



Sacramento Area Magicians

February 2005

Magic Flash

Newsletter of the Society of American Magicians Assembly 72



**Michael
Ammar
comes to
Elk Grove!
March 30
at 7:00pm**

At the turn of the millennium, Magic Magazine listed Michael Ammar as one of the most prolific authors and teachers of magic in the world, and Michael's awards and achievements are unequalled.

In 1982 at the 15th World Congress of Magic (FISM) in Lausanne, Switzerland, Michael became only the second American in the 45 year history of the event to win the Gold Medal for Close-Up Magic. Since that time, he has amassed six awards from the prestigious Academy of Magical Arts in Hollywood, California - the maximum number of awards for which he is eligible.

In the Summer of 2003, The BBC aired a special in which Michael's Cups and Balls routine was ranked above Houdini, as the 6th Greatest Magic Effect of All Time. Handpicked by the Presidential Inaugural Committee for the 43rd Presidential Inauguration, he performed his world-class magic in Washington, DC in January, 2001.

He received Magician of the Year, The Louie

Award, in 2002, for his contribution to the World of Magic as a performer, author and mentor. Michael has been a magic consultant for Doug Henning, Siegfried & Roy, Lance Burton and David Copperfield. David calls Michael The Magicians Magician - and wrote the introduction to Mike's bestselling magic book, The Magic of Michael Ammar, now in its 16th reprint.

Michael appeared as a magic expert on CNN Headline News in 2002. He performed for several minutes, during which time the network made an unprecedented move and dropped the ever-present news ticker during his performance. In February, 2003, West Virginia University inducted Michael into the Alumni Association's Academy of Distinguished Alumni. The Academy brings special recognition to WVU graduates who have made exceptional achievements in their profession.

SAM 72 members will have the opportunity to attend Mike's latest lecture in Elk Grove on March 30th at 7:00 p.m.. for only \$5.00. Mark this date on your calendar now for a lecture you don't want to miss! More details inside!

President's Message

Welcome to a New SAM 72!

Greetings, and welcome to a new year! At the January meeting, a new Board of Officers was elected: **Rick Hill**, President; **David Wright**, Vice President; **Viktor Berry**, Secretary; and **Allen Greenberg**, Treasurer.

Since that meeting we have been working hard to chart a new course for SAM 72 that will not only increase our membership but enhance the value of being a member of Assembly 72. We have been assisted in our efforts with advice from many members and in particular, from contributions from our past president, **Dale Lorzo**, and member **Dick Lavergne**. To those who have sent me e-mail with ideas and concerns I want to say thank you and encourage all members to continue to share you thoughts. Certainly, I can't promise to implement every suggestion or solve every problem, but I can promise to listen to all input and try to address it in some way.

As a result of the hard work we have put in so far, I can announce many exciting new developments.

1) New member contest. Bring in new members this year and you may get your local AND national dues paid next year! That's right — the member who brings in the most new members this year will have their 2006 dues paid by Assembly 72! At the February 23 meeting, we will have packets for all attendees that will include SAM application forms, instructions on how to join SAM, information cards to give to prospective members with directions to the meeting and other information. Please come and get your packet and help our Assembly grow.

2) Free local dues for new members. We will waive the local membership dues for new members this year. Another incentive to join SAM!

3) New meeting format to enhance your magic. We will show video clips of magicians performing signature effects at each meeting. We will also video tape the performance portion of the meeting. These video taped performances will be available to members to use to either critique and improve their performance or to use as part of their own promotional material. We will tap the group expertise of our members to have workshops on topics to help you improve your magic. These workshops will include a brief lecture on a topic followed by group discussions. We will provide time for informal magic sessions. As time permits, we will try and set aside time at the end of each meeting for members to gather in informal groups to discuss effects and techniques they are working on and share ideas with other members — and of course, we will have magic! We encourage

(Continued on page three.)

2005 Club Officers

President:

Rick Hill (707) 678-8807
rhill@ucdavis.edu

Vice President:

David Wright (916) 944-8454
wright.david.a@sbcglobal.net

Secretary and Newsletter:

Viktor Berry (916) 362-8355
viktor2@mac.com

Treasurer:

Allen Greenberg (916) 483-4345
greenberga@placersierrabank.com

If you have not paid your local dues for 2005 yet, PLEASE pay them as soon as possible.

You can pay at the meeting or mail a check for \$20.00 to our treasurer:

Allen Greenberg
5500 Oak Hill Court
Carmichael, CA 95608-6644

Each member must pay \$12.00 for membership to Mission Oaks in order to use their meeting facilities. Please show your receipt to Allen Greenberg.

