

Mark Your Calendars!

Thursday, January 3rd

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

Thursday, January 10th

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

Saturday, January 12th

Stage Magician of the Year Competition & Banquet
6:00 pm - Roeland Park Community Center

Tuesday, February 12th

Duane Lallin Lecture
7:00 @ US Toy

Saturday, February 16th

Sal Piacente lecture & workshop (See pg. 22)

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CONGRATULATIONS!



Mike Melito - December's Close-up
Magician of the Month!



Harris Deutsch - December's
Stage Magician of the Month!

JANUARY

Teach-a-Trick

January's Teach-a-Trick will
be taught by Dennis Burks
and is titled "Linking Paper

Clips" from page 216 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 Mike Melito at

mmelito@kc.rr.com

Teach-a-Trick qualifies for
Sorcerer's Circle Points!



Ring 129 Board Members

<u>President</u> - Mike Blum	913. 383. 2586
<u>Vice President</u> - Julia Clark	816. 478. 9787
<u>Secretary</u> - John Hicks	913. 334. 1392
<u>Treasurer</u> - Kirk DeWeese	816. 224. 5000
<u>Sergeant-at-Arms</u> - Mike Melito	816. 459. 8314
<u>Board Members:</u>	
Rod Sipe	816. 916. 3655
Ken Reedy	816. 734. 1484
Eric Woods	913. 709. 1606
<u>Past President</u> - Chuck Macan	913. 681. 0368



NEWS AND ANNOUNCEMENTS



Welcome to New Members! - Please welcome our two newest members:



Shaun Rivera is from Overland Park, Kansas and is the new Ronald McDonald for the metro area!

Shawn Michael Heckmaster is from Lawrence, Kansas and is Chuch Macan's son-in-law.



Mark Your Calendars - Our first ring-sponsored lecture will be a very special one. Duane Laflin will appear at U.S. Toy on Tuesday, February 12th beginning at 7:00 pm. Cost will be \$6.00 for regular members and \$5.00 for Sorcerers Circle Members. This lecture will be free for those members that paid their dues early!



Board Meeting Date Change - Please note that ring board meetings will be moving to the second Thursday of each month. January's meeting will be held at the Denny's Restaurant at I-35 & Shawnee Mission Parkway.

Videos on Ring Webpage - Be sure and check out the link to the humorous video of the guy using fire in his magic act on the ring129.com website! It depicts a good reason why the club has banned the use of fire in the competitions!

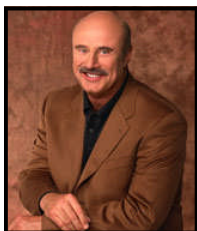


You can now have videos of your magic performances placed on the internet and linked to the Ring's Website. Videos are uploaded and stored on youtube.com, and then linked to the Ring129.com website. To have your video uploaded, contact ring webmaster, Ken Reedy.



Final 2007 Roster - Ring 129 closed the year with a final total of 114 members! It is estimated that our club ranks in the top five in membership in the entire I.B.M.!

Concerning Club Dues... Now is the time to pay your annual club dues. If you think about it, the annual club dues of only \$20 is quite a bargain! Last year members' dues helped pay for seven lectures and the great monthly meeting site at the Radisson in Overland Park! The dues have not increased since the early 1980's and can be paid at the regular monthly meeting or by mail to the ring treasurer, Kirk DeWeese, 634 SW Walnut, Blue Springs, Mo., 64014.



Woods Family to be on Dr. Phil Show - The entire Eric Woods family (Eric, Christy, & Jonathan) are scheduled to appear on the Dr. Phil Show on Wednesday, January 2nd. This past month they were flown out to L.A. to tape the show which will feature *Extreme New Year's Resolutions*. Eric & Christy have both resolved to stop smoking this next year.



LAST MONTH'S RING REPORT

By Steve Steiner



The December Ring 129 meeting, held on December 6th at the Radisson Hotel in Overland Park, Kansas, got off to a cold start, literally! Oh, we had

a great turnout of members, but when everyone arrived, we soon found out that the hotel's heating system was on the blink! The lack of heat in our meeting room only meant that everybody was going to keep their coats on during the evening because the "show must go on"!

