been lost. Some advertising was placed in the Toronto newspapers, but statistics tell us that less than 10% of the population reads newspapers. Those that listen to the radio are bombarded by over 600 advertising messages a day and thus we have to hope that our message, the Xerox Canadian Open, has been retained. It may be fair to say that advertising by these means can be less than successful.

But what of promotion? How was the Xerox Canadian Open actually promoted within the squash community? I'm not sure it was and I think this is a mistake all tournament organizers make, whether we're running a prize money event or the Ontario Open. Of the 200,000 people who play squash in Toronto, probably less than 5% have ever seen hardball squash, let alone played it. We may have the situation

where we must bring the mountain to Mohammed. In other words, if the incentive to go down to see a Mark Talbott is missing, then perhaps we have to bring Mark Talbott and the hardball game to them. We must sell the product visually - show them just how fast and exciting the hardball game can be. Bring some of these stars in prior to the event and have them play exhibitions at some of the local clubs. Soft ball players know the Khans, the Styner's and the Thornes. Now let's introduce them to the Edwards, the Nimicks and the Desaulniers'.

Promotion of an event can be carried one step further by directly involving the clubs. Offer them an incentive to sell tickets to their members, such as a special CLUB X NIGHT at the event, and dedicate that particular evening to the club selling the most tickets. Instead of using Bass and giving them a percentage of each ticket sold, consider doing the same for the club.

Toronto, while acknowledged as the squash capital of North America, has also been criticized for being rather apathetic when it comes to supporting international events. I wonder if the fault lies not with the squash community, but with those of us who organize the events. We have been remarkably successful in marketing the sport to the corporate sector, but one can't help but wonder if we have neglected the segment which has historically supported the game - the club players. In future, tournament budgets may have to include monies specifically set aside for promotion of the event within the clubs. Then perhaps in 1987, the box office for the Mennen or the Drakkar Noir or the Xerox will have a sign outside reading - SORRY, SOLD OUT! ●



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ONTARIO OPEN CHAMPIONSHIPS

PIMM AND WEITHERS UNCHALLENGED WHILE ANNUAL EVENT BECOMES VETERANS' FESTIVAL

BY JAN ATKINSON

In April of every year, Mayfair Parkway Racquet Club opens its doors to the Ontario Open Championships. This year a record 140 competitors adopted Mayfair as their home for the weekend. The majority of players are from Ontario, but we were very pleased to welcome competitors from Montreal, New York City and New Zealand. The age category events accounted for 65% of the total entry. As many as 10 courts were in use from Friday evening through Sunday afternoon, keeping players and referees hopping. Competition was fierce in all events and with few exceptions, upsets were the order of the day.

Men's Open

Competition in the Men's Open was fierce from the outset. There were many five game matches in the first rounds, most notable being Kevin Gardner's win over fourth seed Duncan Stuart. Younger brother Paul Gardner, overcame a five game challenge from junior player Scott Stoneburgh. Also in the first round, Ray McDonald lost in five games to the younger legs of Christopher Stevens. Second seeded Norm Platt ran into very tough competition at the semi-final stage. Montreal's Joe Besso forced a fifth and deciding game, but could not sustain the momentum. Norm advanced to the final against top seeded Max Weithers. Max had

rather quietly but very decisively been working his way through the top half of the draw. Left in his wake were Frank Welsman, Fred Reid and New Zealander, Kelvin Kennedy. In the final, Max played with confidence, strength and flair, to win in three games. It would appear that Max's approach to the game has changed and he is playing with a maturity that had previously eluded him. His performance left everyone with the very distinct impression that Max is a talent to be reckoned with and that he means business.

Men's 30+

A small, but very select group of players provided some very exciting matches during the weekend. Sajjad Vine won cliff-hangers over Wayne Weatherhead and Bill Krezonowski, to find himself in the final against Mike Bertin. Mike had to overcome Steve Hisey and Mario Raponi to earn his place in the final. Mike played a very steady match to defeat his talented opponent in four games.

Men's 35+

With three-time defending champion Tony Swift sidelined with a back injury, three-time runner-up Dennis Goodfellow certainly looked to be in the driver's seat. However, some things are just never meant to be. The over 35 draw of 16 players was blessed with an abundance of talent. Phil Nanavati proved to be

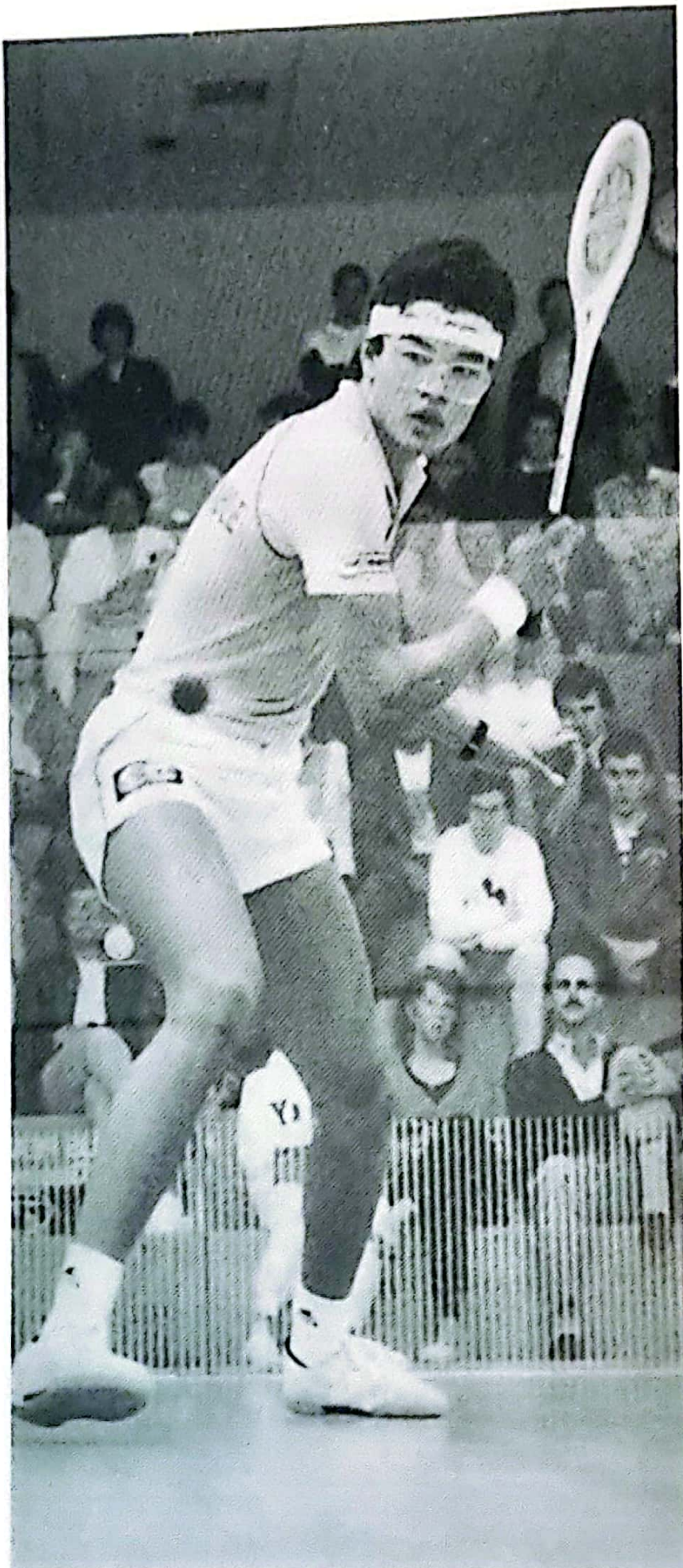
the man of the hour and played a superb tournament from start to finish, winning the final in four games over a very disappointed Dennis Goodfellow.

Men's 40+

Top seed and defending champion Craig Wells, thought his training program was lacking before he entered the tournament, and his worst fears were confirmed in his first match. Down 0-4 in the fifth game against Peterborough's David Hall, Craig had to go for broke. Craig managed to survive the match with a combination of subtle gamesmanship and his uncanny ability to find the nick. Having survived the initial scare, Craig had fairly straightforward wins over Myles Gordon and Brian Blakeley to reach the final. Colin Syme upset Howard Armitage in a five game semi-final to advance. Craig and Colin played the first two games which both went to extra points. Craig put up a valiant effort but eventually lost to Colin in four games.

Men's 45+

Once again, the class of the event was Gerry Shugar. His seemingly unbeatable presence did not deter 15 others from challenging for the title. Some things never seem to change, and once again we saw Nicki Lang of Montreal, frustrated by Paul Wilson in the semi-finals. The final between Shugar and Wilson would



MAX WEITHERS PLAYING WITH CONFIDENCE AND MATURITY CLAIMS ONTARIO OPEN TITLE.

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lead you to believe that Gerry is a surgeon rather than a psychiatrist. Gerry's squash, like a good wine, seems to get better with age. Paul Wilson was able to win only three points in what had to have been a very discouraging match. Gerry has now won this title three times, and when you look at his record of 10 Canadian and six U.S. titles, he has certainly earned the right to be called the "Heather McKay of age category squash".

