

SQUASH

L I F E

SEPTEMBER/OCTOBER 1984

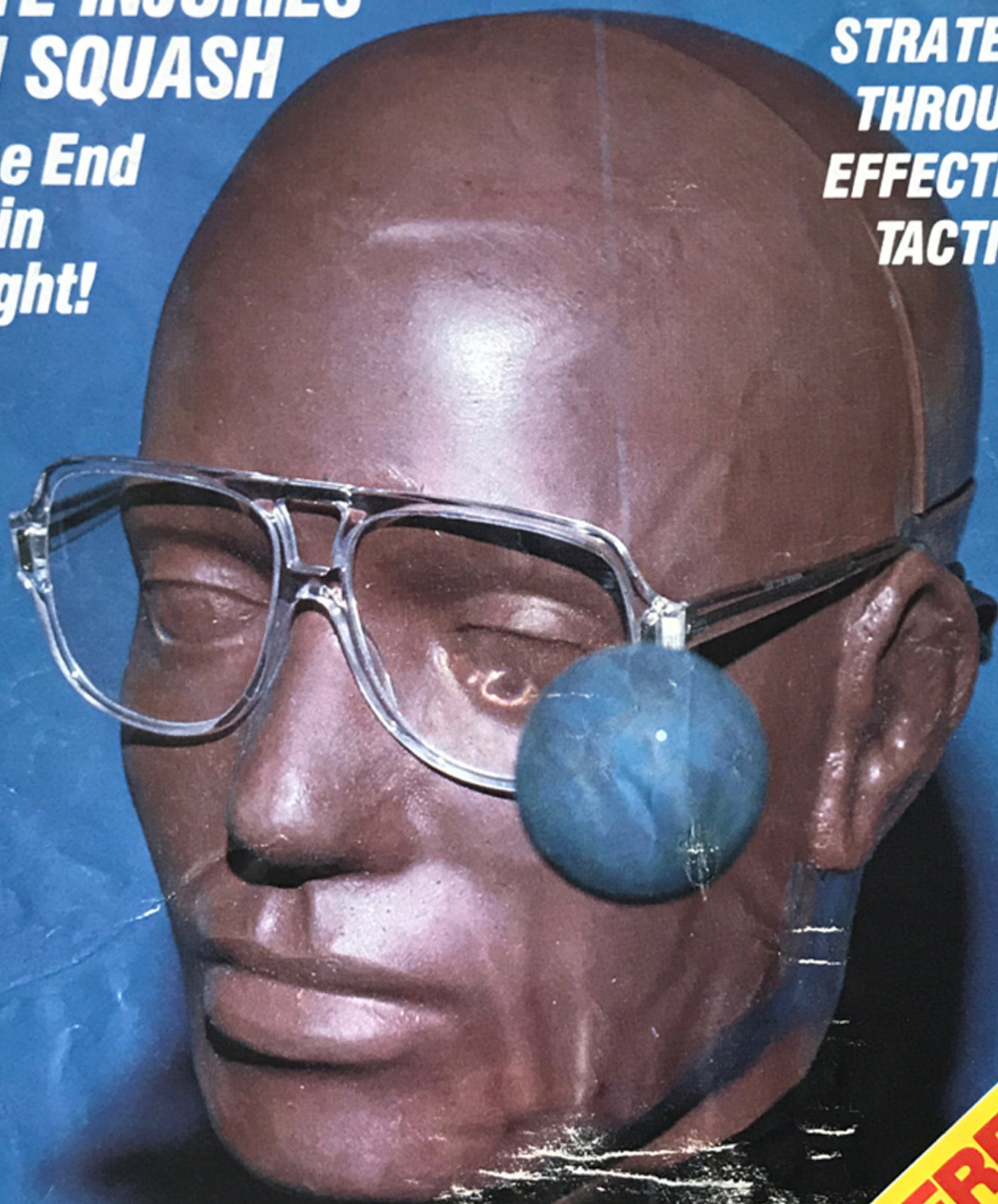
THE OFFICIAL PUBLICATION OF SQUASH ONTARIO

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EYE INJURIES IN SQUASH

***The End
is in
Sight!***

***WINNING
STRATEGY
THROUGH
EFFECTIVE
TACTICS.***



FREE
at Squash Clubs

SQUASH

L I F E

SEPT./OCT. 1984

VOLUME 8/No. 5



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PUTTING THE "SPORT" BACK INTO SPORTSMANSHIP

The origins of squash are firmly rooted in England - for centuries the bastion of civility and fair play. The game made its way to the colonies but still managed to retain the high standards of sportsmanship which have made squash unique among games. Lately, it appears, our slip is showing and these standards of which we were once so proud, have begun to erode.

Tournaments and league play are riddled with swearing, racquet smashing and the like. Referees and organizers are being subjected to language more suitable to the gutter than to the squash court, and nowhere is this decay more evident than in the junior ranks.

We have created a dangerous myth and now the agony of defeat weighs heavily on our shoulders.

Society today is extremely achievement-oriented. We have placed an inordinately high value on winning. The statement attributed to Vince Lombardi, "winning isn't everything, it's the only thing", has become the overriding theme in our lives and this automatically separates people into two classes - winners and losers. We have created a very dangerous myth - that the true value of sport lies in winning. It is both sad and discouraging to watch a father chastise his son or daughter simply because they lost. These days, you never seem to hear, "well

done, you did your best". The fear of losing has now become a stronger motivator than the sense of accomplishment and certainly 'fun' has become irrelevant.

Parents can be and sometimes are relentless in their zeal for victory and pursuit of excellence. They place an enormous and unfair pressure on their children to achieve. When winning becomes the most important thing, one can tend to lose sight of the true values, and this can and often does create undesirable behaviour. Several junior squash tournaments have been the scenes of some disgusting antics - rude and obscene gestures to the referees, swearing and a general disrespect for both the opponent and the game.

Perhaps even more disturbing is the behaviour of the parents. Children learn more from what you are than from what you say. If you continually preach sportsmanship but behave by screaming at an official, it is your behaviour which will have the greatest impact on your child. Our children learn by the example we set. Their values are those they have learned from the people they admire and respect the most. How then will he respond to the father who rants and raves because his child is not seeded high enough or to the mother who tears strips off the tournament chairman because her daughter's starting time was not convenient? At one junior event last year, two parents had to be physically separated while their embarrassed children looked on. And what was the momentous issue that precipitated this hand-to-hand combat? The size of the trophies! Just recently we had an instance of a father berating a tournament chairman for not taking some disciplinary action against a player who had used

several obscenities during the course of a match. The father's use of locker room language nullified the very valid point he was trying to make.

Teach your child the true values of sport - stress the fun, not the winning!

If parents could only see themselves through their children's eyes, they would be appalled. The respect and esteem children have for their parents is of inestimable value and yet it can all be sacrificed in one emotional moment. You do your child irreparable harm by 'teaching' him that anti-social behaviour is part and parcel of the game. His values become confused and vague and his touch with the realities of sport and life become a bit more tenuous.

A healthy respect for all of the elements inherent in sport - the competition, the fun, and the skill - should be instilled at a very early age. It should be nurtured by example and tempered by experience.

Most of us would agree that sports can have a very positive effect on children and, in the long run, can provide a significant contribution to the quality of life. Let us teach them then to appreciate the true values - those of fair play and sportsmanship. Let us make a conscious effort to de-emphasize winning and stress rather the fun. If this is the single most important lesson they ever learn, we as parents will then have given them a solid and realistic foundation upon which to shape their futures. ●

EYE SAFETY CAMPAIGN GAINS ALLY

Dunlop/Slazenger join
forces with Squash Ontario

In the late 1970's, when the game of squash was enjoying a tremendous surge in popularity, a disturbing statistic was also on the increase. The incidence of eye injuries, although not new to the game, was becoming more apparent due to the sheer numbers of people playing the game. Dr. Michael Easterbrook, a Toronto ophthalmologist, made the prevention of eye injuries in racquet sports his priority. Based on research conducted by Dr. Easterbrook and at the request of parents of junior squash players, Squash Ontario joined the fight against eye injuries. In March of 1980, Squash Ontario declared eye protection mandatory for all players in sanctioned junior events.

In June of 1981, a resolution was passed by the Canadian Squash Racquets Association requiring eye protection for junior players competing in all sanctioned events. During this period Dr. Easterbrook was working closely with the Canadian Standards Association with a view to developing testing methods to standardize the performance of available eye protection. In November of 1982 the Canadian Standards Association produced a preliminary standard for testing purposes and manufacturers were

asked to submit their products.