We had several guests during the night including Shawn Heckmaster from Lawrence, Kansas, and Joe Stringer from Topeka, Kansas. Shawn is the son-in-law of ring board member, Chuck Macan, and has since been accepted as a member into the ring.

The meeting began with the usual slate of announcements informing the members of all the upcoming ring events. Tickets went on sale for the January 12th Stage Magician of the Year Banquet and members also were encouraged to pay their 2008 ring dues during the evening to qualify to receive free admission to the first lecture of the year.

Kevin Emerson performed a limited version of the "Snowstorm in China" for the month's "Teach-a-Trick". He actually did a great job explaining all the ins and outs of the trick without actually letting all the confetti fly. (I'm sure it had something to do with the \$150 cleaning fee the hotel would charge to clean up all the mess!)



Following the break we had a full slate of magic performed. In the close-up competition, Ken Reedy and Mike Melito both performed. Mike won the monthly title doing a routine that used Chinese Sticks, a Color Vision Cube, and Sponge Balls to win the monthly close-up title.

Harris Deutsch was the only performer in the stage competition category. He performed a comedy routine that included balloons, a change bag, and two vent puppets. As is customary when only one person competes in one of the categories, the final decision is made by the ring board of directors. Two weeks later, following a board vote, he was officially declared the monthly stage winner.



Several members performed in the open category during the evening. Barron Stringfellow performed a great card trick that involved five cards and aces. Alan Goodheart next performed a seasonal rope trick that he had been performing during his shows that month. The effect involved tying up a long piece of rope into the shape of a snowman, cutting it three times, and then pulling the knots off and returning the rope back to one long piece.

Dale Huffman followed Alan with a card trick in which he used an elaborate number of comedy signs to predict a chosen card. Mentalist, Marty Isenberg, next fooled nearly everyone in the audience with a trick in which he matched two sets of ESP cards after both sets had been thoroughly shuffled. Wrapping up the evening was new member, Shaun Rivera, who performed one of his signature card tricks and pick-pocket, Gene Turner, who "initiated" one of the visitors, Shawn Heckmaster, with his sponge ball antics while slipping several watches on to his arm!



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

A Message From The President

By Mike Blum



As I walked into the restaurant on Metcalf Avenue almost 30 years ago, I never realized what going out to dinner with my family would mean to me in the future. It was supposed to be a simple dinner with my wife, Jenifer, and our two kids, Deanna and Steve. During the meal a magician came walking up to our table. After a delightful presentation, we got into a discussion concerning opportunities at the local magic club. He gave me the name and phone number of the then current president of Ring 129. I called. I talked. I joined the local ring of the International Brotherhood of Magicians. It was a simple dinner that changed my life for 30 years!

As I finish my third term as president, I still remember the conversation that I had with that president. We talked for almost an hour about the benefits, entertainment, friendships and learning that would occur if and when I joined the local ring. That president was 100% correct. Can you guess who that person might be? All my years of membership have been filled with learning, entertainment and making new friends. As president, it has been a pleasure to be the leader of this organization. There have been perhaps only one or two occasions that a member has called me upset about an issue. While some people would feel they were receiving complaints, I have always interpreted comments to me as suggestions or ways to improve the club. A leader of any organization has an obligation to help develop programming, increase membership and provide an environment of friendship. No leader can do this alone. As I mentioned several months ago at a club meeting: "the success of this club is not due to Doc Blum, any individual board member, or any single ring member. This club is successful, because everyone participates to the best of his or her ability."

It has always been difficult for me to highlight any one individual. When writing my president's column in previous newsletters, I was always concerned that

I might leave out or forget that one important person, who helped make an event successful. This would be a tragedy. I've always tried to thank in a public forum, at club meetings, individuals who have helped create or produce an event. Over this last year, a significant number of our members have helped to make this club the best. I thank you all!