Men's 50+

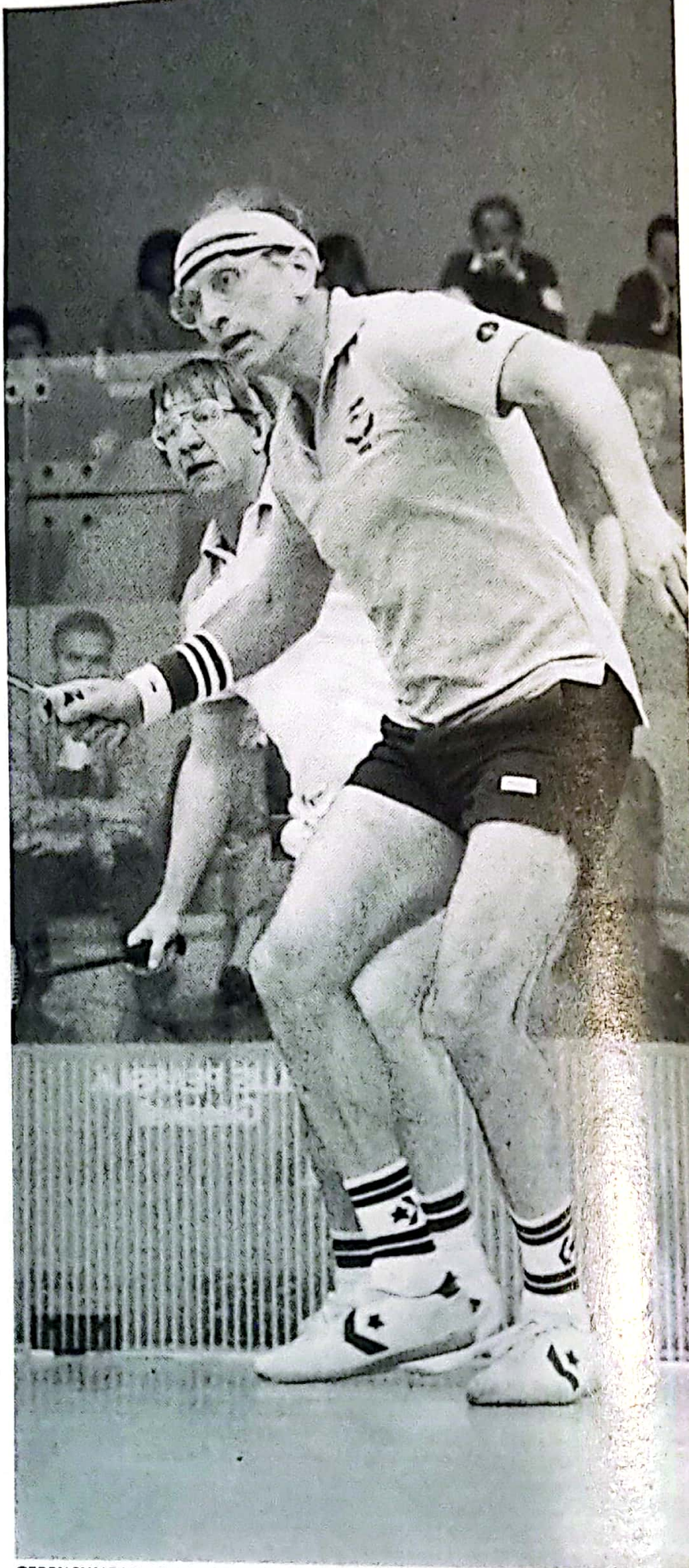
Jim Adam of the Cricket Club, is having the time of his life these days. Since qualifying for this age bracket, Jim has been named the "giant killer" of squash. His successes began in last summer's Masters Games. In almost every tournament he enters he inevitably wreaks havoc on the seedings, and this event was no exception. Mayfair's Art Turner was the casualty in this outing as a very elated Jim Adam won with style and grace.

Men's 55+

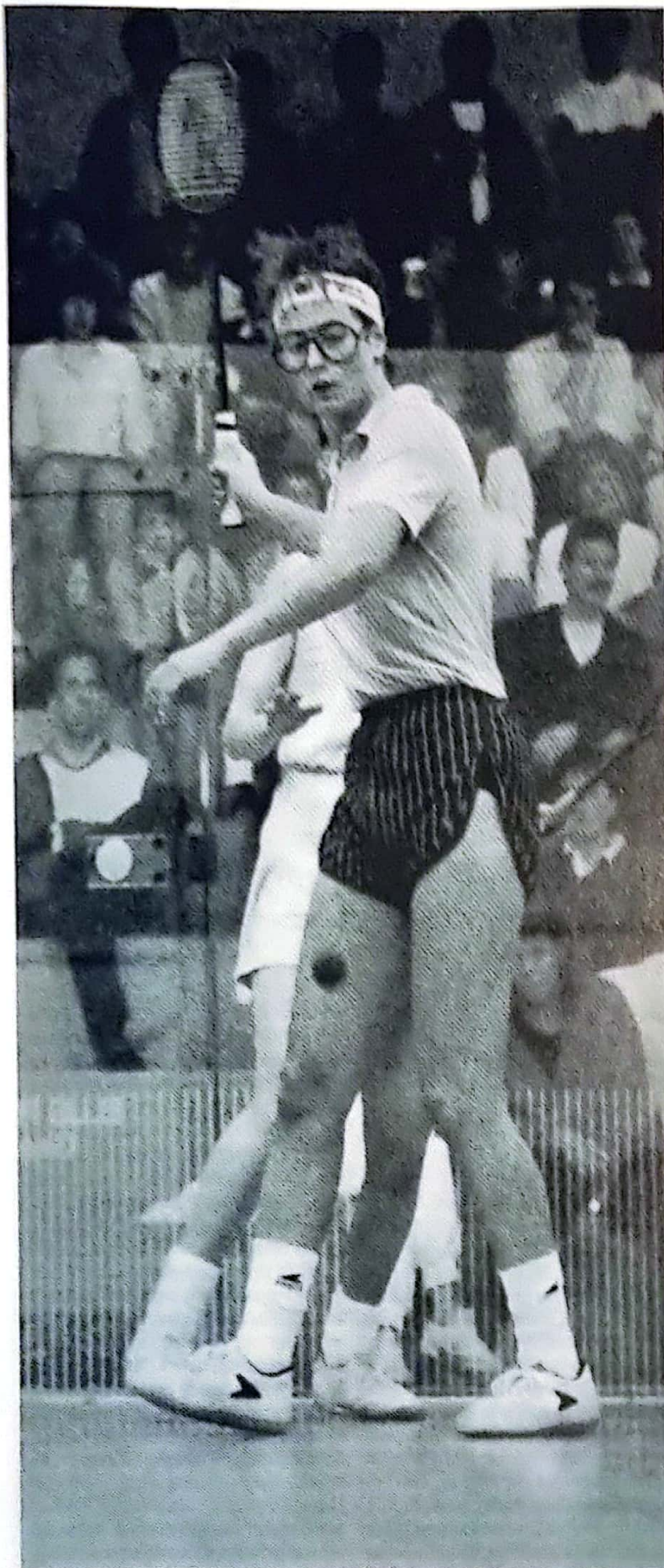
This was the inaugural running of this age category and the eight man entry overcame all expectations. Top seeded Doug Allen was forced to retire during first round play with a back injury. This opened the door for second seeded Jim Kerr, who capitalized on the opportunity. Jim closed the door on Bud Whittaker in a three game final.

Women's Open

Canadian number one Gail Pimm successfully defended her Ontario Open title. The women's open attracted all of the top players in the province. Gail is easily a notch above her closest competition but her opponent in the final was not going to bow out without a struggle. Nancy Cranbury refused to cower to Gail's goal of winning the final 27-0. So undaunted was Nancy, that once she got her nerves under control, she bounced back to win the third game by a score of 9-3. Gail however, was not going to be denied as she won the fourth and deciding game. A most notable performance was turned in by Shelley Harvey of Ottawa. She overcame a two game deficit to Sandra Penney in the first round, beat Ruth Castellino in four games and continued her winning form in defeating the third seed, Anne Smith, in five games. Nancy Cranbury put an end to Shelley's forward march at the semi-final stage. Shelley completed the weekend on a



GERRY SHUGAR, THE "HEATHER MCKAY OF AGE CATEGORY SQUASH".



GAIL PIMM, CANADIAN NUMBER ONE REPEATS AS ONTARIO OPEN CHAMPION.

MAY/JUNE 1986

winning note as she defeated Anne Green in straight games to finish third overall.

Women's 35+

Eight women competed in this event, making it the best subscribed running of the Women's Over 35 Championship. Not only was the draw blessed with quantity, but with quality as well. Anne Smith had to be the odds-on favourite to win, however Anne was also competing in the Women's Open event, and this self-imposed "handicap" might have evened the odds. In the first round, Peterborough's Nancy Sharpe avenged a five game loss suffered in last year's event against Vicki Gleeson. Anne Smith won out over Sharon Melville and then Nancy Sharpe to find herself up against Niagara's Cate Mee. Cate had survived the challenges from Ramola Vanderhyden and Barbara Evans. Cate came into the final as twice defending champion, but a third victory was not to be, as Anne was able to win in straight games.

Women's 40+

This competition was revived this year and five entries participated in a round robin. Barbara Mitchell was undefeated in her four matches, clinching the title when she won 9-7 in the fifth against Louise Roy. Louise then had to battle back in the fifth game to win 9-7 against Susan Swift to finish second.

The friendly atmosphere throughout the weekend is reminiscent of a family reunion. This holds true particularly in the age category events where the players don't have many opportunities to meet and compete. Next season a new twist will be introduced to the Ontario Open. First of all, a Women's Over 30 event will be added to the ever-growing list of age categories. Secondly, all of the age category events will be run together on one weekend. The men's and women's open events will be played together one week later. This will eliminate the very real possibility of restricting the size of the draws.

Many thanks go to Paul Frost and the Mayfair Parkway Racquet Club. The competitors were rewarded for their efforts with prizes donated by Amstel Breweries Canada Limited, Unsquashable Incorporated, The Keg Restaurants, Imperial Optical Sports and Black Knight. Congratulations to all and we look forward to seeing everyone back next year at the Ontario Open and the inaugural Ontario Open Masters. ●

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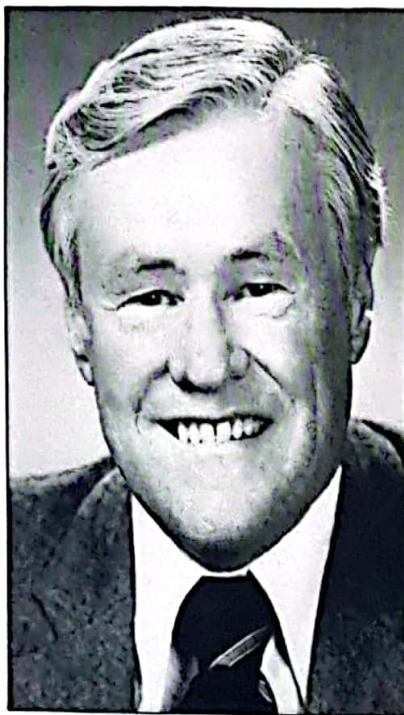
PROFESSIONALS TAKE CHARGE

BY IAN C. STEWART

Fortunately, I recently had the opportunity of going to Paris for the French Open Squash Championships. As a retired squash administrator, the invitation to attend a meeting in Paris came as not only a surprise, but it was also encouraging to know that one is still wanted and needed when major decisions affecting world squash have to be made. When my term of office ended as Chairman of the I.S.R.F. in December, 1985 I realized that for the first time in over 32 years, I would not hold an official position of any kind in a game which I began playing almost 45 years ago. I guess I suffered for a few months from what one might consider withdrawal pains. It is very difficult to completely cut oneself off from a hobby with which I have had a love affair for such a long time. I guess only those who suddenly stop smoking after 45 years would sympathize with me.

