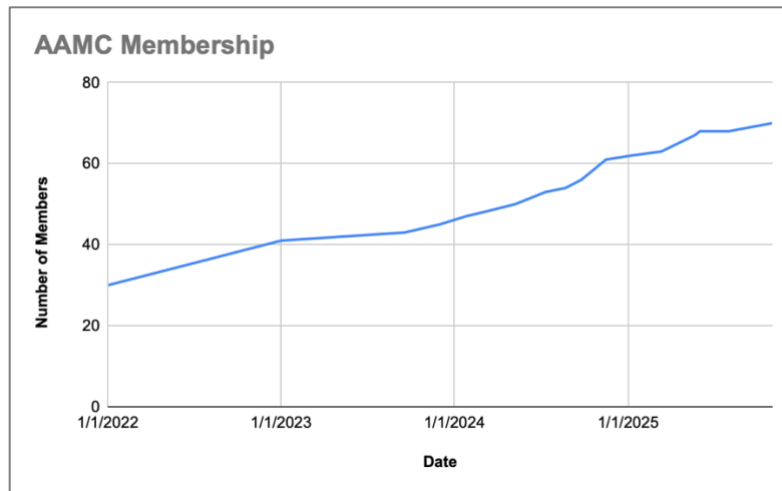


Effective Ring Achievement
International Brotherhood of Magicians
Ring 210 – Duke Stern
Ann Arbor Magic Club (AAMC)

Ring 210 has made a focused and deliberate effort to elevate our club from a monthly restaurant-based gathering to a comprehensive club that offers members the opportunity to perform, learn, and develop their magical arts skills. Steadily over time these changes resulted in a membership increase from 30 to 70 members.



More important than quantity, we have increased quality. A couple of testimonials from our members brings home the transformation the club has made. These testimonials were not solicited for this submission but were originally provided in December as part of a discussion about increasing dues.

Member Mike Bogdas wrote:

I'm writing to talk about membership to the Ann Arbor Magic Club. As a new member to the club, I want to tell you the value that the club brings.

We originally met at the Coney Island and that was more like a fun dinner with some magic. Moving to the Arts Council, has really expanded the club and value associated with the club. I get 2 plus hours once a month of learning and watching magic being taught by numerous levels. I have been able to perform magic for members numerous times and even performed in a few shows which I would have never had the opportunity otherwise. I even won a close-up magic competition! I have made multiple friends and now even take lesson from a member. I learn multiple tricks in one meeting alone! With the library jam sessions we have and the fellowship after meetings, my knowledge of magic has expanded exponentially!

Wendy Stone wrote:

My son, Lincoln Stone, is the youngest member of the Ann Arbor Magic Club. He has quickly become an example of how a supportive community can help a person grow. Joining a group filled with older, more experienced members could have been intimidating, but instead it gave Lincoln a space where his ideas were heard and valued. Surrounded by mentors who encouraged him to ask questions, learn new tricks, and stay curious, he developed confidence both in his magic skills and in himself. The club's welcoming environment helped him step outside his comfort zone and gain experience as a performer in ways he might never have explored on his own.

Being part of the Ann Arbor Magic Club also has given Lincoln a sense of belonging and responsibility. He learned how teamwork works in real settings—how people with different skills come together to solve problems, plan events, and support each other. By observing others and taking part in group discussions, Lincoln sharpened his communication and leadership abilities. Most importantly, the club offered him a positive place to grow socially and personally, helping him build friendships and a stronger sense of identity as a magician.

Community Engagement & Public Shows

We started by moving to a venue that offered a professional performance space where we could meet but also host public shows for up to 80 audience members.

- The presence and use of an actual stage encourages members to focus on performing and developing both their magic skills and their theater skills.
- We set the goal of hosting two Parlor Shows a year. These are typically two shows held back-to-back on a Saturday in the Spring and again in the Fall with approximately six members performing 6-8 minutes each. Members learn and are engaged in planning, marketing, sales, front of house and backstage roles. For some members this is the first time they have ever performed before a true “audience”.
- We host additional “Open Houses” at public libraries where members perform close-up and walk-around magic in a designated room at the library. These are intended to seek new members as well as to market our parlor shows to potential audience members. It gives members the opportunity to experience performing the same few tricks repeatedly. Something many may not have ever done before.

Membership Development and Education

Our meeting location sets the environment, but the content of our monthly meetings is what results in learning, development and education.

