



# Newsletter

March 1993

Vol. 5, No. 1

## President's Message

The Utah Racquetball Association is undergoing a transformation. It is the intention of this Board of Directors to reform the association so that it can serve the needs of more of its members.

In January, Utah was represented by **Steve Coray, Evan Case, Cindy Jones** and **myself** at the **AARA National Leadership Conference**. This conference is held annually in Colorado Springs for the purpose of learning more about the programs and assistance available to our state association from the AARA. It is the hope of the AARA that through building more effective state associations that the national organization will grow and become stronger. I came away from this conference with many new and exciting ideas that can make the URA an organization that will meet the needs of more of our members. Hopefully, you will notice some of the changes.

Please help me make the URA an organization that serves the needs of its members. I certainly would enjoy learning your thoughts on what you feel the URA should be doing for you. Write or call me at:

Tim Storey  
1415 N. 1220 W.  
Provo, UT 84604  
(801) 377-8615

We were successful in lobbying the national association in an effort to add another junior regional event for Utah that will make it more convenient for our juniors to attend. Our junior regional was scheduled to be in Phoenix. That regional will take place as scheduled. However, we are adding an additional event on May 14 and 15 in Grand Junction, Colorado. It will be called the Rocky Mountain Junior Regional. Please help me make this event a tremendous success. I need the help of all of the parents and coaches to get as many of our junior racquetball players to participate in this event as possible. We are planning a weekend that the juniors will never forget - so let's give all of our juniors the opportunity to attend. Please contact me for additional information.

In closing, I want to thank all of you who are helping to make racquetball a success in Utah.

## Face-Lift Contest

In the decade of the beauty make-over, the URA newsletter is going to go through a **major face-lift**. Some of the changes in the works include: two color printing, a revised format, standard features, regularly scheduled publication dates, advertisements **and a new name!** That's where you come in. We are having a contest to name this publication. We think the name "Utah Racquetball Association Newsletter" informative but a little dry (like the Sahara Desert). So we are inviting all URA

members to submit your ideas for a new name. The winner will receive a make-over for your racquet in the form of a **complimentary string job and new grip** from *Storey's Custom Stringing* and will be featured in a future issue of the new and improved newsletter.

Entries should be concise and should reflect the content of the newsletter: racquetball, Utah, fun, etc. You can submit as many names as you like and entries must be received **in writing** by April 15, 1993 (like your taxes) so we can design a masthead for the new name. The revamped newsletter will

(Continued on page 2)

# Tips from Rick

Make that second shot count!

*by Rick Strout* You can't always hit an ace serve, nor can you always rollout your opponent's serve. You can, however, make the second shot count! By getting good court position off the first shots in the rally, you can set up for your winning strategy shot! If you can keep the opponent off balance after his first shot you can then be aggressive and either shoot the ball in the alley (driving it to the rear of the court), cut the ball off and surprise the opponent or simply roll it out. Try to stay aggressive, but **do not skip the shot!** The second shot is generally given to you due to a miss-hit by the opponent. Expect it! Be ready! Be aggressive! Play off the miss-hits, and try to end the rally as soon as you can. The longer the rally, the greater the chances that both players will miss hit **more shots!** Stay within your strategy with a high percentage second shot. It **will** work. The low percentage shot will most likely skip, extend the rally longer, or set up your opponent for another try to win the point. **Make your second shot count.**

*(Contest continued from page 1)*

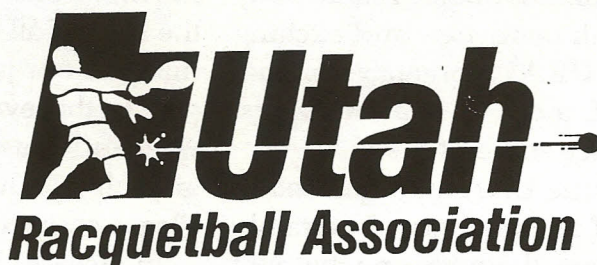
make its debut with the summer issue, which will be mailed in early June. So get the whole family's creative juices flowing and join the contest.

