

**Flash: SESRA members get discount at [www.cjsquash.com](http://www.cjsquash.com)**  
(details below)



## SouthEasternSquashRacquetsAssociation

October 2006

Hello SESRA:

Upcoming events:

**November 10<sup>th</sup> to 12<sup>th</sup>: The WESTIN Atlanta Masters at Concourse Athletic Club**

- Draws: Men and Women's  
3.0, 3.5, 4.0,4.5, 5.0, 5.5, 6.0
- Junior  
BU & GU 15 &19

Entry fee is \$85 for SESRA members

**Featuring an exhibition between: World Champion David Palmer and Former World No. 1 John White on Friday evening, November 10<sup>th</sup>.**



David Palmer (L) and John White (R)

**Note: Seating will go to players and sponsors first. Then remaining seats will be sold for \$10.**

- Also: Sit down dinner with open bar on Saturday in the Restaurant  
Sign up through Andre or at [www.globalsquash.com](http://www.globalsquash.com)

Next:

**3<sup>rd</sup> Annual SESRA Keith Poole Cup, Piedmont Driving Club, November 17-18<sup>th</sup>**

- Playoff of 15 man teams representing Concourse, Piedmont, and Windy Hill.
- Teams are selected by each club. Three players with Railstation rankings in each of the following divisions for a total of 15 players overall: 3.0+, 3.5+, 4.0+, 4.5+, 5.0+
- Defending 2005 champions: Concourse Athletic Club



2004 Poole Cup players: [I have no pix of 2005 event]

Then:

**The Merrill Lynch and Pegasus Partners Atlanta Grand Masters, Windy Hill Athletic Club, December 8-10<sup>th</sup>**

Tom Rumpler's signature age group tournament, made bigger and better this year than ever. Details next month.

And finally: **Nationals scheduled:**

Feb 22-25, 2007 (M&W 2.5-6.0) Feb.24-28, 2007 (M 6.5 only) US Squash Skill Level Championships	New York, NY
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March 14-18, 2007 U.S. Open Squash Championships (Age Division) & U.S. Closed Championships (S.L. Green, Women's Open)	to be determined
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March 30 - April 1, 2007 Sotheby's International Realty U.S. Doubles Championships	Philadelphia, PA
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## SO, WHO ARE WE?

One of the great dilemmas of squash has always been developing sponsorship. Golf and tennis have auto manufacturers, watchmakers, winemakers, clothing retailers, and hotel chains clamoring over product placements between serves and drives. Squash has none of the above.

Half the problem, it is widely agreed, is the lack of a marketable audience. The number of folks sitting behind a court at even the best draws in Atlanta are between 50 and 100 people. Regrettably, if you go to the U.S. Open in Boston, as I did last year for the quarterfinal rounds, it isn't much better. And despite lots of effort to deliver white balls on red or green courts with glass walls, the ability to televise squash remains somewhere between elusive and non-existent.

The other half of the problem is explaining the demographics. We know we're fitter, better looking, and generally successfully balanced somewhere between gracious and killer-competitive. We're successful. We're worth talking to. But how do you explain that to someone outside the sport? Looking at the sponsors of local squash tournaments, the logos that appear usually have a champion inside the company who is also a squash addict.

Trying to solve the latter problem first, the USSRA commissioned an extensive look at the demographics of squash players over this past year and found some interesting things. Check this out...

The slide features a blue header with a white diamond icon and the text 'Key Findings'. To the right is the 'insightexpress' logo. The main content is a bulleted list of findings. At the bottom right, there is a grey bar with a white diamond icon and the number '6'.

**Key Findings** insightexpress

- **Overall, the demographics of squash players differ greatly from that of the general US population:**
  - In general squash players are more often older, white males with higher education and employment achievement with higher household incomes than the average American.
    - 86% are males
    - Average age is 43 years old
    - 81% are White/Caucasian
    - 92% have a 4 year college degree or higher
    - 52% reside in the Northeast
    - Mean household income is \$287,000
    - Mean household non real estate assets are valued at \$1,407,000
- **Respondents are very involved in the sport of squash:**
  - 96% play squash themselves
  - Average frequency of play is 2.6 times per week
  - Average number of years in the sport is 14.6
  - 64% play organized, competitive squash
  - 90% play for reasons of health and fitness

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\$287,000 mean income? \$1.4 mil in household assets? Now I'm really feeling like chopped liver. How about this?