- Each meeting starts with a member selected to be the Featured Performer. This gives members the opportunity to highlight their talents with 10-20 minutes of magic. For some members it may be the first time they have ever performed “a set”.
- Next is an Educational Topic. This is an educational topic prepared and led by a member. It can be teaching a trick, or a slight or a move but it can also be an ethics discussion, a magic business topic or similar. Some past topics have covered a broad range of topics such as The Bill Switch, Professor’s Nightmare, Tables and Cases, and Stage Dress. This year we appointed an Educational Director, who happens to be a student of Chavez and an excellent teacher.
- Members of all skill levels are given every possible opportunity to perform in a safe and non-judgmental environment. We host an annual Close-up Competition and an annual Parlor Competition. The focus and intent is to encourage members to perform.
- We try and bring in at least two named guest lectures a year with maybe one additional local magician lecturing. We try and stretch our members abilities in directions they may not otherwise go. This past year we brought in an instructor to host an Improv Class for members. This was a big success.

Our newsletter The Magic Messenger, is another vehicle for communication and education. It is content rich and includes regular articles from contributing members. There is a monthly detailed book review and a periodic column called The Inventor’s Notebook which focuses on building magic. Other periodic features have included Mathematical Magic, The History of Magic, Spotlight (on a particular member), Mirf Tales (a journal of a member’s Renaissance Fair experience performing with his cat), and The Broken Wand (detailed obituaries).

Mentorship & Youth Programs

Our venue is the Plymouth Community Arts Council and for the past three years we partner with them on a week-long Magic and Theatrical Arts Camp for budding young magicians.

- Five volunteer magicians from the magic club worked with 2 representatives from the Arts Council to deliver a combination of stage craft and magic training to ten youths ranging in age from eight to fourteen.
- A variety of magic is taught and by mid-week the students select a particular trick to perform in the end-of-week show for parents and families. They also do several exercises to select a stage name, define their persona and pick a costume.
- Parents and family come at the end of the week to enjoy a show put on by the new magicians.

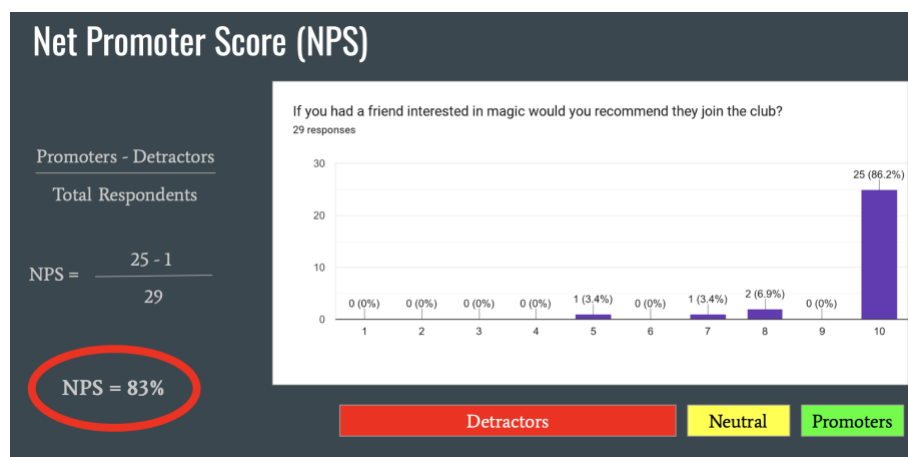
Within the context of our regular meetings, we only have one youth performer, Lincoln Stone. His Mother spoke about the mentoring that occurs from members in the introduction of this document. This mentoring goes beyond meetings. Lincoln is working with other performers in the club on paid gigs. He has appeared on TV several times to promote our parlor show. He is learning the art of balloon twisting from members and works paid gigs with the support of his mother and other members.

Only this year we have started to pilot a Kids Club in the very early stages of development. Youth arrive a half-hour early and receive lessons from our veteran magician's. They typically stay for the Featured Performer and then may leave if they choose. This is just at the pilot stage and not fully accomplished at this point.