The United States Squash Racquets Association which, until September of 1983 had been conspicuously silent on the eye protection issue, suddenly leaped in with both feet when it announced mandatory eye protection for all players competing in all United States National Championships. The feeling was that the U.S.S.R.A. could be considered

"Effective

September 1, 1984

all players

competing in

Ontario Provincial

Squash

Championships

must appropriately

wear suitable

eye protection."

negligent were it to make the requirement for junior players only. A season of U.S. National Squash Championships was successfully played without incident.

In January of 1984 the World Professional Squash Association became an unexpected friend to the cause. The W.P.S.A. membership passed a rule requiring any new member to wear eye protection in all W.P.S.A. sanctioned tournaments.

In May of 1984, the Board of Directors of Squash Ontario declared that effective September 1, 1984, all competitors in all Ontario Provincial Squash Championships must appropriately wear suitable eye protection. Currently, suitable eye protection is defined as a product manufactured specifically for racquet sports and that product be of the lensed variety with the lens being composed of polycarbonate material.

The Canadian squash community eagerly awaits the findings of the Canadian Standards Association on those products submitted for testing. The C.S.A. anticipates an announcement in the near future.

Squash Ontario has the support of many facets of the game. Many players, club owners, all parents of junior squash players, the

Canadian Standards Association and the entire medical profession are firmly supportive of Squash Ontario's position on eye protection. The fight against eye injury has recently acquired a new and valuable ally. Squash Ontario welcomes the involvement of Slazenger/Dunlop. The current campaign against eye injury is two-fold. Squash Ontario's position on eye protection is aimed at both the competitive and recreational sectors of the game.

It is a fact that a very small percentage of squash players is active in tournament play. It is also a fact that these competitive and highly skilled athletes are not immune to eye injury. After all, accidents do happen and superior athletic ability is not an insurance policy against eye injury. A study was conducted in New Zealand which proved the risk of facial injury was in fact higher in the "A" player.

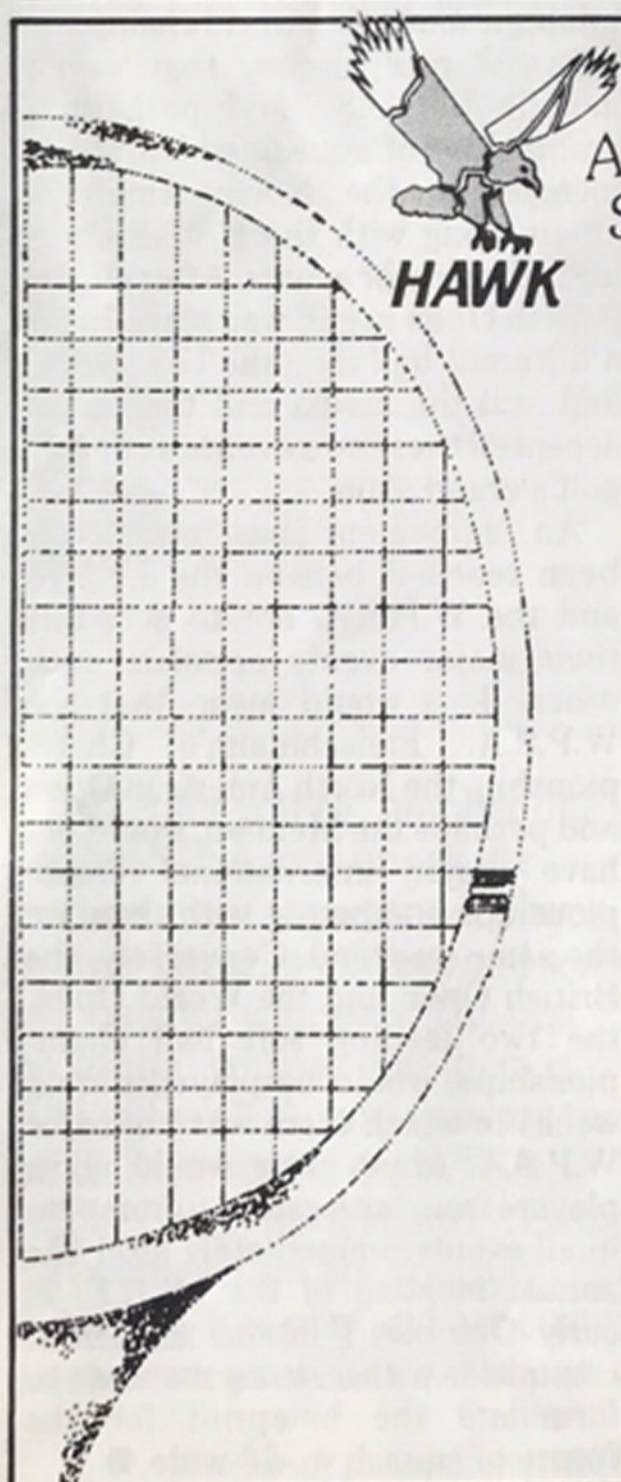
At every Ontario Provincial squash championship Slazenger/Dunlop will be making avail-

able samples of Imperial Optical eyeguards. The Safe-T-Gard and the Sportgard will be available for trial purposes by players who are interested in trying an alternate safety product. The eyeguards will also be available for those players who will inevitably arrive to play unprepared to comply with the ruling. In conjunction with the product display all competitors will receive a discount coupon towards the purchase of an Imperial Optical product available in the host club's pro shop.

The vast majority of individuals playing squash do so at the recreational level. The average club player is solely interested in playing the game for the sheer pleasure of it. The question of how to involve the club player in a campaign to prevent eye injuries is a difficult one to address. In an effort to educate the squash community, Squash Ontario, with the assistance of Slazenger/Dunlop, is launching an advertising campaign. Court owners will be pro-

vided with sufficient decals to be positioned on all squash court doors. This campaign will act as a permanent and constant reminder of the potential for eye injury in the game of squash. Court owners should be anxious to display these stickers properly as it is the opinion of many that the court operator has a potential for liability. This is particularly so when a new or prospective member has not been advised fully of the equipment requirements for the game.

It is hoped that through the combined efforts of many, including the manufacturers, club owners, squash associations and the Canadian Standards Association, eye injuries in squash will certainly be reduced if not eliminated. The success of this program will be impossible to measure as records are kept on injuries incurred rather than prevented. However, we feel that if the vision of only one squash player has been saved, the program has been very worthwhile.●



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I CAN SEE CLEARLY NOW

BY IAN C. STEWART

It seems that the longer I stay in this business, the more exciting things become and more new and innovative ideas seem to emerge from unexpected sources. I have on several occasions expressed my views on how I visualize the two games of squash coming together some time in the future. I have also commented quite recently on the fact that squash associations around the world were coming closer together and it was unfortunate that the World Professional Squash Association seemed to be the only one operating on its own. No sooner had I made this last remark, when a new dialogue developed between the W.P.S.A. and other squash associations. I can now look on squash with a great deal of optimism as all groups are dealing with problems in a tremendous spirit of cooperation.

The last two months have been very exciting for me. I have met or talked to almost everyone who has an interest in both the soft ball and the hardball games worldwide, including players, sponsors, promoters, players' agents and administrators. After doing this and analyzing their remarks, I can now see a tremendous future ahead for the game of squash, regardless of what ball is used and regardless of the width of the court.

Jahangir Khan wishes to play a certain number of tournaments in North America. Ned Edwards and other W.P.S.A. players hopefully are looking forward to greater exposure on the world soft ball circuit. When players of both these games wish to participate on opposite sides of the Atlantic, then we know we must have something good going for us.

I have now personally made a slight shift in direction. I was convinced a year ago there was an outside chance that sometime in the next twenty years, both games could come together and make one. I have now decided this isn't the best long-range plan for squash. Several



Ian C. Stewart

players from both games have said to me that they like the variety one gets from playing both games. Some of them have even suggested the difference between hardball in the narrow court and soft ball in the wide court isn't a great deal more difficult to accommodate than tennis players changing from grass to clay. The good players will play both games well, but some will have the advantage in one court and with one ball while others will have the advantage in playing the alternate game. After all, some tennis players do excel on grass and others excel on other surfaces.

