



NOW YOU SEE IT...

The Monthly Newsletter for the Carl Moore Ring
Ring 60 of the International Brotherhood of Magicians
Austin, TX



Issue 3

April 2007

Presidents Page

Members of IBM Ring 60,

The board of Ring 60 has been unusually active in the first quarter of 2007 with three board meetings. The first board meeting regarding the IBM Lecture Series was well attended by interested members of our club.

Everybody agreed that we have had an awesome lecture year in 2006, but nothing is so good that it can not be improved on further. Under the leadership of Ron Cartlidge a group of very knowledgeable Austin magicians have promised to help us get even better lectures during 2007.

The second board meeting was held before our regular meeting on March 5 to discuss how to make our membership meetings even better than they are today. A lot of good ideas came up and you will see some gradual changes that I am sure you will like over the rest of the year.

Finally a third board meeting was held on April 4 at the office of our board member Richard Garriott. The theme this time was "Communication" and we discussed, among other things, the future of this Newsletter and the rules governing the use of our internet forum and the distribution list function it contains. You should find the new usage guidelines on another page of this Newsletter.

The three regular meetings held so far this year have been really well attended and our new venue, the IHOP, is getting up to speed and is working better each time we come there. One of the highlights of the meetings is the many performances of our members in the segment called "Open Mic". I wish all our members would take the opportunity to show off, or practice, a magic effect at every meeting as part of the "Open Mic".

Also, in the February issue of our national publication The Linking Ring you can read a story about me in my other capacity as the "IBM Territorial Vice President for Sweden". In case you are not (yet) a member of IBM, a copy of the story has been added to this newsletter as well.

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Finally, make sure to make it to our next membership meeting on Monday, May 7, at the IHOP next to Duval and 183. The theme this time is "Invent your own magic". Our moderator for the evening will be our own international superstar Arsene Dupin. IHOP will start serving the food as soon as you arrive so it is OK to show up early to get the food orders taken care of before the regular meeting if you want to.

Regards,



Bertil Fredstrom
President of IBM Ring 60

From The Editor

By Emiline Cantore

Hello fellow members and welcome to the April issue of Carl Moore Ring 60's "Now You See It Newsletter." If you're reading this and finding yourself a tad confused, please allow me to clear things up a bit. The March issue was dropped and this issue was delayed due to my own illness and a few brief distractions with personal matters. I offer my most sincere apologies to you all for letting time slip away from me so quickly. I assure you that extreme tardiness like this will certainly NOT become routine. For now, enjoy this issue and please put on your thinking caps for next month. Like the Ring, the newsletter will soon be going through some changes, "growing pains" you might say and I hope you'll be pleased and excited with what you'll be seeing in future issues. Naturally, no newsletter can really flourish without regular input from its readers so feel free to write to me at any time with contributions or suggestions. I'm still getting my feet wet as editor so all input is most welcome. The growth process may be slow but if we all work together, the pay off will be fabulous. So again... enough gabbing from me. Let's get cracking!

Special Meeting of the IBM Board of Directors on April 4th, 2007

By Lou Hourning, Magician At Large

In Attendance

President - Bertil Fredstrom
Vice President - J D Stewart (by phone)
Treasurer - David Rowyn
Secretary - Mark Wilson
Sergeant-At-Arms - Emiline Cantore (by phone)
Immediate Past President - Chris Walden (Not Present)
Past President Director - Lou Hornung
Director at Large - Richard Gariott
Director at Large - Arsene Dupin

Members present

Mike Collins **Meeting called to order at approximately 6:15 pm** Bertil-"Two Items to discuss"

1) Newsletter

2) I.B.M. Ring 60 Message Board Newsletter – After some discussion it was decided that:

- A) All items will be submitted to the Editor (Emiline Cantore) by no later than a week before the next months regularly scheduled meeting.

B) Each issue of the Newsletter will include an article from each of the following.

- 1) Editor
- 2) Secretary
- 3) Treasury Report
- 4) Special features from members
- 5) Updated Calendar with Programs for each month
- 6) Announcements - Things for sale, performances, personal events etc should be magic related
- 7) Each issue of the Newsletter will include photographs from the previous month's meeting.

a.) Members with camera phones will be asked to snap photos and forward to Mark Wilson. mark@entertainingsolutions.us

b.) Mark will then make sure his write up of the meeting relates to the photos provided.

