



THINKING OUTSIDE AND INSIDE OF THE (20x40) BOX

Dear Club Owners, Managers, and the Fitness and Court Sports “World at Large,”

USA Racquetball and U.S. Handball are enjoying connection with you as a result of our articles in this great *Club Insider* publication. Thanks to Justin and Norm Cates for the opportunity to advertise and bring thoughts and suggestions to you on Saving Courts *Profitably*, i.e., clubs benefit financially and members have courts to play on:

Returning Members + New Members = Increased Profit = Keeping Courts = Win/Win!

This month, we’d like to recap our published articles to date and then add a few more points to ponder. Please visit our website to [read the articles](#).

March 2021: Greetings to Clubs and Fitness Facilities from “The Court People” -- Court programming and related materials were introduced.

April 2021: Using Courts and Court Sports Programming as a Competitive Advantage -- It’s really happening out there: court programming success stories! [LINK](#)

May 2021: Gratitude... Belonging... Inspiration. *Our “Third Place”* -- How can we reach a place where clubs realize how much their members appreciate what they bring... where the members are inspired to devote some time to helping the clubs be more successful...where the “third place” that the clubs provide becomes something very special in the equation of profitability...” (BTW, we *loved* Jeffrey Pinkerton’s article in the June *Club Insider*!)

June 2021: Keeping Courts Busy For Fun and Fitness -- U.S. Handball and USA Racquetball dove into a collective brainstorming “think tank” to identify as many ways as possible that courts can be kept busy and profitable...many of which don’t even involve our two sports!

Case in point: one of our racquetball state presidents happened upon two brothers, Ivan and Adrian Guzman, who were practicing boxing skills on a court. “Eureka!” she exclaimed. (Look that one up.) After the crazy racquetball lady introduced herself, and once they confirmed she was thrilled to see them using the court (talk about a paradigm shift!), a nice conversation ensued where they expressed how happy they were to have a private space that didn’t involve the far corner of an aerobics gym. Clubs, how would it work to offer court reservations in down times for other activities...boxing, fencing, etc.?

Now we’re facing down July and August, and no one can deny our world has changed. So many health and fitness articles center around new realities. For example:

<https://www.healthline.com/health-news/61-percent-of-americans-say-they-gained-weight-during-the-pandemic>

⇒ Sixty-one percent of U.S. adults report undesired weight changes since the COVID-19 pandemic began.

- ⇒ Stress, lack of exercise, unhealthy changes in eating habits, and increased alcohol consumption are all contributing factors.
- ⇒ Experts say making small adjustments to your daily routine can help make big changes for a more healthy lifestyle.

It's hard to describe a one-size-fits-all scenario, right, because every state, every town, every club are different. Some say members are coming back in droves. Others state the opposite, that just because members can come back doesn't mean they will come back.

"I want my clothes to fit when I go back to the office." "I have created health problems I need to reverse." "I've been lonely, I want to see my friends." Are these concerns enough to bring back members and sign up new ones?

All of this conjures a *carpe diem, the time is now*, concept to transport the "club paradigm" to a new and fresh place. From our racquetball and handball perspective, we'd love to have you revisit the articles above to see if they resonate relative to court usage.

But in a larger sense, if your club might want to lean toward using programming in other ways as well, maybe that looks like a one-size-does-NOT-fit-all approach. Do you (could you) have the bandwidth in your organization to brainstorm and execute ideas like:

- ⇒ Easing existing and new members back into the club. Appeal to outside organizations as well as your own qualified staff members to offer evening presentations on weight management, handling stress, the various fitness activities your club offers, etc.
- ⇒ Getting your fitness trainers and sports pros involved with helping individual members build their own fitness regimen/program tailored to their specific fitness level. What is their "why"? What do they want from their membership...realizing they may not know until it's suggested. Hmm, learn Handball and/or Racquetball? *You for sure saw that one coming!*

We're honored if any of what we have offered here or in past articles have assisted you in any way. After all, you're so vitally important to the well-being of all of your members, very much including us, the "court people"!

Sincerely,
USA Racquetball and U.S. Handball