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Board Strips Kyle Scheel of his Stage Magician of the Year Title!



**Angry Reactions
From Ring Members!**

**Complete Story
on Page 2**

Possible Lawsuit Pending...

Radical Move by Ring Board

By Steve Steiner



In an attempt to be politically correct and not offend any of the participants in the ring's annual Stage Magician of the Year Competition, the Ring 129 Board of Directors unanimously took bold ac-

tion this past month and stripped the 2008 winner, Kyle Scheel of his solo title.

In a prepared statement, ring president, **Julie Clark** said, "We are not really taking Kyle's title away from him. He will still be a winner, but not the winner. The title will now be shared with all the other participants... The board came to this decision after a very lengthy discussion. This is a basic change in the board's philosophy of only awarding one winner and changing it to naming every participant a winner. The new policy will be retro-active. As Hilary Clinton has often stated in her recent campaign for president, our magic club is really a village. And we must all work together to built it."

The move has been met with mixed reaction from the Ring 129 membership. Kyle Scheel was not available for comment. However, his assistant, **Emma Jo Blankenship** was in tears when she heard the news, "I think this is the craziest thing I have ever heard! I really feel sorry for Kyle! We worked extremely hard to win the award back in January and this comes as a complete shock!"

Ring vice-president, **Rod Sipe** commented, "I am totally confused now and I wonder if my 1st Runner-Up status will also be in jeopardy. I guess I won't mind too much if I lose my Runner-Up award if I am going to get a 1st Place award in its place!"

Steve Steiner, new board member and current mayor of Blue Springs, "There is always a lot of pressure on leaders in our society to try to please everyone. This magic club is no different. It is a sign of the times. You are going to see more and more of these type things in our society, especially during an election year."

Board member, **Eric Woods**, "My son, Jonathan, really enjoyed performing at the show and I thought he did really well. This is something that has to be done."

The always outspoken ring treasurer, **Kirk DeWeese** seemed very concerned with the decision, "I hate club politics. I am really concerned how this decision will affect the club finances and attendance at upcoming ring events."

Duane Fields, the 2008 Event Chairman was very disappointed at the board's action. "It's this baby-boomer mentality that I get sick and tired of! Every child is a winner. Everyone gets a happy-face. No one wins, no one loses! I think this stinks! They (the board members) haven't heard the last of this!"

Kyle Scheel's father, **Rob Scheel** did not appreciate the decision and has threatened the club with a law suit. He said that although he personally does not have the finances to legally battle this decision, he will be looking into the free legal services available to him through his work union at United Parcel Service.

Dale Huffman, the current Ring Sergeant of Arms is now considering bringing his gun to club meetings "to be on the safe side". "You just never know how someone is going to react to something like this! Look at some of the crazy things that have been happening around our country in recent years. We owe it to our membership to be prepared."

Interested Ring 129 members are encouraged to read "From the Editor's Desk" on the following page and attend the April 3rd Ring Meeting, 7:00 pm, at the Radisson Hotel, 95th and I-35, Overland Park, Kansas, and let their opinions be heard.

Steve Steiner can be reached by emailing him at steves7@microdsl.net



FROM THE EDITOR'S DESK

April Fool's! By now you have probably realized that this month's cover story about Kyle losing his Stage Magician of the Year title is simply an April Fool's joke. I simply could not pass up the opportunity to have a little bit of fun with you. From what I have seen, most of you seem to enjoy a good practical joke every now and then!

One of the most famous practical jokes was pulled on the night before Halloween back in 1938 when Orson Welles and his *Mercury Theatre on the Air* staged a modern adaptation of H.G. Wells' *The War of the Worlds*. What Wells didn't count on was the audience's response: people fleeing from their homes and crowding churches, bus terminals, and train stations in a panic. Not even Orson Welles could believe the effect that the broadcast would have on the public. What was intended to be nothing more than an entertaining practical joke became much, much, more.

Now, I am hopeful that my little practical joke will not cause the mass hysteria that occurred back in 1938, among our Ring 129 membership. Magicians usually do not take each other too seriously to begin with! Remember, magicians are one of the only professions in which they expect and pay us to "lie"! So, if you are a magician, don't take yourself too seriously!

