

Thinking Outside AND Inside of the (20x40) Box

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

March 2021: Greetings to Clubs and Fitness Facilities from "The Court People" - Court programming and related materials were introduced.
bit.ly/USAR0321

April 2021: Using Courts and Court Sports Programming as a Competitive Advantage - It's really happening out there: Court programming success stories!
bit.ly/USAR0421

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 their 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.
bit.ly/USAR0521

June 2021: Keeping Courts Busy For Fun and Fitness - USA Racquetball and U.S. Handball 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!
bit.ly/USAR0621

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. After she introduced herself, and once they confirmed she was thrilled to see them using the court in that way (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.?

We're now 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, from *HealthLine* (bit.ly/clubinsider131):

■61% 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 daily routine can help make big changes for a healthier lifestyle.

It's hard to describe a one-size-fits-all scenario, because every state, town and club are different. Some say members are coming back in droves. Others say 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



Ivan and Adrian Guzman

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 wellbeing of all of your members. Thank you very much for including us, the "Court People!"

Well, What Questions Should You Be Asking About Group Fitness?

By: **Jeffrey Pinkerton**

Most successful operators know that group fitness is an important part of their business. It improves engagement, influences retention, and when done well, can drive reputation. Most agree, inside the group fitness room, cool stuff happens, instructors do what they do, and members really enjoy it. Most admit they wouldn't run their business without it. Big picture, it's important. But, often, when diving into the details (scheduling, programs offered, key metrics, etc.), many owners don't have a solid strategy for managing that component of their business. Of course, to be a great leader, you don't need to have all the answers, but you do need to ask great questions.

A few years ago, my wife and I moved into a 40-year-old house as a bit of a down-sizing, empty-nesting, fixer-upper project. The house is still very much in the

suburbs of Atlanta, but when it was built, it would have been "out in the country." And, in addition to the entirely decorative farm gate at the beginning of our driveway, we also have a well on the property. When we first moved in, one item on my list was to contact the company that had previously serviced the well. When I talked to the owner of the company, after giving me some of the highlights of our system, he asked me what questions I had for him. "Well..." I said, (no pun intended) "... what questions *SHOULD* I be asking you about our well?" You see, I generally understand how the well works. The pump pulls the water up. The tank provides the water pressure. I don't have a water bill. All cool stuff. Big picture, it's important. But, I don't really know enough to even know what questions I should be asking.

If you find yourself in a similar situation when it comes to group fitness:

(See **Jeffrey Pinkerton** Page 22)



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FITNESS, EXCITEMENT, AND PROFITABILITY
TO CLUBS AND COURTS ACROSS THE NATION!