

NATIONAL RACQUETBALL TRADE

"Exclusively for the Racquetball industry"

VOL 1

NOVEMBER 1977

NO 1



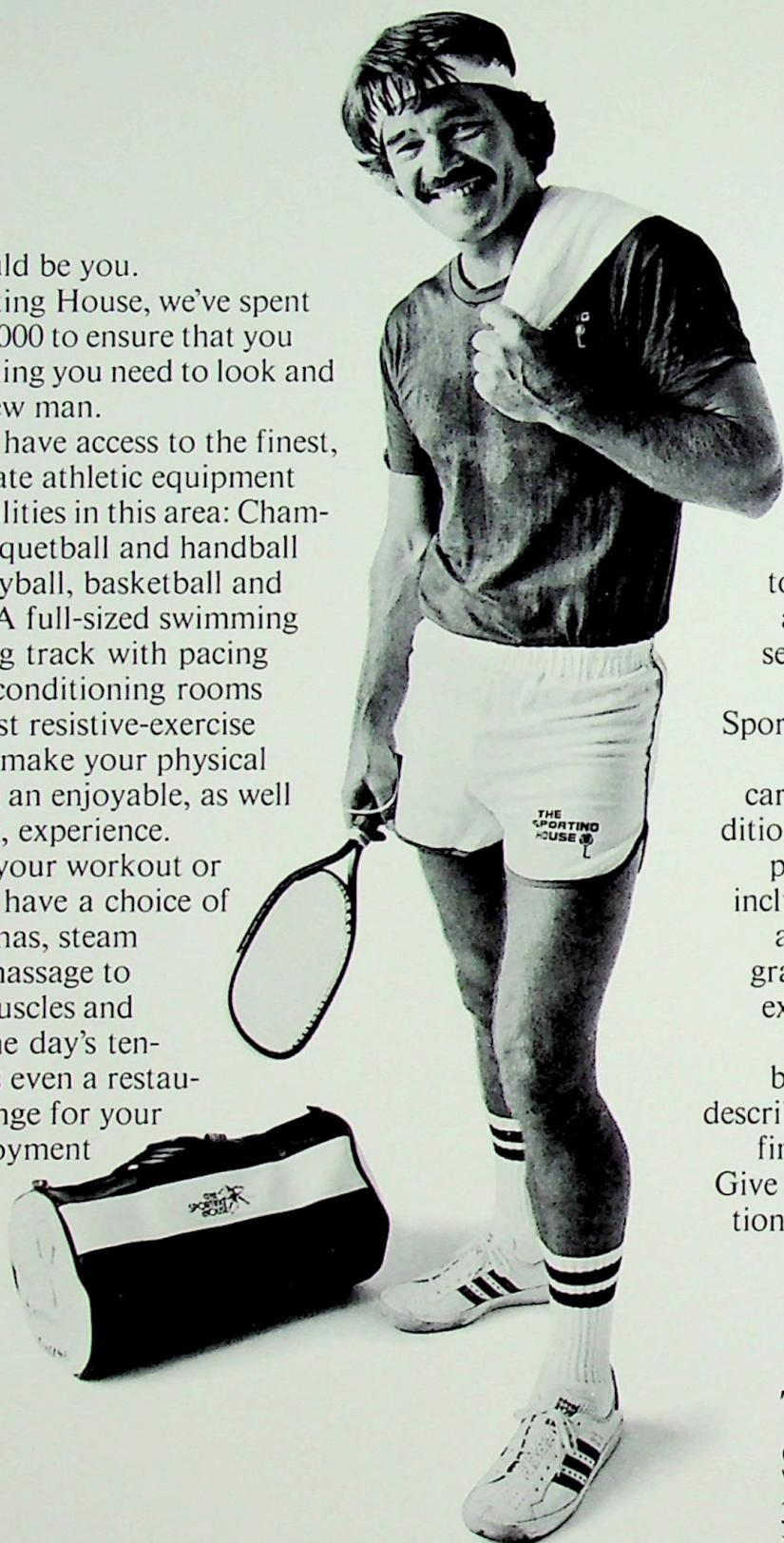
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NATIONAL RACQUETBALL TRADE

NOVEMBER 1977 VOL. 1, NO. 1

TO OUR READERS,

This issue, published primarily as a program for the "National Racquetball Buying Show", will also serve as the introductory issue of NATIONAL RACQUETBALL TRADE magazine.

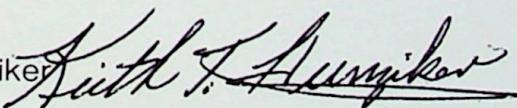
The phenomenal growth of the racquetball industry over the past few years has made this a sport capable of standing alone. Therefore, NATIONAL RACQUETBALL TRADE will be a publication exclusively for the racquetball industry. Our goals will include assisting you to overcome obstacles you may encounter in the operation of your club or business by keeping you informed of new products and innovations, fashion news, merchandising and anything else that affects the racquetball trade.

This publication is for you, the businessmen who make up the racquetball trade. We, therefore, would appreciate any suggestions or ideas for articles that could be of help, problems you need help with or solutions you may have found that could benefit others in the trade. With your cooperation, we can dig for the answers that will assist you in making your business successful and progressive.

The next regular issue of NATIONAL RACQUETBALL TRADE will be in February of 1978 and we hope you find our publication of value in the conduct of your business as well as informative as to what is happening in the racquetball trade.