And don't worry, the rest of this newsletter is free from April Foolery!

Steve Steiner can be reached by emailing him at steves7@microdsl.net

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Apr. Teach-a-Trick

will be taught by Eric Woods and is titled "**The Big Prediction**" from page 184 of the book: *Encyclopedia of Practical Magic*, aka *The Art of Magic and Sleight of Hand*, (Nicholas Einhorn).



To sign-up to do a "Teach-a-Trick", contact Dale Huffman at elad509@yahoo.com

Mark Your Calendars!

Thursday, April 3rd

April Ring Meeting, 7:00 pm
Radisson Hotel, 95th & I-35, Lenexa, KS.

Sunday, April 6th

Bob Klamm Book Reading, 7:30 pm, Unicorn Theatre

Thursday, April 10th

April Board Meeting, 7:00 pm
Denny's Restaurant, I-35 & Shawnee Mission Parkway

Sunday, April 13th

S.A.M. Assembly #38 - Spring Magic Show 1:30 pm
Fairmont Community Center, Independence, MO.

Tuesday, April 29th

Ken Scott Lecture, 7:00 pm @ US Toy

Thursday, May 1st

May Ring Meeting, 7:00 pm
Radisson Hotel, 95th & I-35, Lenexa, KS.

Thursday, May 8th

May Board Meeting, 7:00 pm
Denny's Restaurant, I-35 & Shawnee Mission Parkway

Tuesday, May 13th

Bob Sheets Lecture, 7:00 pm @ US Toy

Saturday, May 17th

David Ginn Workshop 5:00 - 8:00 pm
@ Fairmont Community Center, Independence, MO.

Check This Site Out!

Website of
the Month
By Steve Steiner



This month's "Website of the Month" is Learn Magic Tricks.org (learnmagictricks.org). I stumbled on to this sight a few weeks back when I was doing a search for a fellow club member whose name was somehow connected to an advertisement on this site. My first impression of this site left me unimpressed, but that quickly changed the more I surfed through some of their teaching videos.



Before I go on, I must emphasize the fact that this is a “.org” and not a “.com” site! As I was putting the finishing touches to this story together, I tried to go back to the site to verify some information and found a completely different site! Please, make sure you type in learnmagictricks.org!

Continued on page 14 - (See “Website”)

2008 Ring 129 Board Members



President - Julie Clark
816. 478. 9787
theclark@comcast.net



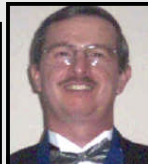
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Secretary - John Hicks
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2-Yr. Term - Steve Steiner
816. 668. 8037
steves7@microdsl.net



Past President - Mike Blum
913. 383. 2586
drblum@doc4kidz.com



NEWS AND ANNOUNCEMENTS



April Ring Meeting - Kirk DeWeese will give a “Website Tour” and demonstrate the new “IBM Portal” and our own “Ring 129” websites live on the big screen at the April 3rd Ring Meeting.



May Ring Meeting - Gene Hernandez will present a “Mini-Lecture” on restaurant magic that you will not want to miss at the May 1st Ring Meeting.



Special Announcement! - Due to road construction on the 95th Street overpass, ring members are reminded that the left turn exit to 95th street from the south bound direction of I-35 will be closed on April 3rd. Those members coming from the north for the ring meeting at the Radisson Hotel should allow a little bit more time to navigate through another route.

Klamm Book Reading at Unicorn Theatre - The Unicorn Theatre located at 3828 Main Street, Kansas City, Missouri will present the last of their “In-Progress Play Reading Series” with the reading of Bob Klamm’s book, “Fly Like a Bumblebee” on Sunday, April 6, 2008, 7:30 pm. Seating is open to the public on a first come, first served basis. A \$5 donation is requested at the door.



Huge Turnout for Fielding West! - Close to 50 people turned out for the Fielding West Lecture held at US Toy on March 12th! Our entire Ring 129 membership should be congratulated for this strong support. The great attendance at our lectures helps the ring continue to book some of the top lecturers in the country!



