

Mission Statement
Jacqueline Karol, AngelOfBilliards.com
The Power of Community

For many, the decline of Billiards in America is a mystery. Bigger tours, bigger tournament payouts, better sponsorships and other big money goals elude everyone attempting to capitalize on the sport of Pocket Billiards. What is missing from so many of these business plans is the recognition of the Power of Community.

The goal of **Jacqueline Karol, AngelOfBilliards.com**, is to develop, foster and empower Billiards Community's tournament and league directors, pool hall and bar owners and other Billiards professionals to help contribute to a larger vision for Billiards in America.

Embracing Our Differences

Any successful community must do more than just accept the differences of its members. It must realize that the strength of the community depends on its diversity. Likewise, a Billiards Community must embrace the fact that not all participants are going to strive for the proficiency of a professional. The challenge we face is to provide a clear path to allow anyone interested a way to experience pool, progress at their own rate and find a way to incorporate into their lives to the degree they are comfortable with and no further.

A mistake made by too many Billiard Professionals is a shotgun approach to improving their business. Statements like "I just want to make more money" or "we just need more people playing" are part of the problem. To build a community you must stop trying to monetize every step along the way.

Instead of just stating that we need more pool players, we use a simple three-step model: Recruit, Educate and Transform. With this model we are able to step back and break all endeavors into serving one of three goals. You'll notice that these steps are abstract. To ensure that we are allowing for the diversity of our community we must not put too many restraints on what it means to recruit, educate and transform.



Recruit

Everyone in your surrounding area is a potential member of our community. However, they will not all respond to the same method of recruitment. For some this may be as

simple a flyer hung up in their favorite hang out while others may need more of a hands-on experience to decide they are willing to give pool a try.

Recruiting Examples:

- Charity Auction Items
- Charity Tournaments
- Flyers and Handouts
- Chico Billiards Meetup Promotion
- Clubs and Social Organizations

Educate

Once you have someone's attention you have to do something with it. Activities in the Educate phase will be targeted toward opening a new person's mind to what is possible in pool and help them start their path toward incorporating into their lifestyle. It's important to note that this phase is about helping each person find their own path as opposed to simply dragging them kicking and screaming down a predetermined route. The success of this stage depends on personalization.

Educating Examples:

- Free Monthly Meetup
- Trick Shot Demo at Charity Tournaments
- Group and Private Lessons
- Structured Billiard Academy

Transform

Once you have someone's attention and have opened their mind to what is possible the last stage is to help facilitate their transformation into a member of the community. For some this will be joining a league team and competing on a weekly basis with other members of the community. For others, they may choose a more relaxed weekly tournament designed for couples and beginners. The process of transforming may also include assisting a person in the purchase of cues, accessories, a table for their home and so on.

Transform Examples:

- Leagues
- Weekly "For Fun" Tournaments
- Weekly Competitive Tournaments
- Charity Events

Evolving the Process

It is important to remember that a Billiard Community is a very organic concept. It must grow and adapt to its members. Some will move through the process and at the end find that pool is nothing more than an occasional fun activity they do in sports bars with

friends or families with no real desire for more. Others may find they are completely “bitten by the bug” and attempt to take pool as far as their ability or finances can take them. In both cases, these are vital aspects of the community with no one taking priority over the other. In short, we need the “just for fun” players just as badly as we need the wanna-be professionals. The idea is to make the Billiard Community appealing to the widest number of people.

The Big Picture

Now that the steps to create a Billiard Community have been outlined it is useful to step back and see the bigger picture. Currently Billiards in America has a negative reputation in the minds of many people. Some of this reputation is well deserved. However, by encouraging participation by the widest list of players possible, on their own terms, we have an opportunity to change the perception of Pool in our area. Pool will no longer be perceived as an activity performed in dark, dingy pool halls by hustlers and criminals. Pool will be something that people play for fun, an activity used to help raise money for local charities, a challenge to all age groups and many other benefits. That changing of perception will translate to more people playing leagues, participating in events, signing up for lessons, playing in local pool halls and in the end, patronizing those business associated with Billiards.

Contact me if you would like to be on my team to GROW POOL. Whether you are an aspiring player, experienced avid player, manufacturer, poolroom or bar/restaurant owner, or just want advice on holding a billiards event, league, tournament, want lessons, or just want to help support my cause.

Call me at (530) 864-1800 or email me at JackieKarol@gmail.com

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