It would, of course, be ideal if we could bring some of the rules closer together. There seems to be no reason why the service rule couldn't be the same in both games. I can also see the interval between games being the same in both sets of rules, and I am sure that under careful scrutiny almost all the rules in both games, including scoring, could be amalgamated.

I now have a new vision for the future, and I am not looking twenty years down the road as I did before, but probably something like five or ten years. At that time, I can see three courts—the 18½' wide hardball court, the 20' wide converted racquetball court and the 21' wide soft ball court, and two balls, the hardball and the soft ball. We would

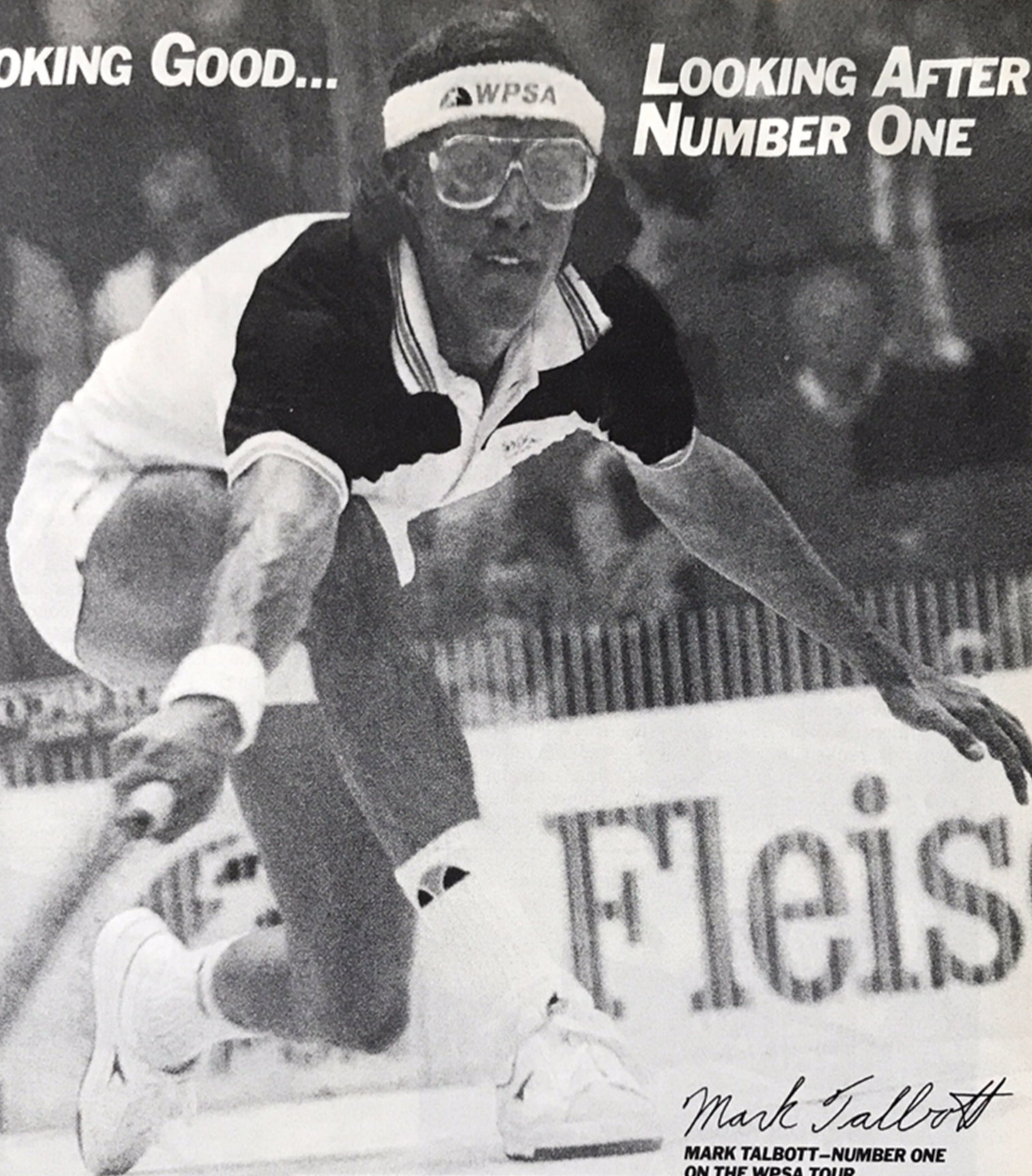
arrive at a compromise on tin height and wall and floor markings, and all the other rules of both games would be identical. When that happens, all the player would have to do is worry about the speed of the ball and the width of the court and not be concerned about other distractions that naturally come about when other rules are different. This, in my opinion, would make for an extremely exciting international circuit and international tours. I believe the administrators of the game have an obligation to make it as easy as possible for the players to go from one game to the other. If we do this, then a true world circuit will become a reality.

Many promoters and sponsors are talking about a true world champion, a grand prix circuit, that would include the U.S., and perhaps a grand slam of squash which would incorporate the North American Open along with the British Open and other major events. After all, the British Open in golf was played with a different ball than the U.S. Open, and still the media and the public accepted these two events as part of golf's grand slam.

An agreement has tentatively been reached between the I.S.P.A. and the W.P.S.A. not to schedule their major events opposite each other. This would mean that the W.P.S.A. Fleischmann's Championship, the North American Open and perhaps the Mennen, would not have major international championships competing with them on the same weekend. Conversely, the British Open and the World Open, the two leading soft ball championships, would be played during weeks in which there was no major W.P.S.A. event. This would allow players from both games to compete in all events. Immediately after the annual meeting of the I.S.R.F. in early October, I intend to form a committee with a strong mandate to formulate the blueprint for the future of squash world-wide. ●

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Once again, Boots Drug Stores have firmly committed themselves to the continued growth and development of women's squash in Canada. On the weekend of September 27-30, some of the finest players in the world will compete for \$8,000.00 in prize money and the Judy Traviss title at The Club in Oakville.

The draw features an impressive cavalcade of stars, led by defending champion Angela Smith, who is currently ranked 9th internationally. The entries this year are peppered with many of England's finest players, including 5th ranked Mar-

tine Le Moignan, 13th ranked Alison Cummings and past Boots champion Barbara Diggens.

Representing the United States will be Marianne Greenberg, while Joyce Maycock will lead the Canadian contingent.

Over a decade ago, Judy Traviss set out to improve the calibre of play for women in this province. She set in motion a number of programmes to encourage participation and foster competition throughout Ontario and Canada. After Judy's death, others took up the torch, continuing to encourage women to become

involved. It is fitting that this, Squash Ontario's most prestigious women's event, has evolved to its present stature. We can think of no finer and appropriate tribute to Judy Traviss than this year's Boots '84. Players will be competing not just for the prize money but for the Judy Traviss title, an honour sought by many but held by few women over the past decade.

For further information and tickets, contact Maija McAskie, 842-2582. ●

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EASE BACK INTO SQUASH PREPARE... PLAN...

BY DENNIS GOODFELLOW



Dennis Goodfellow is a Certified Level III Coach. He is the professional at the Ajax Recreation Centre and is currently Vice President of the Canadian Professional Squash Association.

Mark: "If I can just get my serve to stay in the court it will be a good year!"

Ken: "This year my backhand is going to be less of a liability!"

Robbie: "I am going to get fit this year so I can last the fifth game!"

Dealing with these and other problems will result in a more productive squash season. Every one of us has our own set of goals to work towards in the months ahead. Make a quick assessment of your game as it was at the end of last season or your first few starts this year. This evaluation and goal setting process will pay large dividends down the road.

After a summer lay-off from the game you have to be realistic! Don't expect to begin the season where you left off. You will soon discover that your muscles are tight and short. Plan to do more stretching exercises to lengthen these muscles before rigorous play.

Prepare yourself mentally by going through basic strategy—both defensive and offensive. Remember to take a good "T" position, move quickly to the ball, stroke firmly with a follow through and move back to

the "T". Perform this sequence without taking your eyes off the ball. Practising these movements on court, without the ball, will reacquaint you with these actions. Initially, you should concentrate on stroking the ball, emphasizing the swinging motion through the ball. In the beginning you will sacrifice power for accuracy. Make certain you follow through on each stroke!

