



Heart of the RING

“Quality Ring Award Winner”

December 2006 Newsletter

NEXT MEETING

Dec 7, 2006 7:00 P. M.

Best Western
Rainbow & Southwest Blvd.
(directly behind Applebee's Restaurant)

Regular Meeting

Dec 7—7 PM
Best Western

Board Meeting

Dec 14—7 PM
Denny's Restaurant
9001 Shawnee Mission Pkwy

Bill Abbott Lecture

Jan 20—7 PM
US Toy Magic

Lonnie Chevie Lecture

Jan 28—7 PM
US Toy Magic

OFFICIALS

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Board Member

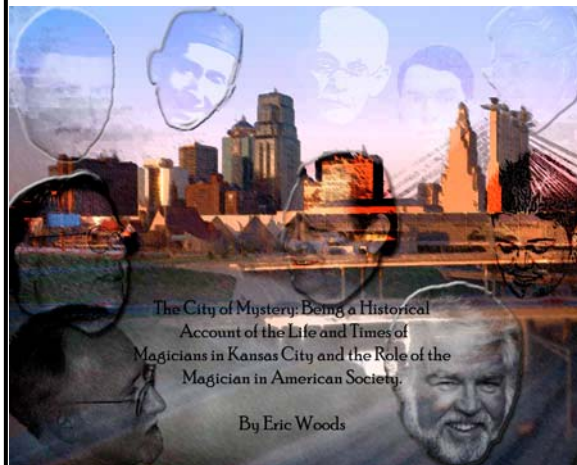
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The City of Mystery: Being a Historical Account of the Life and Times of Magicians in Kansas City and the Role of the Magician in American Society.

By Eric Woods

“Mystery therefore is the great magnet; rob an institution of its mystery and you filch from it also its great interest...the charm of magic lies in its mystery.”

-Carter the Great

There have been numerous volumes written about the history of performance magic. On the surface there seems to be a commonality or perhaps a simple retelling of the same stories; however more detailed research provides the reader with a fuller understanding of the heroes of the magician's past, but also reveals some glaring inconsistencies. For the most part, the inconsistencies are in reference to dates, but there are also stories told as fact that simply are not true.

Professional Kansas City Magician, L.C. Collier, often said, “You have to remember the definition of a Magician is a paid liar.” The historian on the other hand has a duty to provide you with the truth. For the historians of tomorrow the purpose of the following pages are twofold: one, to provide a clear and accurate history of performance magic through the ages; and secondly, to provide primary documentation of lives of magicians in the Kansas City area at the time of this writing.

My hopes, however, reach beyond those intentions and aim toward a larger audience, an audience that has little or no knowledge of performance magic. The following pages are not

intended to be purely a chronological history of magic and magicians. The true intention is to contribute to our understanding of the significance and impact magic has had on American culture, while introducing the reader to the thriving subculture of the magic fraternity.

Magic is a word that is not so simple to define; it has a vast variation of meanings. Even though it is clear that our focus is on the form of magic as entertainment, some investigation of the Black Arts, Shamanism and the Occult may shed light on our understanding of how the role of the magician has changed through time. Further, within the field of performance magic, there are several areas of specialization so the words Magic and Magician will be clarified when necessary to provide the reader a clearer contextual understanding.

Our story begins at the mysterious location of the oldest and only remaining structure of the Seven Wonders of the Ancient World, the Great Pyramid of Giza. The Great Pyramid of Khufu (Cheops), not the group of the three Great Pyramids, tops the list of Wonders. Around the year 2560 BC the pyramid was built by the Egyptian pharaoh Khufu of the Fourth Dynasty.

Continued on page 5.



President's Column

by Chuck Macan

Can you believe it is December. Where has the year gone. They seem to get shorter and shorter each year.

Time is getting shorter for the raffle to benefit Candy. Check out the website to find all the great items that have been donated for the raffle and if you can't make the meeting, you still have the opportunity to purchase raffle tickets through paypal at www.ring129.com. If you just want to make a financial donation, you can do that at the website as well.

The Stage Magician of the Year banquet and competition will be on Saturday, February 3, 2007. The December meeting will be last opportunity to win magician of the month to participate at this event. We will begin to take reservations at the December meeting. We only have room for 118 people, so sign up early—you won't want to miss it.

Also mark your calendars for the Ring Auction which will be held on Saturday, March 3, 2007. This is a great opportunity to recycle some of those items you bought, just because you couldn't live without it and never performed with it.... I know, I have a couple of file drawers of stuff....