2008 IBM / SAM Combined Convention - The IBM website is reporting that the Galt House Hotel and Suites are SOLD OUT for the July 20-27 convention. Arrangements are now being made at the Marriot Courtyard Downtown, two blocks from the Galt House.

Welcome to New Member - The board of directors is pleased to announce that Danny Mahar’s wife, Eunice, has officially joined the Ring 129 club as an associate member. *Welcome Eunice!*



NEWS AND ANNOUNCEMENTS



David Ginn Workshop - David Ginn will present his "Kidbiz Live Workshop" at the Fairmont Community Center from 5:00 pm to 8:00 pm on Saturday, May 17th. Tickets are \$35 in advance and \$45 at the door. For tickets or more information contact Athena Stringfellow, PO Box 28, Horton, KS, 66439 (785-486-3716).



SAM Assembly #38 Spring Show - The "Ages of Magic" SAM #38 Spring Magic Show will be held on Sunday, April 13th, 1:30 pm at the Fairmont Community Center, 608 Ash, Independence, Missouri. The dinner and show is \$15 per person and reservations are required by April 7. Contact Bernice Klamm at 816-254-0432 for tickets and more information. Performers include: Phil Franklin, Shaun Rivera, Katie Miller, Dale Huffman, Barron Stringfellow, and John Apperson.

Mark Your Calendars! - The Midwest Magic Jubilee, St. Louis, Missouri will be held on August 7-9. For more information you can visit their website: www.mmjubilee.com.



Close-up Contest Date Set - The 2008 Close Up Magician of the Year Contest will be held at the Roeland Park Community Center on Saturday, June 28th. Additional details are forthcoming.

Dick Berry Lecture - Ring 129 and US Toy will be hosting an evening lecture by Dick Berry on Tuesday, August 5th, 7:00 pm at US Toy. Mark your calendars!



Door Prizes - Beginning at the April Ring Meeting, Sorcerers' Circle will offer two Renaissance Festival tickets at each monthly meeting!



KEN SCOTT

7:00 pm, Tuesday, April 29th @ US Toy

Ken Scott has over 20 years of experience, performing over 350 shows a year. He has entertained over a million people with his unique cutting edge programs. He was voted Greater Atlanta Entertainer of the year. Ken was also featured on CNN Headline News, where he headlined their segment on A Day of Magic. Ken performs yearly in Hollywood, California at The World Famous Magic Castle, which is home to the Academy of Magical Arts. Ken has also been invited three times to perform at the White House.

Ken travels around the world teaching other entertainers his original ideas and routines that he has written and developed. Ken also writes monthly columns in children's performers publications called "The Funny Paper" and the Kidabra Journal.



BOB SHEETS

7:00 pm, Tuesday, May 13th @ US Toy



Bob Sheets is from Washington D.C. via San Diego, Chicago, & Aspen. Behind Bob's humorous presentation style is experience gained from one of the most diverse work histories in Magic. Serious credentials in a variety of venues include Circus and Side Show performer, Shopping Center Magic promotions, Magic Bartender, Street Magician, Bar/Restaurant Owner, Renaissance Festival performer, Magic Dinner Theater entrepreneur, Trade Show crowd stopper, and Sales Meeting wake up artist. Bob lectures and performs for magicians all over the world including England, Denmark, Sweden, Switzerland, Italy, Australia and India. In 1996 Bob won first place in London at the prestigious "Ron MacMillan World Close-up Magic Contest". Together these make Bob an interesting character and a "Good magician and funny guy".



Ring Auction a Huge Success!

By Steve Steiner



According to long-time Ring 129 members, this year's annual magic auction, held on March 8th was a huge success! Both the attending buyers and sellers thoroughly enjoyed themselves during the 4-hour auction event.



The success can be attributed to many factors. First, the weather played a key role in the auction's success. Several out-of-town magicians were in attendance bringing with them not only their magic to sell, but their checkbooks too.



Ring board members, Rod Sipe and Kirk DeWeese, served as organizers and chairmen of the auction. Kirk reported a net club profit of \$400 for the evening's event.



Probably the most entertaining and enjoyable part of the evening was the opportunity to watch the auctioneer, ring member, Terry Davolt. He played with just about every auctioned item, including candles, left-over wine from an empty bottle, and a head guillotine. He even



auctioned a blindfold hood while wearing it! His antics kept the entire crowd attentive throughout the entire evening.



