



MAGICCURRENTS

SAN DIEGO RING 76 NOVEMBER 2014 VOL. XXVIII #11

Magic Swap Meet *Monday, November 10, 2014*

- New Location -
(Plenty of Parking)

The Clairemont Senior Center
4425 Bannock Ave.
San Diego, CA 92117
-7:00PM 9:00PM-

Got magic that you no longer have a need for?
....or maybe you're looking to...

Get Magic at a great price.

Then come on down to the Ring 76 "Magic Swap Meet" this coming November 10th, and don't forget to tell a friend.

For those looking to sell items:

- ♣ Full table will be \$10 for Members ..and \$20 for for Non-Members.
- ♣ Half table will be \$5 for Members and ...and \$10 for Non-Members

Performance of the Month

October 2014 - Halloween Magic

Bob Meigs

For an effect in which a glass pitcher being held by a brave spectator shattered, resulting in the capture of a ghost.

Doors will be open at 6:00 PM for sellers to set up their spaces. To reserve your table contact Bob Meigs at igor@ring76.com

— Greg Wauson

Rob Zabrecky Lecture!

A Magic Talk on the Exploration at the Intersection of Magic & Theater

When: December 7th, 2014 (Time TBA)

Where: The Clairemont Senior Center
4425 Bannock Ave.
San Diego, CA 92117



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HONEST SID GERHART RING 76
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President's Message

Hello Fellow Members,

After much deliberation, the Board and I have decided that it is time to move our club meetings to a new venue. Our November meeting (Magic Swap Meet) will be held at the following address.

The Clairemont Senior Center
4425 Bannock Ave.
San Diego, CA 92117

I understand that there may be some mixed emotions on the new location because some members will drive a little further while others will be a enjoy a shorter commute. However, we can all rejoice in the comfort that we will now have plenty of parking, Hooray!!!

Also I am pleased to announce that we have booked our two lectures for the year and we also booked our entertainment for the Holiday banquet this coming December. Details to follow.

— *Sal Barajas*

Join the Magic Castle's two-time "Stage Magician of the Year" Rob Zabrecky for an insightful new talk as he explores 26 integral components for presenting magic as theater - in alphabetical order. During the talk he will also present and teach material from his working repertoire and discuss other entertaining topics on the subject of mystery.

The talk will include a Q & A with audience members.

The cost of the lecture is free to ring 76 members and \$20 to non-members.

— *Sal Barajas*



Holiday Banquet

News flash: We're pleased to inform you we have booked comedy magician Ron Anderson as the entertainment for our Christmas banquet on Monday, December 8. As a teenager, Ron was a Long Beach Mystic, then became an entertainer for our troops worldwide. He has performed in comedy clubs and cruise ships and has been a corporate performer for many years for clients including AT&T, CBS, Gulfstream Aerospace, Harvard Business School, Farmers Insurance, Ford Motor Corporation, Pepsi-Cola and Xerox. It will be an evening to look forward to!

— *Greg Wauson*

A Ring 76 Halloween

Muhabababab! The theme for the October 2014 meeting was Halloween magic. President Sal Barajas called the meeting to order at 7:05 PM, and solicited announcements from the Ring. The announcements, in no specific order, were:

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Photos from the October Meeting



Jacques Lord(left)



Kenny Shelton



Malcolm Campbell (left)



Photos from the October Meeting



Joe Mystic



Leif Ericson



Jeff Sargent

Photos from the October Meeting



Bob Meigs



Haunting Halloween Performers



(Halloween Magic — Continued from page 2)

- ♣ The next meeting (Swap Meet) will be at the Clairemont Senior Center on 4425 Bannock Ave. SD, CA 92117. .
- ♣ Jeff Marcus had a cute T-shirt to give away.
- ♣ Seven guests were introduced! Welcome, and come back soon!

V.P. of Entertainment Greg Wauson was not available so Jacques Lord handled the M.C. duties. He started things off with a needle-threading routine, but got tongue-tied. After Jacques, Kenny Shelton entertained us with a chosen card-stabbing routine that led him into pounding a nail into his head! Hey Kenny we know you work the haunted houses but sheesh, that one gave me a pounding headache.

"MagiToon"

by Jim Whiting & Ellen Friedman



"This might be a good time
for you to disappear."