Cordially,

Keith T. Hunziker
Editor



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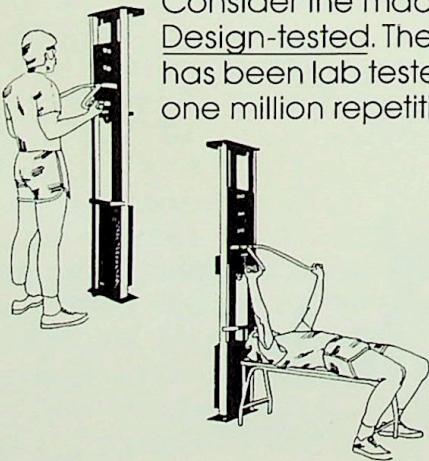
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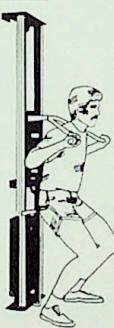
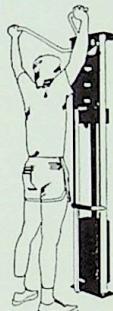
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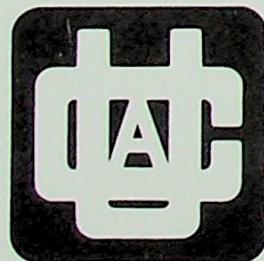
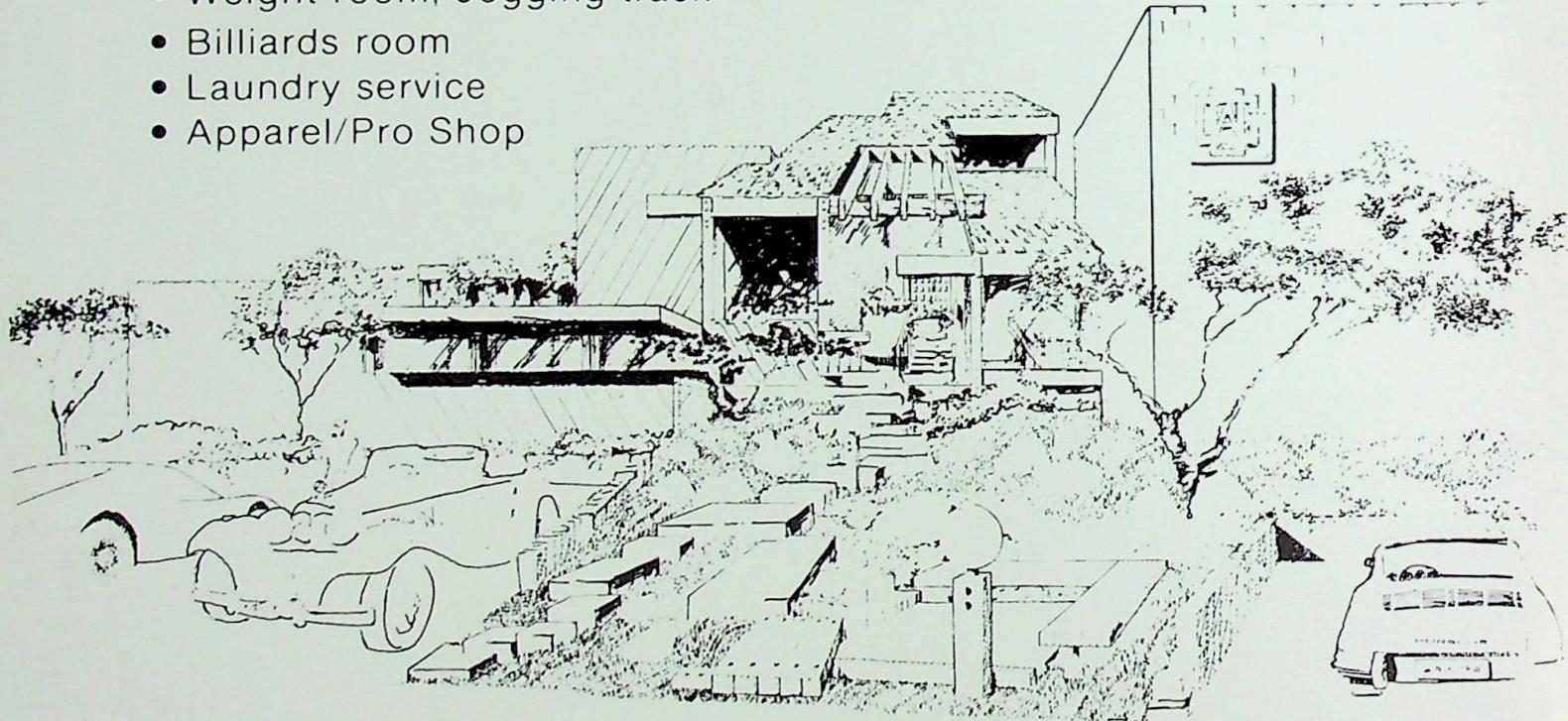
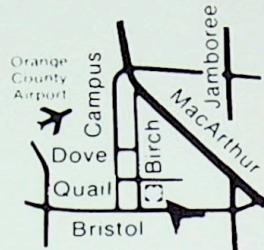
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University Athletic Club

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university athletic

Robert Zukin and Clark Graves are careful, cautious businessmen. They knew there was a market for a well-appointed, well-run athletic club catering to executives in the vigorous Irvine Industrial Complex growing up around Orange County Airport. They thought they could provide a comfortable, distinctive environment to meet that need, even though neither had ever been involved in building such a club before. The key, they figured, was planning.

From months of detailed research they began deliberately putting the pieces together, concentrating on matching high quality facilities to a very selective membership profile in a relaxed and informal masculine atmosphere. They were especially conservative in plotting membership projections: 300 to begin with, 600 at the end of the first year and an ultimate ceiling in the vicinity of 800.

Zukin and Graves won't get those 600 members by the end of Year One, though. Their bustling University Athletic Club on Quail Street in Newport Beach has already attracted more than 700 businessmen in the six months since it opened its doors.

