

MALAYSIA SQUASH



SRAM

Pusat Skuasy Nasional,
 Kompleks Sukan Negara, Bukit Jalil
 Sri Petaling, 57000 Kuala Lumpur
 Tel: (603)-8996 3964 Fax: (603)-8996 9406
 E-mail: squashmalaysia@yahoo.com
 Website: www.malaysiasquash.org

SRAM Management Committee 2007/2008

- **President**
Dato' A. Sani Karim
- **Deputy President**
Dato' Syed Mustaffa Syed Ali
- **Vice President**
Dato' Mohd Aini Taib
En. Abdul Rahim Ali
- **Hon Secretary**
Mr. Thavalingam Thavarajah
- **Hon Treasurer**
Mr. Lim Eng Siang
- **Committee**
Mr. K. Sivanesen
En. Amran Ahmad
Mr. Leslie Morgan Ponnampalam
Mr. Lee Soon Guan
Mr. Gabriel Teo
En. Ahmad Rizal

- **General Manager**
Mr. Peter Chee
- **Competition Officer**
Mr. Edmund Yap

Core Sports

- **Athlete Development Manager**
Mr. Christopher Brodie
- **Coaches, Referee & Technical Official Manager**
Mr. K. Sivanesen

PRESIDENT'S MESSAGE



SRAM'S FIRST CONVENTION

Heartiest Congratulations on a most successful and fruitful first-ever SRAM Convention held on 5 – 6 April 2008. The collective formulation and implementation of our Strategic Planning shall certainly help better guide us in achieving our Vision Plan (2006 – 2010).

It was significant that 12 out of our 14 State Branches participated in the brain storming sessions, and interestingly there was a positive consensus on our Vision Plan that we initially prepared in 2005.

A further positive development towards this end is the Sponsorship Agreement with Pizza Hut Restaurants Sdn Bhd signed on Friday 11 April 2008 for a brand new ASB 4-sided Glass Court donated to SRAM over a 5 year partnership ! A million thanks for our new **Pizza Hut Glass Court** !

Work on delivery and installation of this new court is rapidly underway so that we may use it in our CIMB Malaysian Open in July 2008 !

Keep up the Good Work & SYABAS !

<i>Contents</i>	<i>Page</i>
Highlight 1: SRAM's First Convention	2
Highlight 2: Players' Achievement	3
Highlight 3: Jimbo's Thought – Why Egypt So Good . . . Can Malaysia Emulate Egypt?	4
Local Circuits: CIMB & SportExcel/Milo	5
Other Events: MSSM, SUKMA XII, etc	6
Website Preview: World Squash, PSA & WISPA	7
	8



SRAM'S FIRST CONVENTION

Date: 5 – 6 April 2008
Place: Hotel Holiday Villa,
 Subang Jaya, Selangor

I. Convention Schedule

Time	Agenda
Day 1: 5th. April 2008	
2.00 pm	Welcome Speech by Organizing Chairman; Mr. Gabriel Teo
2.10 pm	Keynote Address by President of SRAM; YBhg. Dato' A. Sani Karim
2.30 pm	Speech by Deputy President OCM; YBhg. Datuk Dr. M. Jegathesan
2.40 pm	Speech by CIMB Group Head Corporate Communication; En. Effendy Shahul Hamid
2.50 pm	Relaunching of SRAM website
3.15 pm	Athletes Agreement & Discipline
3.45 pm	Presentation by State's Academies
4.45 pm	Strategic Planning by Mr. Peter Chee
5.15 pm	Journey to World Supremacy by YBhg. Dato' Syed Mustaffa Syed Ali
8.00 pm	Group Discussion/Workshop
Day 2: 6th. April 2008	
8.00 am	Group Presentation – 5 Groups
10.15 am	Good Governance: 1. Constitution Compliance by En. Amran 2. Operation of SRAM by Mr. Peter Chee 3. Website & Bulletin by Mr. Lee Soon Guan 4. Communication Protocol by Mr. Thava
12.00 am	Closing by Y Bhg. Dato' A. Sani Karim

II. The Resulting SRAM's Strategic Plan (2008 – 2013): In A Nutshell

Vision:

- *Malaysia to be a powerhouse in World Squash*
- *Popularize squash in the country as a mass sport*

Mission:

- *To achieve Top 4 position in all team competition by year 2010 and maintain it thereon*
- *To introduce the game of squash in the major districts of Malaysia by 2015*

Strategic Objectives:

1. To strengthen the Association through
 - Enhancing the performance culture
 - Ensuring the continuity of programs
 - Ensuring SRAM and its affiliates continue to be led by a competent team of Board Members
2. To improve the development of players through
 - Enhancing the coaching structure
 - Sustaining and enhancing the Elite, Pelapis and Junior Development Program
 - Creating more state academies
 - Introducing a welfare program for players
3. To improve the level of competitiveness through
 - Participating in existing tournaments
 - Organizing more international tournaments
 - Organizing new tournaments at the state level
 - Ensuring adequate officials to run tournaments
4. To ensure SRAM have enough fundings through
 - Identifying the needs of sponsors
 - Developing an attractive marketing plan with different packages for different type of sponsors
 - Increasing the contribution from private sector
 - Introducing affordable fees for junior training
5. To ensure a positive media coverage through
 - Developing a friendly media strategy
 - Maintaining an up-to-date website
6. To spread the game among the masses through
 - Strategic alliances with existing and potential partners to propagate and develop the sport
 - Ensuring existing facilities are fully utilized
 - Exploiting the various media to promote squash
 - Reviving squash clubs throughout Malaysia

Conclusion:

We have the winning formula to produce world champion. We have gone through the processes to produce world champion. We have a world champion in our midst. It is a question of continuity. We believe if everybody in the squash family adheres to the core values of "Commitment, Integrity & Teamwork", and use the strategic objectives as guide in preparing their operational plans and implementing the plans diligently, there is no reason why we cannot achieve our stated Vision and Mission.

COAS INTERNATIONAL

Date:	2 – 6 Apr 2008	
Place:	Islamabad, Pakistan	
Q-final	Ong Beng Hee	lost to Yasir Butt (Pak): 7-11, 5-11, 4-11

HURGHADA INTERNATIONAL

Date:	16 – 20 Apr 2008	
Place:	Cairo & Hurghada, Egypt	
Q-final	Sharon Wee	lost to Jenny Duncalf (Eng): 9-3, 5-9, 2-9, 2-9
1st. round	Ong Beng Hee	lost to Mohamed El Shorbagy (Egy): 11-2,10-11,11-6,8-11,8-11
1st. round	Tricia Chuah	lost to Nour El Tayeb (Egy): 6-9, 7-9, 1-9

IRISH OPEN

Date:	18 – 22 Apr 2008	
Place:	Dublin, Ireland	
Final	Mohd Azlan Iskandar	lost to John White (Eng): 9-11,11-8,4-11,11-5,8-11
Q-final	Delia Arnold	lost to Madeline Perry (Ire): 11-2,10-11,11-6,8-11,8-11
1st. round	Mohd Nafiizwan Adnan	lost to Adrian Grant (Eng): 5-11, 7-11, 7-11

KUWAIT OPEN

Date:	22 – 28 Apr 2008	
Place:	Kuwait City, Kuwait	
Q-final	Ong Beng Hee	lost to Amr Shabana (Egy): 10-11,10-11,10-11
2nd. round	Mohd Azlan Iskandar	lost to Thiery Lincou (Fra): 10-11,11-5,9-11,11-7,3-11

GERMAN JUNIOR OPEN

Date:	22 – 28 Apr 2008	
Place:	Gerlingen, Germany	
Q-final	Ivan Yuen	lost 3-0 to Amir Khalid (Egy)
Q-final	Kamran Khan	lost 3-2 to Luces (Fra)
Q-final	Mithran Selvaratnam	lost 3-1 to Nicolas Muler (Swi)

BRITISH OPEN

Date:	8 – 12 Mei 2008	
Place:	Echo Arena, Liverpool, England	
Champion	Nicol David	beat Jenny Duncalf (Eng): 9-1, 10-8, 9-0
Q-final	Mohd Azlan Iskandar	lost to Thierry Lincou (Fra): 8-11, 7-11, 8-11
2nd. round	Ong Beng Hee	lost to James Willstrop(Eng): 9-11, 9-11, 7-11
1st. round	Mohd Nafiizwan Adnan	lost to David Palmer (Aus): 3-11, 5-11, 6-11

MILO ALL STAR JUNIOR

Date:	23 – 29 May 2008	
Place:	Selangor, Malaysia	
Champion Boys U 11	Ng Yow Eain	beat Zeeshan Javeed (Pak): 9-6, 10-8, 9-2
Champion Boys U 15	Afeeq Abedeen	beat Yip Tsz Fung(HK): 9-3, 9-3, 3-9, 5-9, 10-8
Champion Boys U 19	Ivan Yuen	beat Evan Williams (Nzl): 9-1, 9-3, 9-3
Champion Girls U 13	Vanessa Raj	beat Celine Yeap: 2-9, 9-6, 9-4, 9-0
Champion Girls U 17	Low Wee Nee	beat Tan Yan Xin: 9-3, 10-9, 10-8
Champion Girls U 19	Low Wee Wern	beat Misaki Kobayashi(Jpn): 9-3, 9-1, 9-0
2nd. Girls U 11	Zoe Foe	lost to Abbie Palmer (Nzl) 2-9, 5-9, 0-9

Egypt – Why So Good . . . Can Malaysia Emulate Egypt?

