**Director’s Message for April *Globalracquetball.com***

**So You Want To Run A Tournament? FANTASTIC! Let’s treat this adventure as if we are opening up a new restaurant. Below from A to Z the menu items:**

1. ***Do you have an Advertising plan?***
2. ***Have you a Budget?***
3. ***Customer Service is our most important asset.***
4. ***What are your Demographics?***
5. ***Environmental concerns; neighborhood, facility inside & outside***
6. ***The Fee structure between operator(s) and venue.***
7. ***What Garment for participants?***
8. ***Types of Hospitality for the participants.***
9. ***Do you/club have Insurance covering all parties?***
10. ***Under whose Jurisdiction; another organization, sanctioning body, individual?***
11. ***Does the club have a Kitchen?***
12. ***The Legal concerns—waivers, due process, preventive measures.***
13. ***Is it for Members or can non-members & other guests participate?***
14. ***Is your organization a Not-for-profit?***
15. ***Is this a One time venture?***
16. ***How will Parking be affected?***
17. ***Have you and the establishment (club) answered the other’s Questions in advance?***
18. ***Consider your work Relationship---contractor, employee, volunteer.***
19. ***Is there a Sponsorship group/committee involved to help underwrite expenses?***
20. ***Taxes to be paid from revenue—gross receipts/income.***
21. ***Determine if there is an Upside for the next event.***
22. ***Is Value built in for your participants?***
23. ***Will it be Win-Win for you and the establishment?***
24. ***Who will be the most obvious under the XRay?***
25. ***Special arrangements for Youth; as participants or child-care.***
26. ***Is this a Zero sum event or revenue generating/sharing?***

**OTHER CONSIDERATIONS:**

***Ambience, culture, location, overbooking, price point, professionalism, relationships, repeat business, revenue streams, scheduling, staffing, and MORE.***

***The entire experience requires Planning, Operation, and Evaluation. If you fall behind during the planning phase expect the same to continue during the event.***

***With everything building, you will likely NOT CATCH UP. Be prepared, set your short term and long term goals, be passionate, and have an enjoyable experience.***

**Quote of the Month…**

***‘If you don’t like something, change it! If you cannot change it, change your attitude.’ Maya Angelou***