At the end of the evening, Roger Miller offered up one of his now-famous "Leg Tables" much to the delight of the crowd.

By the end of the evening, nothing remained of the large lot of refreshments provided by several of the ring's lady members.



Our thanks to the 48 attendees and all that helped make this year's auction a huge success!

LAST MONTH'S RING REPORT

By Stu Lewis



It's been a busy time for Ring 129, with two lectures since our last report was filed. In February Duane Laflin's lecture contained lots of basic things, such as work with silks. I wasn't able to attend, but I heard good things about it.

Fielding West came to town March 12. He demonstrated quite a variety of routines, from a dove production to a ring vanish--something for everyone except the cardmen. The whole lecture was available for purchase on a single DVD for those who wanted to really learn the routines. He did not try to sell a lot of other paraphernalia, so the focus was on teaching, not sales. He is also an excellent raconteur, so even for those of us not interested in learning his material, it was still an entertaining evening. If nothing else, we picked up some good tips on presentation.



New member Katie Miller got things going at the March meeting by teaching the production of a coin from an egg. Julia Clark then gave us a powerpoint contest on Easter and St. Patrick's trivia.



Laird Wilcox led off the close-up contest with a number of effects including a prediction, a four-ace production, a twisting the aces where the aces turned face down one at a time, and the transposition of packets of aces and jokers.

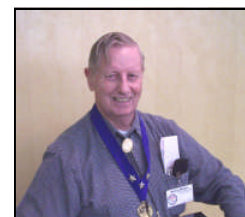
Stu Lewis followed with what he introduced as a "classic of magic," Bill Malone's "Sam the Bellhop." Kevin Emerson did a card routine based on computers and used green sponge balls to represent leprechauns in a holiday-themed routine: standard moves enhanced by origi-



nal patter. Stu Lewis took first place to advance to our annual contest in June. Phil Franklin, who has been making mentalism sort of his specialty, led off and won the stand-up contest with a routine involving the force of one of five pictures. Joe White's act also focused on mentalism (no surprise), involving the matching of numbered cards chosen by spectators with ones previously placed in a series of envelopes.



Stu Lewis led off the non-competitive open segment of the meeting with another "classic," his own version of "Ghost Deal," which uses regular instead of gimmicked cards. The plot involves a mysterious stranger who manages to deal himself four wild cards and then return them to the other three players--essentially a backfire ace assembly adapted to a poker story.



Danny Mahar showed us a "sword box" with balloons instead of swords. Phil Franklin did another mental effect. Terry Davis did a number of effects, including some deft coin transpositions and the comic production of a jumbo contact lens. He followed these with Bob Sheets' "It's the Rules," in which a pair of dice keep changing so the opposite sides don't add up to 7.

John Hicks did a couple of card tricks, one using the "Simple Simon" move and another utilizing the "duck or switch" principle in which spectators choose the order in which cards are dealt to the table but nevertheless wind up matching a predicted order. It's a well-disguised mathematical principle, appropriate for John, who teaches mathematics and is a real student of the various principles behind card magic.



Stu Lewis can be reached by emailing him at
ANDIAM@KC.RR.COM

Sick and Convalescent Notice



This past month, Bob Klamm fell and broke his hip. He is currently recovering from surgery at The Groves, located at the corner of Truman and Forest in Independence, Missouri.

Cards, and greetings can be sent to:

**Bob and Bernice Klamm,
1412 Appleton, Independence, Mo, 64052**

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 email is sent please contact Carl by phone to let him know to check his e-mail account)

Newsletter Policy



The following basic principles will serve as guides in the Ring 129 Newsletter.

The Emphasis will be Local and Personal

The publication will concentrate on local news and club members.

If it is Local Magic News, Then its Fair Game!

We will attempt to promote all local magic news.

Club News First

Since this is an I.B.M. Ring 129 publication, the club news will have top priority.

Disclaimer

We reserve the right to *unintentionally* omit events, pictures & news, and misspell individual's names without notice.

