



SAMLETTER 181



Join us on **Thursday, March 7, 2019**, our regular meeting will include a workshop by **Joe Festa** on **Ropes**.

Following the workshop, we will open the stage to others to perform in our "No Judgment Zone", so bring something to share.

Society of American Magicians Assembly 181 of Hightstown meets the first Thursday of every month, September thru June at the First United Methodist Church, 187 Stockton Street, Hightstown, NJ 08520. Doors open at 7:00 PM. Workshops start at 7:30 PM.

From the President

If you have not noticed there is a competition going on. The competition is for attention and you are the target. There are more ways to distract an individual than ever before. Old standbys like movies, sporting events, theatre, eating out and clubs are competing against bigger and glitzier venues such as streaming TV, video games, Facebook, eBay and other high tech enticements. It is harder to get people to leave their homes than ever before.



Through my experience as a Boy Scout Leader, I was faced with a similar situation. How do we get young boys (ages 10 - 18) to leave the comfort of their homes and all the other diversions to go out on a campout where the temperatures can dip about 0° in the winter and 105° in the summer. We obviously had to make the campout so enjoyable they would want to do that. In our troop, we had virtually 100 % attendance on all campouts

In our interest we are seeing magic clubs shutting their doors. In the last two months, two clubs which have existed for decades are now defunct. Magic clubs, in general, are seeing a downturn in membership. What is the cause of this trend and how can it be prevented? Since I have been a member of SAM 181 and had visited other clubs, I have formulated my hypothesis on what is happening. I have come to the conclusion that nobody will go anywhere if they feel unwelcome. Conversely, they will travel great distances if they feel welcomed. Perhaps it is a simplistic view, however, from past experiences in other clubs, I felt just that unwelcomed.

Interestingly though, SAM 181 is growing. We reached 51 paid members this past week and I half expect we should pick up a few more in the next month or two. Is it time now to sit back and give ourselves high fives? I think not. We should increase our efforts to bring back magic to its roots, the club and not the internet. We should still be promoting ourselves and bring in more members. Encourage those that may have left to come back. We should be ever more vigilant in making sure each attendee, member or not, feels at home and would consider coming back. So how can we do this? This would be a good start.

- If you see someone who is there for the first time, greet them and introduce yourself. Find out more about them.
- Mind your manners. Try to understand that everyone has different levels of sensitivity. If you can't tell you pet joke to a priest or a rabbi...don't tell it.
- Don't grab the front seats for yourself. If you are healthy or have good eyesight leave the front row for the elder members, it only courtesy.
- Don't try and dominate the meeting. Remember you are one out 51, they didn't come to see only you. Be respectful and let everyone shine.

I know I can count on you all for helping make SAM 181 the best club around.



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Close-Up and Personal Video Interview with Rich Hurley



Rich Hurley is an accomplished sleight of hand magician and a successful sales executive for Freeman Audio Visual Solutions, the nations' leading supplier of audiovisual solutions to the meetings and trade show industry. Rich's natural sales ability and his genuine interest in people comes through in all his performances. The result is entertaining and

hilarious fun.

Rich is a member of the Academy of Magical Arts and Sciences (Hollywood Magic Castle) was a student of Dean Dill, one of the most well known and highly regarded names in the inner circle of magic.

This is the second interview by Mitch Geier, in the S.A.M. Assembly 181 series of Close-Up and Personal Interviews with members of the magic community.

Sit back and enjoy this 55-minute interview with Rich Hurley without commercial interruption at <https://vimeo.com/312796659>

All of our videos will be posted on the S.A.M. Assembly 181 Vimeo channel at <https://vimeo.com/magicsam181>

MIKE HUMMER



At our previous meeting, we had the pleasure of an entertaining lecture by Mike Hummer. If you are unfamiliar with Mike's work he is a frequent vendor at MAES and Bob Little's Super Sundays. For 17 years, Mike performed full time at Al's Magic Shop, Washington's oldest magic establishment. Now, Mike is in constant demand for private parties all over the DC area. He has performed at the White House Easter Egg Roll and at many embassies, including the embassy of

Japan and Italy.

