

Show Directing 101

Carmen Daniels: Browns Lake Aqua Ducks

Kevin Felien: Little Crow

Matt Heilman: Mad-City

Dave Rezin: Rock Aqua Jays

Tagen Tipton: Backwater Gamblers

Ask Yourself... Are you a GOOD Candidate for Show Director?

- Do you WANT to do this job or are you doing it because noone else would?
- A willingness and a passion for the position will go a long way to helping you be successful.

Show Director Characteristics

- **Be a Leader and not a Dictator**
 - Make people feel involved.
 - Listen to people (even if you disagree)
 - Make people feel important
 - Don't be the know-it-all Dictator.
 - Lead by example
- **Be a Motivator**
 - You should have the ability to deliver motivational speeches and pump up your teammates.
 - If speaking and motivating isn't your forte, then ask a veteran to help with some key motivational speeches (before tournaments, big shows, etc.)
- **Be a Delegator (when appropriate)**
 - Lean on your veteran members – they have lots of knowledge and experience to offer.
 - Delegate important jobs to these people, such as act captains.
 - Invite them to be involved with show planning and production. Create a "brain trust" of key people that will help you with new ideas and key decision making.
- **Be Organized**
 - Run Organized Practices! This is key because if people come and are bored and feel underutilized, they will either stop caring, or stop coming all together.
 - Have a plan. Use a dry erase board (or 2) for practice agendas, plans, etc. Come to practice with a plan ready to go, don't just show up and take 30 minutes to get organized while people are waiting for you.
 - A good Show Director stays one step ahead of his Team.

- **Be Neurotic**
 - You need to be passionate about directing the show and leading your team to success.
 - You need to eat, drink, and sleep show directing. The best show directors are constantly thinking about their show, their plans, organizing, etc. Nothing falls through the cracks.
 - Video Analysis
 - Skiing
 - Production

- **Be Willing to Take a Step Back**
 - Consider skiing less and watching more... When you have the opportunity to watch from land and have someone fill your spot, do it. You'll be a much better show director if you can watch more.

- **Off Season Preparation**
 - Get as much done in the off-season as you can.
 - Select the theme, write the script, decide on music, decide on the act order, get costumes made, choreograph and practice dances, decide on boat patterns, get props and backdrops built.
 - The more you can get done before your first show the better.

The MOST Important Attribute... COMMUNICATION!

- This is the most important attribute in being a quality Show Director.
- You must communicate regularly with ALL members of your Team.
 - Skiers, Drivers, Cast, Sound, etc...
- Determine what tool is best to communicate with your Team.
 - Text, Team Snap, Facebook, etc...
- Make sure your team knows the practice schedule, show schedule, tournament schedule, etc... prior to the season beginning.
- Make sure skiers know their role and your expectations.
- Individual communication is usually more powerful than communication to the Group.
- Team Meetings: Short / Impactful / Specific
- A Show Director whom struggles with communicating to his/her membership will NOT be successful.

Time Commitment

- Show Directing is a HUGE undertaking. It's more than the hours spent at the ski site or in planning meetings. It's *phone calls* and *practice planning* and *video critiquing* and *emails* and *calendar planning* and *tournament paperwork* and *delegating* and *talking to act captains* and *making sure jobs are getting done* and *damage control* and *sleepless nights*. It's a tough job, but somebody's got to do it! YOU can do it!