Why are those Egyptian so good especially at the junior level sweeping the British Junior age groups year after year? And how does Malaysia compare? Here is my take on it:

1. Generational; Egypt has been producing world class squash players for many generations. Jonah Barrington was fending off the Egyptians back in the 60's/70's. Gamal Awad led the charge soon after followed by Ahmad Barada and now Shabana and Ramy Ashour. Egypt has been excelling for years. Youthful confidence and self belief is what the juniors get from this. Every junior is armed with the knowledge of continued generational success.

Malaysia's cycle has just begun with the likes of pioneer and world 10, Ong Beng Hee, World Champ and world no.1, Nicol David, world 13 Mohd Azlan and top 20 player Sharon Wee. Malaysia now has a group of top class professionals and our juniors are aware and excited by this. Nicol especially has shown that a Malaysian can rule the world. We are not far behind in the generation game with our super stars excelling and raising the awareness of squash. We must look to our next crop to become our 2nd generation.



Malaysian squash stars – Nicol, Beng Hee, Azlan & Sharon

2. National Sport; the popularity of squash in Egypt is unparalleled at the moment. It rivals the energy Pakistan enjoyed with Jahangir and Jansher back in the 80's. It is truly the National sport. As such, the funding has poured in with generous limits. There is a huge commitment and support of the top players. There is a slue of private sponsorship, hopeful of a piece of the tournament scene. There is incredible government support in all areas especially money, programs and facilities. And, there is no

shortage of parental funding; I would suggest around 50% of juniors pay their own way.

It is not a National sport yet in Malaysia, but it is gaining popularity. Anyway it is doubtful squash will ever surpass badminton or football in terms of participation or public interest but stranger things have happened; if we finally gain Olympic status and we continue to excel, then who knows. Our Malaysian sport stars are well supported by the MSN for funding and the ISN for their health. The MSN along with CIMB support a thriving squash circuit offering a range of world ranking events. While the squash machine in Egypt is in 5th gear and rolling strong, Malaysia is again not far behind gaining speed in 4th gear looking to shift up.

3. Cultural attitude; the Egyptian's can be considered wildly passionate, confrontational and intensely competitive. This is the way they live life as well as the way they play squash. Visit any local junior tournament in Egypt and you will see two sets of family, friends and followers become outrageously boisterous while screaming encouragement (and other stuff). Forget 'quiet please'. These Egyptian 'match extravaganza's' take on an energy and intensity rarely seen in the rest of the squash world. The result is a never ending stream of young Egyptian squash players who at a young age are aggressive, confrontational, hyper competitive, super confident and at a young age this makes a huge difference.

Our Malaysian counterpart is often too polite, quite shy, quiet and more concerned about not upsetting each other. They play the game nicely and sometimes lack confidence in their ability or potential. The Malaysian people are generally a laid back sort enjoying the lesser intense 'Malaysian way'. We often get exciting matches at the Sport Excel and CIMB tournaments and the crowd may get enthused by the quality of squash or because they are cheering but nothing like in Egypt. We are behind here.



The Malaysian crowd – should we be more boisterous?

4. Conditions; the desert offers low air humidity which makes the ball travel faster and lower. As such early racquet preparation is essential and learned quickly. The Egyptians learn to play at a speedy pace and are able to retrieve and absorb an elevated tempo. All this and before they become teenagers.

Our Malaysian players develop in a hot, humid environment where air-con is a luxury. This environment in turn limits; shot selection – a tendency to avoid drop shots and the front of the court in general, training levels – only able to push so hard in the heat, racquet prep – slower to adapt to the 'balloon ball' bounce, movement – slow, lazy movement to adapt to the slower balloon ball, limited volley awareness – too hot and humid to play at a fast pace. To counter this we send our players overseas often. Indeed our superstars are training overseas more often than not.

5. Style; Their style of play develops partly from their *cultural attitude* and the *conditions* they train in. Countless Egyptian players transfer their passion into a fiery mix of attacking squash coupled with a patient basic game. They tend to play a fast paced hard hitting game which is usually unsettling at the junior level. Early on they develop an array of attacking shots such as the straight kill or the firmly struck trickle boast. They learn to de-escalate on the downswing enabling hidden drop shots for deception.