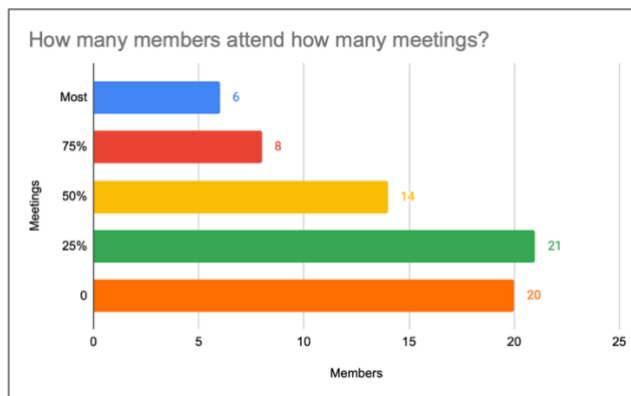
Business Best-Practices for Success (Communication and Records)

Our board has actively strived to leverage professional business best-practices in everything we do. Note that graphics included in this document were not created for this application but rather are actual examples pre-existing from our day-to-day management of the club.

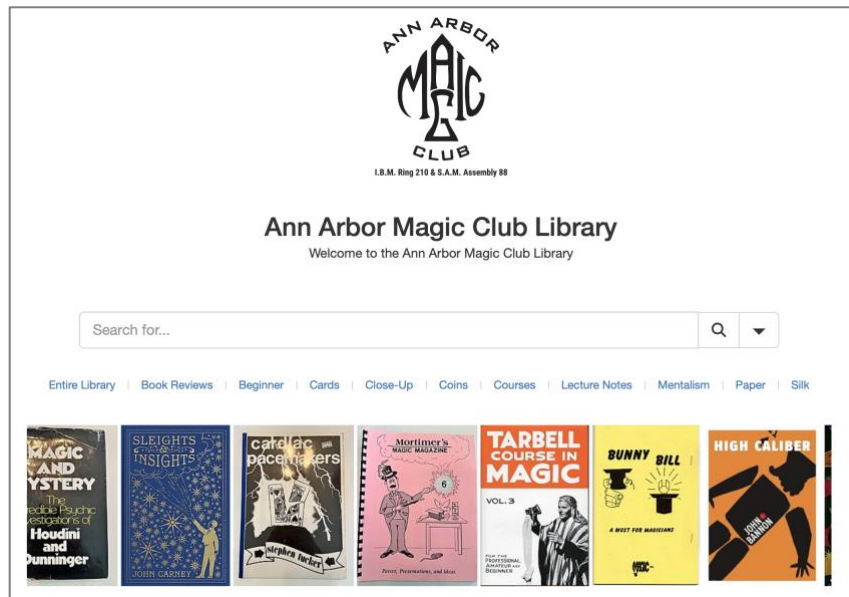
- We conduct an Annual Member Survey to make sure we are meeting our member's needs. We measure our membership's Net Promoter Score, a widely used metric that measures customer loyalty and satisfaction. We query what technology members use so we know the best ways to engage the.



- The board set Annual written Goals and monitors progress against goals at periodic intervals throughout the year.
- We have automated meeting attendance with Badges and QR Codes for improved analytics. For example, we now know that we have 21 members that only attend 25% of our meetings. We can focus on increasing engagement of those members. We track and publish key metrics throughout the year such as meeting attendance, membership, etc.



- We have implemented a **Top Contributor Program** which tracks in detail member contributions in support of the club goals and rewards those that achieve a certain number of points in the year. For example, performing in a show is 10 points and performing at a meeting is 2 points. This has been a key driver in encouraging engagement from members in Performing and Volunteering. Members are recognized at our January Meeting with a black spade lapel pin. Then the clock starts over for the new year.
- We leverage technology to improve our member experience and to operate the club efficiently.
 - Signup Genius is used for soliciting volunteers for various events.
 - MailChimp is used to communicate with our external customers (audience members).
 - Google Drive, Contacts, Docs, Surveys and Sheets are used to maintain board documents.
 - TinyCat and LibraryThing have been used to digitize our Magic Library catalog of 135 books so that members can peruse titles online with images and electronically request the Librarian to bring a book for them to check-out.



We believe that Ring 210's transformation reflects a deliberate and sustained effort to strengthen both our organization and the broader art of magic. Through structured programming, consistent performance opportunities, mentorship, and the application of professional organizational practices, we have created an environment where magicians of all experience levels can learn, perform, and grow.

Our efforts have resulted in measurable increases in membership, participation, and engagement, while also expanding our presence within the community through public performances and outreach.

We believe our efforts align closely with the mission of the International Brotherhood of Magicians and the goals of the Effective Ring Achievement program: to promote the art of magic, support magician development, and strengthen the vitality of local Rings.

It is our hope that the work we have done can serve not only as a basis for recognition but also may offer ideas that may be adapted by other Rings to support their own growth and success.