

# MagicMessenger

The Official Newsletter of the Ann Arbor Magic Club / S.A.M 88 / I.B.M. 210

JUNE 2016

## President's Corner

Greetings everyone! Well, it's June. Think it's safe to say that summer is finally here? Seems like we went from a mild winter directly to summer, with no real "spring". But at least it's here.

For the last year and a half, our meeting focus has been almost entirely what we're here for: **magic**. I mean, that's what the Ann Arbor **Magic Club** is all about, right? But occasionally we have to discuss some "business". And we did just that last month and will again this month.

We went over the financials from Michigan Magic Day, and bottom line, we lost a couple hundred dollars. But with a budget of almost \$6,000 for that program, I think we did pretty darn good! I'm constantly looking at ways we can improve what we do, and keep our costs to the very minimal. That's why I'm also looking at how to revamp our annual banquet. We've lost money on it the last few years. It's a great time, but costly. So, let's keep looking at it.

We also introduced some by-law changes last month that will be voted on at our July meeting. Four of the five simply bring us into compliance with our current practices. The fifth one removes the "term limit" for the office of president, bringing it in line with all the other elected officers who have no such limit.

I try to keep business discussions (when we need them) as short and civil as possible. The monthly "Bits of Business" is designed to get out the important information, without having to go through every single detail, unless there are questions. Always open for that. If you *ever* have any questions about *anything* related to our club, never hesitate for a second to drop me an e-mail, send me a text, or give me a call. I am always happy to explain why I do what I do.

## Flea Market

Our annual Flea Market is coming up Sunday September 25<sup>th</sup> at the Eagle's Club in Belleville. Noon –3:00, dealer tables are \$10 for members and \$20 for non-members. If you want one, they tend to go pretty quickly. You can reserve it online at our web site ([www.AAMagic.org](http://www.AAMagic.org)) or at a meeting. This is always a great time, and moving to September has been a great move for us!

## June Meeting.

We return once again to the gracious folks at Senate Coney Island on Plymouth Rd in Livonia. Meeting starts at 7pm. Come as early as 6pm if you want to eat. We try to discourage ordering once we start. This month's topic: **Teach-A-Trick**. I have learned so much at our meetings. From sidebar discussions to lectures to demonstrations. *Bring something to show us, then plan to explain it to us so we can do it too!*

## Show Business.

As magicians, it is very easy for us to focus on the “show” part of “show business”.

We collect the effects we want to do. Put them together in some kind of order. Routine them so they make sense. Practice them to get the ‘moves’ down right. Rehearse them by running through the entire show to block timing, prop management, show-flow, music, and order. Then, we perform it live in front of an audience. Repeat.

But the phrase is two parts: show and business. It's the “business” part that allows us to get the gig in the first place. And it's the “business” part that allows us to get paid and keep as much of that fee as possible. Let's think through this just a bit.

“Show Business” includes marketing. We may be legends in our own minds, and even the minds of our family and friends. But they aren't the ones that book us. If we want to perform on some sort of regular basis, we need to get the word out about what we do.

What does your marketing look like? Do you have a web site? Is the address easy to recall and spell? Do you have the address on virtually

every piece of distribution you have? What about Facebook? The world is on social media these days. If you're not, you literally don't exist. (And a side tip about FB: keep your personal page separate from your magician page. And watch what you post. Keep those political views and opinions to yourself.) What about Twitter, Instagram, YouTube and all those other sites? And do you promote those as well? And post on them regularly?

Another important marketing tool is your business card, phone number and e-mail address. Don't get the "free" biz cards. Go to [www.gotprint.com](http://www.gotprint.com) and buy nice cards cheap. Make sure they have all your contact information on them. Have an e-mail address that ties into your web address. *And answer your e-mail quickly.* Like it or not, instantaneous communication is the norm these days. Get a dedicated phone number. You can buy super cheap cell phones at WalMart these days. You don't want your kids answering your business calls... look like a pro! And you might as well start texting too. Again, this is the way communication is done these days. Hopefully no one is still paying for phone book advertising... btw, where *is* my phone book? LOL

And know what your pricing is. Different people have different opinions on whether to publish your pricing for various events... I'll leave that up to you. But if someone asked you, "what do you charge for a birthday party?", could you answer them? What about a banquet? Wedding? Strolling magic?