Al Cohen was known as the "Best Pitchman in Magic" and his shop in Washington, DC was frequented by an array of famous customers, in addition to virtually every well-known performing magician, who might be performing in town, or passing through, among any number of other TV and film celebrities, prominent government officials and politicians, and well-known personalities.

During a 1985 visit to the shop, then Vice President George H.W. Bush saw Mike Hummer perform and commented: "This guy is good!" During his lecture, Mike shared a story how after selling a Professor's Nightmare he received a phone call from the Secret Service on their way back asking Mike to teach them how the trick was done.

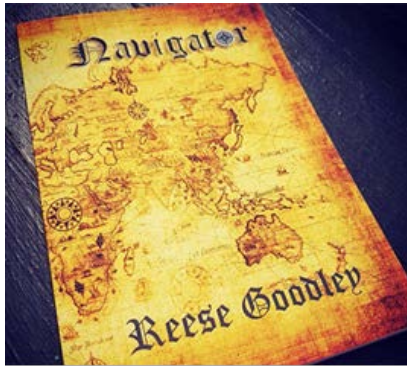
Mike started his lecture with his "Hummer Stunner", a routine he put together in 1998 and has been using in his professional shows ever since. He continued his lecture with "The Poker Deal" which is a "Jonah" card effect that allows you to predict the winning hand at the end.

Mike lecture is not only about cards. Like his mentor Al Cohen, Mike has the ability to improve presentations and make standard magic routines even better. He showed that with his demonstrations of the "Money Paddle" and the "Wildest Card" routines.

For his finale, Mike used his Miracle Coins to perform his "Four Coin Flurry" followed by his "Triple Coin Matrix". With the Miracle Coins, these two routines are within the reach of every magician. Which is true about every effect he performed. Mike's performance style, which blends comedy with magic, adds up to just one thing - entertainment.



Psycho Path - Magic for the Mentalist



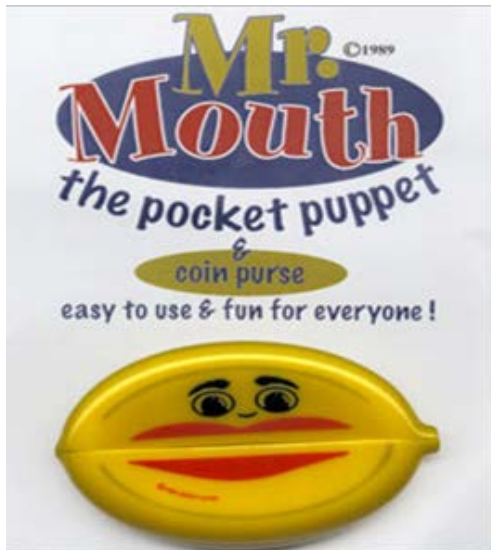
Although I like most magic, mentalism is my favorite kind. Much can be done with virtually nothing. In most cases, business cards, paper, and envelopes are all you would need to perform. Interspersed with some prop-less mentalism, you can have an hour show in your pocket. Proponents of such type of prop-less mind reading are Peter Turner, Mark Elsdon, Atlas Brookings, and Phidon Bilek to name a few. There are others as well who have taken concepts such as linguistics and mathematics and created an entire mentalism movement. One routine which I purchased and like very much is *Navigator* by Reese Goodley. Reese Goodley is new on the scene and out of the box, he created a fantastic mind reading effect that is fairly easy to learn and makes you look like Derren Brown (Google him if you don't know who he is).

Navigator is a thought of country revelation. The method to guide the thought process of the spectator is natural and does not look forced. By creating a scenario in the participant's mind and through the use of association, the mentalist is able to divine the thought of country the participant has only thought of. The spectator can think of one of several countries. No country is ever mentioned by the mentalist and the spectator looks at and writes down absolutely nothing. With as little as one question the thought of country can be revealed. The process is clever and for the most part, can be adjusted to where you live. I myself found it easy to add a couple of countries not originally on the list.