## Dues Renewal

When your racquetball membership nears its expiration, the AARA will remind you that your fees are due. Most of you will just mail in your renewal fees directly to the AARA and then wait for your new card to arrive. However, there are a few disadvantages to this approach. First, if you are going to play in a tournament, you won't have any documentation to verify your current membership status until you receive your new card. Second, financial support of the URA is delayed. Six dollars of your dues are refunded to the URA. However, it may take several months for the URA to receive our portion of the dues.

A way to avoid these problems is to update your membership directly through the URA. You could use either the AARA form they send you, the AARA forms displayed at sanctioned tournaments, or the version found in this newsletter. Then send your form and payment to the URA (or forward it through Tournament Directors or Board Members). The URA will then keep track of your payment and forward that information to Tournament Directors and will subtract our portion of the fees before sending the balance to the AARA, providing much needed operating funds to the URA on a more timely basis.

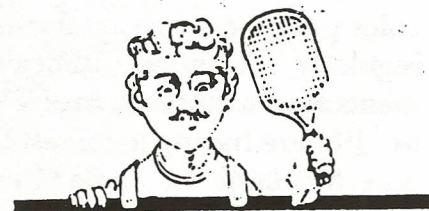
## URA Unveils New Logo!



The URA has adopted a new logo. The new mark dynamically shows the power of our sport, identifies our organization's full name and reflects where in the country we are. You

will begin seeing the new mark, developed by **Steve Coray**, in the newsletter, on the courts and at tournaments. We are excited about our new image and hope that it better reflects what we are all about!

The Sports Mall Athletic Club would like to announce that **Sean Lucky** will be the new director of racquetball programs. Sean will be running the Utah State Racquetball championship. If there are any inquiries or questions please call Sean at: 261-3426 (work), 266-5256 (home).



# What's My Ranking?

Long after final matches have been played at an AARA-sanctioned event, tournament directors are still at work trying to make certain that each quarterfinalist gets credited with his/her proper ranking points. Official reporting forms are completed, listing the top eight finishers and the points they earned based upon the level of the tournament.

Each player's points are cumulative and are kept current over a constant twelve month period of deleting points over one year old. For example, any points earned in the month of June of 1992 will be deleted July 1st of 1993. This allows the AARA to keep an active record of national player performance, and provide individual states with a ranking report of its local players.

Clearly, there are some arguments as to the validity of this system. Some players accumulate points simply because their states offer a great many sanctioned tournaments, and they attend most of them. While this fuels an obvious quality vs. quantity debate, people still seem to enjoy search-

ing out their names in each ranking report published in *Racquetball Magazine*.

If you think your points are incorrect, please let us know. Often misspelled names, misplaced results and unreported tournaments contribute to the inaccuracies so call **Evan** at **268-8619** and we'll do our best to get you ranked where you belong (but we make no promises about getting you into the "top ten").

Event Level =	1	2	3	4	5	6
1st place points	30	50	150	250	300	600
2nd place points	20	30	100	150	200	400
3rd place points	15	20	75	100	150	300
4th place points	10	15	50	75	100	200
5-8 place points	5	10	25	50	75	100
9-16 place points						50

Level 1 = Closed State Tournament

Level 2 = Open Tournament

Level 3 = State Championship

Level 4 = Regional Championship

Level 5 = National Invitational

Level 6 = National Championship

UNITED STATES RACQUET  
STRINGERS ASSOCIATION



## Storey's Custom Racquets

Tim \* Karen \* Renae \* Eric

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# AARA Leadership

by Steve Coray

I've seen the light! I have a vision! I believe! That's the kind of enthusiasm I feel after attending the AARA 1993 Leadership Seminar held at the U.S. Olympic Training Center in Colorado Springs. I'm very excited about all of the things that Tim, Evan, Cindy and I learned about promoting the sport of racquetball. Let me highlight some of our experiences (details will follow in future issues):

We heard reports and suggestions from people representing various special interest groups like the seniors, masters, women, minorities, disabled, high schools, juniors and collegiates. We learned about plans to enhance and standardize ability level ranking from state to state. We watched Cindy blubber over every motivational video and speech. Not the guys, though - we're manly men... hah! Those videos turned each of us into a **chocolatey mess!** We were given the Level 1 and 2 Referee Certification Tests. This was in order to catch any last minute errors before the new testing programs get published. Speaking of testing, we brought back a demo disk of some software designed to handle tournaments from start to finish. If it looks good, tournament scheduling could become a service of the URA in the future. Also on the subject of computers, I have volunteered to be a member of an AARA Computer Task Force which will study the information needs of the national organization as well as the state associa-

tions. On that topic, do any of you have an idea who might be interested in donating a computer to the URA - preferably, but not necessarily, a laptop?