If you missed the roast of Roger Miller on November 4th, you missed a night of great fun and camaraderie. From emcee and host roaster Kirk DeWeese to all of the roasters, Terry Elton, Duane Fields, Harley Manker, David Sandy, Tom Burgoon and from Chicago, Don Wiberg. The laughs just kept on coming. In the end the picture of Roger with the wing of an airplane in a compromising pose was worth the price of admission. Thank you all for making it a special night.

Make sure you pay your dues by the December meeting to take advantage of the free lecture. Right now it appears that this free lecture will be Bill Abbott on January 20th.

Turn in your Sorcerer's Circle point sheets at the December meeting or at the latest at the Board meeting on December 14th.

Have a wonderful holiday season and we will see you at the meeting and raffle drawing December 7th.

A Ring 129 Welcome to:

Joshua Chaikin
898 N 1750 Rd
Lawrence KS 66049
913.683.4926

David Chao
104 SW 4th Street
Blue Springs MO 64014
816.224.8387

We are glad to have you as new members to one of the largest, and most active Magic Clubs in the World. We wish you the best in your magical endeavors and look forward to seeing you at upcoming meetings.

Ring Report

By Stu Lewis

We've been super-busy during the past month, with three special events in addition to our regular monthly meeting. First came the Halloween show at Roeland Park Community Center, starring Duane and Janie Fields, Larry Poague, Dennis Burks, Terry Magelssen, and Steve Steiner. Kirk DeWeese served as master of ceremonies, while Joe White provided some pre-show close-up entertainment.

On November 4 we "roasted" past Ring 129 and IBM president Roger Miller. Several ring members, in addition to special guest Don Wiberg, kidded Roger about his age and the small town he calls home, as well as his love of model airplanes and his talent at playing practical jokes. We plan to submit a separate photo-spread to *LR* on this event.

On November 8 we were treated to a lecture by card master Aron Fisher, held at U.S. Toy Store's magic shop. He explained that he wished to both teach immediately usable effects and more advanced sleights, explaining the thinking behind the sleights. He invited the members to practice along with their own decks of cards, making it a true hands-on lecture. Aron has worked personally with many of the great card men, and he shared a number of stories about them as well as their philosophies of magic. We recommend him highly to other rings.

We had a special treat at our November 2 meeting, as Don Wiberg, in town for the aforementioned roast, not only attended the meeting but also gave us a brief lecture on mental magic, teaching a number of effects with easy-to-make props.

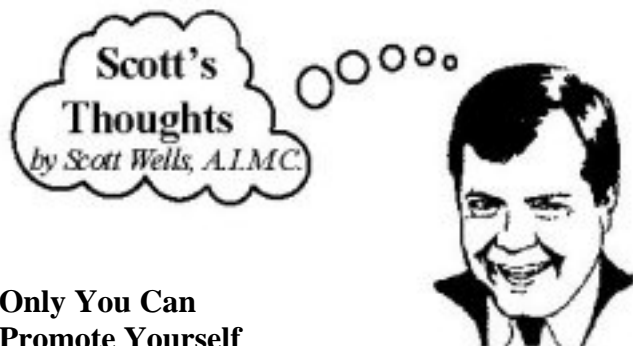
We then proceeded to the election of officers. Michael "Doc" Blum, one of our past presidents, will once again serve as president. Other officers will be Julia Clark, vice president; John Hicks, secretary; Kirk DeWeese, treasurer; Mike Melito, sergeant at arms; Rod Sipe, Eric Woods, and Ken Reedy, board members. Chuck Macan, who assumed to presidency after the untimely death of L.C. Collier, said he is looking forward to being past president.

Nine performers were ready to entertain us during the meeting. Stu Lewis led off the close-up contest with a couple of poker deals, including a Max Maven "Dead Man's Hand" routine and his own "Kansas City Hold-em." Josh Chaiken had a selected card appear successively in his pocket, a card box, and the spectator's pocket. Marty Isenberg performed a card-to-wallet sequence and did some mentalism with billets. Finally Jason Dean, who had previously retired from ring competitions, came out of retirement long enough to dazzle us with his astounding card handling. Among his feats were a four-ace cut and an "open travelers" routine which included a kicker where the aces changed to queens. Not surprisingly, he took first place.

Joe White led off the stage contest with a toy spider that was supposed to find a selected card, and he used his usual deadpan humor to entertain us despite a misfire. Larry Warshaw took first place by performing an egg-bag routine, with patter de-

scribing how he got into magic.