Our Malaysians are more conservative. Less adventurous by nature, they tend to play a more basic game and when they do attack it is with soft looping drops or the working boast. Hard low kills don't work so well in the humidity and take a lot of energy. Firmly struck drops or volley drops are also less affective on bouncy courts. Our better Malaysian's do become very patient however which is high up on the squash players' priority list.



Coaching Clinic by Geoff Hunt to sharpen our coaches

6. Street wise; their juniors seem to have a sixth sense for gamesmanship. Most Egyptian juniors grow up understanding how to 'play the ref'; they know how to position themselves to help sway the ref's decision, they

know how to use their racquet to suggest more danger, they understand the ref can make a big difference in a match especially when another junior is the ref.

Our juniors on the other hand are nice to a fault. *Cultural attitude* plays a big part here. Whilst we do not want our Malaysian players to cheat, they could all become more 'referee' aware; lift the racquet when a stroke might be offered, take position in the middle court, don't be pushed around. We are far behind in the 'street wise' category.

7. Numbers; more Egyptians' start squash and more stay with it. Partly because there are fewer options but mostly because of the profile of the sport in the country. The Egyptian superstars are national heroes and stand out public figures known in every household. There are many junior programs with many players. They have filled out the full pyramid model especially the tough middle part where they have slue of great players who don't even make the National Program.

I feel that if Malaysia were able to double their output at the grass-root level, we could catch Egypt. We would be churning out more players fuelling the middle pyramid and we would then enjoy one or two more superstars at the top. The Sukan Teras Program has come a long way. You only have to go to one of our CIMB junior events to see our pyramid base growing. We are behind in the numbers game but closing.

Conclusion; I would say we are not that far behind Egypt when considering the 7 issues offered above. Our men are lessening the gap with the best Egyptian; both Beng Hee and Azlan have had encouraging matches with world no.1, Amr Shabana. Our women may even have a chance to take Egypt on in the next few years; Nicol leads the charge and with the likes of Sharon and our talent pool of back-up players the future holds promises.

Malaysia can be the next Squash Power House of the world . . . as stated in SRAM's Vision and Mission.



Future Stars – can Malaysia be the next Egypt?

CIMB NATIONAL JUNIOR SQUASH CIRCUIT

I. 3rd. Leg (2 – 4 May: Kuantan, Pahang)

No.	Boys	Girls
	Under 9	
1.	Eugene Heng (Sel)	Sivasangari (Kdh)
2.	Ong Sai Hung (Kdh)	Britney Tan (Sel)
3.	Thoo Jun Yi (Per)	Nur Aliah Izzati (Kdh)
4.	Jesse Foo (Kel)	Nurthaqifah Laili (Mel)
Under 11		
1.	Ho Yu Wai (FT)	Aika Azman (Ked)
2.	Alwin Chai (Sel)	Nazihah Hanis (Ked)
3.	Ammar Naim (Mel)	Danielle Wee (Swk)
4.	Lai Win Kit (Sab)	Natasha Chin (Sbh)
Under 12		
1.	Choh Calveen (Phg)	Farah Bazilah (Sbh)
2.	Chai Bing Lih (Phg)	Mindy Lee (Swk)
3.	Ahmad Afiq Roslan (Prk)	Jamie Kwa (Prk)
4.	Andrew Lim (FT)	Raja Nurul Farah (FT)

SPORTEXCEL/MILO SQUASH CIRCUIT

I. 2nd. Leg (4 – 6 April: Kuantan, Pahang)

No.	Boys	Girls
	Under 13	
1.	Darren Chan (Phg)	Teh Min Jie (Kdh)
2.	Mohd Syafiq Kamal (Kel)	Goh Jing Xin (Mlk)
3.	Al Nick Ally (Phg)	Nurdiana Laili (Mlk)
4.	Vincent Tan (Sel)	Sofea Najwa (Jhr)
Under 15		
1.	Darren Subramaniam -Sel	Nattasha Ariffin (Pg)
2.	Adeen Idrakie (BJSS/Sel)	Lim Jee Nee (Pg)
3.	S. Kaladevan (Sel)	Rachel Arnold (FT)
4.	Raja Adam (FT)	Dahlia Abd Basik (Phg)
Under 17		
1.	Leong Elroy (Sel)	Yong Sue Ann (Sel)
2.	Ng Eain Wei (FT)	Celine Yeap (Pg)
3.	Max Ong (Pg)	Vanessa Raj (Pg)
4.	Zulhafiz Ramzy (Per)	Ang Roxanne (Phg)