Give yourself a specific goal each time you play. For example, you might consider these exercises:

- (1) My goal today will be to keep my opponent at the back of the court for the entire 40 minute period. Regardless of where my opponent has put me or where he is positioned in the court, I will reply with a shot finishing deep in the court. This exaggeration will groove your length game and prepare you for match situations.
- (2) Today my goal is not to hit one tin! By playing the ball a safe height above the tin you will soon notice that your errors are reduced substantially. This height can be reduced to the kill shot area at a later date.
- (3) My goal today is to improve and reduce errors in my serve. This goal can be achieved by simply taking your time and putting some thought into your serve. Check your grip, pause and relax, check your position in the service box, make sure your opponent is ready, look for your target on the front wall and put the ball wide into the side wall.

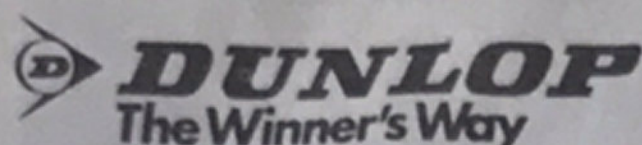
There is no substitute for practice, particularly at the beginning of the season. Take this opportunity to get out on the court by yourself to reinforce the basic principles of the game. Remember: strive for accuracy not power... prepare your racquet early... keep your eye on the ball... take your time... forward transfer of weight on each stroke... follow through! ●

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SHAPING STRATEGY AND TACTICS FOR EFFECTIVE SQUASH

BY PROFESSOR JOHN FAIRS

In talking or reading about squash, one comes quickly into contact with the words **strategy** and **tactics**. Often the words are used interchangeably to describe the response of the player to a particular game situation. For example, consider the situation in which the frontcourt player—stretched and under considerable time pressure—returns an

opponent's drop shot with a lob. Some observers might describe the shot as strategic indicating that the frontcourt player chose the lob from a number of shot possibilities; however, for others, the lob is seen as an action—a counter tactic—used to bring about a desired outcome in a game situation, namely, to buy the time required by the frontcourt player to regain a midcourt T position. Despite the words "strategy" and "tactics" being used interchangeably in practise, we will use the terms to describe two different aspects of squash play. Although distinct, strategy and tactics are inseparably connected. Understanding of this interconnection is enhanced by recognizing that (1) the possible attainment of a strategic aim is directly dependent on a competitor's tactical skill, and (2) tactics must be chosen to affect results appropriate to the strategic aim. We shall deal with the interweaving of strategy and tactics in more detail in a later section.

Making Strategic and Tactical Decisions Some Ideas on What Should Happen

The task of the player to conceive a strategy—a game plan—that will give him a competitive advantage over an opponent. To do so the player must:

1. Size up the match situation.
2. Assess and identify the threats and opportunities posed by the match situation.
3. Decide on attainable goals in light of the assessment.
4. Design strategy and tactics for the attainment of goals.

To the greatest degree possible, goals, strategy, and tactics all must be based on the possibilities inherent in actual match situations. Given an understanding of the match situation, goals logically follow. Strategies should not be confused with goals. Player goals may be described as specific desired results that the player wants to achieve in order to gain a competitive edge over an opponent. A strategy, on the other hand, is a game plan that is designed to achieve goals. Once a player has formulated goals and strategy, he is in a position to develop tactics. Tactics are the specific actions (i.e. stroke—

moves) to be taken to carry out the game plan and to attain formulated goals.

At this point it is important to "bring to life" how the player sizes up the match situation and selects the course(s) of action that will give him an advantage over his opponent. Assume that you are a fit, patient player (**strength**) with below average speed and frontcourt finesse (**weakness**). You are superb at hitting to-a-length with pace and accuracy (**strength**). Assume further that your opponent is unfit and impatient (**opportunity**) with superb ability to hit shots in the frontcourt (**threat**). He dislikes long rallies and playing in the backcourt (**opportunity**). You see in the match situational analysis that you could obtain a decisive advantage by not allowing the opponent to get into an attacking position in the frontcourt. Your **goal** is to make your opponent play in the backcourt and to wear him down physically and psychologically. To achieve your goal, you plan to keep the opponent on the defensive in the backcourt and to prolong the rallies to capitalize on your disciplined play and superior fitness (**strategy**). The strategy, or game plan, once conceived is put into practice by **tactics**. They are the shots or methods of play that you select to bring about desired outcomes (e.g. pinning opponent down in the backcourt) during a rally. For example, you put your above strategy into practice by hitting shots to-a-length down the side-walls and crosscourt, and by volleying deep at every opportunity. You are cautious, patient, and go for winners when your opponent gives you a high percentage opportunity. In the frontcourt you either hit low and hard or lob to move your opponent away from his most effective playing zone. If the tactics are carefully employed, your strategy or game plan should pay off.

Your success in the match draws attention to the effectiveness of your strategy and tactical skills. Your strategy was designed to take advantage of competitive factors in the match situation. You were able to use your strength (drives to-a-length) to counter the perceived strength (frontcourt finesse) of your opponent. By formulating a goal and action plan that avoided your opponent's strength and capitalized on your strong points, you gained the competitive advantage required to win. At the same time, your tactics or shots were appropriately chosen to

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achieve the desired goals of your strategic plan. You had an accurate map of the ways that various shots could be used to defeat an opponent.

The preceding example shows clearly the importance of strategy

and tactics in match play. The example, however, does not give us a picture or a model that the player can use to design his strategy and tactics. Figure 1 presents such a model and demonstrates the interrelationships that exist between some of the

various factors mentioned above that are involved in designing strategy. A description of the model follows.

Step 1: Assessment of Strengths and Weaknesses

The purpose of the analysis of the match situation (step 1) is to help the player identify (1) the advantages that he may exploit, and (2) the disadvantages that he may have to face. Simply put, advantages = your strengths + opponent's weaknesses; disadvantages = your weaknesses + opponent's strengths. It should be clear that the more the player can exploit his advantages and minimize his disadvantages, the better he should play. This means that the identification and analysis of a player's strengths and weaknesses plus those of the opponent becomes an important consideration. It hardly seems necessary to point out that a player should play to capitalize on his strengths and his opponent's weaknesses and to avoid his own weaknesses and his opponent's strengths. However, it is common to see a player lose because he ignored these fundamental principles.

Step 2: Identification of Threats and Opportunities

After completing step 1, the player has the information to carry out step 2. The purpose of step 2 is to identify important **opportunities** and **threats** that could affect the outcome of the match. Opportunities are advantages that the player should make every effort to exploit. An opponent's lack of fitness and mobility, for example, provides an opportunity that one can exploit by keeping the rallies long and making the opponent run from corner to corner. The example shows clearly the close association between opportunities and winning; the greater the identified and exploited opportunities, the greater the potential to win.

Particular emphasis in step 2 should be placed on identifying threats that could lead to one's defeat if exploited by the opposing player. For instance, assume your opponent can complement great power down the forehand side with an excellent 3-wall or backhand shot? How can the player neutralize the opponent's power? How can you move him round and keep him stretched and under pressure on the