Chuck Macan performed a book test to lead off the open, non-competitive segment of the meeting. David Chao levitated two plastic cups with the aid of a magic wand. Finally, Terry Elton performed a card routine which, he explained, he had co-created with Derek Dingle. In the routine, four jacks changed places with four indifferent cards and then were transposed into aces. It was a spectacular finish to a night filled with magic.



Only You Can Promote Yourself

How do you promote yourself? Do you even have a promotional piece yet? Do you only have a business card? Then let's start there. You should have a card on you at all times for you never know when that opportunity will come to give them out. Your card should be attractive and say that you are a magician. Perhaps it can even be incorporated into a trick (i.e. "Out To Lunch" effect) but it should be distinctive and help create a desire for the client to keep it and call you. Wooden nickels are different but they are not something that a client would put in their pocket each morning. I have had success with refrigerator magnets and folded dollar bills with my info on the back. Another idea that has gotten me bookings is to have printed on the back of the card "Choose a Number . . . 1 2 3 4" and on the front the message "People who like magic always choose three . . . they also choose Scott Wells, magician" followed by my phone number.

You need to put your name on the business card along with your phone number and the kind of magic you perform. You may feel it unnecessary to put your address on the card because clients rarely write you for a show. After I receive their initial call, I send out a letter on my letterhead, a contract, some promotional material, then I later send an invoice, and I follow up with a thank you card all of which includes my address. I even occasionally send a self addressed, stamped envelope requesting a letter of recommendation. You would think that with all of this, it would be plenty; however, they still seem to rely on the business card for an address for repeat business.

The other school of thought on business cards is that with all the material you send out with your address, there is no reason to include it on your card. For one thing it keeps your card cleaner with less writing and more room for nice artwork. Also, if your card with your address should fall into the wrong hands, then a thief could know where to go and how long they

have while you're out performing.

As to the rest of your advertising pieces, they should keep a consistent theme throughout using the same type style, theme, feel and artwork. You can get by without a lot of elaborate material but a brochure should be a the next basic requirement after getting the business cards printed. This will also require that you get some promotional photos taken. This does not mean to get your wife to snap some Polaroids of you in the back yard. Neither do you necessarily have to get professional photos made. You may find that a candid shot taken of you at a trade show, a birthday party, or while performing in a restaurant might work much better than hundreds of dollars spent on studio time. Use your own judgment here but be aware that it must look professional because you are trying to sell your services as a professional. Also be sure to use a quality stock of paper for your brochures rather than cheap paper with bad photo copies of newspaper clippings and excessive copy.

If you already have promotional pieces, then have you looked at them lately? Are they outdated, not even reminiscent of the kind of act you now perform? You go through changes in life and in your magic. I have a friend who is a professional close-up magician who used to work with doves and rabbits, although he wouldn't admit it today. His material has kept up with his new image. Does the picture on your brochure depict a much younger, thinner man with more (or less) hair? If so, then remember that this is the person that your client hired and is expecting to see when you arrive to perform. Also, does your picture show you in an outdated, wide collared ruffled shirt with a big butterfly bow tie and a wide lapelled tuxedo? Is this the image that you want to project?

What kind of image do you want to project in your promotional material . . . comical, goofy, serious, classical, mysterious, or high tech? I guess that it depends on what kind of performance you give and what kind of audience you want to attract. Do you want to work birthday parties or corporate trade shows? This is an example of two extremes that shouldn't be combined into one brochure; however, you can combine some features in one piece of promotional material to target a broader audience. For example, you can say in one brochure that you do close-up, strolling magic and comedy magic and stage illusions in order to show your versatility and ability to work various sizes of audiences. If you are a mentalist, then you can say in your brochure that your show is good for both small and large groups.

In some cases you may want to focus your advertising to specific audiences. If you want to work birthday parties, then you need to design your message for parents who can hire you. Why tell them that you do stage illusions or close-up magic when all they want is someone for Johnny's birthday party who can make the children laugh, tie a few balloon animals and generally keep the children occupied for about 30 minutes? Now that's not to say that after you have done the party you can't give Johnny's parents another advertising piece which shows that you are also available for their grown-up parties. Conversely, you don't promote the fact that you do birthday parties when you are trying to get corporate business for their award banquets.