Malcolm Campbell followed Kenny with a wonderful mind-reading effect that had a startling finish using a different-backed card. Malcolm was followed by two very different Ring members performing their version of the same effect, a Haunted Deck. First Leif Ericson, a new member with super potential, performed his animated deck reveal, later followed by Board Member and Card Sharp Jeff Sargent, who put his own spin on the effect. Both were entertaining and it was a wonderful juxtaposition for the Ring members to see the similarities and differences we each can bring to the "table."

Joe Mystic performed in between Leif and Jeff giving us his version of Hiram the Haunted Hank (or Glorpy) but this version included the ghost selecting a chosen card and then causing the table to float (with Joe's hands off the table!).

Our final performer of the night was Bob Meigs, the self-proclaimed King of horror, gore, and creepy-stuff! Bob was dressed in a glowing black cape festooned with red lights. He cajoled Amy the ghost to perform Kevin Curtin's The Devil's Pitcher flawlessly with Lupe Shelton doing the honors of holding the pitcher. It was shocking Halloween magic indeed from our last performer of the evening.

After that, it was 8:30 PM and the Ring either went home or to Denny's where the fun continued with a very patient waitress.

— Jacques Lord

Press Releases

Or

Fools Names And Fools Faces Are Always Seen In Public Places

People lined up for Paul McCartney tickets in San Diego in seconds after the news was on the TV and internet, as well as the more traditional newspaper. The buzz was electric. Did you go? Who generated all that buzz? Who got social media and radio and

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(Aaron Fisher— Continued from page 6)

TV lit up with the “news” that Sir Paul was playing PETCO?

His publicist prepared press releases.

Marco Gonzalez is a prominent Solana Beach Attorney and environmental activist. He makes headlines regularly, but none more notorious than his lawsuit to stop fireworks displays over the ocean until science could document that the amount of trace toxic metals from the fireworks residual combustion products was not an illegal discharge into the waters of the United States as regulated by the Clean Water Act. He shut down the fireworks at Seaworld and almost for the 4th of July, and the news was everywhere. Did the reporters get the story by checking court records and finding the lawsuit on the docket? No, Marco (an acquaintance and former client of my environmental services) is a very smart, ambitious, shark of an environmental do-gooder.

He issued a press release.

In 2013-14, Jacques Lord, a better than mediocre magician member of Ring 76 (but cannot do a classic force to save his life) got five articles in the local Rancho Bernardo newspaper and merchant magazine for zip codes 92127-8. The articles referenced him as “San Diego Magician of the Year” and “Community Volunteer Hero” and listed his contact information. Lots of color photos showing his ghastly double chin and big smile. He is cited for his pro-bono shows for Kiwanis, his church, Make-a-Wish, and the Nat’l Psoriasis Foundation. His bookings go up, his fees creep up a bit. How did this happen? Why did this happen?

He wrote a press release and gave it to a marketing consultant friend to distribute.

The press release for Jacques was simple, short, and accurate. He stated he won the 2013 Stage competition at the Ring, a local club. The newspaper reporters and editors turned it into “LORD WINS MAGICIAN OF THE YEAR IN SOUTHERN CALIFORNIA!” Who was Jacques to correct them? You must have a free weekly newspaper where you

Ring 76 2014-15 Calendar

Nov 10	Swap Meet
Dev 7	Rob Zabrecky Lecture
Dec 8	Holiday Banquet
Jan 12	Mentalism*
Feb 9	Close-up Competition
Mar 9	Ice-Breakers & Business Cards*
Apr 13	Teach-A-Trick
May 11	Stand-up Competition
Jun 8	Kids Magic
Jul TBD	Installation Banquet
Aug 10	Classic Magic

* Opportunity for Members to Perform

live. You know the one with High School football and School Board articles plus pages of real estate and pet walking ads? It has the contact information in there, so send them a short interesting press release. No one will know what you are accomplishing until you tell them! Once the paper publishes your notice, some other publication will contact you and want to do a story. Then a charity you work for will promote their event and they might use your photo from last time. It snowballs. And even if you do not get a bump in business or fees, you now have material to add to your “Brag Book,” your 3-ring binder portfolio of good press that you can show to prospective clients as a symbol of your legitimate work. You are not just a character, but with a portfolio of press clippings you are a celebrity! A photo of you on the wall at D. Z. Akins will seal the deal.

So to summarize: practice and rehearsal and performing with an investment of your own life experience and creative energy will give you a shot at being an entertaining magician. A press release will get you exposure.

— Jacques Lord