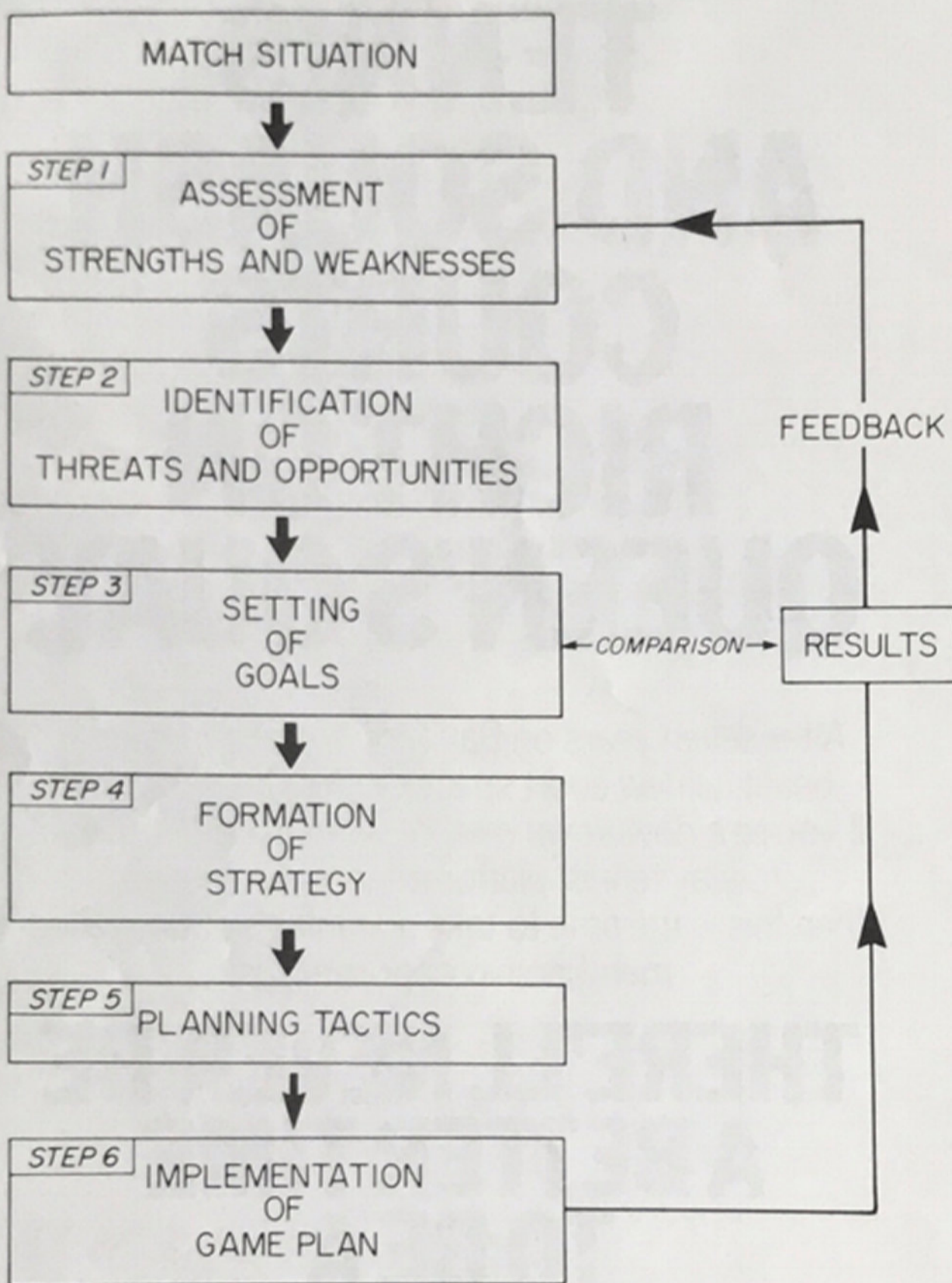


Figure 1-DESIGNING A GAME PLAN



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forehand side? What can be done to minimize his use of the boast shot? Failure to find answers to such questions could easily lead to defeat. Needless to say, one's ability to cope with threats is a major factor in winning and losing.

Step 3: Setting of Goals

Once a player has assessed strengths and weaknesses and identified opportunities and threats, he is ready to set meaningful goals (step 3) that will help him to gain an edge over his opponent. Typically, goals are an expression of **what** the player decides he must do to win. In most instances, goals are set to **exploit** opportunities and to **avoid** threats; they are outcomes of the opportunity/threat analysis undertaken in step 2. This analytic process was illustrated in the playing example when you—the player—sought to keep your opponent pinned down in the backcourt (goal) to capitalize on the opportunity presented by his inferior backcourt play and to minimize the threat of his superior shotmaking ability in the front of the court. Once the player has established his goals, he must now decide how he will

achieve the goals. What he decides is his strategy. He has now reached Step 4.

Step 4: Formation of Strategy

A strategy may be viewed as a specific course of action to attain a goal. For instance, if a player's goal is to play an energy-sapping game against a less fit opponent, this goal may be achieved by a variety of different means: for example, by sustaining long rallies down the sidewalls, by stretching and extending the opponent, or by increasing the tempo of the game to speed up response time. Similarly, a player whose goal is to upset a superior opponent might try to surprise him with an all-out attacking game, wear him down with long and tiring rallies, frustrate him with a slow-down game featuring lobs and high, medium-paced length shots, etc. Each of these would be a strategy, or specific course of action that the player might like to take to attain his goal(s).

To sum up Step 4: the player develops a strategy in order to achieve his goals. In fact, it is pointless to talk about strategy without

having a goal in mind. However, to merely state a goal is not enough. It is essential to state the specific result to be achieved and what constitutes a satisfactory attainment of the goal. This brings us to one of the major problems facing the player as a strategist. Are there changes in the match situation that require an adjustment in the player's goal(s)? To a large degree, the answer is found in the reactions of the opponent. Are his reactions nullifying your strategic plan? Are adjustments in his play providing new opportunities to exploit? If there is a message in these questions it is that goals and strategy—your game plan—must be adapted to changes in match conditions.

Step 5: Tactical Planning

To be effective, strategy (thinking) must be linked with tactics (action). This is the purpose of Step 5. In this step, the player chooses the tactics that are needed to carry out his strategic plan.

This is not always an easy task. One problem encountered by the player is that he may not have the technical skill to achieve his strategic plan. For example, sup-

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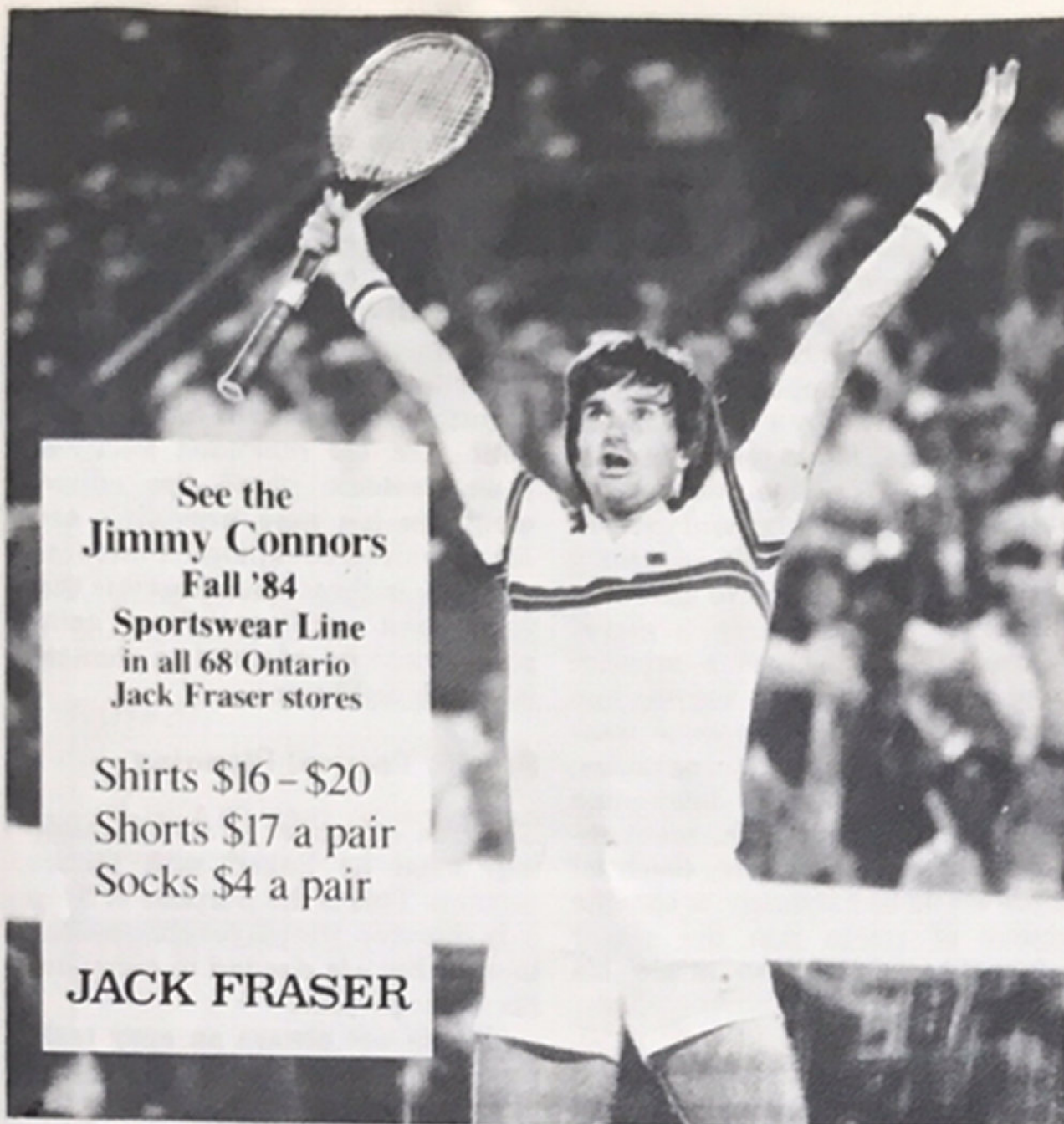
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pose you are playing against a slow-moving, power hitter who likes to play in the backcourt. Your goal is to move him from the backcourt to the frontcourt through the use of the boast shot.