I have felt for some time that what squash now needed was a Grand Prix Circuit. Games like everything else, have a tendency to go in cycles. In squash, growth comes from the inside for a period of time, then it reverts and pressure gets put on it from the outside. Sometimes the grass-roots pushes the game forward and at other times, it is the top players who drag the game up by its boot straps. We are now entering a phase where the top players must pull us towards the next plateau and in order to do this, they will have to have a great deal more flexibility. There is no doubt in my mind that a world-wide Grand Prix Circuit will accomplish this.

One of my last acts as Chairman of the I.S.R.F. was to put in place a committee called the Men's International Squash Tournament Council (MISTC). The I.S.R.F. and The International Squash Players Association were to jointly run this committee under its two Chairmen,



IAN C. STEWART

Ronnie Sinclair and Greg Pollard respectively, and they were to add to this committee people acceptable to both parties who they felt could contribute to getting this off the ground. Happily, I was asked to participate and the first meeting of MISTC took place in Paris during the French Open.

In order to produce a saleable product, we have offered to any tournament with prize money of \$25,000 U.S. or more, the opportunity to be considered part of the Grand Prix. As of this date, 18 tournaments in 16 countries have accepted this designation and points on a cumulative basis are being awarded to participants in these designated events. In December, at the end of the Circuit, the top eight players will play off for additional prize money. This part of the Grand Prix will go ahead regardless of whether an agreement with an overall Grand Prix sponsor is

reached or not. It was the feeling of MISTC that we must produce a product before we found a customer, and this we feel we have done. The players are enthusiastic, the promoters are enthusiastic and considerable interest is being shown by some potential sponsors. It is now only a case of putting it all together. It is hoped that we would be able to announce a sponsor for this series at the I.S.R.F. A.G.M. to be held in Washington in early September, and that the totally sponsored Grand Prix would be fully in operation on January 1, 1987.

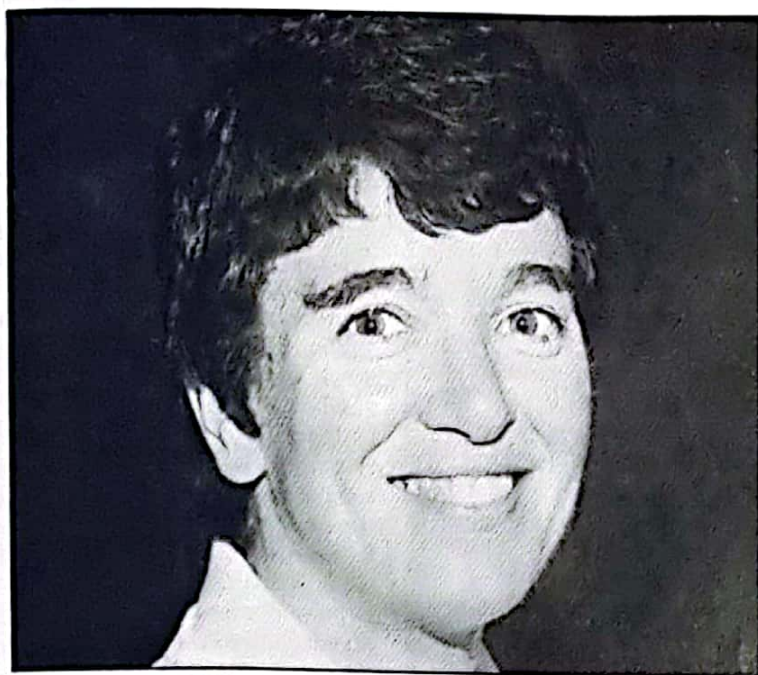
It is obvious that other tournaments will be added as time goes on. The total prize money for the 18 designated events so far is \$675,000 in 1986 and hopefully next year, that amount will be between \$850,000 and one million dollars. One should be advised that in every case we are talking U.S. dollars, not Canadian.

What does all this mean? A circuit such as this with the resultant publicity generated and the having international sponsorship will unquestionably give the game of squash much better feasibility than it has at present. Our acceptance as a sport by the International Olympic Committee adds considerable prestige to our game, and the circuit itself has already begun to pay dividends in some countries, and it has also made squash a much more saleable item. In order to accomplish this and give ourselves some credibility, a much improved grading system for referees will have to go into effect, and I am sure the new Office of the I.S.R.F. had this in mind when they recently announced there would be another International Referees Seminar in Toulouse, France in November, during the World Open.

So much for withdrawal pains. It certainly looks to me like I am going to get a great deal of enjoyment out of the next few years. ●

SQUASH RECEIVES HONOURS ON AND OFF THE COURT

BY ANNE SMITH



ANNE SMITH, PRESIDENT, SQUASH ONTARIO.

Squash in 1986 has started with a successful hardball season, in which several Ontario players have excelled. Paul Deratnay won the Canadian Men's Hardball and Jann Taylor won the Canadian Women's Hardball. Jann has also been one of two winning partnerships in the Canadian Mixed and Women's Doubles.

Scott Dulmage won the U.S. Junior Hardball Championship in addition to his selection to the Canadian Junior Soft Ball Team playing in Australia in April 1986. He joined Sabir Butt and Scott Nash from Ontario, who were also selected. Trevor Thom (Victoria) and Michael Hooker (Manitoba) completed the team. Good luck to them all!

The Women's Interprovincial Team Championships played in Regina was won by the Ontario Team, with the men placing fourth. Unfortunately, Gary Waite and Max

Weithers had indicated they were unavailable when the team selection was made. Although their plans changed, the team had, by that time, been selected, the players informed and travel arrangements made. Despite missing Gary and Max, our team played very well.

The policy of mandatory eye guards in Provincial Championships has been successful, with only one incident occurring in the Ontario Hardball. Otherwise, players have complied well with the rule even if they are not in total agreement with it. We thank everyone for their cooperation in a policy, introduced with the aim of improving safety, which is inevitably controversial.

The Regional and Provincial Finals of the Amstel Light Charity Challenge were played most successfully. The Provincial Finals, played on Easter weekend at Mayfair Parkway, was one of the

best tournaments for fun, participation and great entertainment. One hundred and eight regional finalists competed and more than half the events were won by regions outside Toronto and District. A definite first! The Men's 'A' was won by Bill Krezonowski from Thunder Bay. It is encouraging to see the growth of squash in all the regions of the province. Previously, Toronto players won almost all the events, so the change is good to see! As a result of the Amstel Light Charity Challenge, a cheque for \$25,000.00 was given to the Canadian Multiple Sclerosis Society, with the likelihood of a further \$5,000.00. All in all, a very successful event.

Two people in Ontario have been particularly honoured. The first is Gary Waite, who was chosen as the Canadian Junior Athlete of the Year in 1985. This is a fantastic achievement and thoroughly well deserved. Congratulations, Gary, on behalf of the Board of Directors of Squash Ontario, and good luck in the future!

The second honoured person is Sue Swift, who was awarded a Special Achievement Award by the Government of Ontario for her contribution to squash as a volunteer. Sue has devoted many hours of her time to squash for many years at local, provincial and national levels. The award was well deserved. Congratulations and many thanks, Sue!

The 1985-86 season is drawing to a close with the Ontario Open Championships and then the National Championships. Many clubs hold their club championships at this time as a final event before the golf clubs are aired and the tennis courts entice people outside. Good luck to all for the rest of the season! ●

SUSAN SWIFT RECEIVES ONTARIO'S HIGHEST HONOUR

BY SHERRY FUNSTON



SUSAN SWIFT, INDUCTED INTO THE VOLUNTEER HALL OF FAME BY MINISTER JOHN EAKINS.

Once a year, the Government of Ontario recognizes the contributions made by both players and volunteers to amateur sport. Each sport governing body is given an opportunity to name a volunteer who has made an outstanding contribution to his or her particular sport over a number of years. At stake is the prestigious Special Achievement Award, presented to a very select few who have successfully met the rather stringent criteria set down by the government's selection committee. Past winners for squash have been Ian Stewart, Jim Mason and Doctor Michael Easterbrook. This year there were 83 nominees but only three winners, and Susan Swift was one of them.

Susan's achievements in squash go back to 1971, when the game was

struggling. Players at the time were represented by three different associations - the Men's Hardball Association, the Men's Soft Ball Association, and the Ontario Ladies Squash Racquets Association. That period in our history was marked by a lack of cohesion, disunity and suspicion. The only group making any progress at all was the Ontario Ladies Squash Racquets Association and fortunately for squash in Ontario, Susan Swift, an avid and accomplished player, chose that time to begin her 15-year involvement as a volunteer.

Under her presidency of the O.L.S.R.A., that association expanded its horizons and developed and implemented a number of technical programmes for its members. She travelled to England to confer with the Women's Squash Rackets

Association to find out how their coaching and officiating programmes were run, and came back to Ontario and established similar programmes, the first of their kind in Canada. She in fact, laid the foundations for the present national officiating programme. She was instrumental in regionalizing the province, establishing a system of elected club representatives which were mandated to develop and promote the game in their areas. At the same time, Susan also recognized the importance of developing our elite women players. When monies were not available to send players overseas, she persuaded an Australian team to come to Ontario, thus giving our women the opportunity to compete against international players. She organized the first ever national women's team to compete in the Women's World Championships. That team played in New Zealand and Australia, and Susan chaired the selection committee for the Canadian team.