Our Web Page



Much helpful information can be found on the Ring 129 Web Page:
www.ring129.com

The following passwords are needed for members to access special areas of the website:

User Name: ring129

Password: aj



If you have questions concerning the ring website, contact Ken Reedy at **816-734-1484** or email him at ... webdesigners@kc.rr.com.



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 should be emailed to the editor by the 20th of the month.

steves7@microdsl.net

**PICTURES-
PICTURES-
PICTURES!**



**Check out the photos
from magic events this past month!**

Picture Spreads

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March Ring Meeting Pics

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Don Douglas Pics

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Believe the Impossible

A Hit at Topeka Performing Arts Center!

By Emma Jo Blankenship



On March 8th, Ring 129 member Terry Magelssen performed a full stage magic show with Paul Arthur at the beautiful Topeka Performing Arts Center. The entire show was professionally executed and made a good impression, right down to the fact that tickets were sold through TicketMaster.com. Although this performance was unfortunately scheduled on the same day as the I.B.M. Magic Auction, and most magicians already had plans to attend the latter, a few people made the trip to Topeka to see Terry, I among them.

Paul Arthur kicked off the show with a dramatic shadow box production, followed by a quite interesting torn and burned Bill in Lemon effect. Paul's Cube Zag illusion was next, and then he made the first prediction in a series that would stretch the full length of the show. All evening, a small wooden box hung in front of the main curtain, which contained his predictions and the audience was supposed to "keep an eye on".

At this point in the show, Terry Magelssen made his appearance and won the audience over with his light through balloon / torn and restored newspaper introduction, then performed his hilarious head-chopper routine. A cut and restored rope trick followed, and then a demo of the tricks for sale in the lobby wrapped up his first set.

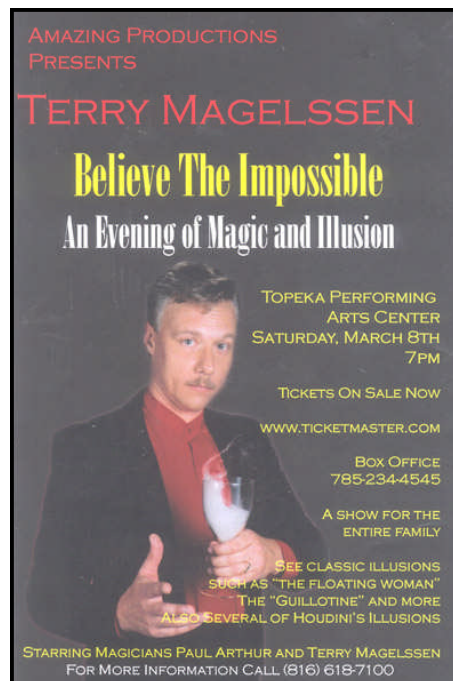
When Terry left the stage, Paul Arthur reappeared and did a set of escape-like tricks, ending with an octagon-shaped metamorphosis. Also during this set, Paul made his second wooden box prediction.

After a short intermission, Paul Arthur began the second half of the show with an upbeat Crystal Casket production, followed up with a variation of Kurotsuke involving a locked box and four keys, only one of which was the correct one. Then came a fun version of a full-body Twister illusion.

Next, our own Terry Magelssen took the stage once again, presenting his cobra snake basket card effect. He then performed "Grandfather's Table", a floating table illusion, which transitioned beautifully into his closing effect (also the highlight of the show for me), his stunning ladder suspension, where he levitated a child from the audience and passed a solid hoop completely over them.

Paul then returned for the last time to conclude the wooden box predictions, and end the show with a classic straight jacket escape timed to music.

As a whole, the show was enjoyable and professional for the audience of close to a thousand in attendance. And although it seemed Paul Arthur was the headliner at this particular show, Terry Magelssen was a wonderful and classy performer, as we all very well know him to be.