Now, how do you get your pieces into the hands of potential clients? Here again it depends on what audience you want to target. A birthday magician I know worked out a deal with a few local bakeries where he was allowed to place his brochures near the cash register. His brochure had tips on how to plan birthday parties, what to do during the parties, games to play, and what magician to hire to make the entertainment complete. When people picked up their birthday cakes, they picked up his brochure which also included an ad for the bakery.

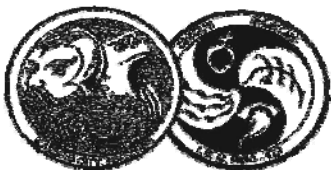
If you want to work for larger companies, then you might contact the Chamber of Commerce, Convention Bureau, and hotel managers to find out what conventions are coming to town and offer your professional entertainment services. Provide them with your promotional material and contact them regularly. You might even want to invite them out to lunch occasionally. Lunch is a good ploy also for the media to help get a good story on you. A few bucks spent on lunch far surpasses the benefits to you if you get a good piece in the newspaper, television or radio that you could use to update your material and put you in the public eye.

Also, advertising in the Yellow Pages can be effective if you put it in the right spot. I have found that "Party Planning" is the preferred place to put an ad. Many people who are planning a party will look under this section not knowing exactly what they want. They don't immediately think about magicians for a party so they don't necessarily turn to "Magicians" in the Yellow Pages. Also, there is less competition in this section.

As to other advertising, it can be expensive but there are some alternatives that can yield big dividends. Consider first that magic is a visual art and looks great on TV. Initial production costs could seem expensive, but if you spend about an hour of studio time getting one or two great 10 to 20 second spots taped, then your return on the investment could be substantial; however, you must study the demographics to properly target your television markets. Better still if you tape your interaction with an audience. You may even want to consider an outdoor billboard around the holidays. These ideas are rather non-conventional but they will attract attention and get you bookings.

As a final note let me remind you of something that Bob Brown says in his lecture. You should spend 10% of your annual income on your advertising budget. Good advice from someone who knows.

The time has come to turn in your Sorcerer's Circle Worksheet. You can find the worksheet in the downloads section at www.ring129.com



Turn them in by Dec. 21 to Kirk DeWeese, Doc Blum, or Rod Sipe

RAFFLE TO HELP A MEMBER IN NEED

Earlier this year a beloved Ring 129 member passed away suddenly leaving his wife who has both medical and financial issues that did not go away. We as a Ring (127 members) are trying to lend some assistance by holding a raffle to present her funds to help with her medical bills and housing issues. We plan on presenting this at our December 7th meeting.

The prize pool has grown to help make our gift to her even better. Because of this, we thought it appropriate to open the raffle up to those within our fraternity to have an opportunity to purchase the chance to win magic or regalia at much reduced costs and in doing so helping one of your own "family" through some very difficult times.

\$1 for 1 ticket
\$5 for 6 tickets
\$50 for 70 tickets

\$350 Magic from L.C. Collier
\$150 Arm Chopper
\$100 Gift Certificate - Magic Supply Company
\$100 Gift Card - US Toy Magic
\$100 Gift Certificate - Magiccreations
\$100 Bill Malone 4 DVD Set
\$70 Decks of Cards
\$55 Magicians Table
\$50 Gift Certificate - Klamm Magic
\$50 Gift Certificate - Bradbury Books
\$50 Gift Certificate - IBM Regalia
\$35 Magicians Extra Pocket

\$1000 Dell Laptop Computer if we reach \$1000 in sales

Deadline for purchasing your chance to win these fabulous prizes is Sunday night, December 3rd at midnight. Your tickets will be placed into the ticket pool with all others, and your odds of winning is determined by the total number of tickets sold.

You can DONATE using our secure PAYPAL site with a Mastercard, Visa, Discover, or American Express. You may also use PAYPAL's eCheck to deposit directly from your bank account. Log on to the ring129 website for Paypal Link.

City of Mystery Continued...

Wonder of Wonders, it was for Khufu that the earliest known magical performances was given. Nearly every book on the history of performance magic mentions the story of Dedi, a magician that performed magic clearly as a form of entertainment, before the pharaoh Cheops - the more common Greek name for Khufu. Dedi's performance is chronicled in the first written historical accounts of magic in a work know today as the *Westcar Papyrus*.

A fascinating aspect of magic is that the secret of the trick or illusion performed by Dedi over 4,000 years ago can still be discovered by the curious or the serious student of magic today. In 1997 the very illusion was witnessed by the masses when the American Broadcasting Company aired David Blaine's Street Magic. In Blaine's book, there are photo reel pictures of the illusion in action. From the shocked look on the face of a witness in the streets of Manhattan, comes proof that some illusions stand the test of time.