Under 19

1.	Mohd Zul Azri (BJSS/Sel)	Tan Yan Xin (Pelapis/Sel)
2.	Samuel Kang (S'pore)	Rachael Goh (Swk)
3.	Mohd Khairul Azlan (Trg)	Nesserine Ariffin (Pelapis/Pg)
4.	Cheong Kah Wah (Prk)	Noor Shadira (Trg)

II. 3rd. Leg (12 – 15 June: Kuala Lumpur)

No.	Boys	Girls
	Under 13	
1.	Al Nick Ally (Phg)	Nurdiana Laili (Mlk)
2.	Shyan Kwan (FT)	Teh Min Jie (Kdh)
3.	Darren Chan (Phg)	Goh Jing Xin (Mlk)
4.	Mohd Syafiq Kamal (Kel)	Sofea Najwa (Jhr)
Under 15		
1.	Adeen Idrakie (BJSS/Sel)	Lim Jee Nee (Pg)
2.	Raja Adam (FT)	T. Mithila (Sel)
3.	S. Kaladevan (Sel)	Dahlia Abd Basik (Phg)
4.	Mark Low (sel)	Michelle Wong (Swk)
Under 17		
1.	Darren Subramaniam-Sel	Vanessa Raj (Pg)
2.	Max Ong (Pg)	Yong Sue Ann (Sel)
3.	Ng Eain Wei (FT)	Celine Yeap (Pg)
4.	Nicholas Pasqual (Pg)	Mao Shi Yuan (S'pore)
Under 19		
1.	Cheong Kah Wah (Prk)	Tan Yan Xin (Pelapis/Sel)
2.	Mohd Zul Azri (BJSS/Sel)	Mao Shi Hui (S'pore)
3.	Brian Raj (Pg)	Rachael Goh (Swk)
4.	Mohd Khairul Azlan (Trg)	Noor Shadira (Trg)



Winners of SportExcel/Milo 3rd. Leg

NATIONAL SCHOOL SPORT COUNCIL (MSSM)

Date: 21 – 25 Apr; Petaling Jaya, Selangor

No	Boys	Girls
	<i>Individual (U18)</i>	
1.	Leong Elroy (Sel)	Low Wee Nee (Pg)
2.	Muhd Zul Azri (Sel)	Nessrine Ariffin (Pg)
3.	Ong Han Jie (Kel)	Raja Nurul Sarah (Ft)
	Muhd Yassin (Pg)	Choy Siew Fong (Prk)
<i>Team Event (U18)</i>		
1.	MSS Selangor	MSS Pulau Pinang
2.	MSS Pahang	MSS Kedah
3.	MSS Perak	MSS Selangor
	MSS Kelantan	MSS Sabah



Winners of Girls Team Event

SUKMA XII

Date: 31 Mei – 9 June; Kuala Terengganu



Men's Individual Winners – Elvinn, Nafiizwan & Asraf

No.	Men	Women
	<i>Individual</i>	
1.	Mohd Nafiizwan (Trg)	Low Wee Wern (Pg)
2.	Elvinn Keo (Pg)	Delia Arnold (Ft)
3.	Muhd Asyraf Azan (Ft)	Siti Munirah Jusoh (Trg)
<i>Team</i>		
1.	Terengganu	Federal Territory
2.	Perak	Penang
3.	Selangor	Terengganu



Women's Individual Winner – Delia, Wee Wern & Siti

PRINCE SPONSORSHIP FOR SARAWAK

Date: 13 Apr; Kuching, Sarawak



Sponsorship hand-over ceremony

Squash Racquets Association of Malaysia (SRAM) Sarawak branch has formed a partnership with world-renowned brand, Prince, for the next three years. Ten players and five coaches received Prince's racquets, bags, apparel and team jerseys. The total value of the three-year sponsorship is worth about RM100,000 including three state-organised tournaments annually. Congratulation SRA Sarawak . . !



<http://www.worldsquash.org.uk/> - World Squash (Official site of the World Squash Federation)
Special features: Latest squash news and results throughout the world, complete squash rules and refereeing guides.



<http://www.psa-squash.com/> - Professional Squash Association (PSA)
Special features: Official men's world ranking, live-tv coverage of current tournament and downloadable archives.



<http://www.wispa.net/> - Women's International Squash Players' Association (WISPA)
Special features: Official women's world ranking, live-tv games coverage and downloads, WISPA players' biographies.