Emma Jo Blankenship can be reached by emailing her at emmajo@emmjo-music.com

Magician of the Month Winners

The following monthly winners have qualified to compete in the
Stage Magician of the Year Contest

Month	Winner
January	Steve Steiner
February	Dennis Burks
March	Phil Franklin
April	
May	
June	
July	
August	
September	
October	
November	
December	

The following monthly winners have qualified to compete in the
Close-Up Magician of the Year Contest

Month	Winner
July	Jim Hager
August	Josh Chaikin
September	Marty Isenberg
October	Harris Deutsch
November	Eric Woods
December	Mike Melito
January	Ken Reedy
February	John Hicks
March	Stu Lewis
April	
May	
June	

Reminder for all members that would like to compete in the monthly contests and open performances:

- ◆ Please make sure that your performances are within the allotted time of 10 minutes.
- ◆ Make sure that you are aware of the fire policy.
- ◆ You can find all the details for performance rules on the ring website.

CONGRATULATIONS!



**Stu Lewis - March's Close-up
Magician of the Month!**



**Phil Franklin - March's
Stage Magician of the Month!**

Dealer Booth Policy

In order to set up a dealer table at Ring 129 Meetings, the board of directors have established the following policy.

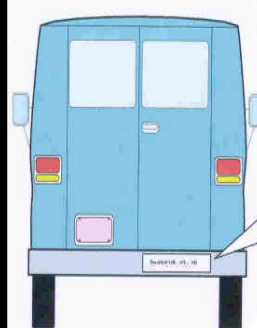
A dealer is considered legitimate provided they meet one of the following criteria:

- ◆ Operate their business out of an actual magic storefront or building.
- ◆ Have an actual magic dealer's I.D. or business license.
- ◆ Have a Sales Tax Number



Remember: Individual club members may also bring and sell their items at regular club meetings, but may have to share a table with others depending upon the number of dealer tables being used during that evening.

MAGICIAN'S BUMPER STICKER?



**MY DOG CAN
LICK ANYONE!**



Tips From the “Cos”

When To Say “No”

In previous articles I have alluded to performing etiquette and when to perform. I mentioned that Max Malini was the only magician to be admitted to the prestigious Friars Club in New York because he was not always pushing his magic on everyone. He would perform when called on only after some prodding.

The beginner magician is constantly trying to prove to everyone around him that he is a magician and worthy of everyone's respect. He has just learned a few cool tricks, maybe even owns a cigarette through quarter. He probably even glanced at the instructions and ran through the rudiments of the method (paying no attention to the “effect”) during his one minute practice time.

Perhaps I should stop here for just a moment and cite a passage from Pure Magic! A Primer In Sleight Of Hand by Henry Gross. He states “You spend only a fraction of your time performing; the rest, practicing. If you don't enjoy practicing, there's not much point in choosing magic as a hobby. Regard practice as a pleasure, not a chore, and you will make rapid progress.” I don't want to dwell on the importance of practice in this monograph, so suffice it to say that before you venture out into the unknown, be certain that you have thoroughly practiced every aspect of each effect.

Good performances by good magicians are seldom seen by those spectators whose opinion of “magicians” was tainted by an exceptionally poor performance or by being placed in an embarrassing situation (i.e. 20th Century Bra) by some amateur who insisted that they watch his “tricks . . . and too many of them at that! As it applies to other endeavors, the same is true for the art of magic . . . one bad

apple can spoil the bunch.

I understand the urge to show somebody, no, I mean everybody, this new packet card trick or that new zig zag gizmo when I was young in magic. For some, this immaturity in magic lasts longer than it does in others. Many of us constantly carry some coin trick or other doodad in our pocket every day. It's like a good luck charm that goes with us everywhere. We would feel naked without it. It becomes just as natural to load our pocket each day as putting on our shoes. We carry this/these geejaws just waiting for someone to ask us to do a trick. We dare them to even hint that they would like to see a trick. We almost literally jump at the chance to show them what we can do. And if they don't ask, then we can prod them into asking by directing the conversation to magic.

We don't need to contrive to get people to talk about “magic”, rather we should orchestrate the conversation so that whatever the topic, we can weave our pocket trick into the discussion to demonstrate a point. If we intentionally talk about magic, then everyone will of course expect a trick and part of the impact is lost because of their expectations to be fooled. On the other hand, when you are talking about, say, the recent space shuttle launching and during the discussion you bring out a red piece of paper, fold it like an airplane, ignite it and it floats off into the air, then you have created an “impromptu” miracle and established your position as a wonder worker.