2) **I.B.M. Ring 60 Message Board** - After lengthy discussion it was decided that:

- A) The I.B.M. Ring 60 Board will stay a public board and is primarily to be used to provide announcements to the membership and information about ring activities that may attract new members to our membership.
- B) The I.B.M. Ring 60 Board will adopt the same language that the SAM (Society of American Magicians) message board currently uses, with some amendments.
- C) The Moderator will have ultimate power. They decide who gets to post or not based upon the conduct of the users of the message board. You must be a "Member in Good Standing" to post, and Non-Members may only view the messages, and will not be allowed to post, unless they join the I.B.M.
- D) A by-law review committee with at least three members will be set up. Richard Gariott will chair, with Bertil Fredstrom and David Rowyn acting as members. Their purpose will be to come up with the process to review membership status in conjunction with the code of ethics.

E) The new I.B.M. Ring 60 message board "**Policies and Information**" reminder e-mail that will be sent out monthly will be as follows:

[IBM Ring 60 Policies and Information. Last edited April 4th, 2007]

This information is sent to you once a month to remind you of the policies for the IBM Ring 60 discussion group.

The IBM Ring 60 group is for use only by members of IBM Ring 60 and the International Brotherhood of Magicians. Current board members of IBM Ring 60, Chris Walden and JD Stewart will moderate membership to this group. IBM Ring 60 does not endorse or take any responsibility for content presented in the forum.

The purpose of this group is for announcements related to the business of IBM Ring 60 and respectful discussion about related activities and the art of magic. Any other use will be considered inappropriate. Misuse may result in the moderation of a user's posts, and repeated misuse may result in being banned from the group.

The IBM Ring 60 group should not be used to advertise items for sale, with the exception of items related to magic. Announcements of local magic performance events are OK.

Personal attacks and gossip are also not considered appropriate content. This group is not a forum to air issues of politics or personal business.

The meeting was adjourned – approximately 8:30 pm

Announcements and Special Events

Children's Magic Clinic With Magician John Maverick - You have asked for it and now it's all yours for the taking. Children's Magic ranked very high in our 'priorities survey.' So now we are having a clinic on Children's Magic on Saturday, April 21--mark your calendars.

You may have seen the program moderated by John Maverick at the SAM meeting in February. If you saw it, you know what a delightful evening it was. In talking to John about clinic possibilities, he said that he has much more material on Children's Magic that he would like to share. He has designed the clinic to build on the additional material.

Learn how to open the show, how to warm-up the audience, how to get the audience's attention focused on your show, which effects are best received by the young audience, how to use children as volunteers, how to deal with disruptive children, how to deal with parents who are having their separate meeting in the back of the room, how close the show, and how to depart gracefully.

John will also give tips on how to get the gigs and how to price your show as well as other business aspects of being a magician. John is a main stay in the Austin magic community. He is one of Austin's premier magicians, and has become a staple in Children's Magic.

The clinic is on Children's Magic with John Maverick: April 21 from 10:00 to 1:00 at the Texas Magic Supply in Cedar Park. Seating is limited. Don't be disappointed. SIGN-UP NOW by return e-mail or if you don't have access to e-mail, call Lou, 345-1320. It's free to RING 60 members and only a modest fee of \$5 for non-members. ALL SEATS RESERVED, please.

Closeup Magician of the Year Jon Armstrong is coming to Austin!

by Brad Henderson

- Just a few nights ago, the Magic Castle's Academy of Magical Arts voted Jon Armstrong their Closeup Magician of the Year. We in Austin are lucky, for Jon will be in town the from April 24-28 and has agreed to do his lecture. We have not picked the date yet, but I wanted everyone to have a head's up.

For people who do not know Jon, he is truly one of the up and coming stars of magic. I know, a lot of guys say that about themselves in their press, but Jon has the credentials to make it true.

