

Bill Veeck was one of the most imaginative sports entrepreneurs of the past century and member of Baseball's Hall of Fame, is considered by many to be the "Godfather of Sports Marketing"

VEECK'S 12 COMMANDMENTS FOR SPORTS EXECUTIVES

1. Take your work very seriously. Go for broke and give it your all.
2. Never ever take yourself seriously.
3. Find yourself an alter ego and bond with him for the rest of your professional life.
4. Surround yourself with similarly dedicated soulmates, free spirits of whom you can ask why and why not. And who can ask the same thing of you.
5. In your hiring, be color blind, gender-blind, age and experience-blind. You never work for Bill Veeck. You work with him.
6. If you are a team President, Owner or Operator, attend every home game and never leave until the game is over.
7. Answer all of your mail; you might learn something.
8. Listen and be available to your fans.
9. Enjoy and respect the members of the media, the stimulation and the challenge. The "them against us" mentality should only exist between the two teams on the field.
10. Create an aura in your city. Make people understand that unless they come to the ballpark, they will miss something.
11. If you don't think a promotion is fun, don't do it. Never insult your fans.
12. Don't miss the essence of what is happening at the moment. Let it happen. Cherish the moment and commit it your memory.