Once you land a gig and get paid, personally, I like to keep as much of that as possible. I've become a master of the tax write-off. (Disclaimer: I am not a tax professional. Check with one if you have any questions. These are just strategies that I've learned to use).

That phone I just mentioned? Write off. Your web site services? Write off. Biz cards? Write off. Books? Magazines? Memberships? Write off. Office supplies? Magic tricks? Write off. Ann Arbor Magic Club meeting food? Write off. Mileage to anything magic related? Write off. Basically the rule is: anything you spend that helps you earn money as a magician is a write off. Three out of five years have to be profitable, but that means you can write off up to your entire magic income!

Pay close attention to both aspects of “show business”. Have fun, and make (and keep) some money!

Magically yours,  
**John Russell**

## Secretary’s Report

Please keep Bob Waite in your prayers as he undergoes treatment for cancer. Bob is currently residing at Botsford Commons, Room 145B, 21450 Archwood Circle, Farmington Hills, MI 48336.

Our May gathering offered a full evening of activities, beginning with the welcoming of guests **Tim Miller, Dave Wirth, Carol Trusk and Jay Johnson**. Additionally, **President John Russell** presented new member **Kevin Peshick** with his certificate of membership. John then reviewed our club’s sponsorship of Michigan Magic Days 2016, highlighting its resounding success and posturing for a 2020 reprise. It was announced that **Marvin Mathena** will be receiving the “Order of Merlin – Excelsior” award in August for 60 years of continuous membership in the International Brotherhood of Magicians! Two themes were the subject of this month’s meeting: “Magic Cost Saving Tips” followed by our annual “Mini Flea Market”. Members came prepared to share their recommendations for saving some magic coin. Suggestions ranged from types, sources and availability of roughing fluid and invisible thread to the application of dollar store props to our routines. We even had contributions via email from member **Jack Markley**, who resides in Anderson Indiana. Now that’s dedication to the magical arts! An additional treat was the **Rabes (Karl and Bill)** presentation of the “Multiplying Bottles” effect. Their act was outstanding, one of the best comedic twists on this classic of magic I have ever seen. Concluding the evening was our popular mini- flea market, this year represented by 10 vendors: **Ken Magee, Randy Smith, Jim Folkl, Gary Segadi, Bob Goodwin, Dan Jones, John Russell, Rich Triemer and**

**Tim Miller.** A ton of new, gently used and vintage magic was offered at super sale prices. Everyone left with a little cash and a treasure or two to make them a star! Preparations are in the works for the club's "World Famous Magic Flea Market" scheduled Sept. 2016.



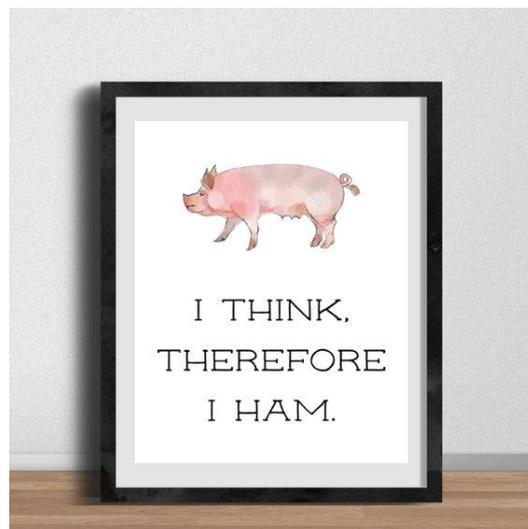
Gary Segadi Ken Magee

Rich Triemer Kevin Peshick



Jim Folkl

Tim Miller Jay Johnson Gary Segadi





Jim Placido Art Goyette John Russell Kevin Peshick Karl & Bill Rabe

## Law of Probability

The probability of being watched is directly proportional to the stupidity of your act. (George Mathis)



Bill Brang, Marvin Mathena, Jim Ruth Scott Mitchell, Scot Kindschy

My wife told me the car wasn't running well because there was water in the carburetor. I asked where the car was. She told me, 'In the lake.'  
(Red Skelton)

Q: How do you get a magician to do 100 card tricks?