"We knew what we wanted to do and we did it," says Graves with characteristic simplicity. "On a smaller scale, we've tried to give the club the same feeling of privacy and comfort as the Jonathan Club in Los

club



Clark Graves (L.) and Robert Zukin knew what they wanted.

Angeles. The fact that we've developed faster than we originally expected just shows that we did a pretty accurate job of pinpointing our market."

The two divide management responsibilities in line with their own professional backgrounds. Zukin's role as comptroller is founded on his more than 20 years experience in building and financial management, including active property management of extensive commercial and multi-family developments. As executive director, Graves handles daily administration and personnel based on 25 years background in marketing, two of them with Sea World Recreational Parks (San Diego, Cleveland, Orlando).

It is the club's second level that sells UAC insists Graves, not the ground level racquetball courts, weight training equipment and spa areas. The upper level is dominated by a relaxed, richly-paneled lounge and brunch bar area casually adorned with sports memorabilia representing a wide variety of games and eras. The trophies and battle-tested equipment, most of it donated by members, includes an autographed 1953

Look All-American football, the helmet worn by USC's Al Kruger in the 1939 Rose Bowl against Duke, Craig Dixon's spikes from the 120-meter high hurdles at the 1948 Olympics and banners from UCLA, USC, Notre Dame and other major universities.

The lounge's long wall offers fully-glasses views of two of the club's eight racquetball courts below. A deeply inset fireplace anchors one end of the room while a six-foot television projection screen competes for attention with an oft-played piano at the other. Further back is the brunch bar and billiard room with its comfortable decor keynoted by rich butcher-block furniture and subdued indirect lighting. A conference room is set privately to one side and the well-stocked pro shop operates at a profit despite offering quality name merchandise at discounted prices.

Women are allowed in the lounge and dining areas on the upper levels, but downstairs is exclusively a man's preserve.

The idea, according to Graves, is to be exactly what UAC's brochures promise: The Compleat Gentleman's Executive Club.

RACQUETFUN OPENS IN HUNTINGTON BEACH

HUNTINGTON BEACH, CA — Racquetfun, Inc. a luxurious new private racquetball club recently opened in Huntington Beach.

The three-quarters of a million dollar facility has 10 air conditioned racquetball courts, a spacious lounge and a fully-staffed child care center with indoor and outdoor play areas for youngsters through seven years of age.

Still accepting new members, the management will assure that membership does not come too close to the capacity of the facilities. Court time is usually available even at noon time weekdays when courts at other clubs are often crowded. Racquetfun intends to keep membership in numbers that permit nearly full-time access to courts.

The most rapidly growing sport in America today, racquetball is an all-family activity which is played on a court similar in size and design to a handball court. Short-handled racquets are used to hit the rubber ball used in play.

Members of the private club may participate in many active programs including clinics, tournaments and league play. Private and group instruction is available.

"Professional instruction isn't necessary to enjoy playing racquetball," says George (Bud) Godfrey, president of Racquetfun, Inc. "Families can play racquetball together because it's so easy to learn. The age, sex or athletic skill of a player makes little difference in the enjoyment of the sport."

"This is a beautiful club," says Godfrey. "It has the

atmosphere of an exclusive club and, because membership is limited, at no time has it been overcrowded."

"One of the 10 courts is glass-walled for viewing games from the spectator lounge. It's a real confidence-maker for fledgling players as it provides them an opportunity to compare their skill to others and often, unlike tennis, beginners quickly find they can compete with players having much more experience."

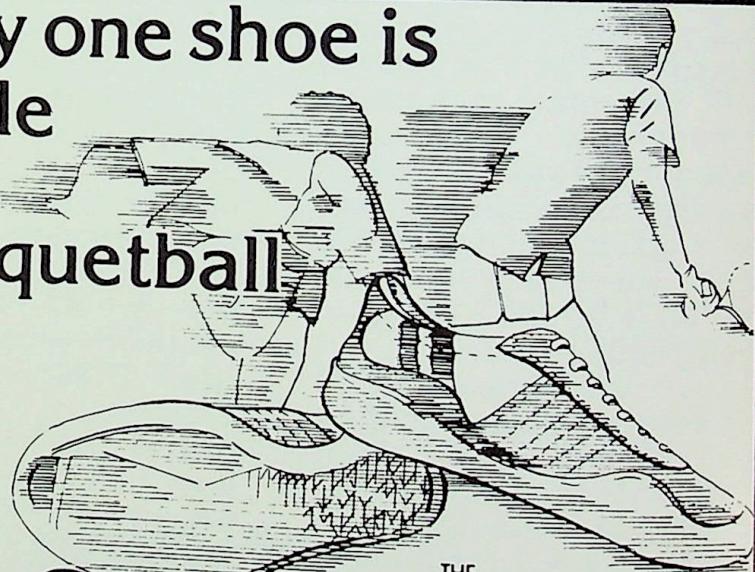
The carpeted locker rooms include saunas and whirlpool baths, overnight laundry service and rental lockers. There is a refreshment stand near the spectator lounge.

Located at Brookhurst Avenue and Hamilton Street in Huntington Beach, California, Racquetfun, Inc. is open Monday through Fri-

day from 6 a.m. to midnight, from 8 a.m. to 11 p.m. on Saturday and 8 a.m. to 10 p.m. on Sunday. Individual memberships are from \$50, and family memberships from \$65. There are no monthly dues. Additional information on Racquetfun, Inc. may be obtained by calling (714) 963-0864.