As it turns out, however, your boast is ineffective and simply provides set-ups that are hammered for winners by your hard-hitting opponent. Such a turn of events often leads to frustration and defeat. A goal had been set that could not possibly be achieved because of the lack of skill. As we can see, to perform well, the player has to select goals and a strategy that he has the technical skill to put into action.

Another problem is that the tactics are not always in agreement with the player's goal(s). For instance, suppose you are a slow, hardhitting player with an aggressive style of play. Your more talented opponent is a fast, attacking player with excellent touch in the frontcourt. Your strategy is to upset his rhythm by slowing down the tempo of the game. Your tactics are to curb aggressive tendencies, slow the game down, take pace off the ball, lob when under pressure, and so on. Under the pressure of match play, however, you are unable to overcome your psychological set to hit with pace which, of course, adversely affects your preconceived match strategy. Here is a clear example of tactics not contributing to the strategic goal.

From the foregoing discussion it is clear that strategy and tactics are inseparable considerations in match play. Essentially this means that the player must (1) consider his tactical skill in designing his strategy or game plan, and (2) choose tactics that produce the results required for the success of his strategy. If this does not occur, the prospects of winning are markedly decreased.

Step 6: Implementation of Game Plan

Game plan implementation is the process of putting chosen strategies and tactics into **action** through appropriate tactical play. Tactical action leads to performance results which favour or disfavour the player. If tactical action disfavors the player (i.e. fails to attain goals) there should be a built-in process for correcting it. That process is feedback. Game planning is a continuous feedback process where a game plan (strategy) depends on the results of tactical action just as intrinsically as

do tactical actions reflect the results of game planning.

The player frequently encounters three difficulties in game planning: faulty assessment of strengths and weaknesses, incorrect choice of strategy, and counter-moves by the opponent that make the game plan ineffective. The job of the feedback process is to single out the cause of the unfavourable results and to make the appropriate correction or adjustment. The feedback process is illustrated in Figure 1.

Review and Concluding Comments

The aim of the player is to formulate a strategy that will give him a competitive advantage over an opponent. This means assessing his strengths and weaknesses as well as those of his opponent. It is at this time that the player identifies the opportunities and threats posed by the match situation. In general, opportunities are found in the player's strengths and his opponent's weakness whereas threats consist of his own weaknesses and his opponent's strengths. As is

obvious, the player gains a competitive advantage by capitalizing on opportunities and by minimizing threats. Assuming that the player has correctly identified the opportunities and threats he is now in a position to plan his strategy.

Strategic planning is concerned with both the formulation of goals and a game plan for attaining them. It is concerned with **what** the player must do to win.

The basis of squash strategy is the game plan—a mental blueprint for purposeful action. It is always based on an assessment of the match situation, taking account of its many variables (e.g. strengths of the opponent). In short, it is a plan of action that is followed depending on match conditions.

The very nature of the strategy formulation process makes it a dynamic and continuous process. If, for example, a player's strategy is effective, it is a sure bet that the opponent will react with counter measures which, in turn, change the match situation. Since a change in the match situation demands new strategic considerations, the player's game plan must adjust accordingly. The arrows in Figure 1 indicate the

feedback loops that operate in the process of designing a game plan and indicate relationships among the major components of the process.

Tactical planning is concerned with the choice of tactics (e.g. type of shot) to be used in match play in order to achieve the outcomes desired by strategy. It is concerned with **how** the player goes about winning.

Since tactics are linked to strategy, the same conclusion can be made in relation to the effect of changing match conditions. The player must anticipate that his tactics may change throughout the game, due to the actions of the opponent in his efforts to attain his goals, the effects of play on the opponent, his condition, and so on.

The aim of a game plan is to establish a framework to guide the player in match play. Strategy and tactics are the essential nuts and bolts of this framework. The correct choice of strategy and tactics is dependent on an accurate analysis of the match situation at a given time. How well the player accomplishes his goals is a direct result from this choice. ●

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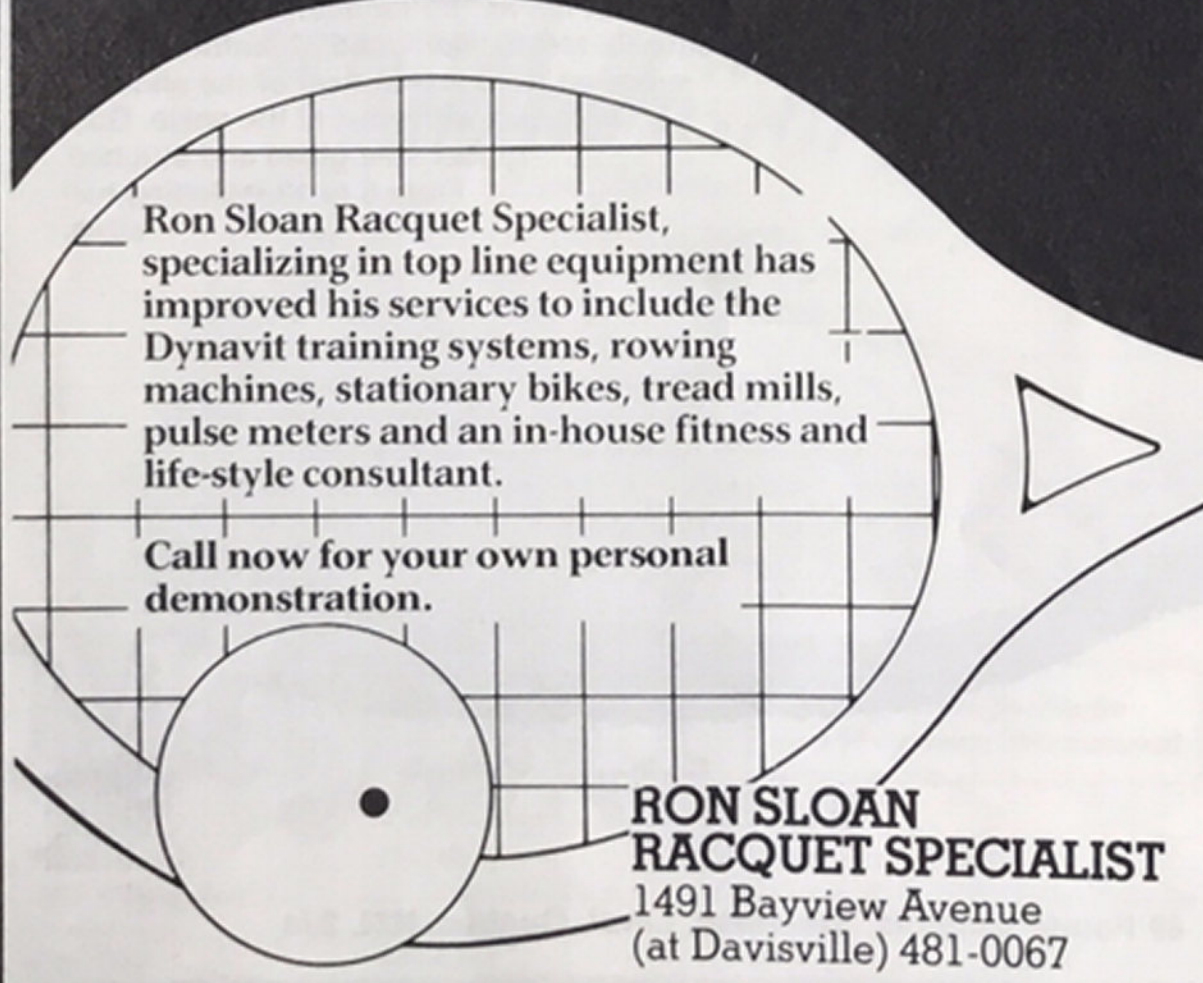
Squash Ontario, in conjunction with the Ontario Tennis Association and Racquetball Ontario, is pleased to present *Sports Management Seminar '84*. Club owners, managers and professionals will be interested in this three day seminar and trade fair. The Don Valley Ramada Inn is the scene of the event, October 19th to 21st, 1984.