Magic should just happen and seem natural rather than unnatural or contrived. For example, it would seem unnatural to pull out a little plastic box to perform the zig zag cigarette. Compare that to the naturalness of just making a lighted cigarette disappear.

In an informal setting where you are not employed as a magician nor expected to perform, it is not necessary to overwhelm them with how many tricks you have on you or how many tricks with a salt shaker you can do. If you continue, then you are only proving that you beat them to the magic

(Continued on Next Page)

“Scott Wells” (Continued from Previous Page)

shop. You should stop after two or three effects at the maximum. If you should be asked to continue, then give them your card and mention that you are available for parties, bar mitzvahs, rocket launchings, etc.

Don't try to show everyone everything that you can do at the very hint of the word "magic" during a discussion. To be more specific, if you are directly asked to show them a trick, then you should not seem so anxious to immediately show them twenty ways to get their selected card to the top of the deck. Wait until you are certain that the request is genuine and not just a polite request to satisfy your need to show them something. Wait until they ask a second time on their own so that you are satisfying their needs. You want the idea to come from them. The impact will be that much stronger and their appreciation will be exponentially greater.

While on the topic of performing in impromptu situations, I would like to briefly elaborate on a Howard Bamman editorial that was published in *The Linking Ring* many years ago. Why should you give away your best stuff that took time, effort and money to learn and you may feature in your paid performances? What I mean is that if you studied to be an attorney or doctor, then should you be expected to give free legal advice or perform minor surgery when introduced as a professional at a cocktail party? Why is it then that when you are introduced as a magician or a musician at a party, you are asked to perform for free (“Could you play a few Christmas songs on the piano?” or “Do you mind showing us some of your tricks?” “Oh, everyone would love it!”)? Of course everyone would love it, that's why people pay entertainers to perform at their parties. I have a fundamental problem with performing on command like a trained seal. I feel “used” and not considered a real friend. I feel as if there was a hidden agenda in my receiving the invitation to this party. Of course it could be that you have brought it on yourself by being known to always carry “something” with you and being ready, eager and willing to perform at the drop of a hint.

If we do perform, then it should be because

we choose to do it when and where we want. There is nothing wrong with doing a few things to establish/maintain your reputation, but only after a little prompting.

But when should you perform? How long should you wait until the conversation or the situation is just right for you to appropriately insert your effect to make it seem as if real "magic" is taking place? To quote Max Malini “You wait a week.”

#

Website” (Continued from Page 4)

The site consists of tips, tricks, merchandise, e-books, publications, and on-line videos. Each day various magicians will post a video teaching a new trick. You card-lovers will enjoy the site as most of the tricks are card routines.

Please be aware that a majority of the videos appear to be done by mostly unprofessional Jr. High kids. The kids set up their video camera across the table or room and start recording their trick and explain how it is done. When they are done they will walk over and shut it off!

However, there are several videos done by more experienced magicians that show some very interesting information that many can use. For example, I watched “an expert video” explain to me three or four ways to do the “Elmsley Move”. I also watched a grade-school kid show me a really cool close-up effect that I might try to perform myself at a future club meeting. There are several videos of people showing how to do the “muscle pass” coin move.

One questionable practice allowed on the site is that some of the standard magic props are taught and explained. In reading through the site's question and answer page, they make a strong case for their practice of revealing how magic is done.

Some of the videos appear to be archived on their site while others are simply links that take you to the video already available on YouTube. The Archive section dates back to January 2007 so with 6 to 14 new uploads each day, there are hundreds of videos one can watch.

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Marketing Your Magic... Lead Generation By Kyle Peron



In the process of finding your own success, the first step is always recognizing that you must get up off the couch and take direct action yourself to seek it. It is about setting long and short term goals every year and checking up on your progress often. Assuming you have done that, the next step that I often take is maintaining and finding new leads for the markets that my wife and I work. You cannot market effectively unless you have leads to market to. So how do you find leads and establish leads? How can you create systems that work for you so that lead generation becomes a habit for you?

Well, I would like to list a few of my own secrets that I use and have made habit for coming up with leads every day and all year around. For my wife and I, coming up with new leads and keeping track of them is an important step in the process we go through for the different markets we work each year.