Monthly Meetings

Assembly 72 of the Society of American Magicians meets on the 4th Wednesday of every month at 7:00P.M. at Mission Oaks Recreation and Park District Senior Citizen's Community Center, 4701 Gibbons Dr., in Carmichael. *Prospective members are encouraged to visit us anytime!*

President's Message *(continued)*

members to come and share their magic at every meeting. If we have a magic theme for the month and what you are working on right now doesn't fit, please come and share regardless. Magic is a performing art. We like to see it performed as well as perform it. Please share.

4) We are drafting a new constitution and by-laws.

Try as we may, we have been unable to unearth a copy of the Assembly constitution and by-laws. Thanks to the efforts of Dick Lavergne, the Board now has a draft of these documents in hand. Once we have made our revisions, the membership will get copies for review and comment. In a couple of months, we hope to be able to adopt these important organizational documents.

5) **We will work hard to provide performance venues for members.** Do you want to perform but you aren't a pro? Performing for magicians is not the same as performing for a real audience. We hope to be able to find opportunities for the Assembly to perform for community and charitable organizations. This will not only give members a performance venue, it will also bolster the civic image of the organization (and not take away paid venues from the professionals in our group).

6) **We will work to advertise our Assembly meetings to garner new members.** We have identified several methods to advertise our organization and to target new members in the Sacramento area. We also will be changing our web site.

7) **We have been exploring new locations for our Assembly meetings.** Not that a move is mandatory, but the board feels that if we can find a site that meets our needs in a different geographic area of Sacramento, we may be able to attract a different membership from the area surrounding the venue. And if a new venue allows us to choose a new meeting date that doesn't conflict with the meeting times of other Sacramento groups (we ALL meet on Wednesdays) it could allow more magicians to visit our meetings just as we could more fully participate in theirs. If you have ideas of appropriate meeting sites, let one of the board members know. As I said, we are in no rush to make a change but are just exploring our options.

These are just some of the changes you will see this year. We have many exciting ideas that we will be sharing in the next few months. However, for this year to be a success, we need the membership to participate. What does that mean? Simply try to attend meetings and come ready to share the magic that you do. This is all I ask. For those how want to do more, please offer to conduct a workshop. I have several topics that I think would be of interest to the membership. And we will have guidelines for you on how to prepare for the workshop. Finally, continue to share your thoughts and concerns.

January Meeting Minutes

Starting the year off with a bang rather than a whimper, the January SAM Assembly 72 meeting was well attended by twenty-two renewing members eager to share the magic. New officers for 2005 were confirmed as follows: **Rick Hill**, President; **David Wright**, Vice-President; **Viktor Berry**, Secretary; and **Allen Greenberg**, Treasurer.

Rick Hill kicked off the meeting with an impassioned speech for change and a new direction. Rick said that the club's membership has fallen by half in just four years. This is in sharp contrast to IBM Ring 192 which has maintained its size (and even grown a little) over the same time period. In addition, the average number of SAM members attending meetings over the last year has been six or less, and most of those attending were club officers. Given the fact that joining IBM National costs less than joining SAM National, SAM Assembly 72 will continue to lose membership if we do not take immediate action. Rick suggested that SAM Assembly 72 move to a new location where we can attract members from a different geographic area. Rick also recommended that we change the day of the month we meet so that we can have more than the average 9 meetings in a calendar year; meeting on the fourth Wednesday of the month the way we do conflicts with the Thanksgiving and Christmas holidays. Finally, Rick recommended that for this coming year, we distinguish ourselves from IBM by focusing on workshops and developing performance skills instead of special activities like lectures, competitions, and auctions. The bottom line is that growing our membership will be one of our primary goals in the coming year.

We did not have a normal meeting this month with business and performance activities. Instead, compeer **Bob Brown** conducted a lecture on *The Art of Persuasion*. Bob is a leader in persuasive and promotional speaking. His speech covered many topics, including: marketing, advertising, publicity, selling, public relations, graphic arts, and management. Although his speech was originally designed for the private sector, Bob showed how many of these topics could be applied to our magic. Understanding how to promote yourself, market your services and manage your career is something with which we all struggle. Bob showed us how to set goals, polish our stage persona and focus our energies on selling ourselves, both on stage and in real life. He was truly inspirational.