## Level of Squash Player

- Two thirds of current USSRA members play organized squash, ranging from a league play to professional coaching.
- Non USSRA members are significantly more likely than the average respondent to identify themselves as a recreational or college player (37% and 9% vs. 25% and 3%, respectively).

Player Level	Total	Current USSRA Member	Former USSRA Member	Non USSRA Member
	n=1402	n=1180	n=142	n=54
	(A)	(B)	(C)	(D)
Recreational/weekend player	25% <sup>b</sup>	22%	44% <sup>AB</sup>	37% <sup>aB</sup>
League player	34% <sup>c</sup>	36% <sup>CD</sup>	27%	20%
Tournament player	15% <sup>d</sup>	16% <sup>D</sup>	13% <sup>d</sup>	6%
Nationally ranked player	10% <sup>C</sup>	11% <sup>C</sup>	2%	11% <sup>C</sup>
Professional or coach	4%	4%	4%	2%
College player	3%	3%	3%	9% <sup>A</sup>
Other	7%	7%	6%	13% <sup>a</sup>
None of the above	1%	1%	1%	2%

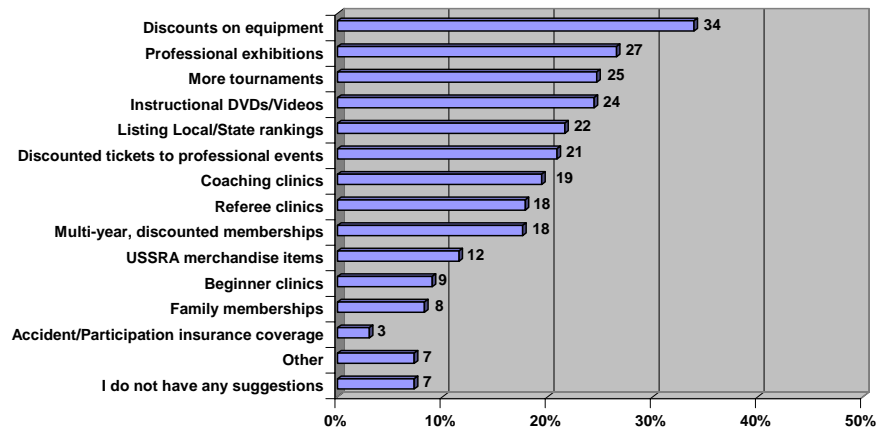
Q7: Thinking about squash, which of the following best describes you? Base: among total

22% of squash players qualify themselves as recreational or weekend. Most players are league, tournament, or nationally-competitive squashers.

And what do we want?

## Requested Additional Benefits of USSRA Membership

- By a wide margin, “discounts on equipment” was the most frequently mentioned membership benefit (34%), followed by “professional exhibitions” (27%) and “more tournaments” (25%).



Q13: Which of the following additional benefits would you most like to see the association offer the membership? Please choose up to 3 of them. Base: among current USSRA members: n=1,221

Answer: we want to get discounts on equipment. **SESRA listens and responds.** We have reached an agreement with Charlie Johnson's Squash Shop ([www.cjsquash.com](http://www.cjsquash.com)) to give SESRA members a **5% discount** on orders under \$100 and a **10% discount** on orders over \$100.



Here's how it works:

When you place your order, in the comment/memo box enter SESRA and your USSRA membership number. The discount will not appear when you checkout (Charlie's upgrading his website so that happens in a few weeks) but will be taken before processing.

So, if you needed a day-to-day reason to join SESRA, here it is...

Now, if we can just figure out how to get CNN to broadcast one of our tournaments....

As always, hope this is of interest.

Bob