In 1976, Susan Swift was re-elected president of the O.L.S.R.A. and participated in what was to be one of the most contentious issues of the period. The three Ontario associations were to be amalgamated to form one governing body, one voice for squash in the province. She again met resistance and opposition, not only from her own women members but also from factions within the two men's organizations. She persevered in her belief that squash could only grow and mature if it was unified, and one of her greatest achievements came with the formation of Squash Ontario in 1976. Susan was elected to the Board of Directors of Squash Ontario and played a key role in establishing the office, hiring an Executive Director and calming the still choppy waters of amalgamation.

In 1980, Susan was elected president of the Canadian Squash Racquets Association, the first and only

woman to hold this position, but it was 1981 that was to be perhaps her greatest moment. She chaired the organizing committee for the Women's World Championships which were hosted by Canada. Organizing for the event began in 1979 with the careful selection of key committee chairmen. Susan's keen judgement and knowledge of the elements required to ensure success, resulted in the establishment of an excellent and well-oiled committee. The task she undertook was both extensive and demanding and required a dedication and commitment of which few would be capable. During the four months prior to the event, the job became almost full time, and her own devotion served as an example to all those who worked with her. The two years of planning culminated in the most successful Women's World Championships held up to that date, and it is a credit to Susan Swift that the vast undertaking was completed harmoniously and precisely.

She championed not only women's squash, but the game itself

It is of course, easy to measure one's contributions by way of listing offices held, victories won and honours conferred, and certainly Susan Swift's achievements can be measured in this manner as well. More difficult perhaps, is measuring a person's contributions in terms of the intangibles - love of the sport - hours spent - sheer time given. Susan Swift's 15 years of volunteer service have had a very major impact on squash itself in both Ontario and Canada. She championed not only women's squash but the game itself - she has been a driving force in all aspects of its growth and has been one of our most dedicated and successful volunteers ever.

Susan Swift is a most deserving winner of Ontario's Special Achievement Award - we know it and now everyone does. Congratulations, Susan, and thank you. ●

RACQUETS FOR RESEARCH

Squash Life will be providing readers with a comprehensive buyer's guide to squash racquets. This article will be appearing in the September/October issue of Squash Life Magazine. Adrian Coles is currently conducting the necessary

research for this feature. Manufacturers or distributors of squash racquets should contact Adrian Coles at the Mayfair East Racquet Club, 160 Esna Park Drive, Markham L3R 3B1, (416-475-8833).

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TOURNAMENTS IN BRIEF • TOURNAMENT

February Results

The Ontario Veterans, Seniors and Masters Doubles Championships were hosted by the Toronto Racquet Club and the Royal Canadian Yacht Club. In the Veterans class, Ron Graham and Bob Kerr of T.R.C. upset the number one seeds Peter Hall and Bob French in a 3-1 battle. In the Seniors class, John Fuller and Don Leggat prevailed over Bob Mason and David Brown 3-1. In the Masters event, Ken Lane and Doug Coutts of the Toronto Racquet Club, defeated Bob Puddy and Tom Fraser 3-1.

The Annual Canada Trust Bon Soo Squash Championships were

hosted by the Sault Family Y and Cambrian Racquet Club. Winners in the men's events were Rich Fleming (Men's A), Marchy Bruni (Men's B), Conrad Marasco (Men's C), Den Pauli (Men's D), John Clarke (Men's Novice) and Al McGowan (Men's Veterans). On the women's side, winners were Rita Safruk (Women's A), Laurie Zorgit (Women's B) and Judith Yendell (Women's C/Novice).

The annual Toronto and District Women's Veteran's Championship was hosted by the Ajax Community Centre. Barb Savage of the Toronto-Dominion Fitness Centre, took the title over Barb Evans in 3 straight games. The Consolation

event was won by Sharon McKenna of Mayfair Parkway, who defeated Ajax's Jean McLean in 3.

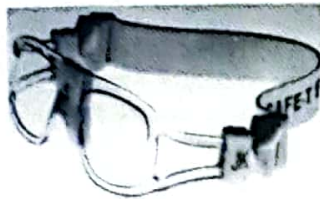
Thanks to Dunlop for sponsoring the event.

March Results

The North Bay Y played host to 55 players in the annual North Bay Open. Winners included Clem Eggert (Men's A), Ray Heacock (Men's B), Dan DeJulio (Men's C) and Dean Pauli (Men's D). Michelle Gratton took the ladies A title, Beth Nicholson the B, and Cathy Matson the C.

The Second Annual St. Patrick's C Team Invitational was hosted

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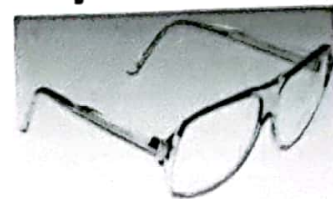


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EVENTS IN BRIEF • TOURNAMENTS IN BRIEF

by the Sharif Khan Club. Markham Fitness & Racquet Club won a clutch play off of the number 1's, and defeated Glendon College for the title. A special thanks to General Foods, Carling O'Keefe and Slazenger for sponsoring this event.

The London Squash Club played host to the Ontario Men's C Doubles and attracted a draw of 12 teams from Toronto, London and Hamilton. Winners were Larry Yak-sick and Frank D'Atvise of the Hamilton Thistle Club, who played consistent and error-free doubles in downing Ian Gibson and Bob Watson of the host club.

The Molson/Nordair Sault City Championship was a great success, with 103 squash enthusiasts from the north vying for the many titles up for grabs.

Steve Lawton won a tough 5 game match over Sushane Soni to take the top prize in the professional event. In the Men's other divisions, winners were Al Tekomiemi (Men's A), Ray Heacock (Men's B), Wayne Fiset (Men's C), Paul Maguire (Men's D), Robert Lacasse (Men's Novice) and Al McGowan (Men's Vets). The women's draw was small in the A division with Rita Safruk emerging the winner in round robin play. Jan Loftus won the B title, Fay Loyer the C, and Shirley Hopkins took the Novice.

Thanks to Travel Centre, Cana-

dian Tire, Co-Operators, Sugi, Ramada Inn, Canada Trust, Pagoda Restaurant, Advanced Cartage System Ltd., McGuinness Distillers and the Butcher's Block for their generous support.

The Toronto Cricket, Skating & Curling Club would like to thank Pro Kennex, Imperial Optical Sports, Hall Photographics and Jeff Skinner Enterprises, who supplied prizes for the club's recent junior tournament. Thanks also to Merco Seamco and Dunlop, and to Scott Lynch Foods for keeping the action on the court and the food in the stomachs.



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THE ULTIMATE KHAN!

BY SHERRY FUNSTON

It was Hollywood and the Ringling Brothers Circus all rolled into one at the recent Xerox Canadian Open. It featured a cast of characters any producer would be proud to have, and an atmosphere of carnival under the big top. The Metro Convention Centre provided a perfect setting for what is a welcome relief from the traditional club venue. Playcon's three glass-walled tour court took centre stage for the weekend, bathed in the hot and glaring spotlights of the television cameras. Xerox and the W.P.S.A. have injected some much needed pizzazz into this sometimes stuffy game, and the event now closely rivals its European cousin, the British Open.

The men's draw was peppered with a who's who of the hardball game, with a few soft ball stars thrown in to give it flavour. Perhaps the greatest player to ever pick up a racquet, Jahangir Khan was seeded at one, followed by his perennial rival Mark Talbott. The second

round produced the first upset of the Xerox when unseeded Clive Caldwell rolled over number four seed, Mario Sanchez in three. Clive continued to confound the experts as he disposed of Gordon Anderson in three and then Todd Binns in a little tougher match, 3-1. The quarter finals produced a stunning upset when Michael Desaulniers, the number five seed, knocked out Mark Talbott in one of the most exciting squash matches Torontonians have seen in years. Down two games to one, he fought back and took the fourth game in points, and that seemed to completely demoralize Mark. Mike went on to take the fifth and deciding game 15-6. That set up an interesting semi-final between the slow and deliberate Caldwell and the speedy and sometimes daring Desaulniers. Mike won the first game but Clive came back in the second to take an 8-1 lead. His psychological stalling practices seemed to backfire on him as he appeared to

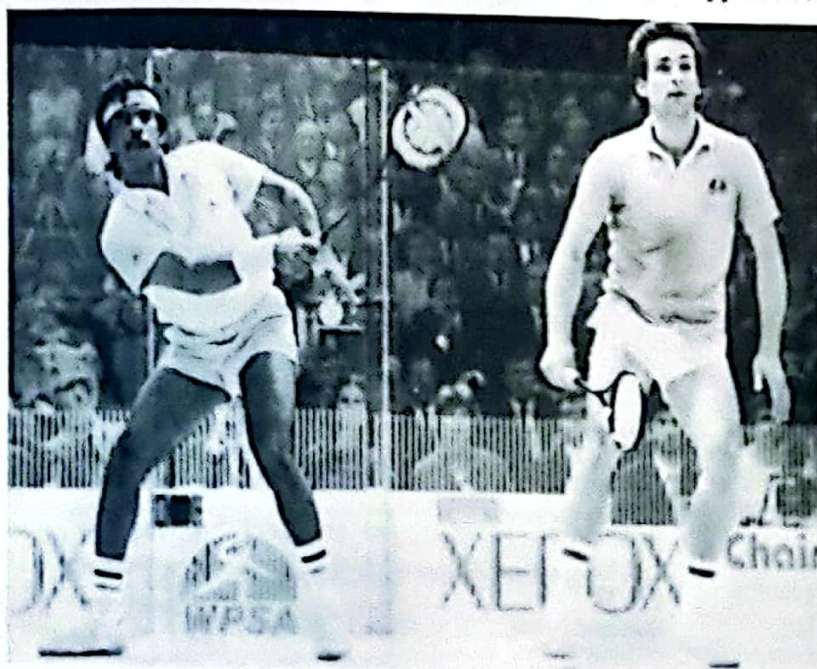
be the one to lose his concentration, and Mike was quick to capitalize on it. Those were the only points Clive would get in that game, as Mike won it 15-8. The third game went to points, with Clive again coming out on the losing end.

In the top half of the draw, Alicia's power game enabled her to steamroll over Scotland's Heather Wallace in the quarter finals. Heather, unfamiliar with the hardball game, had great difficulty handling the hard driving serves of McConnell and bowed to her in three. In the semi-final, Alicia met a stubborn Nancy Gengler, considered by many to have been the dark horse of the Xerox. Nancy took the first game 17-15, but Alicia stormed right back to take the next three, as Gengler struggled to handle the powerful serves and stinging volleys.

