



VORTEX

The ACES Magic Club Newsletter

February 2010 – First Edition – Volume Four

MARCH 2010 DATE CHANGE

Due to a scheduling conflict at Hackney's in Wheeling we are changing the date for our March meeting.

It will take place on:
MARCH 9, 2010

Who will be our guest lecturer?

See page 3 for the answer!

ACES Magic Club T-Shirts



A few t-shirts are still available.
Get one at the next meeting or
Stop by P.J.'s Trick Shop
\$15 S,M,L \$16 XL \$17 XXL \$18 XXXL



Guest Joe Diamond and Member Vinnie Tallurico share handling techniques at ACE's

February 16, 2010

Balloon

O

Rama

Professional instructors with separate areas for beginners to advanced.

Have you ever heard "I want a Bike!"? ACE's will give you the skills to fulfill the basic to bizarre requests. You'll get a new talent you can use to market and up-sell yourself!

Balloons and pumps will be provided

MEMBER BENEFIT

Don't forget one of the amazing benefits of being an ACES Magic Club member entitles you to
A 10% Discount at PJ's Trick Shop!

MAGIC TERM OF THE MONTH

Key Card - A Card which is used to locate a particular card or cards in the deck (ie: the king of spades in 'Magic Touch').

A NOTE FROM JANIA TAYLOR

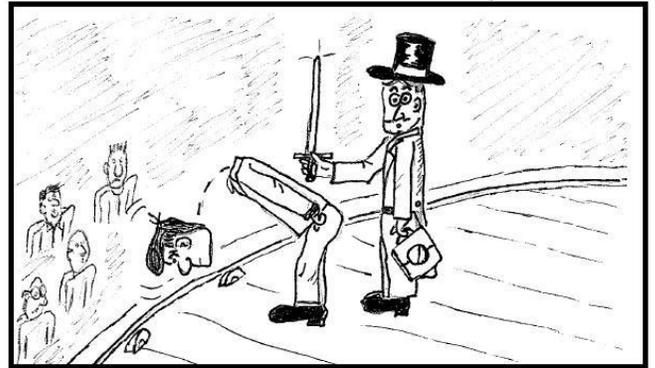
I truly enjoyed my time with the Aces Magic Club. What a great group of guys, and wonderful meeting place. How cool, a stage, a bar, and food, you can't beat that. I would say it's the best place (well next to the Castle) that I have lectured. I had a great time sharing my marketing ideas with the group, as well as learning a few new things myself. I always learn something new. When I present it, it ends up being a great conversation and sharing of marketing ideas. (See page 2 for a review of Jania's lecture at ACE's Magic Club.)

FOTOFUNNIES By John Hutschaub



THE REASON SIGFREID AND ROY WERE BANNED FOR LIFE AT DISNEYLAND

The GREAT MYSTO ♠♣♦♥♠ BY: John Hutschaub



AFTER PERFORMING SWORD-THRU-NECK, NEVER ASK YOUR AUDIENCE VOLUNTEER TO TAKE A BOW...

DID YOU SEE THE MAGIC LADY?

By Brian Carter (with Bill Koch contributing)

Did you see the Magic Lady? Or better yet, *hear* what she had to say about the business of magic! The members of Aces Magic Club did on Jan. 19, 2010 and boy oh boy! ...no make that, 'girlfriend' it was a treat! Jania Taylor may be in the minority, but what she has learned and shares in her lecture, "Getting A Gig Is A Full-Time Job" about marketing and promoting your magic comes from her many years of experience as a full time pro.



Jania began her lecture with a brief introduction and story about how she became one of the rare women in magic. After a bio of her impressive credentials the lecture began. Jania displayed a history of her photos and evolution of her business cards. Frequently referring to her lecture notes (which are recommended by this reviewer and available on her website) Jania covered topics ranging from targeting your market to how to get leads and lists for calling and mailing. She showed off samples of her own promo pieces such as preemptive postcards, fliers and thank you letters along with explanations on how and why to it is important to do things particular ways. Like how to print a tri-fold flyer so that the materials do not jam the postal sorter. Jania's trial and error experiences contain great advice for those just beginning, to pros looking for tips and tricks on marketing material that produces results. If you missed a chance to attend, "Getting A Gig Is A Full-Time Job" by Jania Taylor, you missed a lot of great, useful information from a working professional. You couldn't help but walk out of the lecture saying to yourself "I need to change this, this and that!" Thanks to Jania Taylor for sharing the kind of information so often overlooked by part timers and pros alike, I know I will be using this time-tested material.

Members Speak:

Are Put-Down Acts Necessary? by John Hutsebaut

I was in Las Vegas recently and I attended "An Evening at the Improv", a show featuring stand up comics. One of the performers noticed an attractive young lady in the front row and asked her to join him on stage. Wisely, she refused. He then enlisted the audience's aid to get her up on the stage. People applauded, shouted, and whistled, but she remained glued to her seat. Eventually he gave up and continued with his act. Why did she refuse to volunteer? Because she didn't want to be made the butt of his jokes. If she had volunteered I'm sure that no matter how funny his act was there would have been one person there who didn't enjoy it...the volunteer. As magicians we're in a similar situation. Everyone's familiar with tricks such as the trick where you tuck two silks down a lady's blouse only to pull them out with a bra tied between them. These are funny bits, but too often we neglect to think of the feelings of our audience volunteers. One of the funniest routines I can recall seeing was on the old Dinah Shore show. Her guest was a professional magician who's act consisted of wadding tissues and vanishing them through misdirection, tossing them behind Dinah's back as she concentrated on the wrong hand. Since she was right next to him the vanishing method was invisible to her but obvious to the millions of people watching. His patter went, "Now, Dinah, you're right next to me so *you* can see how I'm doing this but I want you to promise not to reveal the secret." The more she protested that she couldn't guess the secret and the bigger the pile of tissues grew on the stage behind her the more the audience laughed. Imagine her feelings, however, when she finally turned around and saw all the tissues littering the stage. What do you think her answer was the next time they wanted to book a magician on her show? As stage magicians we are in a unique position to humiliate our audience volunteers. The volunteer is placed in a strange environment, isolated from the crowd, essentially at the magician's mercy. If he chooses to make them look foolish then there's nothing that they can do about it. So what's the alternative? Try doing the bra trick with yourself as the subject! If you have the slightest amount of acting ability I guarantee that the laugh will be just as big and nobody's feelings will be hurt. Remember that as magicians we are first and foremost entertainers. Our job is to fool people, not to make fools of them.



And Finally: YOU MIGHT BE A MAGICIAN IF...

You actually WANT to go to a lecture!

ACEs Board Members: PRESIDENT - Bill Koch, OFFICERS/MEMBERS AT LARGE - Steve Lindstrom, Andrew Michals, Brian Johnson, Mark Chavin, PUBLIC RELATIONS -Fred Paul Bailey

Meetings Located At:



Hackney's in Wheeling
241 S. Milwaukee Ave.
Wheeling, IL 60090
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ACEs Magic Club
please visit us online at:

www.acesmagicclub.com

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