

# Dr. Cue - Tom Rossman

## ***APA/Dr. Cue National Exhibition Tour An Event not to Miss!!***

The American Poolplayers Association presents “America’s top pool playing entertainer Tom ‘Dr. Cue’ Rossman” – Doctor of Billiardology and World Masters Trick Shot Champion, in an event/experience you’ll never forget.

Working in conjunction with the APA National Office and its network of more than 250 League Operators throughout North America and Canada, the billiard world’s most reputable entertainer will travel and conduct a series of exhibitions, challenges, and provide instruction for APA League players.

Note: The exhibition segment of all this is composed of trick and fancy shots, plus the other magnetic discipline skills in the growing sport of “artistic pool”. The instruction segment includes highlights of proper alignment and stroke technique, as well as a presentation of “special” components from the “diamond system...to aid in banking, kicking, position, and safety play.

Dr. Cue has been chosen as the APA’s new ambassador and will be promoting amateur pool to APA members and doing exhibitions at a cost of \$400 for a 2 – 3 hour presentation, (plus applicable expenses; i.e., lodging and \$100 for “in route” travel expenses). Note: “Out of route” travel will increase overall cost. Please visit the web site [drcuepromotions.com](http://drcuepromotions.com) to view Dr. Cue’s travel schedule and times to determine when his act is near your town...to take advantage of “in route” travel costs.

Besides performing exhibitions, Dr. Cue will participate in a number of other activities including annual instruction columns in *The American Poolplayer*, the official magazine of the APA, exhibitions at APA National Events in Las Vegas and participation in annual Trade Shows where the APA exhibits.

### **How League Operators will arrange the exhibitions:**

Contact Marty Rossman at (765) 795-4968, or email Tom Rossman at: [drcue@artisticpool.org](mailto:drcue@artisticpool.org)

### **What the National Office is expected to do:**

The APA Marketing Department, upon receiving your request for materials, will develop your requested materials (flier, advertisement and/or press release) and return them to you within about a week. You will need to send the press release to local media and copy and distribute the fliers to players and host location(s). The advertisement can be used with your local papers or magazines and is totally optional.

### **What the League Operator is expected to do:**

This promotion should be used as a membership drive, not just as an added benefit of already being an APA member. It needs to be promoted to everyone in the area, not just in team packets and in normal League activity, as all this will do is draw current members. The target group needs to be potential new members. The League Operator is the official APA representative in charge of the exhibition event. He or she is responsible for coordinating the event with Dr. Cue and the Host Location. The League Operator is financially responsible for paying the exhibition fee. The League Operator must also act as the host when it comes to crowd control and introductions.

### **What the Host Location is expected to do:**

Basically the Host Location does nothing more than it would do on a regular League night, unless it gets actively involved with the promotion of the event. Because Dr. Cue normally draws good crowds if the event is properly promoted, it is not a bad idea to consider having the Host Location pick up all or a portion of the exhibition fee. The Host Location in this case would pay its agreed upon share to the League Operator. The League Operator is the person ultimately responsible for delivering the money for the exhibition.

#### **What Dr. Cue is expected to do:**

He will arrive at the time he and the League Operator have agreed upon, in APA apparel and will do a 2 – 3 hour “artistic pool” and/or challenge match session and/or instruction. He is permitted to promote and/or sell products he officially endorses after the show and will stick around to sign autographs. How the League Operator and Dr. Cue arrange to spend the 2 – 3 hours is up to the League Operator to arrange. Above all, Dr. Cue is expected to promote the APA and APA League play. No promotion or endorsement of any other billiard organization during the scheduled exhibition will be permitted.

#### **Ideas to make the event a success:**

- Try and have a lapel microphone for Dr. Cue set up in advance if you are using a large or very crowded facility. Note: Hand held microphones are OK for L.O. usage, but NOT for Dr. Cue!
- Arrange the event as far in advance as possible. The more time available to promote the exhibition and the more you get the word out, the better the turnout should be.
- Set aside some “warm up” time on the exhibition table for Dr. Cue so he can talk to the audience while he is “warming up”.
- Take lots of pictures (please send copies to the Marketing Department)!!
- Have plenty of APA signage on site.
- Have potential members fill out sign up sheets for a drawing, and use them for follow up.
- Promote the event well, and get the Host Location involved in the promotion.
- Contact Marty Rossman for other suggestions

#### **This is what Dr. Cue will do for APA:**

- Speak positively about the APA format, the **Equalizer**® handicap system and benefits of APA membership. Be competent about the APA’s size, structure, handicap system and methods of joining the League.
- Encourage amateurs to practice, purchase their own cues, compete at least once per week in organized play and join a league that accurately tracks player performance.
- Memorize the APA web site address ([poolplayers.com](http://poolplayers.com)) and promote it as a viable tool for APA information. Be available for a minimum of two one-hour exhibition/autograph sessions during the APA’s National Team championships in Las Vegas, and be available for exhibitions during the APA National Singles Championships in Las Vegas. Dates will be coordinated in advance as not to cause Dr. Cue to miss any other exhibition opportunities.
- Coordinate with the APA Marketing Department to select an APA wardrobe of playing appearance apparel. Dr. Cue will receive an APA jacket. Playing apparel will include a variety of long and short sleeve shirts that are to be worn during any APA affiliated exhibition.
- Dr. Cue will not promote amateurs to join non-APA leagues where the APA already exists.
- Provide a link to the APA web site on [drcuepromotions.com](http://drcuepromotions.com) site.

#### **Details:**

This is an opportunity to perform “artistic pool”/challenge match exhibitions for APA members and other attendees in conjunction with the network of 250+ APA League Operators throughout 48 states and four Canadian provinces. Coordination of appearances with Dr. Cue, the APA National Office and the local League Operator is a must for proper promotion of the event. The availability of Dr. Cue’s appearances will be promoted to all League Operators through SCORE (APA LO network publication),

the APA web site, and the APA Extranet (a private online site that League Operators and National Office staff access on a daily basis) according to an ongoing updated schedule of your travels. (This will reduce Dr. Cue's amount of travel to help keep the League Operators cost of travel and lodging expenses to a minimum.) For each 2 – 3 hour exhibition Dr. Cue performs, the APA League Operator will pay a set rate of \$400, plus applicable lodging expenses and \$100 for "in route" travel expenses. Note: "Out of route" travel will increase overall cost. League Operators will be encouraged to have Host Locations cover all or a portion of the cost.

If you have any questions about the Dr. Cue National Exhibition Tour please contact Elizabeth at [ewikoff@poolplayers.com](mailto:ewikoff@poolplayers.com) or extension 5630.