You may ask, can this fail? Like many aspects of mentalism, the answer is yes. Also, like many magic tricks spectators can make or break the effect. First, the spectator has to know how to spell the name of a country. Secondly, they have to have some idea where it is in the world. Third-grade knowledge of where Europe, Asia, North and South America is a prerequisite for this to work. Believe it or not, there are adults that don't know that. I have performed this routine about a dozen times and it worked flawlessly for all but one, for reasons previously stated. If you want to start on the road to prop-less mentalism but didn't know where to start, I highly recommend *Navigator* by Reese Goodley.

<https://www.youtube.com/watch?v=BMv-LnMK94Y>

Tricks are for Kids - Magic for the children's performer



Looking for a new way to entertain? Would you like to always have something on hand that will create tons of laughter and make you memorable? How about learning ventriloquism? I'm sure many at one time had a notion of using a puppet in their act or to be spontaneously clever. What is holding you back? Besides the hundreds of hours of practice, the props (i.e. the puppets) don't exactly fit in your pocket. Or do they?

Well, for you wannabes and real ventriloquists out there how about investing a few bucks into *Mr. Mouth Pocket Puppet Coin Purse*. Mr. Mouth is a lightweight rubber coin purse with a cute face printed on it. The slot for the coins is the mouth of the puppet. Ever handy and taking up little space he is always ready to come out and play. The coin purse is almost ridiculously cheap considering it is a magic prop. Imagine the giggles you would get when Mr. Mouth starts to talk.

There are also various sock puppets out there you can shove in your pocket. For example, take a look at Sock Puppet Parade. A cute set of puppets which are well made and endearing to kids. Do you really have to know ventriloquism? Not really, there are scripts available to help the non-ventriloquist performer put on a fairly decent performance. The interesting thing about children is that they endow the puppet with its own life and they will talk to the puppet even though you are doing all the talking. Take a look around in Barnes and Nobles and Dollar Stores. Finger puppets, sock puppets, and similar items can be used to bring fun to an ordinary event.



Do you believe in magic? - Magic for the general magician



I don't consider myself a card magician although I do know a few card tricks. I also do watch and practice some card magic because one thing about cards, they are always around. There probably isn't a house you can go to that doesn't have at least one deck of cards laying around in a drawer somewhere. At the very worst, every gas station, dollar store and all night pharmacy has them for sale. Knowing a few hard-hitting, slight-less or self-working card tricks can fill that void in a quiet evening and make you look like David Copperfield.

If you do practice some tricks you would find that a deck does not last very long. After umpteen attempts, a faro shuffling, double lifts and false cuts the deck starts to look like a truck ran over it. Because of that, I gravitated to buying the bulk pack at Sam's Club. However, some moves just seemed impossible, as if the cards were fighting you all the way. After a few straddle faros it was as if you were trying to weave together a stack of bricks. Thus I began my quest to find a deck that was easy to use, reasonably priced and lasted a bit so it would be cost effective.

I looked at the decks considered to be superior in quality such as Tally-Hos. They looked good and felt good but at almost \$6 a deck, I thought that was a bit much. I'm looking to learn card magic not take out a second mortgage. I started to play around with Bicycle Elite Edition. It is priced somewhere in between what the wholesale club cost per deck and what a high-end card deck would cost. Coming in at about \$4 a deck, it allows you to experiment with some advanced card moves but still retain some integrity without seeming like a struggle to use them. I did find them to be a little thinner than regular Bicycle stock and that made my overhand shuffle a bit floppy. By no means is my search over, I'll be ordering Richard Turners Gold Seal deck next which comes in at the same price point and see how that compares. Supposedly it is a thicker stock but cut for easy shuffling. I'll let you know down the road how those work out. If you are struggling with some moves pick up a deck of Elites to play with and see if that shuffle is more consistent.