Several sponsoring companies like Ektelon, Penn and Coke made short presentations about their continuing support of the AARA. Pro-Kennex announced that they have given 40 racquets to each state for their juniors programs and will take an active role as a sponsor.

We learned about some solid fund-raising possibilities. For example, at future tournaments you may see things like rare sports collectibles, racquetball videos, cloisonne pins, or trips being sold or auctioned. If so, please support your sport. We collected literature on anything from how to run juniors programs to referee certification to guides for tournament directors on how to run better, more profitable tournaments.

We ordered a video on the 25th anniversary of racquetball. We picked up materials on becoming certified by the Professional Association of Racquetball Instructors (PARI). We collected samples of newsletters and hope to improve ours with better printing and advertising (and a more regular publication schedule). By the way, the AARA publication *Racquetball Magazine*, will now be printed by Spectrum Press in Bountiful, so we hope to work with them on our newsletter.

The underlying theme during the whole weekend was service. The AARA exists only to pro-

mote the sport of racquetball by providing, among other things, services through the state associations. If you need help with any facet of the sport, please contact anyone on the board of the URA. If you represent a club and need some programming ideas to help fill courts, **call us.** Let us know how we are doing and what we can do to better serve your racquetball needs - we have ideas for leagues, clinics, special events, fund raising and more. The URA needs to be far more than just a tournament sanctioning organization.

However, to reach these goals, we will need help. The board alone can't do it all, even with all of the material, ideas, and plans we have brought back from Colorado. We need more of you to become involved. You don't have to have any special experience or knowledge - we can help provide that. If you love racquetball, have some time to volunteer, and want to give something back to your sport, contact us. You **can** make a big impact. Besides all the other benefits and satisfaction you would receive from your involvement, the opportunity to make the annual trip to the USOTC for the Leadership Conference should be motivation enough to jump in and help. Just ask Cindy Jones, who got a chance to play mixed doubles with Doug Ganim, or Evan Case, who got a change to be massacred by Chis Cole's team - and who spent a small **fortune** in USOTC collectibles.

We will try to be a little easier to spot at tournaments from now on,

# Conference

so stop one of us and ask us how you can fit in. Then maybe we'll see **you** in Colorado Springs next year!

*by Cindy Jones* I was lucky enough to be one of four people attending the leadership conference in Colorado Springs. It was a very intense and incredible three days; I want to share some of the details and highlights of the conference.

We attended a number of seminars on topics such as membership development, running better tournaments and junior racquetball.

But, apart from all the meetings, I had fun! Even though we had meetings that started at 8:00 a.m. and went sometimes until 8:30 in the evening. I had fun! Even when I received a chest injury playing doubles. Who would believe such a thing could happen? Knee injury, eye injury, leg injury, maybe. BUT A CHEST INJURY? No way!! I've had several people ask if they can help me with an ice pack. In your dreams, baby! I had fun! Even though I attended the conference with the officers of the URA (just kidding, guys). I had fun! Even though I was put on the spot (the hot seat) and embarrassed in front of about 60 people. I had fun!