We begin the 2008 New Year with a club meeting and our annual H. Claude Enslow Stage Magician of the Year contest and banquet. We also change leadership during this month. My best wishes and support to the new leaders of Ring 129. I would personally appreciate it if all the members would continue to participate, teach, introduce new members to the club and finally, to continue the friendships. These principles have made our club strong and made it such a joy for me to be a member and President.

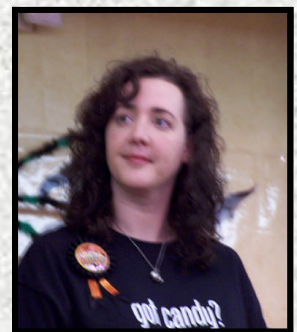
My best wishes for health and happiness to all our members and their families during this next year. If I can personally help you, please do not hesitate to contact me. While I may be stepping down as President, I will continue to enjoy the friends and fellowship afforded me by Ring 129. Thank you!

Mike "Doc" Blum will be completing his term as Ring President on January 12th as new officers are installed at the Annual Stage Magician of the Year Banquet.

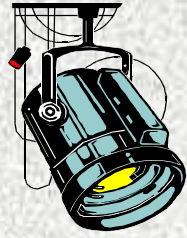
Our thanks goes out to Mike for his faithful service to the ring.

To contact Mike Blum you can email him at drblum@doc4kidz.com

Julia Clark will succeed Mike as ring president in 2008.



Member Spotlight



Mike Melito's

Soda Pop Can Creations were featured in the December Issue of *Magic Magazine* by making a list of Top Ten Christmas Gifts.

For many years Mike has taken ordinary aluminum cans and carved them into various characters.

At the next monthly ring meeting be sure and check out his soda can magical characters!

Congratulations, Mike!




Editor's Note: Mike Melito was named November's "Volunteer of the Month" at Children's Mercy Hospital. *Congratulation, Mike!*

Check This Site Out!

Website of the Month

By Steve Steiner



This month I want to point you to two different websites. They are simply two different magic sites that you might find interesting!



The first one is Entertainment, Design, & Fabrication located at <http://www.edfmagic.com>. I stumbled on to this site the other day and was mystified by one of the illusions they built. If

any of you can explain to me how they do their “Biting Yourself on the Forehead” box levitation illusion please email me and let me know! You can view the video by going to their site and clicking on the “Videos” section. Have fun!

The second site is rather old in internet years. As a matter of fact the site hasn’t been updated since 2003! I re-discovered this site by cleaning out my Internet Explorer “Favorites” section the other day. It is called “M&M Magic Product Review” located as a part of the “Silly Magician” site.

One section of the site consists of two guys like Siskel & Ebert giving reviews of some of the classic magic tricks they have played with. They give thumbs up or thumbs down to such classic tricks as “Run Rabbit Run”, “Chair Suspension”, etc. They also critique card tricks.



They do not necessarily expose the methods behind the tricks, but they will rate how difficult each trick

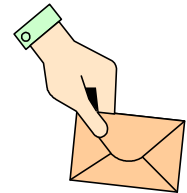
is and how surrounded one can be when performing it. They also have “Turkey of the Year” award for some of the tricks they do not like!

If you are looking at buying a trick, you might want to see if they list it on their site and read their review first. Make sure you type in the following address to get to the M&M Review section: <http://www.sillymagician.com/magic.htm>

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

Sick and Convalescent

By Carl Macan



“Skeeter” Luther

is currently recovering from knee replacement surgery.

Cards and letters can be sent to him at 1011 Top Water Dr., Bates City, Mo, 64011.

He can be reached by email at oluther@capitalelectric.com



Larry Poague

is now home and rehabilitating from a stroke suffered last month. He wanted to express his appreciation to everyone for all of the cards

he received during his stay in the hospital. You can still write him at Larry Poague, Sr., 34221 W. 90th Cr., DeSoto, KS, 66018.

Magician of the Month Winners

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

Month	Winner
January	Rod Sipe
February	Steve Steiner
March	Dennis Burks
April	—————
May	Joe White
June	Marty Isenberg
July	Jonathan Atkinson
August	Gene Kean
September	Kyle Scheel
October	—————
November	Roger Miller
December	Harris Deutsch

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	
February	
March	
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.