<http://www.penguinmagic.com/p/8396>

SAM 181 Media Review



How would you like to have a magazine that is well written, diverse in content, ultra-glitzzy and costs nothing? If you haven't jumped on board yet, check out Vanish magazine by Paul Romhany. Paul Romhany broke the mold with his Vanish magazine concept which was to develop a well written and attractive magazine that is not only a pleasure to read but advertises the latest in magic and GIVES THE MAGAZINE AWAY FOR FREE! What was that? No charge for one of the most expertly crafted monthly magic publications on the market?

You heard me correctly, you can subscribe to Vanish magazine and receive at no charge a PDF version of the magazine monthly. Of course, there are other options as well. A printed version of each issue is available for sale, a hardcover book of year's compilation of articles, and for those who came late to the table, older issue PDF files are available for sale as well. So why is it free you may ask? If you think about it, most magazines don't make money on subscriptions the money is made on the advertisement. How can one guarantee a regular readership without the ups and downs of the economy? Simple, giving it away will almost guarantee you would have customers. Who wouldn't take something for nothing?

Along with well-written feature articles Vanish magazine has advertising. There are magic items and suppliers for sale you may not have ever heard of. The options are of course endless. Page after page of enticing magical opportunities awaits you as you scan through the beautifully digitized articles. What is also neat is that embedded within the pages are links to videos and companies. Vanish magazine has to be one of the best laid out and assembled magic magazine I have seen. Of course, nothing beats its price. If you haven't seen or know about Vanish click on the link below and subscribe.

WARNING: Although the magazine is for free the tricks for sale are not. Have your wife or significant other hide your credit cards before you download your first issue.

<http://www.vanishmagic.com/>



MAGIC CALENDAR

	THUR FEB 7	S.A.M. Assembly 181 meeting and workshop by George Hann is on Thursday, February 7, 2019, at the First United Methodist Church, 187 Stockton Street, Hightstown, NJ 08520. Doors open at 7:00, Workshop at 7:30 PM. http://magicsam181.com
	MON FEB 11	S.A.M. Assembly 161 meets on the second Monday of each month at the Stoney Brook Grille, 1285 Easton Turnpike in Branchburg, NJ 08876. February 11, 2019, is with Michael Maione. https://www.facebook.com/groups/SAM161CALENDAR/about/
	MON FEB 11	I.B.M. Ring 6 , The Delaware Valley Conjurers Club regularly meets every 2nd Monday, with a meeting on Monday, February 11, 2019, at the Hancock United Methodist Church, 542 Wesley Road, Springfield, PA.
	THU FEB 14	Delaware Knights of Magic meeting is on Thursday, February 14, 2019, at Cokesbury Village, 726 Loveville Rd, Hockessin, DE 19707 at 7:30 PM
	TUES FEB 19	I.B.M. Ring 200 meets on Tuesday, February 19, 2019, 7:00 PM (Doors open at 6:30 PM) at the Thomas Jefferson Middle School in Edison, New Jersey.
	THUR FEB 21	S.A.M. Assembly 4 will be meeting on Thursday, February 21, 2019, at the Polish Home, 9150 Academy Road, Philadelphia, PA 19114, doors open at 6:30 PM.
	THUR FEB 28	The Association of Children's Entertainers is meeting on Thursday, February 28, 2019, at the United Methodist Church, 187 Stockton Street, Hightstown, NJ 08520. Doors open at 7:00 PM. Meetings start at 7:30 PM.
	THUR MAR 7	S.A.M. Assembly 181 meeting and on Thursday, March 7, 2019, at the First United Methodist Church, 187 Stockton Street, Hightstown, NJ 08520. Doors open at 7:00, Workshop at 7:30 PM. http://magicsam181.com
	SUN MAR 17	Jeff Dunham's Passively Aggressive tour will be at the Cure Insurance Arena on Sunday, March 17, 2019, at 3 PM. https://www.jeffdunham.com/tours/

Visit the Magic Calendar on our SAM 181 website at http://magicsam181.com/?page_id=95