

LMC BULLETIN

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IBM 64

Louisville Magic Club - Louisville, Kentucky

SAM 215

May 2009

Photo Courtesy of Greater Louisville Convention & Visitors Bureau - www.gotolouisville.com

Tuesday, May 12



Martin Lewis Lecture

Martin Lewis, an engaging Englishman, has spent his entire life involved with prestidigitation. Martin has performed his feats of illusion and magic throughout the world with a track record of successful performances.

CALENDAR

Several members gather in the hotel dining room for dinner before each meeting - come early as service is sometimes slow.

Upcoming Events

Tuesday, May 12

Martin Lewis Lecture

Crowne Plaza
(Executive West)
Elliot Room - 7 PM

Friday, June 19

Jay Sankey Lecture

Crowne Plaza
(Executive West)
Elliot Room - 7PM

Monday, June 29

Axel Hecklau Lecture

Crowne Plaza
(Executive West)
Elliot Room - 7PM



Join the S.A.M. and the I.B.M.

Ask a club officer for a membership application today!

S.A.M. Members receive the M.U.M. Magazine

I.B.M. members receive the Linking Ring Magazine



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September 18, 2009

8:00 p.m. at the Iroquois Amphitheater

~ ADVERTISING SCHEDULE ~

Level	Price	Ticket Allotment
Sponsor	\$40	name listing; 6 tickets (4 adult/2 children)
1/8 page ad	\$80	10 tickets (6 adult/4 children)
		*(club members and magicians only)
1/4 page ad	\$125	12 tickets (8 adult/4 children)
1/2 page ad	\$240	22 tickets (16 adult/6 children)
full page ad	\$450	42 tickets (30 adult/12 children)
back cover	\$500	42 tickets (30 adult/12 children)

In addition, you will receive two free tickets for every ad you sell.

Top Ten Reasons for Helping Promote Magic Under the Stars

10. You avoid TicketMaster charges, typically \$2-3 per ticket!
9. You do not have to make a trip to the box office!
8. You will be promoting yourself as (a) performer and supporter of magic!
7. Steve Bargatze, Ned and Joan Way, Pat and Janice Miller and Jim Harris. Your friends and colleagues deserve your support!
6. Did I mention TicketMaster charges?
5. We won't have to send our Sgt. of Arms after you!
4. Two free tickets with every ad you sell!
3. No Ticketmaster charges!
2. You will be helping our club!
1. It's going to be a great show and you don't want to miss it!

If we sell out this plan, which results in a 12 page program, we will raise \$5,120, not including public sales! These monies go to insure the steady parade of outstanding lectures and club events that make the Louisville Magic Club so special.

Wally Bell will be managing our marketing plan. Wally will collect the money and will also be able to tell you what ad space is still available. Tickets will be distributed approximately two weeks before the show.



Out Of My Hat

David Garrard, President

Exposure continues to be a concern when I survey the landscape of magic today. I can't understand why a television network airs a tremendous show like Masters of Illusion and then follows it with an exposure show. It makes no sense. I agree with Michael Finney that this hurts the little guy more than the national acts.

Those of us who do stage illusions rely on a handful of what Jonathan Pendragon refers to as "commando tricks"—tricks that can be done in almost any setting and under almost any conditions. These would include the sub trunk and zig zag. When they get exposed, we typically don't have other tricks to fall back on until the heat dies down and the public forgets what they have seen. We also don't have the resources to "re-fit" our tricks to address exposure—something Jonathan did when he developed his see through sawing in half.

At the end of the day, exposure becomes an ethical issue. The FOX shows indicated as such with their title: Breaking the Magician's Code. A television viewer should not be treated to information that has cost some of us thousands of dollars. It's not like our secrets are a threat to anyone! Our fraternity has a pretty good record of welcoming others into magic. However, you should have to pay your dues and demonstrate loyalty to the art before being shown anything significant.

What can we do?

Honor the code of ethics of our organizations. Never needlessly or intentionally expose a secret. You may not care about or perform the trick, but it may be the bread and butter effect of one of your colleagues. Remember, too, that failing to practice properly, and thus revealing a secret through poor presentation and performance, also constitutes a form of exposure.

Discourage folks from watching and supporting exposure programs. I tell my friends not to watch, and I tell them why. I try to explain how knowing the secret usually takes away the fun and the magic. I also tell them that exposure ultimately hurts me, their friend, and makes it harder for me as a performer.

Focus on entertaining. It's not that the secret is unimportant. After all, that's what makes magic, magic! At the same time, I'm convinced that people

can still enjoy a well produced magic show even if they perhaps have some idea of what's going on.

Do not allow videotaping of your performances. A simple statement at the beginning of your show such as "Copyright laws prohibit videotaping of tonight's performance" will suffice. If you do make a mistake or have a prop malfunction, it won't be on YouTube before you get packed!

Look for subtle, casual ways to undermine ideas your audience might have about how a trick is done. An example would be to say something like, "You may have seen a version of this trick where the rings have holes in them, but as you can see, these are solid rings". We all know how much fun it is to hide in plain sight!

In the end, we should simply relax and not get too worked up about exposure. I like the approach Lance takes. You may have heard his comments on one of his television appearances. Lance mentioned the masked magician and the fact that many magicians were upset. Then he said, "Not me. I learned a few new tricks!"

Unfortunately, exposure will always be part of the landscape of magic—something we are going to have to live with and deal with. Hopefully, these ideas will help.

Looking Ahead...

so that you can plan ahead

The Annual Magic Club Picnic is September 12th. Times and details will be coming soon. We are working to changing things a little (for the better I hope). We hope this will have the largest attendance ever. If you would like to see or do something different at this year's picnic, let me know.

Less than a week later on September 18th make sure that you have your calendars marked for the Iroquois Show. If all goes as planned we will have the show paid for (plus a little left over) before it even happens. We will have more details at the next meeting.

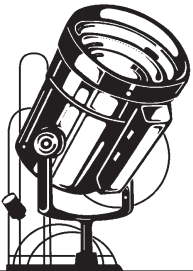
Don't forget the Contest and the Christmas show is coming up too. No details yet, I'm just getting you thinking about them.

Stay tuned to the newsletter for more info. Questions or comments about this section should be sent to Jack Hill.

Jack4rep@bellsouth.net or 502-394-6186

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This space is for
the people who
never send
anything in for
the bulletin.



**Members
in the
Spotlight**

MAGIC WEBSITES
LMC WEBSITE
www.lcmagic.com
MAGIC SHOW WEBSITE
www.louisvillemagicshow.com

LMC MEMBERSHIP DUES

2009

Annual dues are payable each January 1st.
Magicians \$35.00
Spouse/Magician's Assistant \$15.00
Juniors (17 years & under) \$15.00
A full year's dues will be charged until June 30. After October 1st, dues will be reduced 1/2 for new members only.

**One monthly bulletin will be sent by mail
or e-mail to the member's address!**