A: Ask him to show you one.



The World Famous Rabe Multiplying Bottle Routine  
as performed by Bill and Karl

### Guardians For Animals Benefit – Clawson Park

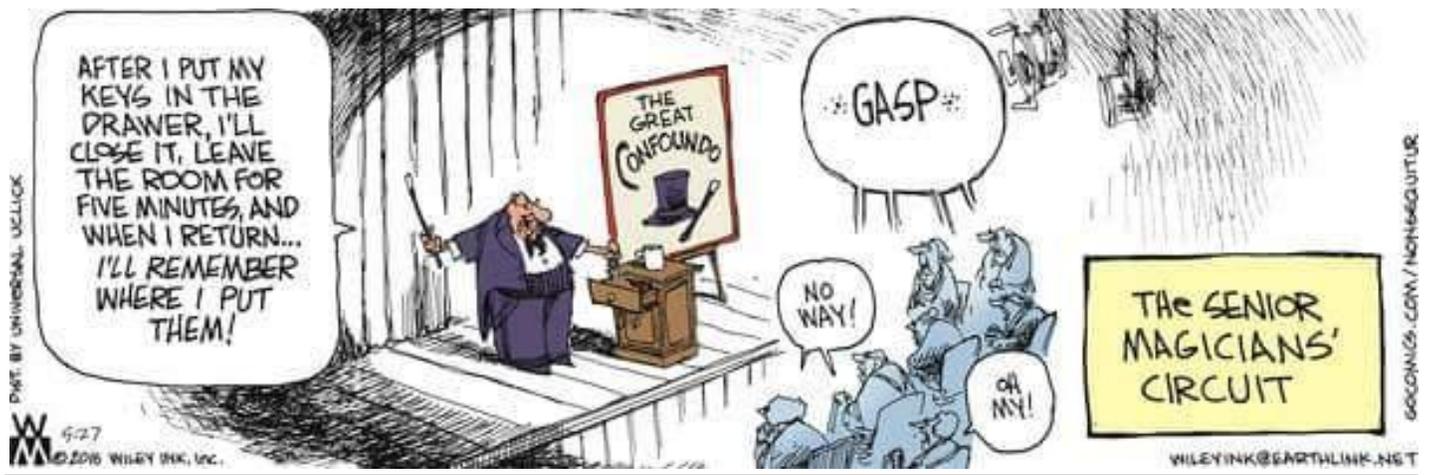


Randy S. / Dan J. / Jim M. / Jim F. / Bob G.

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Answer at the end of the Messenger



Contributed by *Joaquin Ayala, PhD.*

### Around the Town:

For complete listing of magic events in Michigan, visit **John Luka's** site

<http://www.johnlukamagic.com/mi/events.html>

**Jim Folkl**

## ***Ex Libris by Joaquin Ayala, PhD.***

*Hello folks and welcome to the Ex Libris article for May of 2016! I hope everyone is enjoying the nicer weather when it comes about – it is pretty hit-and-miss so far! I also hope you are getting out there and sharing your magic as people start getting out of the house and enjoying the weather!*

*This month we are going to focus on a book that is not only controversial in some aspects but at the same time, a standard tome for magicians and a bible for card workers which is all wrapped up in a nice, mysterious package as to the background and identity of its author. If you know anything about card magic books you have probably already guessed that I am talking about ‘Expert at the Card Table’ by S.W. Erdnase. It was originally published under the title ‘Artifice, Ruse and Subterfuge at the Card Table: A Treatise on the Science and Art of Manipulating Cards’. It was first published in 1902 by the author as a hardbound book covered in green cloth and was illustrated by Marshall Dennison Smith.*