One of my biggest tips is to start what my wife and I call a "Leads Binder or Database". This is a binder or online ACT database that is mainly used for anytime a new lead is spotted. I use a binder mainly and I have it set up by month and then by week. Each month has a tab on it so I can turn to that month easily. Each section is then set up according to date. This way I can find a lead for any month and any date that I might be trying to target.

Whenever we see or find a lead, we gather all information that we can and it gets placed into a plastic sleeve that then gets placed into the binder according to that month and date. The idea behind the month and date is that if I have or see an opening in our calendar, I can immediately go to that section of our leads binder and find a lot of different potential suspects and leads to do a mailing to. It helps me to keep it all organized.

Now how do we find leads? Let me give some ideas

we have put into place.

We are trained to always keep our eyes out for any poster or sign as we are driving to work or about town. Because one of our target markets is festivals and fairs, we always see signs and banners around. What we now do is have camera phones and we take pictures of these signs and banners as we pass them. This information can then be downloaded and recorded when we get home and entered into the leads binder. There is simply a wealth of information out there that you pass every day and may not even be aware of it. Daycare centers, malls, schools, theaters etc. are all things you pass every single day that could be directly related to the market you work. Get in the habit of spotting these and keeping track of them. Use them as new leads.

Every Thursday we get the local papers from a lot of different areas in our performance area. We get these as many have a weekend section in the paper. This is a gold mine for potential leads that are perfect for us as we deal a lot in family crowds and shows. Many of these have sections in them for family events and things to do during the weekend etc. This is a wonderful way to acquire a lot of new leads.

The Internet is also a wonderful tool for finding leads if you just have some patience. I have my favorites categorized and sites saved under different categories such as cub pack sites, festival sites, chambers of commerce sites, parks and recreation sites, etc. This way they are categorized and always available and at my fingertips when I need the information for new leads. A little bit of research using search engines like Google.com and others, will land you a lot of great and useful sites you can use for lead generation.

I also use my past clients as lead generators through a referral reward program. I always give them a thank you kit after every performance and part of that kit talks about referrals and encourages them to do so. We have received many leads simply by remembering NEVER to forget your past client and always staying in touch with them.

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"Kyle Peron" (Continued from previous page)

Business cards. I always have them with me and on me and in every location and every car. It just becomes habit for me to have them and to use them. Having cards does you no good sitting in your box. You must be willing to not only give them out, but be active enough to get cards in return.

There are a lot of other tips, but I will leave it at this for now. I know some of these may not be unusual, but they are some of the things that have really worked wonderfully for my wife and I and the system we set into place. I hope they may be of help to you as you start to create ways to keep your lead generation ongoing year round.

As always, I encourage you the readers to let me know your thoughts. So if you have any thoughts on my articles or suggestions or comments, please feel free to e-mail me directly at magic4u02@aol.com. I would love to hear from you.

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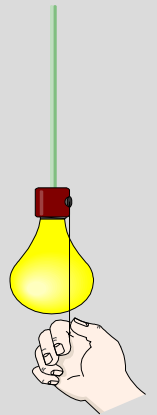
WHO IS THIS GUY?



A honeymoon couple is in the Watergate Hotel in Washington. The bride is concerned "What if the place is still bugged?" The groom says "I'll look for a bug".

He looks behind the drapes, behind the pictures, under the rug "AHA!" Under the rug was a disc with four screws. He gets his swiss army knife, unscrews the screws, throws them and the disc out the window.

The next morning, the hotel manager asks the newlyweds "How was your room?", "How was the service?", "How was your stay at the Watergate Hotel?" The groom says, "Why are you asking me all of these questions?" The hotel manager says "Well, the room under you complained of the chandelier falling on them!"



The Doctor says "You'll live to be 60!"

"I AM 60!"

"See, what did I tell you?"





PHOTOS AND PICS



Photos from the March Ring 129 Meeting





PHOTOS AND PICS



Photos from the March Ring 129 Meeting



Photos from the March 8th Ring Auction





PHOTOS AND PICS



Photos of Don Douglas' Performance With His Dancing Mannequin Partner at the Johnson County Men's Follies on March 9th.