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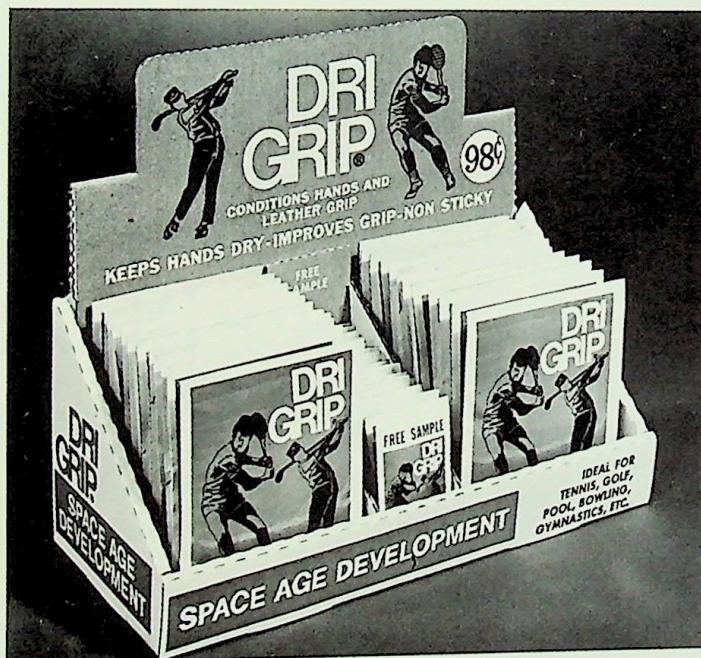
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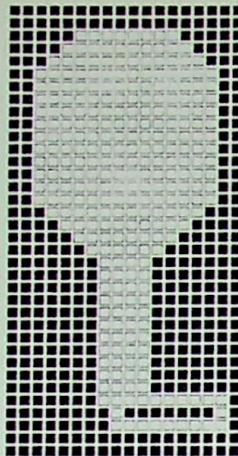
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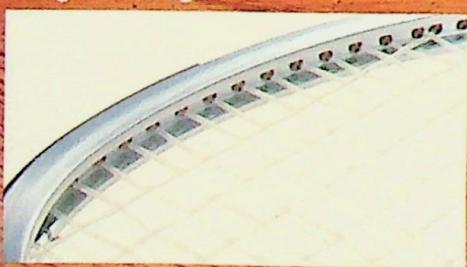
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And a ball to make the match.

Top racquetball players know experience counts on the courts. And AMF Voit puts its sports experience into the uniquely constructed Impact One racquet and Rollout Bleu ball designed for extra performance play on the court.

Impact One delivers power and control in a racquet that responds to your moves. And the Rollout Bleu ball has a liveliness you can feel with a speed you can see.

Impact One and Rollout Bleu have the consistent play of AMF Voit quality. And in a game like racquetball, consistency counts.

The unique frame shape gives a larger hitting area and enlarges the "sweet spot."



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A top quality expanded vinyl head cover featuring a YKK long-life zipper is included with your new high performance Impact One racquet.

Top grade calfskin leather wraps around the grip to give you a sure grasp for complete control.

Thicker walls add 33% more area for seam-binding and less chance of splitting.



Voit quality control insures a consistent ball inside every can you open.

AMF Voit offers a complete line of racquetball equipment for every level of play.