*The book focuses on supposed methods of cheating or “advantage play” at the card table as used by card cheats, covering false shuffling, dealing and cutting, palming and culling techniques, shifts, it covers an array of mechanical cheating devices such as bugs, holdouts and sleeving methods and more. More surprisingly to some people, the author delves into a bit of theory/philosophy on the right time and place to use certain techniques and devices and what to watch out for when playing with others. The last section of the book is a selection of card effects using a combination of the techniques and sleights covered in the book. The most well-known is called The Exclusive Coterie which was performed by Ricky Jay on*

*national television, and he performed it “straight outta Erdnase” as they say, the given script and all.*

*Of course the subject of the author is one of the deepest and longest-enduring mysteries in the magic community. There have been many theories and guesses as to the real identity of S.W. Erdnase and as to whether that was a pseudonym or simply an anagram. One of the most popular theories is that the real name of the author was E.S. Andrews (S.W. Erdnase written/read backwards), which was proposed by Martin Gardner (who thought the real name was really Milton Franklin Andrews) and has since been disproven. I will cover this topic a bit more in a separate, special article. Keep an eye on your emails and the club website for this article.*

*This book has been in continuous publication since 1902 with many different versions put out over the years, including annotated versions by some of the leading card men such as Darwin Ortiz. It has been translated into 5 other languages including Japanese, German, French, Italian and Spanish. Check the club website for an up-to-date list of all the published editions of this book – there are many of them!*

*That is all for this month folks and I hope you have a great week. Get out there and share the magic and spread the joy and wonderment that it can bring to all those in need of it! - J.M.A.*

**? CHICKEN POT PI ?**

## **Support our local brick & mortar magic shops!**

### **ABC Magic Shop**

69 N Walnut St, /Mount Clemens, MI 48043  
(586) 790-3700

<http://abcmagicshop.com/>

### **Wunderground Magic, Inc.**

Phone: (248) 280-5925

Email: [paul@wundergroundmagicshop.com](mailto:paul@wundergroundmagicshop.com)

Mail: 16 S. Main St., Clawson, MI 48017

Web: <http://www.wundergroundmagicshop.com/>

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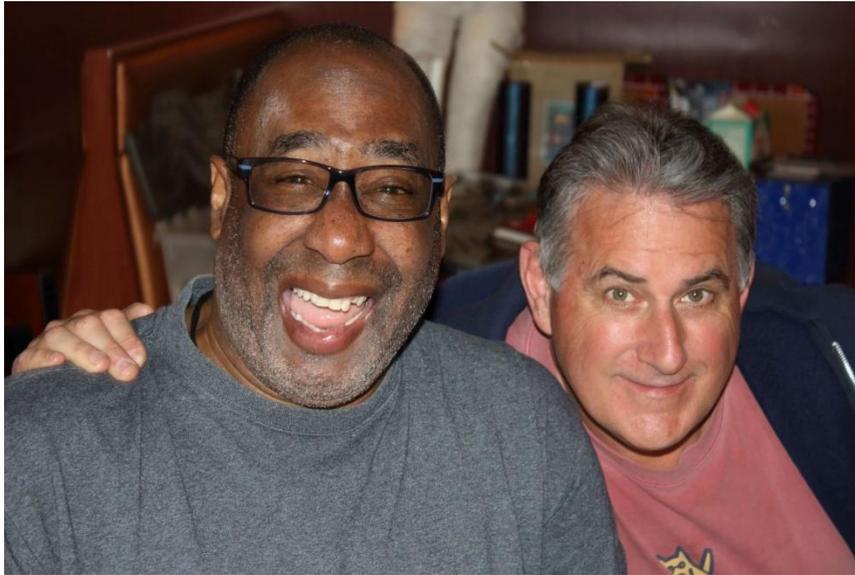
**Webmaster:** Karl Rabe / [krabe@net](mailto:krabe@net).

**Website:** <http://www.aamagic.org/>

**Check out our Facebook Page “Ann Arbor Magic Club”**

**Have a question / suggestion / comment / contribution?  
Contact us!**

**Bring a guest to a meeting! Perform! Join a Committee!**



**MAGIC IS FUN!**

**The Ann Arbor Magic Club meets the second Wednesday of the month, at the Senate Coney Island Restaurant, 34359 Plymouth Rd, Livonia, MI 48150-1500 . Meetings start at 7pm.**