To quote Bob, "It is sad how many potentially good magicians waste their time practicing some useless, self-indulgent piece of material, that all too often passes for sleight of hand. The same time could be potentially spent, polishing their deportment and showmanship, and by doing so, entertaining their audience. Then, with an understanding of the Professional Practice of Management, bookings would be more plentiful and profitable."

SAM Assembly 72 • 2005 Magic Calendar

Meetings begin promptly at 7:00 p.m.

February 23 PACKET TRICKS and a SAM Workshop – Rick Hill will be presenting a workshop on identifying and developing your performance character.

Future workshops will include a) Essentials of a magic library – books, videos & magazines. b) The Magician as MC. c) The business side of Magic (pricing, promoting, record-keeping, taxes.) d) Storing, transporting and refurbishing your equipment. e) Performing outside or surrounded. f) Techniques for working with audience volunteers. g) Presenting sucker tricks to not cause offense. h) Performing magic for the very young or the very old. i) Doing magic for mentally challenged people. j) Doing magic in hospitals. See one you would like to present? Please let one of the Board Members know.

March 30

Michael Ammar Lecture 7:00 p.m. in Elk Grove

May 17

Troy Hooser Lecture – More details next month!

Your membership dues are now past due if you haven't paid them. Local dues are \$20. Also, remember, to be a member of Assembly 72 you must also be a member in good standing with SAM. Finally, to meet at Mission Oaks, we all must pay \$12 a year to be members of the community center. So, if you haven't paid Mission Oaks, contact them and pay the membership fee, please.