The seminar topics include financial management, computerizing courts, promotion and personnel management. Each topic will be led by a speaker who is an expert in his field. The trade fair will include exhibits demonstrating the latest in racquet sport technology and supplies. Presentations will be made by manufacturers and representatives. The seminar will conclude with an open discussion on points of interest.

Sports Management Seminar '84 is available to member clubs at \$35.00 per person. Non-member clubs are also invited at a cost of \$75.00 per person. For further information on Sports Management Seminar '84 contact Mr. Chris Whiteside at (519) 461-1786.

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It's official! Squash has been accepted into the 1985 Ontario Winter Games. After considerable effort, squash has been granted official "Games" status. The event will be held in St. Catharines from March 14 to 17, 1985. The competition will involve male and female squash players between 16 and 23 years of age. With financial assistance coming from the Ministry of Tourism and Recreation, the Games will attract young athletes from across the province in a large number of sports.

In March 1985—the Ontario Winter Games, in August 1985—the World Masters Games. In the Summer of 1988...? ●

SQUASH IS BOOMING IN STEELTOWN

Hamilton Squash Club is so successful it is bursting at the seams. Construction has just begun to meet the demand of Hamilton's squash fanatics. Six courts, all International, will be ready for action in September. The club will now boast 8 International, 1 Doubles and 5 North American courts. The addition will also feature a Nautilus gym, tanning rooms, aerobic/dancercise centre and 2 swim spas. ●

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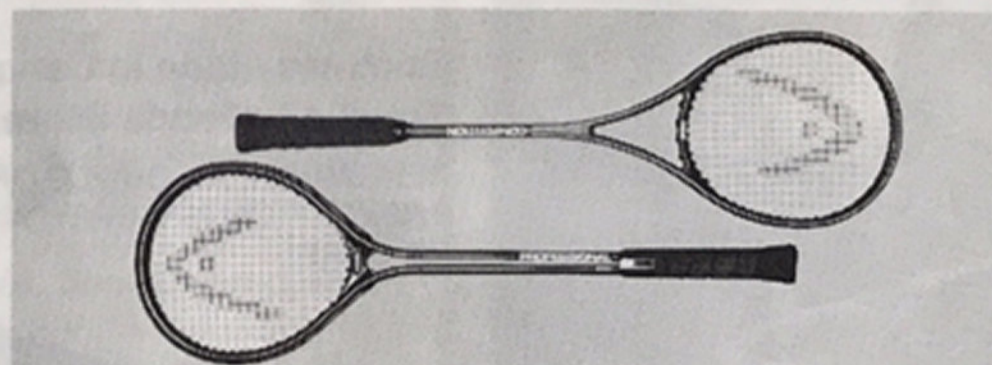
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LARGE TURNOUT FOR VALLEY EAST SUMMER OPEN

HOMEBREW TAKES MENS TITLE, TORONTONIAN CAPTURES WOMENS OPEN

The Valley East Recreation Centre hosted its first Summer Open on July 20th and 21st. A total of 58 competitors from Kirkland Lake, Iroquois Falls, North Bay, Toronto, Sudbury and Valley East took part in the two day event. Although "out of season", there were excellent squash skills displayed and some very exciting moments throughout the competition. The event was considered a huge success by organizers and players alike, and should grow in future years.

In the Men's "A" final, Andre Mrozewski of the host club, defeated Don Hopkins of Iroquois Falls, 3-2. Andre, losing two games to none, finally found his drop shot in the third game, and with an assortment of good lengths and volleys, managed to win the next three games. Don Campbell of the Sudbury YMCA defeated Peter St. Denis, 3-2, for the "B" title. Al Robinson of the North Bay YMCA defeated Paul Menard of Cambrian College, 3-1, in the "C" division. In

an all Valley East set, Rob Gauthier, one of the two juniors entered in the tournament, defeated Dan Haines for the Men's "D" crown. In the Men's Novice match up, Bob Lefebvre of the Sudbury YMCA edged out Bob Matson of the Recreation Centre, 3-2 for top honours.

Nina Porter of the Toronto Squash Club captured the Ladies "A" title by defeating Alicia Hewitt of the same club. June Wallsten of Kirkland Lake won the Ladies "B" title by beating Susan Farrell of Cambrian College. In another comeback, Cathy Matson of the host club defeated Shirley Hopkins of Iroquois Falls, after falling behind two games to none.

The tournament ended on a good note Saturday evening with an outdoor barbecue, awards presentations and dance, which was attended by most competitors and their guests.

Tournament organizer Andre Mrozewski would like to thank all players and those who helped with the tournament. Special thanks to Slazenger, Labatt's, Neelon Casting Ltd., Tasse Automobiles Ltd., and Dominion Stores (Hanmer Valley Plaza) for their contributions to this event. ●

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C.P.S.A. Takes Own Stand on Mandatory Eye Protection Issue

Dear Editor:

The Canadian Professional Squash Association is very much in favour of a ruling that would lessen eye injuries among the broad base of squash players throughout Canada.

Squash Ontario's mandatory eyeguard rule affects only those players and professionals who wish to play in the nine soft ball and nine hardball provincial championships. This mandatory eyeguard rule is going to be extremely difficult to enforce to begin with, placing an extra burden on officials, professionals and organizers who run these events for Squash Ontario. Questions are already being asked. Who is responsible to make sure players in these events wear eyeguards? In addition, who takes the responsibility to enforce the ruling?

The editor of Squash Life singularly asks for Canadian professionals to speak up—professionals have been speaking up for years, both on the court and in their shops, recommending and selling eyeguards since their introduction to the game in the late '70s. Members of the C.P.S.A. have assisted Dr. Michael Easterbrook, chairman for the Canadian Standards Association on eyewear protection in racquet sports. The C.S.A. has no doubt been instrumental in the improvement of eyewear in today's market place. The C.P.S.A. endorses a product on the market which it believes to be the best possible for protection.

The majority of Canadian professionals has learned to play the sport to an ultimate level without the use of eyewear. By being unaccustomed to wearing eyeglasses, the

following problems do exist for those players:

- (1) Difficulty to adjust to wearing them for that 40 minute period.
- (2) Constant fogging.
- (3) Minor irritations from particular makes and on individuals.
- (4) Peripheral vision is restricted.

Professionals promote products that are designed to appeal and perform. Eyewear may soon be designed to look attractive, light and comfortable yet durable and offer little restriction of peripheral vision. With squash professionals in the limelight, media exposure, prize money, endorsements, manufacturers will in turn produce a product that will become a household name in the squash community.

Canadian professionals, by endorsing and selling eyewear, are full partners in the education programme. They definitely uphold the mandatory eyewear rule for juniors throughout Canada, hoping that every young player will continue to use eyeguards by choice as adults. In clubs they emphasize that all adult players themselves must take the responsibility for reducing eye injuries by wearing eye protection. It is the opinion of the C.P.S.A. that such a policy of mandatory eyewear be adopted Canada-wide by the C.S.R.A. If not, then we must continue to educate the players by encouraging them to play defensively and to wear eyeguards so they may continue to enjoy the great sport of squash.

Jim Rowland
President
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OPERATION ZUCCHINI

Cultivating New Squash Players

Everyone involved in squash, whether they be administrators, club owners, managers or promoters, has a vested interest in raising the profile of the game. An increased level of awareness can translate directly into new players and consequently, new members for our clubs.

Squash Ontario is the governing body for the sport in the province and is directly concerned with the development and promotion of squash. We are pleased then to introduce "Operation Zucchini" — a programme designed to cultivate new squash players.

"Operation Zucchini" is an advertising test with three very major objectives:

1. to increase awareness of squash and its benefits
2. to translate that awareness into getting people to try the game
3. to generate increased corporate interest in and sponsorship for the game.

We are starting with the theory

that by significantly increasing the awareness of squash and its related benefits amongst those people who are likely players, we will increase their tendency to try squash. It follows then, that the more people who try it, the more will become loyal players, and members of clubs. Consequently, the more the sport will grow.

"Operation Zucchini" consists of activities to be conducted in two centres, London and Toronto. London has been designated the test area mainly because it is characteristic of our membership makeup. It has one private club, three commercial clubs and one university. Toronto will be our control area.