Sue Cogswell easily disposed of Karen Kelso in three and then faced Nina Porter in the other semi-final. Nina started quickly and managed to keep Sue off balance during the first game, winning it 15-11. In the second game, Sue began moving Nina round the court more and you could actually feel her settling into the rhythm of her game. She took that one 15-11 and the next two as well, as Nina made far too many unforced errors to give her a chance of victory.

In the final, Alicia appeared nervous and very tentative during the first game. Cogswell took that 15-6 and it appeared there might be an upset in the making. In the second game, McConnell reverted to what she does best - an awesome display of power. She is certainly one of the strongest players on the women's hardball circuit and Cogswell was unable to harness that power. It was literally game over at that point as McConnell took the next three games and the title 15-8, 15-6 and 15-11. One could not help but feel though, that once Sue Cogswell learns to immobilize Alicia's power, that women's hardball crown could be up for grabs.

The formula for success can be an elusive one at best, but in this case the organizers seemed to have found it. The surroundings, the pomp and ceremony and the hardball game itself, proved a superb mix. Added to that the commitment of Xerox to the promotion of squash and there have it - perfection. As they say the back lots of Hollywood - "that wrap". ●



MIKE DESAULNIERS HAS REGAINED HIS TOP FORM BUT COULDN'T BEAT THE UNBEATABLE JAHANGIR.

Southwestern Ontario League Finals Night

BY CRAIG HALL

The finals of the S.W.O. Squash League were held April 2nd at the Town and Country Squash Club in London. All four divisions were highly competitive again this year, and no team had an easy time making it to this event. Probably the most competitive division of all was the Open C. Surviving to the finals were the Stratford Country Club and the London Squash Club, and this match was just as close as play had been during the season. Stratford emerged the victor with a 3-2 advantage. Winning for Stratford was Dave Tamblyn 3-0 over Terry Muise, Mark James 3-0 over Tom Horne, and Ken Keegan 3-1 over John Leitch. Victors for London were Nigel Patterson 3-0 over John Sewell and Don Letton 3-2 over Bill Preston.

The Open B division pitted the All Canadian Club of London against the Pinsonneault Fitness and Racquet Club of Sarnia. Each individual match was quite close and exciting for the numerous spectators, but Sarnia Pinsonneault walked away with the winning trophy 4-1. Winners for Sarnia were Doug Wilson over Terry McKinnon 3-2 (one tough match), Tony Fanelli over Greg Clarke 3-1, Steve Gelinas over Gary Walsh 3-1, and Gary Delavigne over Eoin Simpson 3-0. The lone winner for London was Bob Langford, who squeezed by Ron Porter 3-2.

The Women's final was the most one-sided of the evening. The team from Western was too strong for the team from the London Squash Club, especially since the latter was missing some regular players. The most exciting match-up was between Heather McLean (Western) and Viv Bramwell. Heather prevailed in the 5th game to win the match. Other victories for Western came from Patti Hogan, 3-0 over Nora

Soumalias, Carolyn Green 3-0 over Jackie Cleaver, and Ingrid Mehlhorn 3-0 over Avril Eakins. The easiest match of the entire evening was Judy Stirlings' win for London over Dorothy, default.

The Open A division had two old rivals going against each other one more time. The final was late in starting, everyone seemed afraid to throw the first punch, and even later in finishing. The number one player for Western, Glen Murray, had to defeat an exam before he could take on Ray McDonald from the London Squash Club. And of course, this was the deciding match. To set up this deciding match, Greg Lahey defeated Martin Langdale 3-0 and Andrew Welsh blanked Don Morrow 3-0 to give the Western team its two wins. Winning for London were Jon Hore over Paul Butlin 3-0 and Jim Mistic over Tim Bacon by the same score. The match between Glen Murray and Ray McDonald was played before a large and very boisterous group of spectators. Glen came out very determined from the opening serve and while Ray was able to win the third game, Glen claimed the match 3-1.

This evening closed the play in the S.W.O. Squash League for another season. It was an extremely successful one mainly due to the efforts of the league coordinator Bob Volkmann. Hang in there, Bob, the league would fall apart without you at the helm. The finals were enjoyed by players and spectators alike, thanks to the efforts and hospitality of the host club, Town and Country. Thanks go to many others who helped make the finals one to remember, including (and someone always gets left out, so forgive me), Sandra Penney (hats off to her), Pat Bridges, Bob Volkmann (again), and all the officials. ●



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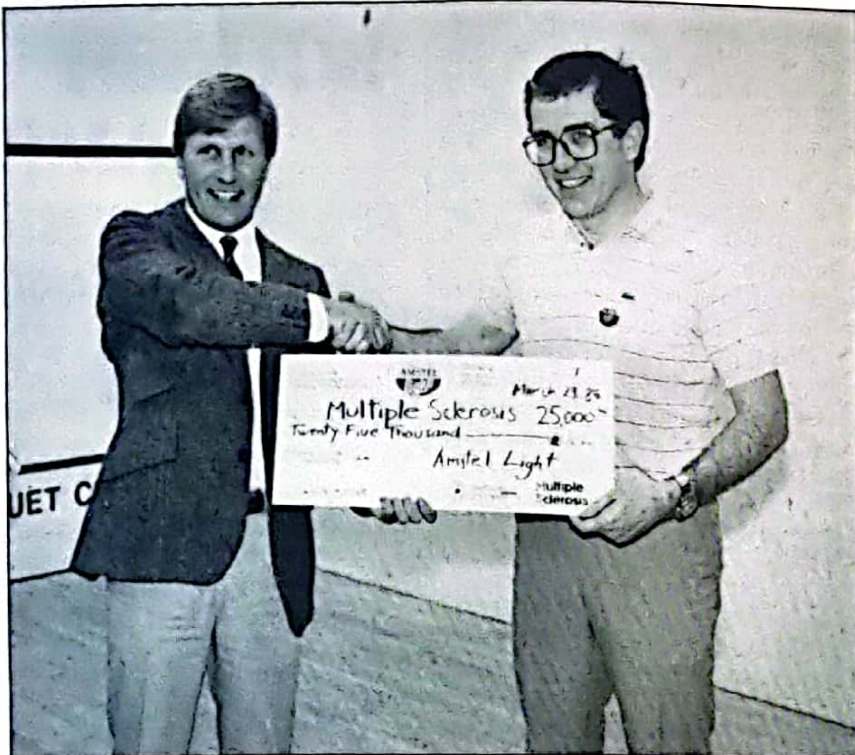
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CHARITY SQUASH CHALLENGE

Wasn't it a Party?

BY SHERRY FUNSTON



ERIC MORHAM (LEFT) OF AMSTEL PRESENTS DONATION TO PAT HOWE OF THE MULTIPLE SCLEROSIS SOCIETY.

To paraphrase Charles Dickens, "It was the best of times" - in fact, it was the best time ever! Easter weekend marked the culmination of the Amstel Light Charity Challenge which, for 96 regional champions, began back in early October when they entered and won their own club championship. Their \$10.00 entry fee carried them through to their regional championship and on to Mayfair Parkway Racquet Club in Markham to compete for the prestigious Alan McBratney Charity Cup.

One of the most unique aspects of the Amstel Light Charity Challenge is that it pits region against region in 12 different skill levels. In the beginning, Toronto and District consistently walked away with a majority of the titles, but that was not the case

this year. The regions are becoming stronger and stronger and the calibre of player competing in the provincial championships is a reflection of this. Play began on Friday afternoon and concluded around 4:00 p.m. on Saturday. When the dust had settled and the last ball had been hit, six titles stayed in Toronto, but the other six were spread between Western Ontario, Southwestern Ontario, Ottawa and District and Northwestern Ontario. Perhaps the biggest shot in the arm for squash in Ontario came with the victory of Thunder Bay's Bill Krezonowski over Toronto's Mario Raponi in the Men's A championship. Not to be outdone, 14-year-old Margo Green of Ottawa, the youngest competitor, gave junior squash a real push when she won the

Women's B Championship. These two wins alone auger well for the future of squash in Ontario.

An added feature of this year's Amstel Light Charity Challenge was the club professional's event. Any club having over 75 people entered in its own charity championship could send a representative to compete in a \$2,000 prize money tournament. Thirteen clubs are to be congratulated for their outstanding contribution in terms of both players entered and monies raised for the M.S. Society. Gordon Anderson of the Squash Academy and Ralph Bentfeld of Northfield Racquet Club, battled it out in the final with Gordie winning a most entertaining match 3-1. Gord then donned his master of ceremonies hat and orchestrated the award presentations to a very successful conclusion.

Without doubt, the Amstel Light Charity Challenge was the most successful tournament ever run by Squash Ontario. Over 80 clubs and almost 3,000 players participated, helping to raise nearly \$30,000.00 for the M.S. Society. More than that though, it was an excellent example of teamwork, starting with the major sponsor, Amstel Breweries Canada Limited. Amstel underwrote the cost of the event including travel and accommodation for all regional champions, prizes and trophies for regional and provincial winners, and as well, hosted a dinner dance for the competitors on the Friday evening. Amstel is one of the few sponsors today which recognize the importance of the ever-growing grassroots contingent which numbers around 250,000.

Our thanks also to our other supporters - Dunlop, Imperial Optics Sports, The Keg, Drakkar No. 1, McDonald's Restaurants, L'Or International Limited, Aldridge and Associates and, of course, CP Air Sports. And just how far can one's \$10.00 entry fee take them? Ask Louise Roy of the Northfield Racquet Club, whose ticket was the lucky one drawn for the trip for two to Hawaii. For the first time in the history of the Charity Challenge, the winner was actually there when the ticket was drawn.

Our thanks to the beautiful new Chimo Hotel which provided exceptional accommodation for the players, and to Paul Frost and his wonderful staff and members at Mayfair. Bill Warren and Dave Tullis did an outstanding job in

ensuring that all the matches were refereed during the weekend, and thank you to all the players who made the weekend such a success.

And to all the players who entered their club championships, a big thank you. Ultimately, the success of the 1986 Amstel Light Charity Challenge rested with you. The theme of this year's event was 'MS is the problem, be part of the answer'. You were.