The illusion in question is wrapped in mysteries of an Occult nature and could have been displayed that way, but both Dedi and Blaine, performed in a way that was truly for entertainment value only. The mystery was that of decapitating a large bird, a goose and chicken respectively, and upon rejoining the lifeless body and dangling head the bird sprang back to life unscathed.

To Be Continued...

There you have the first two pages from my thesis, *The City of Mystery...*, Be sure and keep your membership up to date to ensure that you receive your monthly installments of this epic tale.

November Magician's of the Month

Stage Winner

Larry Warshaw

Close-up Winner

Jason Dean

Slate of Officers for 2007 –

President – **Michael (Doc) Blum**

Vice President – **Julia Clark**

Secretary – **John Hicks**

Treasurer – **Kirk DeWeese**

Sergeant at Arms – **Mike Melito**

Board Member – 3 year term – **Rod Sipe**

Board Member – 2 year term – **Eric Woods**

Board Member – 1 year term – **Ken Reedy**

Past President – **Chuck Macan**

Want Ads

Item For Sale:

SANTA Costume. Top Quality, Professional Suit w/ accessories. \$150.00

Contact: Eric Woods 913.709.1606

Items For Sale:

Magic, Suits, Miscellaneous, from the estate of L.C. Collier. By appointment.

Contact: Eric Woods 2719 S. Vermont Ave. Indep. MO 64052
ewoods20@hotmail.com (cell) 913.709.1606

Our Web Page

Go to www.ring129.com

User Name: ring129 **Password:** aj

See all the new changes that have been made and that you can download!! If you have questions, contact Ken Reedy at 816-734-1484 or email him at ...

webdesigners@kc.rr.com.

Ken Reedy

Sick and Convalescent

If you know of a ring member or their family member who is hospitalized or has passed away Contact:

Carl Macan

913-648-1465

crm130@aol.com (if e-mail is sent please contact Carl by phone to let him know to check his e-mail account)

Magician of the Month Winners

Stage		Close-Up	Stage		Close-Up
01/06	Roger Miller	_____	07/06	Mike Melito	Mike Melito
02/06	Barron Stringfellow	_____	08/06	Harris Duetsch	_____
03/06	Eric Woods	_____	09/06	_____	Blake Silvernail
04/06	J. E. Mastin	_____	10/06	Josh Chaikin	Ken Reedy
05/06	Marty Isenberg	_____	11/06	Larry Warshaw	Jason Dean
06/06	Steve Steiner	_____	12/06	_____	_____

Kirk DeWeese

634 SW Walnut
Blue Springs MO 64014

The Heart of the Ring is published monthly as a service to the members of IBM Ring 129. Views and comments do not necessarily reflect the opinions of Ring 129 officers, the IBM, or the Editor.

Members are encouraged to submit articles and comments for publishing and earn additional Sorcerer's Circle Points.

Articles must be in the Editor's office by the 20th of the month.
ewoods20@hotmail.com

The time has come to pay your annual dues. Pay your dues by the December meeting and you will attend the first *Regular Lecture FREE!!*

This Month

Regular Meeting

Dec 7—7 PM
Best Western

Board Meeting

Dec 14—7 PM
Denny's Restaurant
9001 Shawnee Mission Pkwy

RING 129 AGENDA

Items in red have firm dates, all others are not yet set or are subject to change.

Jan 28	Magician Of the Year Stage
Feb 18	Kids Show (RPCC.)*
Mar 11	Magic Auction
Apr ??	
May ??	
Jun 03	Ring Picnic
Jul 29	Close-up Magician of the Year
Aug ??	
Sep ??	
Oct 13	Halloween Show (RPCC.)*
Nov 4	Roger Miller Roast
Nov ??	
Dec ??	

*Roland Park Community Center

4850 Rosewood Drive
Mission, KS 66205

Tentative Lecture Schedule

No Lectures scheduled at this time.
Check the ring website: www.ring129.com
for up-to-date info on all lectures.

Saturday, January 20th, 2006

Bill Abbott Lecture

7:00 PM

Sunday, January 28th, 2006

Lonnie Chevie Lecture

7:00 PM

Thursday, April 19th, 2006

Pendragons Lecture

7:00 PM

Unless Specified All lectures held at:

US Toy Magic

2008 W. 103rd Terr.
Leawood, KS 66206

Sorcerers Circle:	\$5
Regular Member	\$6
Non-Member	\$15