The Magic Flash

Society of American Magicians

Sacramento Assembly 72

Viktor Berry, Secretary

2827 Tiber Drive, #37

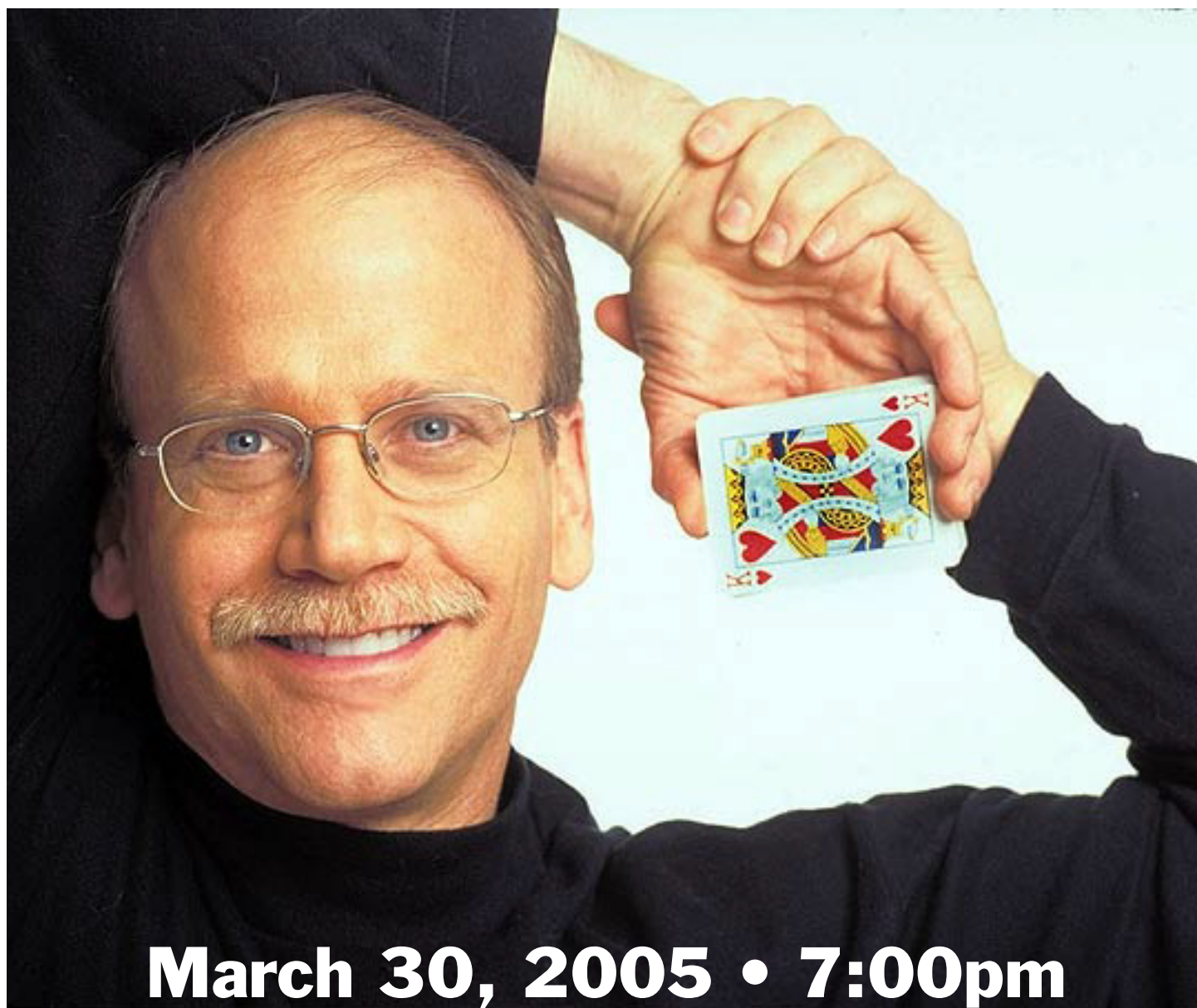
Sacramento, CA 95826-2533



Next meeting of SAM 72:

February 23rd • 7:00 p.m.

Packet Tricks and a workshop!



March 30, 2005 • 7:00pm

Michael Ammar “Live in Elk Grove”

Presented by the Society of American Magicians Assembly 72
and the Elk Grove Magic Circle

9275 East Stockton Blvd, Rm. 100, Elk Grove

To get to the lecture from Sacramento, take Hwy 99 south; take Bond-Laguna off-ramp; go East across Hwy 99 to the first traffic light; turn right onto East Stockton Blvd.. Building is one-story across from Frontier office. Parking is next to the building and at the next group of offices; vacant at night.

Admission:

\$ 5.00 – Members of SAM 72 and E.G.M.C.

\$10.00 – Their immediate family members

\$20.00 – All others

Exact change is greatly appreciated!



For more information, please call
David Wright (916) 944-8454 or
Viktor Berry (916) 362-8355

SAM Assembly 72 Meeting Guidelines

We meet as a group to share our interest in the magical arts. Nevertheless, we need to devote a portion of our meetings to the business topics necessary to keep the organization healthy. Here are the guidelines we will use to make sure we keep the business portion of our meetings short and efficient:

1. The club meetings start on time.

2. The business portion of the meeting will last no longer than 30 minutes. At that time, the magic portion of the meeting will begin. If there is any remaining business that needs action, it will be taken up after the magic portion of the meeting concludes, if time allows.

3. An agenda will be printed and handed out to expedite proceedings. Informational items will be detailed on the agenda and not covered in the meeting to save time.

4. Discussion on any one topic will be limited to a maximum of 5 minutes. The President (or presiding officer) will politely keep discussion limited.

5. Members should limit their input. Discussion is welcome, but allow everyone to have a chance to speak. The President (or presiding officer) will politely enforce this.

6. If you have a topic to propose for the agenda, please do so in advance of the meeting (*as in days, not minutes!*). Items can be proposed to any Board Member. Otherwise, propose it to the President (or whoever is conducting the meeting) prior to the start of the business portion of the meeting. There will be an officer available prior to the start of the business meeting. Proposed agenda items will be included at the discretion of the person conducting

Magic Stuff For Sale

The Board has come up with something new for our meetings, based on a suggestion from Dick Lavergne. We propose to allow folks (members or not) to rent table space at our meetings to sell magic stuff.

The charge for use of the table space will be nominal (not sure yet how much maybe \$5?). Folks who have stuff to sell need to let a Board Member know prior to the meeting (we need to make sure that we can accommodate everyone wanting to sell at a given meeting. The number of sellers at any given meeting will be fixed).

When you come to the meeting, you will pay for the table space and set up your stuff. This is not an auction, so you will need to have your items displayed and priced. Could be a fixed price or amount or best offer price (like \$10 or best offer). We suggest if you are asking for best offers, make sure you have a pad of paper, a pencil or pen, and a drop box so interested buyers can make an offer on paper and drop it in the box.

There will be time after the business meeting, between the performance and workshop/session portion of the meeting and at the end of the meeting for folks to pursue goods and make purchases and offers. All items must be removed from tables by 9:45 to give us a chance to clean up before 10 pm. Aside from the table rental, whatever you make in sales is yours to keep.

Before we set a fee for table space, we thought we give this a try for a month (maybe two). So, for at least the month of March, table space is FREE on a first come, first served basis. Remember, table space is finite. So, once we have filled up the space, we will not be taking any more sellers in a given month.