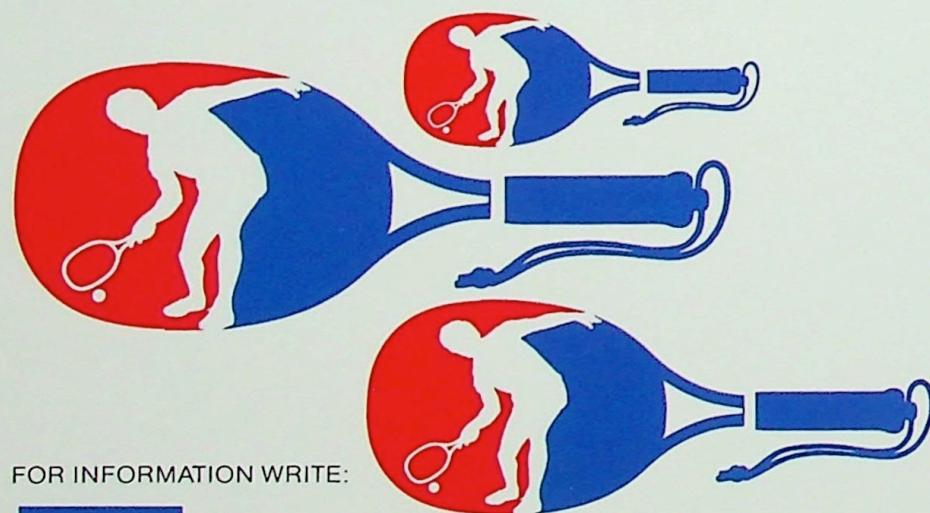


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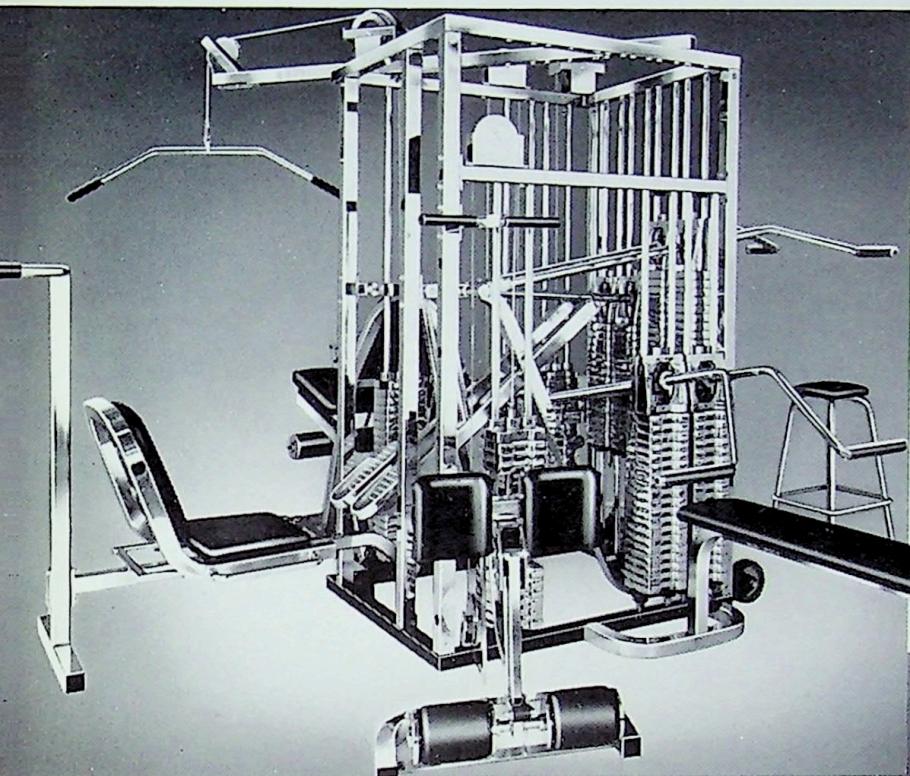
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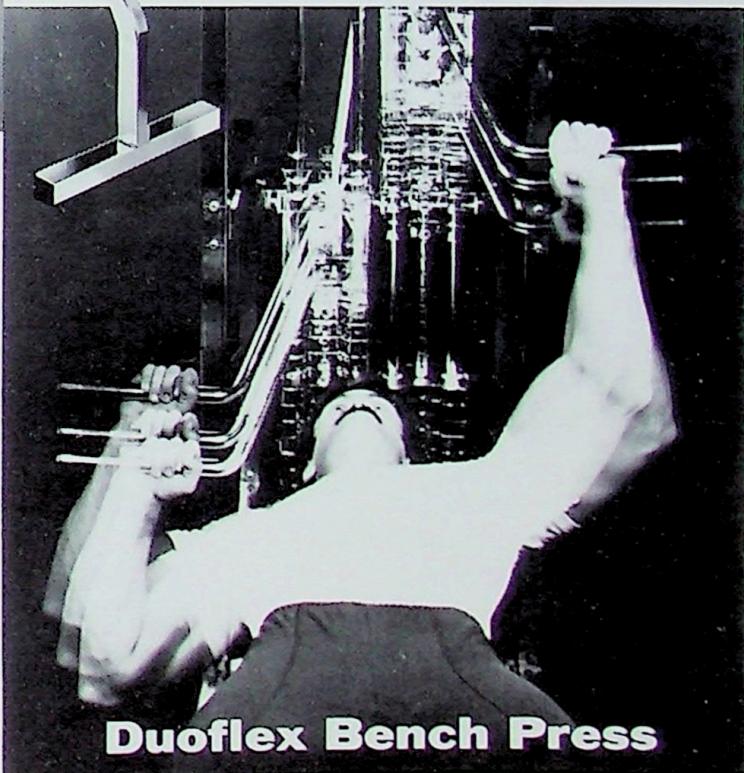


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The Newport Beach Sporting House has spent more than four million dollars on a facility that is evidence of the ever-growing excitement of racquetball. Located at the corner of Jamboree and MacArthur Boulevards, this athletic club has three acres of activities for its members ---including 19 courts as well as volleyball courts, gymnasium, swimming pool, jogging track with sequential pacing lights, conditioning rooms, complete spa facilities, restaurant, pro shop and child care center.

Host to the recent Los Angeles Open Racquetball Championships, The Newport Beach Sporting House offers a glass-front-wall exhibition court that permits gallery spectators to look straight into racquetball action which can be pretty thrilling with the likes of Davey Bledsoe and Marty Hogan battling it out!

Besides the fun of watching top pros compete in various tournaments, Sporting House members will have a unique opportunity this winter when top players Davey Bledsoe and Shannon Wright plan to bring their very own clinic to the club.

Since men and women alike are getting into the swing of racquetball, The Sporting House has a social side to its personality as well. Although there are separate conditioning rooms and locker facilities for men and women, there is also a co-ed workout room. Numerous opportunities to meet new friends and discount travel packages coming up next year allow members to make The Sporting House more than just a place to exercise.

And with all the new

NEWPORT BEACH SPORTING HOUSE



emphasis on exercise---its benefits to physical well-being and its dangers when unsupervised---the club suggests cardio-pulmonary testing in its spectacular new addition. The treadmill stress test and body fat

analysis are just two of the many optional examinations administered by a physician at the facility, and the result is a complete fitness evaluation and "exercise prescription" for every individual tested.

The Sporting House has hosted numerous professional tournaments, including this one for the March of Dimes, featuring such players as Craig McCoy.