FROM THE
EDITOR'S
DESK

This edition of the Ring 129 Newsletter is intended to be special. I have tried to dig up as much history and information about our annual Stage Magician of the Year Contest and Banquet as I could and in the process of doing so, have run across quite a bit of other club history, stories, and information.

To me, all this *history* is fascinating. You see, I love *history*. One of my majors in college was *history*. My two favorite cable channels are the Biography Channel and the *History* Channel. Hey, I actually love to hear Ring *Historian* Roger Miller's Ring *History* Report at the monthly club meetings and I have only been a member for less than three years!

Well, in all my brief time of research this past month in preparing this newsletter, I hit the "mother load". I got my hands on a huge folder of old newsletters, pictures, and ring 129 clippings from Bernice Klamm. Bernice was the ring secretary for many years and I called her to see if she had any pictures from some of the old Stage Magician of the Year Contests. She accommodated my request and also loaned me one of her folders of old ring information.

Now, I am only about 1/5th of the way through the folder, but I have already ran across board minutes from the 1970's and even a ring "yearbook" from 1965! In this information I have come across documents that list at least two current members of the club who were charter members of our organization. Do you know who they are? Do you know what the yearly ring dues were in 1966? How many past presidents of the ring can you name?

With the help of some of this newly found information and recollection from our long-standing members, I plan to include some historical information, articles and trivia in some of the upcoming newsletters. Until then, I hope you enjoy this issue !

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

The Card Cheat's Workshop

By Barron & Athena Stringfellow



Join card magician and world-renowned gaming expert, Sal Piacente, on Saturday, February 16th, as he takes you step-by-step through amazing expert card scams and routines. In this series, see how casinos and suckers get cheated by the talented crooks on the outside! Sal will not only show the moves (the real deal!), but will also advise how NOT to get cheated yourself!



Sal Piacente uncovers some of the secrets to expert card routines such as the McDougal Stack, Paint Poker, Rollover Aces,

Stop!, the Riffle Stack, the Faro Stack, the 4,5,6-Packet. These routines have gained Sal prestige and respect with magic's elite. Sal walks you through the history of the Three Card Monte, the moves and the psychology behind one of magic's favorite close-up routines and one of the most dangerous games on the street. Sal demonstrates the Secret to Monte, Staring the Mix, Hype Move Detail, the Bent Corner Scam and much more.

In this lecture, you'll also experience the Three Shell Game up close as Sal Piacente gives you a personal



demonstration, teaches you the history of the game, and learn unbeatable moves such as: The Sucker Move, The Flash Move, Under the Finger, Two Shell Game, the Finishing Move and much more.

Sal has been seen on: "Good Morning America", "On the Inside: Casino Tech" on the Discovery Channel, and is a principle character in "High Stakes: Bet Your Life on Vegas".

Saturday, February 16th, 2008

The Card Cheat's Workshop – 5 hours, 10am to 3pm, \$250.00 (Limited Seating!! - Cost Includes BBQ Lunch & Evening Lecture)

Evening Lecture - 7pm to 9pm, \$25.00 (Workshop Attendees Have Seating Preference!)

The Kansas City lecture location is printed on your tickets.

Contact Athena Stringfellow @ Flaming Hat Productions for ticket availability and location information:

flaminghatproductions@yahoo.com

(785) 741-0767

Snow Policy On Ring Meeting Nights

In the event of snow or questionable weather, be sure and check the ring129.com website or check to see if Johnson County Community College Evening Classes have been cancelled.

The ring will match the college for cancellations.

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.

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

Page

December Ring Meeting Pics 28-29

David Sandy's Show at Crown Center 30

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.

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.