Complete results:

Men's A, Bill Krezonski, NWO
 Men's B, Steve Rowe, T&D
 Men's C, Frank Brillinger, WO
 Men's D, Tom Clark, T&D
 Men's Novice, Mike Ponomarew, T&D
 Men's Veterans, Howard Armitage, WO
 Women's A, Wendy Wontner, T&D
 Women's B, Margo Green, O&D
 Women's C, Hilary Rose, SWO
 Women's D, Marion VanGansewinkel, T&D
 Women's Novice, Laura Holota, T&D
 Women's Veterans, Anne Smith, SWO
 Professional Event, Gordon Anderson, Squash Academy, Toronto

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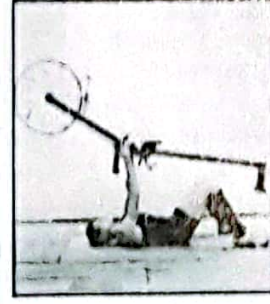
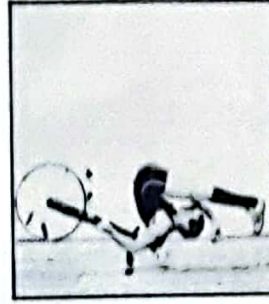
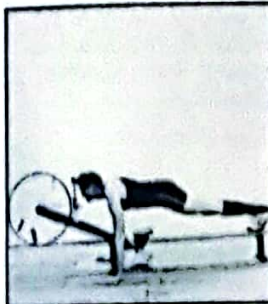
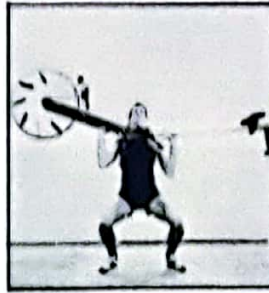
Squash Ontario is once again offering squash camps this summer, two adult and one junior. The camps will be conducted by visiting English coach Barbara Diggins, and she will be assisted by Mayfair Parkway's Wendy Wontner. Spaces for all three camps are extremely limited

and thus will be assigned on a first come, first served basis. Send your application form stating name, address, telephone numbers and entry fee to Squash Ontario, 1220 Sheppard Avenue East, Willowdale, Ontario M2K 2X1.

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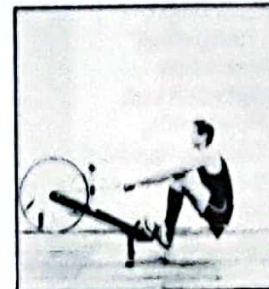
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 Adults: all skill levels
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Jamaican Juniors Tour Toronto Clubs

BY ROB BROOKS

The Jamaican Junior Squash Team arrived in Toronto on March 24th to begin a two week squash tour of various area clubs. The tour was highlighted by participation in the Toronto & District Junior Championships in Ajax the weekend of April 4th to 6th. Coach Philip Clarke and his team of four under 16 juniors (Karen Anderson, Moray McKay, Richard Coe and Chris Coe) spent two days at the Wingfield Racquets Club in Downsview on March 27th and 28th, to play Toronto area juniors Steve Eastwood, John Wilson, Dan Vranesic and Duncan Peake in an event sponsored by Coca Cola.

The two week Canadian tour. by the Jamaican Junior Squash Team was sponsored by Air Jamaica and Couples Resorts. ●

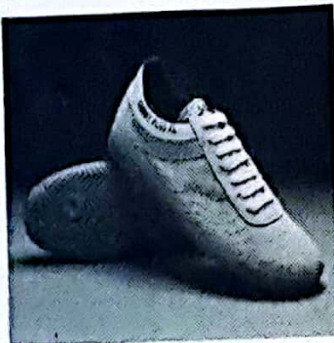


(LEFT TO RIGHT, BACK ROW) MIKE RATCLIFF AND PHILIP CLARKE
(MIDDLE ROW) MORAY MCKAY, CHRIS COE, KAREN ANDERSON, STEVE EASTWOOD, AND ROB BROOKS (KNEELING) RICHARD COE, JOHN WILSON, DUNCAN PEAKE, DAN VRANESIC, AND ANDREW BRAFF.



SUGLI

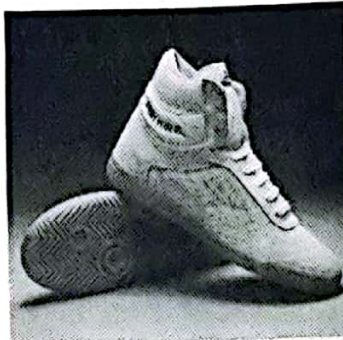
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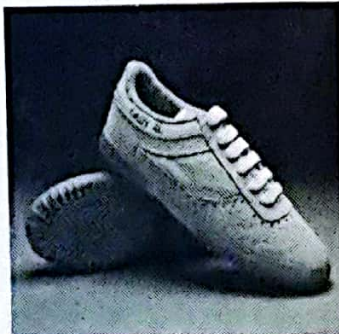
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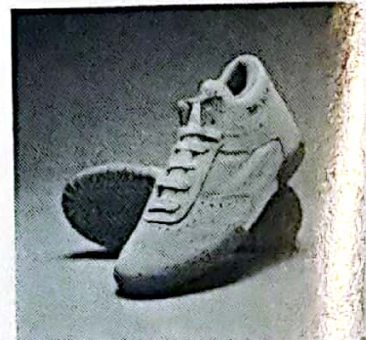
Size: Women 4-10



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PLAYING THE PERCENTAGES

The Cornerstone Of Effective Play

BY PROF. JOHN R. FAIRS

In a previous article* I presented a brief outline of the three components of a full-blown strategic game plan, namely, basic strategy, match strategy, and point strategy.

At the time I mentioned the existence of certain principles of basic strategy that originate from the nature and structure of the game and that are, as a result, constantly in force regardless of the circumstances. Typical principles include the following:

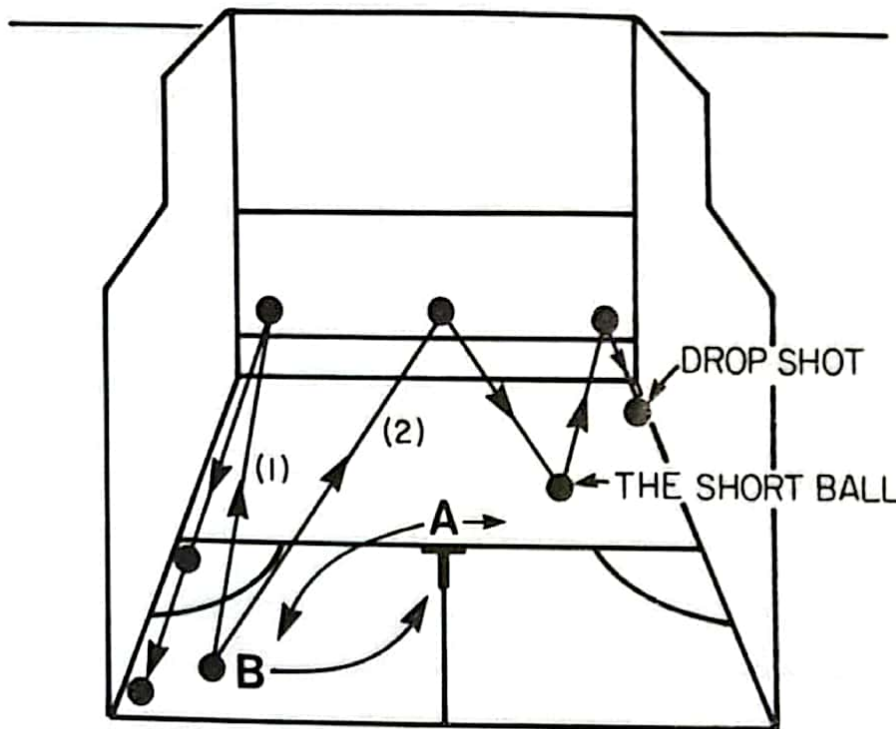
- control the T - the key to winning squash.
- preserve freedom of action and restrict it for the opponent.
- control the T through drives to length and width.
- manoeuvre opponent, create space, and attack.
- link court position and strategy: play an aggressive-attacking game in the frontcourt and a conservative-defensive game in the backcourt.
- the backcourt - frontcourt - backcourt sequence of shots is the best sequence to use against all opponents.
- concentrate strength against weakness.
- wear opponent down physically and psychologically with an attrition style of play.

For the most part, the above principles are widely known and extensively developed in published material. To my mind, however, there are four key elements of basic strategic play which are all too little known to the player and much neglected in the squash literature. There are:

- playing the percentages
- steadiness
- scrambling
- pressure

Deficiency in one or more of these components can reduce the best-designed game plan to a pipe-dream.

The purpose of this article is to look at what playing the percentages is and how it relates to the play of the competitor. In my next article titled "Traffic Light Squash", I will look at a method for helping players achieve competence in



playing the percentages. The components of steadiness, scrambling, and pressure will then be discussed as space permits.

Playing the Percentages

Squash racquets is above all a percentage game. Therefore every play, every shot, every plan must be judged on a basis of percentages. - Jack Barnaby.

As the above quote indicates, the skilled performer must continually calculate what shot to make, what tactic to use, what strategy will produce the desired performance and results. Should I drop or hit deep? Should I attempt more forcing shots? Should I be more defensive in my return of serve? Should I take more risks in the front of the court?

In the final analysis, answers to such questions boil down to a matter of player judgement. This is where the elite player excels. He makes his judgements on the basis of what increases his chances of winning and decreases those of his opponent. He selects the shots he knows he can make. He doesn't do

more than he has to in any given situation. He may, for example, take the pressure off himself and reduces his unforced errors by playing the least risky shot whenever possible. In short, he plays the percentages. From experience, intuition, and practice the percentage player knows what he can and can't do. He learns what is consistently effective on the squash court and puts that learning into practice without even thinking about it.

Along with "playing the percentages" the elite player is a great odds calculator; a great calculator of when to play safe and when to take risks. As should be quite evident, playing percentage squash and calculating between safety and risk go hand in hand and are performed in close relationship to one another.