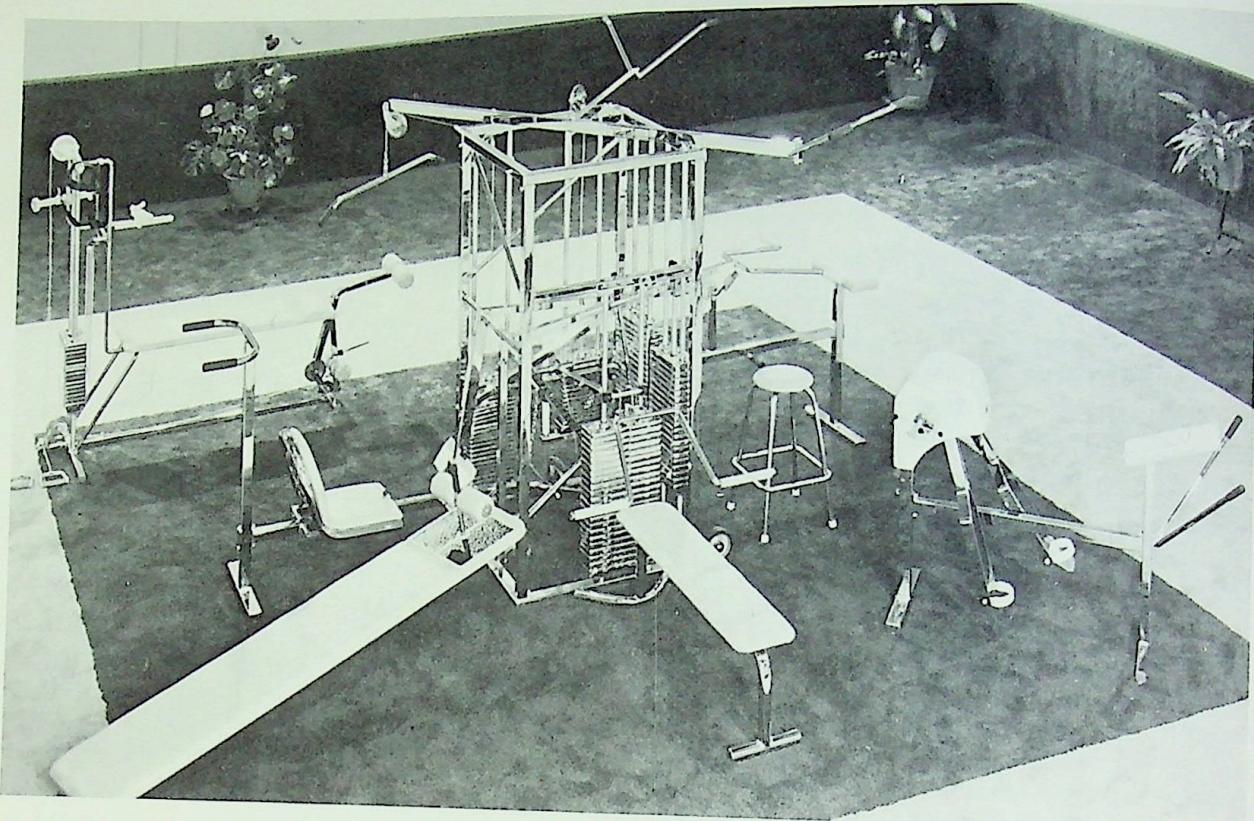
Club Director Howard Henderson realizes that racquetball is certainly the name of the game in Orange County---in fact, it's the fastest-growing sport in the United States today. But with a background in professional skiing and other sports, as well as racquetball, he's quick to emphasize that The Sporting House offers much more than 19 racquetball courts. There are special corporate programs designed to accommodate the busy executive, the latest women's fitness and dance classes, and a reciprocity with other Sporting Houses across the country including such locations as Denver, Las Vegas, and Atlanta, for the member who travels.



... and comedy team Skiles and Henderson, relative "newcomers" to racquetball but well known on stage!

Luxurious spa facilities make The Sporting House an ideal spot to relax after a game of racquetball.





Centurion II, the Bionic Machines from Universal contains the latest breakthrough in physical conditioning equipment, DVR, Dynamic Variable Resistance. Available from 9 to 15 stations, it can train more athletes in less time, within less space than any other system.

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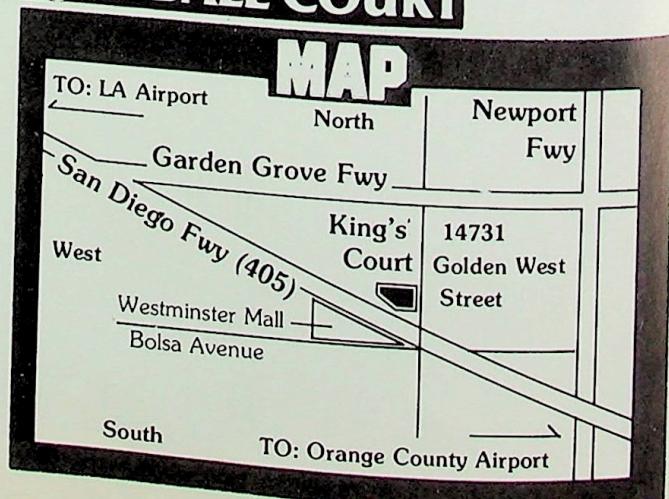
NOVEMBER 9-13, 1977

This COUPON is worth \$1.00 OFF on General Admission or any RESERVED seat during the 5-days of the Colgate Men and Women Pro-Am Racquetball Tournament, Co-Sponsored by Seamco/Leach and hosted by King's Racquetball Court, Westminster, CA.

King's Racquetball Court
14731 Golden West Street

Westminster, CA 92683
(714) 898-9841

COUPON



As you already know, Racquetball has rolled into the Southland. For many it has become an addiction, and the number of newcomers is increasing at an incredible rate. Though we have not reached the point where there is a "Racquetball court on every corner," if you haven't noticed a sudden emergence of new Racquetball Clubs in the area, you must be blind.

Most of them can be classified under two types; public or private. Now however, there is a third type which combines the previous two, and King's Racquetball Court in Westminster seems to have successfully put it into action. King's is a "Membership" Club in that an initiation fee must be paid in order to attain reservation rights. On the other hand, the way members purchase court time, and the availability of unreserved courts to the public, both make for defi-

KING'S RACQUETBALL COURT

nite ear marks of a public facility.