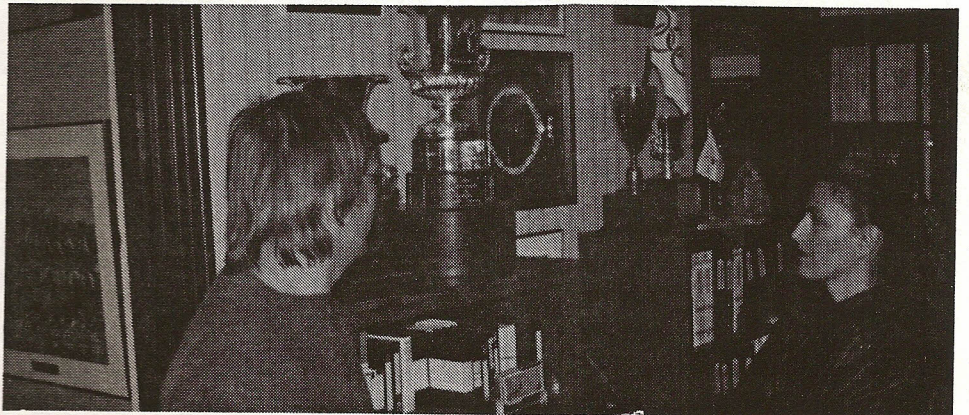
I met so many great people at the conference. People who were genuinely interested in juniors and junior programs. People who were very willing to share their ideas and plans for running and developing good junior programs.

Utah has a couple of great junior programs – we need more. As director of the Junior Council, I'm committed to building involvement of juniors on a competitive level. Junior racquetball is the lifeblood of our sport. And being at the conference really has enhanced that notion. I am sending out the call – **we need volunteers**. If you have any time at all and would love to help our juniors, please give me a call. Cindy Jones 582-8247.

*by Evan Case* I was very fortunate to attend the AARA Leadership Conference held during January in Colorado Springs. One of the most important ideas that came up was that racquetball is a dying sport. Naturally, those of us who play regularly don't believe that could be true. In talking with the people at the AARA who deal with club owners, I was told that many of them are considering replacing racquetball courts with weight-rooms, aerobic floors or even office space. Many of these owners hire business consultants

who tell them that there are much better ways to use 800 square feet of floor space. They believe that the owners will see more profit if they take out the courts and many are considering doing just that. Right here in the Salt Lake valley, clubs are having problems and going through many changes. Sports Haven was sold, then closed, then eventually reopened. The owner told me that they were considering taking out two courts. I told him that if they did, I wanted out of my membership, he agreed to put that in my contract. A few years ago a club called The Racqueteer closed for good. Other clubs have seen ownership changes and you can bet that each new owner looks to maximize profits.

What can you do to reverse this trend and make people realize that racquetball is alive and well? It's easy: Support your club and the programs they sponsor. Whether it is a URA tournament, a league or a membership drive, support your club! Ask your friends and family members to start playing and help keep those courts full.



*Cindy Jones at the U.S. Olympic Training Center.*

**URA Board Members**

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 Team Utah: Rick Strout, Steve Coray

URA Newsletter Editor: Val Shewfelt  
 Writers: Evan Case, Steve Coray, Cindy Jones, Tim Storey, Rick Strout, John Yorkey

Photographer: John Yorkey  
 Advertising: Steve Coray, Val Shewfelt

Send articles, photos, ads, "Letters to the Editor," etc. to:

Val Shewfelt  
 P.O. Box 7132  
 Provo, UT 84602

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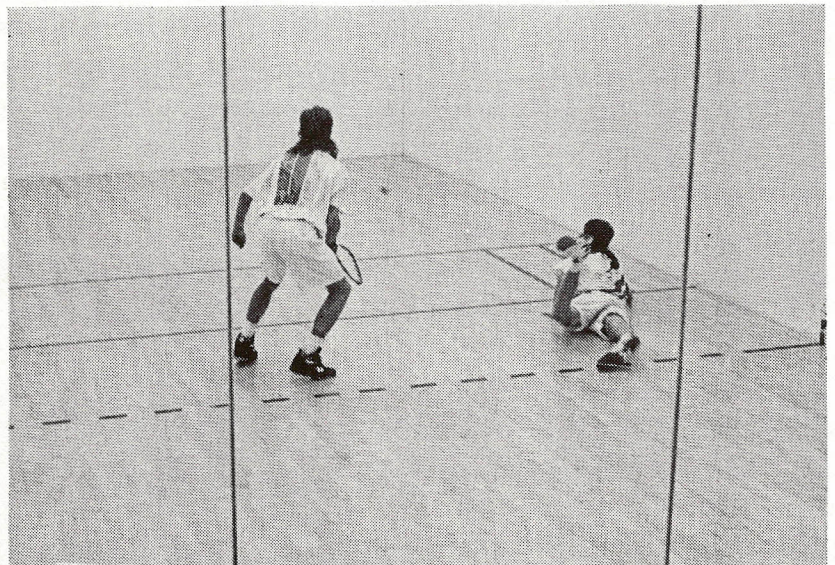
**Congratulations to  
 Curtis Ingleby  
 and  
 Chris Fischer  
 on their recent marriage.**