Percentage Squash - What It Means

What does it mean to play percentage squash? If asked this question players will give many different responses. To some, percentage play is having the self-control not to hit high risk shots or shots which give your opponent greater

chances of winning than yourself. To others, playing percentage squash means keeping the ball in play yet not going to the extreme of failing to attack when an opportunity presents itself. Additional responses are easy to come by. As used in this article, playing the percentages is calculating what shot, tactic, or strategy will provide the greatest chance of success with the smallest risk of failure. In short, it is determining what is most successful most of the time in a match situation. Ideally, the objective of the percentage player is to maximize his payoff - namely, winning points - while at the same time minimizing his risk through a "safe" style of play. In practice, this objective proves much too utopian. Tradeoffs (i.e. risk/reward) are inevitably necessary. Consider, for example, that the player has a setup that he can put away. In top-level squash the player must take advantage of this opportunity to attack with a finesse shot (e.g. drop). With the opponent still in the backcourt scrambling to get back to the T, hitting a finesse shot provides a reasonable payoff for the risk involved. Consequently, hitting low and short is a percentage tactic in this situation. Once committed to the attack, the player must be aggressive and decisive. In short, he must calculate on the side of risk not safety when capitalizing upon a scoring opportunity.

The lesson of this example is that effective play requires two calculations: the first is the calculation of playing the percentages. The second is the calculation between safety and risk. Successfully playing the percentages, combined with astute risk analysis is in my opinion the key to high-level squash play.

How Playing the Percentages Works
One way of illustrating this point is to discuss the two play situations presented in Figure 1.

Let's assume a familiar situation in which player A is positioned on the T and player B is returning the ball from deep in the backhand corner. What is percentage backcourt play? How does B calculate what will be successful when hitting from the backcourt? How much risk should a backcourt player be willing to undertake in his play? For ease of discussion I will organize my response under three headings.

1. Strategic Percentage Play

The player's court position determines, to a large extent, the type of strategy he should choose. To begin with, player B has the choice of whether to attack or defend. For purpose of discussion let's assume player B chooses to attack. To do so, he must hit highly accurate low and short shots. The low margin of error of such close-to-the-tin shots make them particularly susceptible to

error. At the same time, hitting low and short shots often give player A on the T tailor-made opportunities to go on the attack. With the ball in front of him and player B blocked off behind him, player A is in excellent position to hit an attacking finesse shot. Clearly, the strategic choice to attack from the backcourt is a high-risk course of action - it is *against the percentages*.

Because of his inferior court position, player B must assume a strategic defensive posture. His aim is not to lose by trying to hit winners from the backcourt or to give his opponent a chance to win by hitting a short shot. It goes without saying that playing defensively is strategic percentage squash when hitting from the backcourt.

2. Tactical Percentage Play

As implied above, when hitting from the backcourt, the best tactic is to hit high to provide depth. As a general rule the player should hit a wall-hugging, length shot down the sidewall, varying this with a high crosscourt in order to gain the T while putting his opponent deep. Hitting high and deep is percentage tactical play since (1) there is little chance of tins and (2) it forces the opponent on the defensive in the backcourt. Conversely, hitting low and short is *against the percentages*. From this follows a basic principle of percentage tactical play: hit high when behind an opponent and low when in front.

3. Percentage Technique

Tactical percentage play is a function of technical skill. As Jack Barnaby put it: "technique is the servant of tactics." Take the tactical goal of hitting high and deep from the backcourt as an example. Technically it is best achieved by (1) letting the ball get low (2) playing up and (3) imparting slice spin to the ball. Letting the ball get low or playing up enables the backcourt player B (1) to minimize errors by hitting away from the telltale and (2) to stop the ball low enough to get it by the opponent on the T. At the same time imparting slice spin has a pull-down effect on the front wall which enables player B to play well above the tin and yet keep the ball from coming off the backcourt (effective length). Playing the ball with slice is percentage squash.

Summarizing briefly, percentage backcourt play includes the key elements as:

- commitment to a "play-to-lose" defensive strategy.
- play the ball high and deep with the aim of moving the opponent into the backcourt.
- use delay - let the ball get low - play up with slice.
- in general, exercise patience, calculate on the side of safety, and resolve not to

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give away cheap points through backcourt errors.

- above all, develop humility - recognize the futility of trying to hit winners from the backcourt.

To gain a different perspective on playing the percentages let's look at the situation (see Figure 1) in which player B's short crosscourt provides player A on the T with a setup that he can attack.

1. Strategic Percentage Play

Player A has a setup - a frontcourt space advantage and opponent B boxed behind him - his strategic choice is cut-and-dried. He must attack to capitalize on this scoring opportunity. He does so by hitting short and low (e.g. drop shot). This is basic percentage play. Why is this the case? For one thing the midcourt player is positioned fairly close to the telltale so that the odds of hitting it are greatly reduced. Another thing, moving the opponent forward with an effective short shot often leaves him stretched and time-pressured. The result may be an outright winner or a weak return which can be put away with a deep drive to the backcourt.

Aggressive attacking play (i.e. hitting close to the tin) always involves some degree of risk. One of the ways of reducing risk is to attack only off a short setup. Such a course of action is successful percentage play because the payoff (winning the point) and the probability of success are high related to the degree of risk involved.

One final point. In making his decisions an attacking player *must* calculate on the side of risk. Calculating on the side of risk is percentage squash. Timidity and indecision are the kiss-of-death in attacking play. Go for it!

2. Tactical Percentage Play

Typically, a setup occurs when a player is forced to dig out a wall-hugging, shot-to-a-length from one of the back corners. In his effort to move his opponent off the T, he makes the mistake of hitting a low, short crosscourt which is easily cut-off by the player on the T (see shot 2 Figure 1). With the hitter in the center, and the opponent behind and off to the side a drop shot is the best percentage shot. This is so because it places the ball in the extreme opposite part of the court (runs opponent maximal distance) and forces the opponent to contend with the side wall.⁴

In contrast, hitting deep is nonpercentage play since: (1) it passes up an opportunity to attack, (2) it lets an opponent get back into the point, and (3) it takes the pressure off an opponent by failing to make him pay for his mistakes.

3. Percentage Technique

As an example of percentage-oriented technique, consider the func-

tion of spin in the effectiveness of the drop shot.

In hitting the drop shot, the idea is to make the ball take two bounces as far forward as possible. To do so, the striker of the setup puts a lot of slice spin on the ball, which, in turn pulls the drop shot down sharply so it takes its first bounce closer to the front wall. In discussing the importance of keeping the drop shot short, Jack Barnaby underlines this critical role of slice spin. He writes:

A player with flat strokes can achieve this only by aiming extremely low and, on a drop shot, by playing extremely gently. Again, the use of heavy spin will give not only equal, but actually better, results even if aimed a few inches higher.⁵

From this it follows that hitting the drop shot with "no spin" is *against the percentages* whereas slice spin makes percentage play possible.

To sum up: Among the elements which are important to the percentage play of the striker are:

- commitment to a "putaway" offensive strategy.
- play the ball low and short with the aim of moving the opponent into the frontcourt.
- think two shots, not one.
- impart heavy spin to finesse shots.
- in general, exercise initiative and cal-

culate on the side of risk.

- above all, be confident and aggressive in dealing with a setup.

In the next paper dealing more specifically with strategic percentage play, I shall look at how a traffic light model can be used to enhance the quality of strategic play.

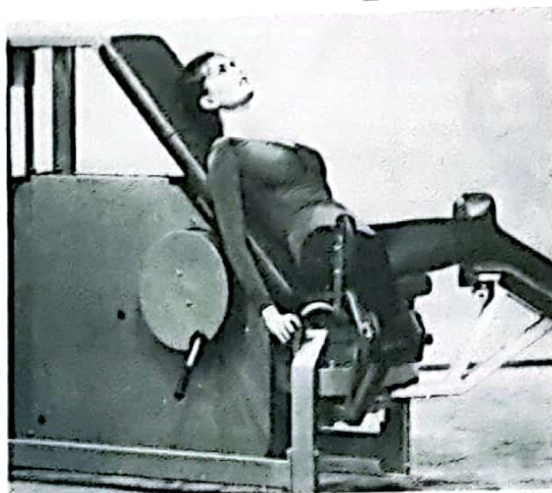
Summary

Playing the percentages, as a component of the basic strategic process, is the calculated means by which the player makes his strategic decisions and employs his tactics and shots to accomplish his desired performance and results. Percentage squash is knowing when to try what.

One of the objectives of percentage squash is the reduction of risk. For example, hitting a drop shot with heavy backspin, as contrasted with "no spin", increases the player's margin for error without reducing the effectiveness of the shot. Here the use of spin is clearly a risk-reducing technique. Hitting up from the backcourt is another classic example. This does not mean that the percentage-oriented player is always a risk-verter looking towards "safe" strategies. On the contrary, there are many occasions when he will calculate on the side of risk to take advantage of scoring opportunities that might present themselves. He does so, however,

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when he has a setup where the probability of success is high.

I cannot overemphasize the fact that, first and foremost, the percentage concept is a frame of mind. The player must be receptive to this approach and appreciate that control of the risk factor is a key factor in match play. ●

Footnotes and References

1. An exception is Jack Barnaby, *Winning Squash Racquets* (Boston: Allyn and Bacon, 1979)
2. Jack Barnaby, *Advantage Tennis* (Boston: Allyn and Bacon, 1975), p. 56.
3. There is an exception to this guideline. If an opponent is moving forward anticipating the drop shot, the striker should counter with a deep drive down the side wall.
4. The reverse corner, the "roll" or sliced corner, and the boast are also available to the player on the T. If poorly executed, however, all of them come out in the open and are vulnerable to attack. In contrast, a poorly hit drop shot stays on the wall leaving the player far less vulnerable. It is preferred by the percentage-minded player for this reason.
5. Jack Barnaby, *Winning Squash Racquets* (Boston: Allyn and Bacon, 1979), p. 26. ●

RIDEAU MASTERS

SOMETHING FOR EVERYONE

BY JOHN CUSHING

For the third successive year, the Information Systems Group Masters Squash Tournament at the Rideau Tennis & Squash Club, January 9-12, drew an incredible number of squash players aged 35 years and over. This year, the entry was 102 players (83 men, 19 women), 17 more than last year. Most notable was the fact that 32 "rookies" entered this tournament. Whereas, in the past, veterans events in Ottawa tournaments drew no more than 20 players, the I.S.G. Masters has provided competition at the lower "C" and "D" levels, and has encouraged players at this level out of the cabinets.