King's has been open for only 8 weeks, but its membership, already over 1,500 lends evidence that this new combination is a winning one. Chuck Hohl, general manager and co-owner of the 19 court facility, attributes three factors to the immediate suc-

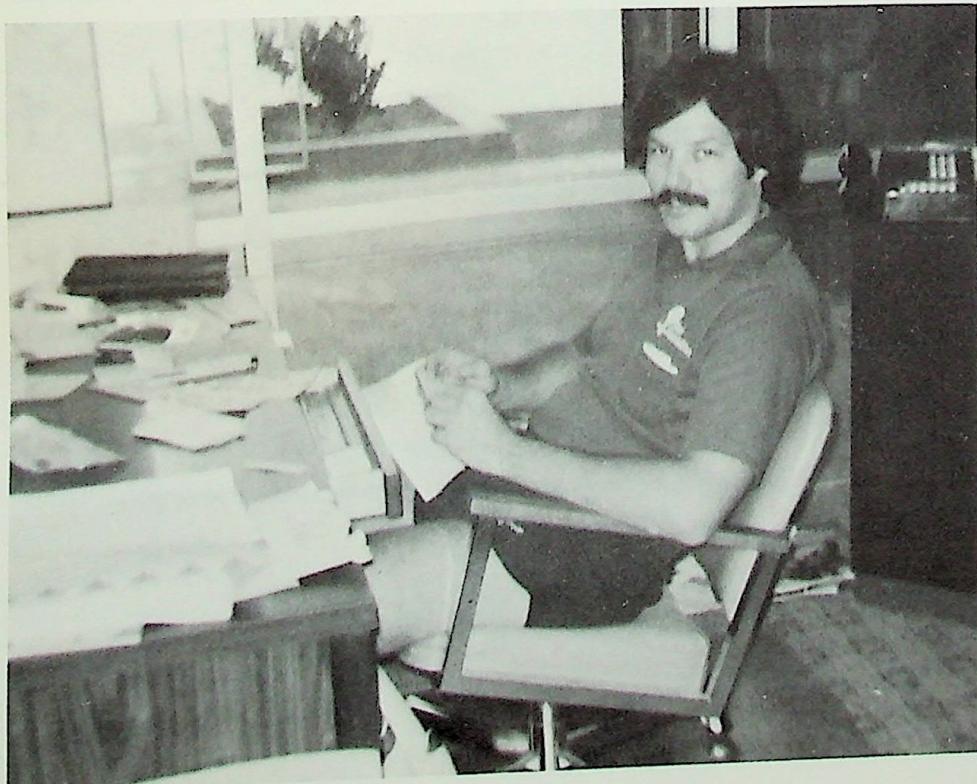
cess. "First is our price. Nobody else can give you as much for a mere \$50 initial fee. Second is our service. We realize that many of our members are beginners, and they need leagues, match-up services, clinics, challenge ladders and other programs to keep them interested and coming back. Third is our Royal Court."

King's Royal Court is a spectacle in itself. The two side walls and the back wall are solid glass. Add to this digital scoreboards, the new Hawkeye System, and seating for over 400, and you have the makings of a very exciting viewing court.

It has already been christened. The finals for the "Joust" for the Bank of Newport Cup held in August were viewed by a capacity crowd. And there will probably be a capacity crowd on hand November 13 to watch the finals of the third stop the Pro tour makes this year.

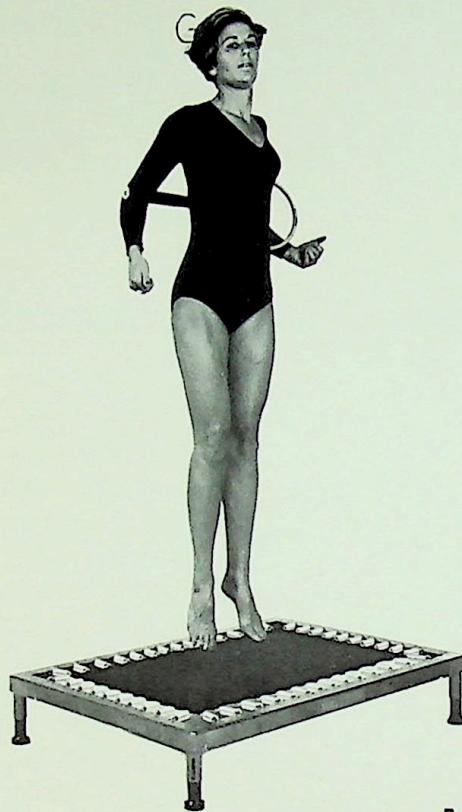
King's invites you to come on down and look at its "Spectacle," and imagine what it would be like to be amidst the screaming 400 who will view those finals. This new glass court could be the future of Racquetball.

Chuck Hohl, General Manager and Co-Owner is real proud of the Royal Court.