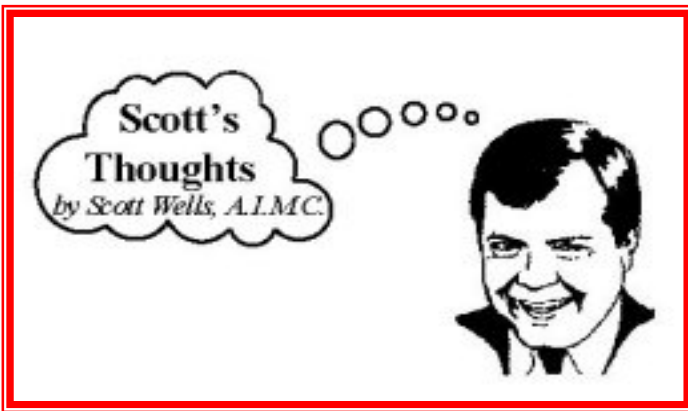
Sick and Convalescent

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)



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 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 colored ruffled shirt with a big butterfly bow tie and a wide lapelled tuxedo? Is this the image that you want to project?

Continued on next page

Continued from previous page

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.

#



How to Recruit and Treat your Assistants from the Audience

By Kyle Peron



Ever perform a show and when it's that time to find a volunteer it almost seems like your audience goes into terror mode? The audience starts to slump in their chairs, look the other way or raise someone else's hand instead of their own. They do anything they can to make sure it is not them who get selected to come up and help.

I feel there is a simple reason behind why this happens. Many people just hate being picked by a magician. Why is this? Why are people afraid to help a magician. I do not feel it is so much the fact that they are brought into the limelight as it is this fear that they are going to be made to look like a fool on stage in front of everyone. Perhaps this fear of embarrassment prevents them from wanting to assist us.

How can we change this perception that what we do is embarrass the people we bring up on stage? How we can empower our helpers instead of always causing the laughs to be pointed at the person we select to assist?

The first step is always remembering that every person that you bring up to help you should be treated like a guest in your own home. Treat and show them the same respect you would want to receive from them. If you remember this simple idea, you can be sure to change your mannerisms in regards to how you talk and greet and react with them on stage.

Second, understand that they are nervous to begin with. They are not used to being in front of everyone or in the limelight and they may have friends or family watching them. This nervous feeling is normal for them. Where as, we are comfortable on stage, they are not. Be aware of this and tune into it. You can learn to relax the person by giving them a round of applause as they come up, shaking their hand when they get there and thanking them periodically

through out the routine. You can also whisper something to them at times during the routine if you need to. This just something that is heard between you the performer and your helper that can show your appreciation.

Third, realize that it is ok to get laughs from your helpers but make sure they realize if you do so, that you are teasing and you appreciate their help and being a good sport. It is important that they trust you and understand you first and the laughs you are getting are not always pointed and aimed directly at the person or child.

Fourth, do not fall victim of forgetting that your helper is human just like you are. They share the same emotions and breathe the same air. We as magicians tend to forget that the person we have helping us is even there at all. We have done the effect so many times that the person stops being a person and becomes a prop that we manipulate like other props on the stage.

Fifth, your audience is EVERYTHING. Without an audience, a magician is an awfully lonely person. Remember that you are not there performing for yourself. You have to enjoy what you do, but the real reason you are there is to entertain the audience that has come to watch your performance. They want to have fun and a good time. You can make that happen for them.

And lastly, you do not always have to get the laugh by embarrassing the helper. You can just as easily get a great laugh or reaction from an audience by turning the sucker trick on yourself. Instead of the wand breaking in the child's hand, it works fine for him but does not work for you. They seem to be able to restore the paper napkin where as yours falls apart in pieces.

By doing so you still get the laugh, but you are making the helper feel good and feel important. In a sense you start to empower the helper. This not only benefits them but will benefit you as well. Your

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shows will run smoother and you send a positive message to the entire audience and your client. You also will see that your audience is more willing to want to come up and assist instead of dreading to raise their hands.

We must also realize that as magicians, many of the audience members we perform for are seeing a live magician for the very first time. We are the ones setting the example for how they may view magic and magicians in general. If this is the case, then we should be conscious of this and work towards giving those audience members a positive feeling towards the entire magical experience.

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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