# Request for Contributors

We are always looking for new ideas for the Utah Racquetball Association newsletter. If you are a program director, contributing to the newsletter can be great promotion for you and your programs. For league or tournament players, the newsletter can help you voice your suggestions or gripes. For those of you out of the Salt Lake/Davis/Utah county area the newsletter could help inform travelers about racquetball in your area - where to play and who to contact. Wouldn't you appreciate a new opponent once in a while?

Articles can be on almost any subject: events at your club, recognition for people who have "gone above and beyond the call of duty," ideas for improving play, instructional information, training and nutrition tips, promotion of your programs, miscellaneous complaints or kudos, help wanted ads, classifieds (buy or sell info), etc! Please send articles to the editor, Val Shewfelt. If you have any questions, call her at 756-8926. Publication dates for future issues are:

Distribution Date	Issue Name	Deadline for ads and Articles
Early June	Summer	May 14
Early September	Fall	August 13
Early December	Winter	November 12
Early March	Spring	February 11



*Eric Storey making the match winning drive at the Jordan Valley Tournament. Photo by Evan Case.*

# Tournament Results

## Jordan Valley PHEFFT

**Men's Open:** 1) Eric Storey, 2) Adam Anderson; **A:** 1) Troy Garner, 2) Marianne Walsh, 3) Robert Snellman, 4) Gabriel Soto; **B:** 1) Eddy Connor, 2) Dan Jones, 3) Karl Doppel, 4) Marcus Dunyon; **C:** 1) Ray Romero, 2) Jim Grundhauser, 3) Milton Talkington, 4) Larry Rogers; **D:** 1) Mike Debeck, 2) Mike Sorenson, 3) Mike Labenski, 4) Manuel Gallegos. **Women's Open:** 1) Marianne Walsh, 2) Sheli Bodily; **A:** 1) Hope Hendricks, 2) Kathy Case, **B:** 1) Sandee Roach, 2) Barbara McDaneil; **C:** 1) Ruth Arriola, 2) Shelleen Adamson.

## Orem Open

**Men's Open:** 1) Jamie Sumner, 2) John Yorkey, 3) Eric Storey, 4) Adam Anderson; **A:** 1) Scott Orman, 2) Chris Crawford, 3) Tom Burch, 4) Danny Spencer; **B:** 1) Jon Mortenson, 2) Dave Capener, 3) Ray Lanoy, 4) Scott Brewster; **C:** 1) Dave Capener, 2) Charles Craney, 3) Dave Woodward, 4) Scott Stover; **D:** 1) Doug Havens, 2) Tom Chandler, 3) Mark Frances, 4) M. Wilward; **Novice:** 1) Ryan Grover, 2) Kinley Grover, 3) Maher Almajji, 4) Shane Atkinson; **25+:** 1) Phil Burbank, 2) David Lindmeir; **30+:** 1) John Yorkey; **35+:** 1) Charles Craney; **40+:** Scott

Brewster; **45+:** 1) Dennis Beckstrand, **50+:** 1) Roger Flick, 2) Dennis Beckstrand, 3) Tony Nielsen. **Women's Open:** 1) Brooke Robertson, 2) Valerie Dunn, 3) Michelle Welker, 4) Cindy Van Orman; **A:** 1) Michelle Welker; **C:** 1) Melissa Hendricks, 2) Karen Pearson, 3) Delene Leifson, 4) Arianna Bandle; **35+:** 1) Val Shewfelt; **50+:** 1) Sylvia Sawyer.

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*Dated Material  
Open Immediately*

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