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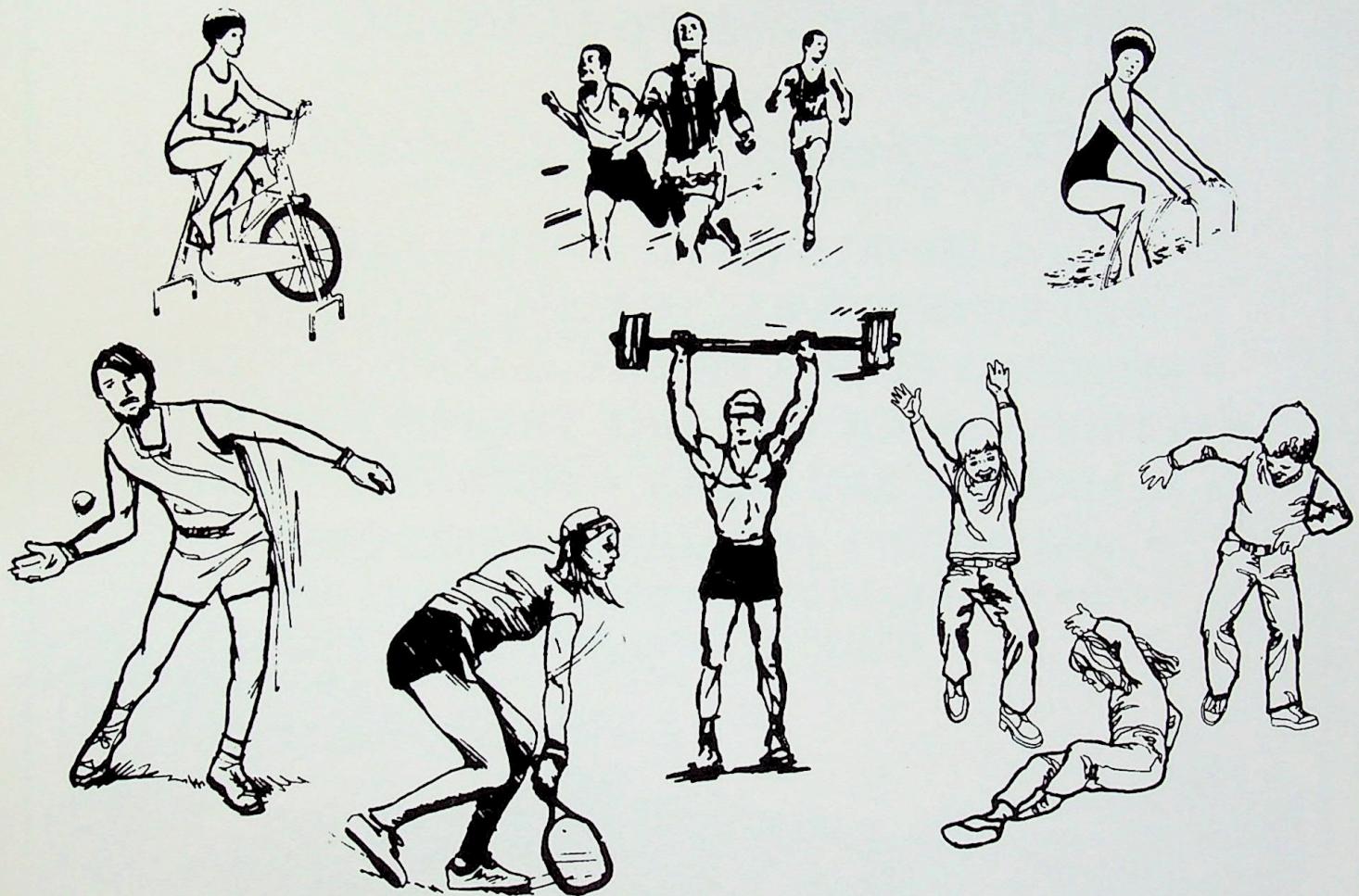
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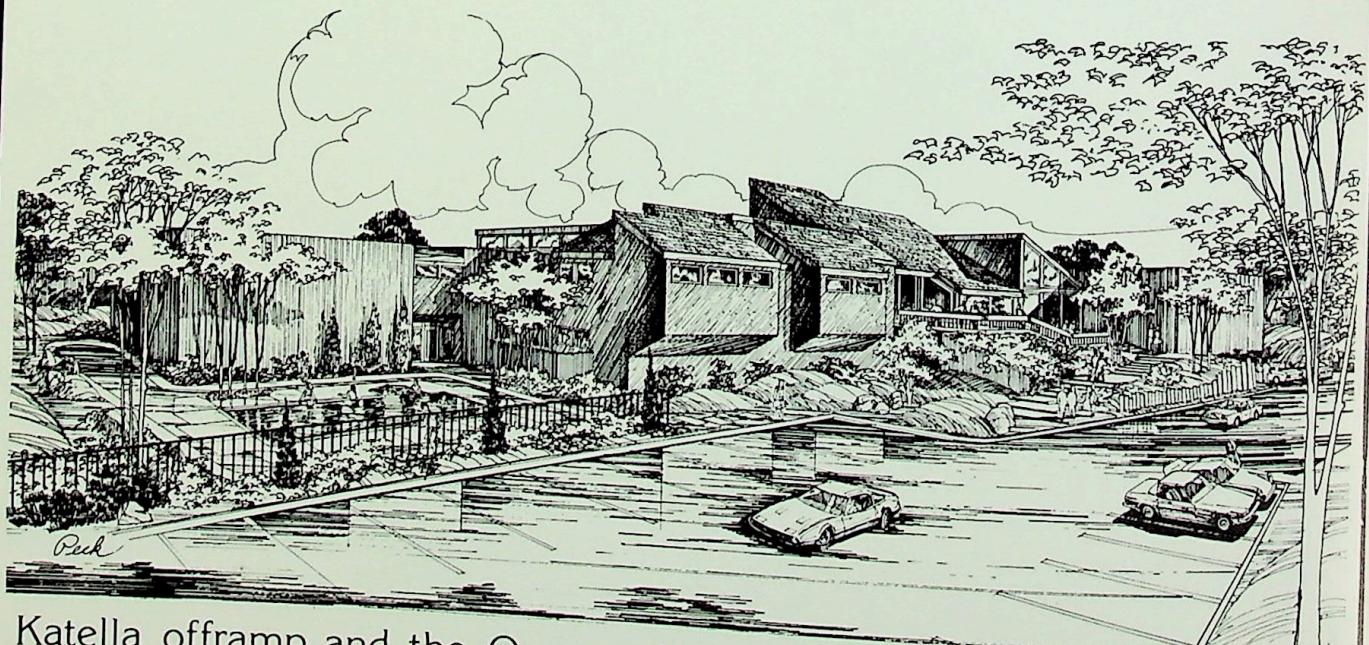
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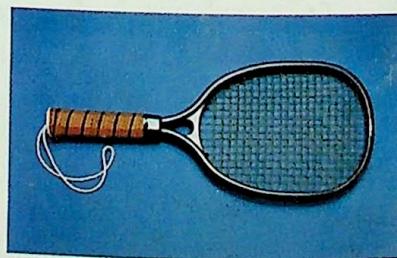
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