In July, we conducted 400 telephone interviews, 200 in each of the two cities, to determine the present levels of awareness. We were extremely encouraged by the results. We measured awareness levels of various recreational activities and squash ranked 9th in Toronto and 13th in London.

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When asked if they had ever heard of squash, 95% of adults responded "yes". Of particular interest was the fact that 23% of adults who are aware of squash told us that they are very or somewhat likely to try it!

We obtained some interesting information about why people participate in recreational activities in general. The most important benefits cited were fun, fitness, a good use of spare time and the challenge involved. Squash, of course, fits this criteria like a glove.

On September 17th, "Operation Zucchini" was kicked off in London. It entails an 8 week mass media campaign using both print and radio. The weight of media is roughly equivalent to the weight of McDonald's advertising. Our message will be simple. Squash is an excellent game in terms of fun and fitness and takes just an hour a day. We want to convey the exhilaration one feels after a squash game — in other words, we want

everyone to get 'that apres squash feeling'.

After the test has been completed, we will then conduct another wave of research to determine whether we have successfully raised the level of aware-

Our message is simple:
Squash is an excellent game in terms of fun and fitness and takes just an hour a day.

ness. We will compare the results of the first telephone interviews with those of the second. We are confident that there will be a very definite and distinct increase.

It is important to remember

that "Operation Zucchini" is a test. If successful, its expansion to all of Ontario in 1985 could have enormous consequences for the growth of squash here. The programme is an exciting and innovative approach to stimulating growth of an amateur sport and facilities. These methods have not been used before to influence the development of any amateur sport and Squash Ontario is proud to take this important leadership role.

Two years ago, this association set promotion of the game as its prime objective and we have worked to establish a solid foundation upon which we could embark on "Operation Zucchini". We are firmly committed to this programme both financially and philosophically. Our mandate is to promote the game of squash in Ontario, and we believe that "Operation Zucchini" is an investment in the future of the game and its continued growth and prosperity. ●

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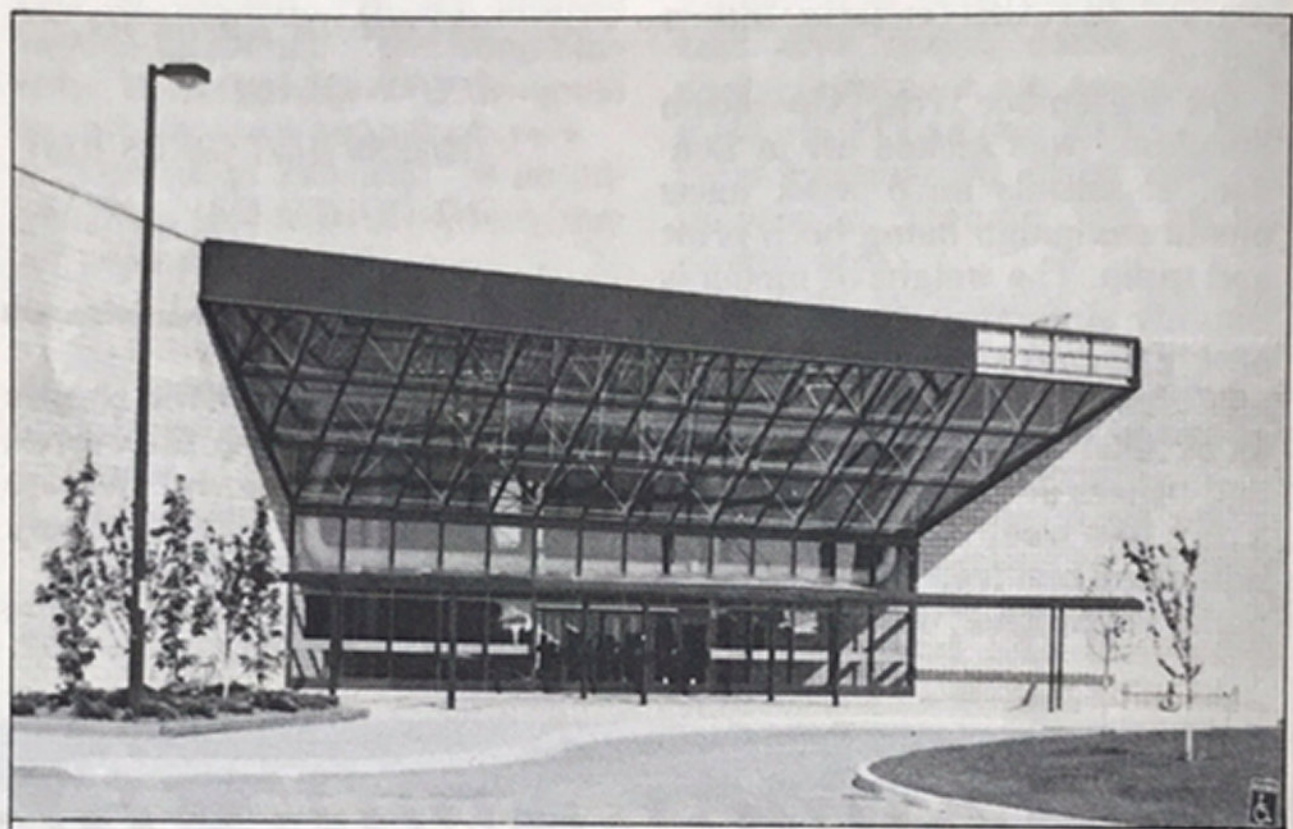
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PICKERING RECREATION COMPLEX "A PEOPLES PLACE"

The recently built Recreation Complex in the Town of Pickering, boasts some of the most modern athletic and cultural facilities in Ontario. Built not only for the purpose of sports and athletics, numerous art and cultural facilities are available. It is operated by the Department of Parks and Recreation and offers a wide range of activities for people of all ages and interests.

Completed in September of 1983, the plans for the Complex were undertaken as far back as 1971. With numerous revisions, the local architects and the Department of Parks and Recreation effectively incorporated the philosophy of "A People's Place" into the structure. Within view of the main entrance are meeting rooms, a photography studio, a potter's studio, a children's creative workshop and child supervision area, an art studio and a banquet hall that can accommodate up to 600 persons. The Complex itself is built on two levels, with 4 indoor tennis courts and the squash/racquetball wings flanking the 25 metre "L" shaped pool which has a separate diving well and children's play pool. Adjacent to the pool is the arena, that will seat 1,100 fans in the heated stands, with capacity for another 600 to 800 on the arena flat surface when the ice is out.

The squash facilities include six international squash courts with additional space planned for more courts in the future phases of the construction plans. Bold, red graphics indicate the court numbers inside the squash corridor, with carpeting to augment the relaxed atmosphere that prevails in this area. Easy access to the squash professional's office encourages members and pay-as-you-play patrons to participate in the various programmes and lesson packages that are available. Professional Sandy Moore is available on a daily basis



Bold design for Pickering Recreation Complex.

for lessons, as well as assisting in the development of the squash programmes for the members.

Courts one and two are equipped as viewing courts with a gallery that can comfortably seat over 250 persons. Air conditioning and an independent sound system can make an exhibition or a tournament very enjoyable to watch. The entire squash facility lends itself very well to hosting tournaments, exhibitions and clinics.

Due to the large volume of members in the squash area, programme and lesson packages were made available as early as October, 1983. The interest was so great, that traditional house leagues, development clinics and junior programmes were offered, along with major exhibitions early in 1984.

To complement the athletic facilities, a squash membership entitles the patron to swimming during public and adult times, use of the health club (with over 26 global machines, free weights and a running track) and use of the membership changerooms (including saunas and whirlpools). Catering to

both the membership and the public sector, the Complex tries to maintain the philosophy of "A People's Place" in all of the athletic and programme areas. A seven day booking privilege for members and a one-day advance booking policy for non-members, allows all members the chance to book only one prime time and one non-prime court at any given time. This stresses the emphasis of allowing everyone a chance to book a court, while eliminating the players who would play twice a day, seven days a week if given the opportunity.

A lounge/concession area in the upper concourse that overlooks the arboretum surrounding the pool, provides a relaxing and refreshing atmosphere to wind down after a game.

Since the September opening, the Complex has seen every day be a busy one. Tours are always passing through to view not only the modern architecture, but also the sport facilities. If you are ever in the Pickering area, please feel free to drop in and view this magnificent "People's Place". ●