***President’s Message August, 2021***

***‘The Business of Racquetball’***

**Ever since racquetball became popular starting in the early 1970’s, those of us working the sport**

**became our worst enemies. Large groups of people flooded the courts; men and women, young and**

**not so young. They waited patiently to enter courts that were occupied; so saturated that**

**demand could not be met. Racquetballs were at a premium and many without having done their**

**homework could not wait to experience the flood. The building boom for courts was being created.**

**Some operators cashed in early; then, had no clue how to sustain the energy. Those with success**

**realized that smart programming and ongoing promotions would make their business thrive. With**

**changing demographics and industry bumps, a significant number of the clubs closed their doors.**

**New Mexico Racquetball, a not for profit, still operates as a business. We stay current by filing with**

**state and federal agencies. Most of our energy is driven towards events. We continue to attract**

**‘lifers’ and are motivated to incrementally build our customer base. We appreciate history and**

**welcome changes with open eyes and hearts. One key ingredient for longevity is working with other**

**non-profits as well as with other sporting discipline bodies. We enjoy a strong relationship with the**

**squash racquets, handball, paddleball, and squash 57 communities. Perhaps the most important**

**ingredient is establishing a rapport with venue owners and operators. They hold the key because**

**their infrastructure is what keeps us alive.**

***QUOTE OF THE MONTH***

***‘Time hurries on; and the leaves that***

***are green turn to brown’***

 ***Paul Simon & Art Garfunkel***