The attraction of this tournament has been not only the excellent organization, the draw format

(minimum of 3 matches with double consolation events), the little perks like oranges, coffee, doughnuts but also the Friday night social with the infamous Masters Academy Awards, an offshoot of the Oscars. Led by the dynamic duo of Bob Patterson and Cedric Nowell, these two notable MC's had gathered votes from the general squash fraternity over the past year on possible awards and nominees. The winners were selected by our notable panel (Bob and Cedric). Some of the awards cannot be mentioned in this magazine, however, there are some exceptions.

For the first time there was a tie. The "Gerber Baby Food and Disposable Diaper Delivery Service-Rookie of the Year Award" went to Gary MacNaughton and Ross Wilson, first time inductees in the Masters. Alex Beraskow, managing partner of I.S.G., was the recipient of the "Dale Carnegie Power of Positive Thinking - Indomitable Spirit Award", dedicated to the player who consistently enters tournaments one category above their playing ability. Other nominees were Tony Bower-Binns and Murray Sutherland. Anne Smith, President of Squash Ontario, travelled from London to receive her prize ("Rather 40 than Pregnant") for winning the Ritchie Feed and Seed Fertility Award going to the sporting squash lady whose prolific endeavours in off-court training has ensured that future generations of junior squash players will be maintained. Other nominees were Wendy Hurst and Jeanean Shaw with honourable mentions to Nick Hurst, Lindsay Smith and George Shaw.

The Masters Academy Awards set the jovial mood for the rest of the weekend, and on Saturday morning, with all players still in the tournament vying for prizes, the squash on court took over.

There were many excellent matches, however, the best was the men's "C" final where Al Robinson met Ken Simpson. Robinson,

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GARY MACNAUGHTON RECEIVES PRIZE FROM ALEX BERASKOW OF ISG.

seeded 8th, overcame a 10-9 5th game victory over John Fowler in the 2nd round, defeated the first seed and last year's "C" champion Craig Brown in the quarters and edged 4th seeded Dave Welby in the semis to reach the final. Simpson, on the other hand, had not lost a game. The final featured excellent squash throughout right down to the wire with Simpson edging Robinson 10-9 in the fifth.

Eric Johnston played seven matches, five of which went to five games, including his final over Wayne Woltman in the men's "B" event. Eric had enough reason to say "this was the best tournament

I've been in." George Shaw (perennial favourite) won the "B" consolation over Francois Dumas.

John Fowler, after losing to Robinson, moved down to the men's "D", and had little trouble in winning his four matches 3-0 to reach the final. There, he met a much improved John Hindle and edged Hindle 3-1 to win the "D". Ken Waller won the "D" consolation over Hugh Fulton.

The men's "A" event featured excellent squash throughout, and for the third year in a row, a rookie in the Masters won. This year, the honours went to Gary MacNaughton. Gary met another Mac-

Naughton (Ross, no relation) from Toronto, one of four out-of-towners in the tournament. Both players had similar styles, but Gary's easier match in the semi-final gave him the extra energy to overtake Ross in the final and win 3-1. Jim Barnes, Masters champion in 1984, took third over Alan Baird, while Richard Christie repeated as classic plate winner. Honourable mention goes to Graham Gardner who returned to the tournament circuit after a two year layoff and played well enough to place seventh. An honourable mention also goes to John Holmes who travelled from Peterborough only to snap his achilles tendon in his first match against David Gibbs. We sincerely hope John recovers soon and comes back next year.

All of the ladies' events were round robins. Anne Smith had little difficulty in taking on the best in Ottawa in not losing a game. Linda Stewart was second with Pat Marks third in the ladies' "A". Only three players were in the ladies' "B". Louise Adams edged Jill Nowell 3-2 to take top honours.

The ladies' "C" event was heavily contested between five players. Michele Gratton showed tremendous stamina and courage in becoming one of Ottawa's most improved players as she defeated Marg Campbell 3-0, and Wendy Hurst 3-2 to win this event. Janneane Shaw repeated as the ladies' "D" champion by squeaking past Heather Simpson. Both had won three matches but Shaw won ten games to Simpson's nine. Paula Dugdale deserves an honourable mention for her third placing (eight games won) in her first competitive tournament and in defeating Shaw 3-1 in the round robin.

The tournament committee appreciates the financial support of the Information Systems Group for the third successive year; the efforts of John Bond, club manager of the Rideau and his staff; the prize donations made by Penny Sparling, Carling O'Keefe, Slazenger, Mont. Ste. Marie and Black Knight; the help of Penny Glover as Chief Referee and on the control desk; and to the players themselves for their positive comments and comradery.

Now that the I.S.G. Masters has proven to be a success to the local players, the committee hopes to broaden the tournament to master players throughout Ontario and Quebec in 1987. ●

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DEALER ENQUIRY WELCOME

THE DEFIANT ONES

BY JAN ATKINSON

The Mennen Cup Classic is perennially the scene for much excitement and controversy, and the eighth anniversary of the Mennen was no exception.

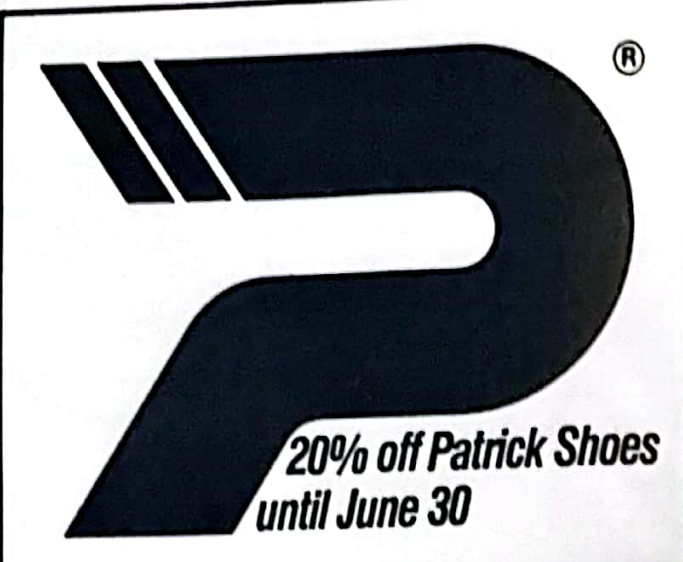
Jahangir entered this year's \$50,000 Mennen as three-time defending champion and heavily favoured to make it four in a row. Jahangir's fate was sealed when the W.P.S.A. called for a player boycott of the Mennen. The long standing feud between the W.P.S.A. and the Mennen promoters came to a head just weeks before the start of the event. However, the absence of the likes of Mark Talbott, Mario Sanchez and Michael Desaulniers did not detract from the event. Instead, a new dimension was added in the form of home-grown talent. The fortunate few who did qualify to play were very happy to be involved. Leading the field was Sarnia's "wonder kid", Gary Waite, Australia's Roy Ollier, Max Weithers and 16-year-old Sabir Butt. What an opportunity! What a thrill! What a payday!

The inclusion of these local "celebrities" attracted a lot of interest and the support of the fans. Large galleries witnessed a week of entertaining and thrilling squash. In the end, Jahangir won the event as expected, but it was Gary Waite, Sabir Butt and Max Weithers who captured the hearts of the fans, had the experience of a lifetime and the biggest payday of their squash careers.

The ninth running of the Mennen Cup Classic is already being organized. The event will be played at its now permanent home, Carlson Court, will involve top international players, will continue to be played on the international court and will continue to use the hardball method of scoring. The big change for next year is that for the first time, the players will be using the international ball! The Mennen Cup is always full of surprises, and next year won't be any different. Don't miss it! ●



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The new "T-D Club" has enjoyed immediate acceptance in the marketplace, satisfying an obvious need for an upscale club with truly professional fitness facilities in a first-class recreational environment. Currently about 1,900 members, 1,400 men and 500 women, are enrolled, many of whom have a good deal of support from their employers through corporate memberships in the Club.

The Fitness Institute was founded in 1963, with the central philosophy to improve the well-being of its members by means of medically and scientifically based fitness and lifestyle management services. With this concept in mind, the first club opened at the Inn on the Park, and as demand for service grew, in 1969 the Institute moved to its present 50,000 sq. ft. Willowdale quarters.

As the Institute attracted a thriving membership, another club was completed in 1974 in Mississauga. In total about 6,000 members and 500 blue chip Canadian companies now support these three clubs. All three offer very similar facilities and member services, the main exception is the indoor-outdoor tennis available at the suburban clubs.

At the T-D Club there is an active squash group of men and women players with five singles international glass-backed courts and one doubles court. Plans are underway to add two additional singles courts later this year. Barbara Savage is the Racquets Manager.

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include a 7,500 sq. ft. glass-enclosed gymnasium which is professionally equipped and staffed by trained fitness counsellors. Every member of the club receives a fitness assessment and individual programme upon joining The Fitness Institute. An 18 laps/mile indoor jogging track surrounds the gymnasium.

The club features a full 75 ft. length swimming pool on the 36th floor as well as an outdoor running track and sundeck which provides a panoramic view of Lake Ontario. The Forum Room is a group exercise centre offering supervised, stretching, back, and dance to music programmes.

The Club Restaurant provides fine dining and has a breathtaking view of Toronto from the 35th floor. The Courts Lounge, surrounded by squash courts, is used for light luncheons and squash viewing. Whirlpools, steam room, massage and other amenities are provided for men and women members.

As at all clubs, the medical clinics provide Executive Preventive Medical Assessments, Cardiac Rehabilitation programmes, Nutrition and

Diet Counselling and about 25,000 visits are handled annually in the Sports Injury and Rehabilitation facilities.

Bill Gairdner, President of The Fitness Institute, reports, "I am proud of the T-D Club and the continued success of the entire organization in providing 23 years of professional fitness and preventive health care in the communities we serve." Gairdner sums up his philosophy - "For us - true 'fitness' means much more than just 'getting in shape'. Certainly, fitness provides all sorts of proven tangible benefits, such as increased stamina, strength, freedom from excess fat, and improved athletic skills. But true fitness also improves the quality of your total lifestyle - your entire sense of mental and physical well-being - thus enabling you to cope even better with everyday stresses and strains, and enjoy life to the full.

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