Jon was the featured Closeup Entertainer for EPCOT center, he was a regular headliner at Caesar's Magic Empire, and is currently one of the most popular magicians at the Magic Castle. Whenever a celebrity is in the house, or they need a special show for overflow guests, Jon is the person the Castle goes to. Of course, the biggest feather in his cap is his recent win. Dustin Stinett of Genii Magazine says, "Personally, I'm really happy that Jon Armstrong won. He really deserved it. He consistently delivers one of the best close-up shows out there."

Three years ago at the WMS, Jon was on the program with heavy hitters such as Tommy Wonder. While all the performers were great, Jon was the one who truly connected with his audience. It is almost impossible to play to a big room like that, Jon made it happen, with card tricks. His performance was so outstanding he was brought back the next year for an Encore performance. Shortly thereafter Jon appeared as the cover story for Genii magazine.

While Jon is best known who his work with a deck of cards, he is far more than just a "cardman" and this will be far more than just a "card lecture." In his professional work, Jon has chosen the medium of cards with which to entertain. They are not the ends, but a vehicle to communicate with his audience.

Here is a quote from Chris Randall, " I had the pleasure of working at the Magic Castle in March and Jon Armstrong was in the close up room. He was so good it hurt... he rocked the room he was funny his magic was strong, and as I watched him I learned so much about character and being who you really are. I just bought Jon's new dvd and its excellent the opening act is off the charts. congrats Jon you deserve it. Go see him live at Ivmi he is a great performer and its a great convention you cant go wrong."

Jon recently performed 2 tours of England, first as a performer, then as a lecturer. The lectures were VERY well received. His lecture has both card and non-card items, as well as thoughts on character and structure. He is a charming performer and one of the nicest guys you could hope to meet.

Here is what you can expect:

You WILL be entertained.

You WILL laugh.

You WILL be fooled.

You WILL learn practical closeup magic you can add to your performances.

You WILL learn new ways to consider putting your act together and delivering your material that WILL make your act better.

All this for only \$10.

Date: Saturday April 28, 2007

Time : 3:00 p.m.

Place: The Automata Museum of Richard Garriott

Articles

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Bertil Fredstrom, Territorial Vice President, Sweden

Bertil recently retired after 24 years from the other IBM, the International Business Machines, and is now dividing his time between his magic and a position as the President and Chairman of the Swedish American Chamber of Commerce in Texas.

Parlor Magic is his venue of preference. "Why spend two hours walking around performing close-up magic and disturbing people who are having a good time when you can catch their attention and entertain them all for 20 minutes with a few good parlor tricks and collect the same fee?" he muses.

The position as TVP for Sweden had been vacant for a few years, because of what seemed like magic inactivity in the entire country of Sweden, (from the point of view of IBM), when Bertil took over three years ago. As you then probably understand, this is an unusual TVP position as Sweden still has no active IBM ring at this time, but it do have about thirty IBM members spread all over a country the size of California. Bertil has as a goal to reinstate the historical Swedish IBM Ring 53 that was originally chartered in 1947. Bertil has been petitioning IBM headquarters to allow country rings with no local ring board of directors and with no regular meetings - without success so far.

In addition to his membership in IBM, he is also an International Vice President for Sweden for the Invisible Lodge, a recent member (one year) of the Society of American Magicians, a past president of the Swedish Magic Circle, and a thirty year veteran of the Magic Circle of Norway, and the Swedish Magic Brotherhood. Bertil is also the permanent secretary of the Magic Academy of Sweden and a member of the Magic Castle in Hollywood since 1984.

The magician that ignited the magic flame in the young Bertil was Marillo, a local magician in his home town of Karlstad. At first Bertil was anxious about approaching the locally famous magician but they later became good friends and when another magician started teaching magic at a local youth center the young lad was hooked.

In his earlier years Bertil entered magic competitions. He was at one time the Nordic Champion in Close up Magic and held numerous titles such as "Swedish Champion of Magic for Children". The fact that he could make money and have fun at the same time probably helped sustain his interest. His first paid magic performance in 1966 rendered him the payment of \$2.00. The money was immediately spent on new magic effects and at that time \$2.00 was enough to buy a set of Cups and Balls and a color changing silk. Those were the

days!

During both his military service (Bertil is a retired Army Captain in the Swedish Entertainment Reserve Unit) and his college years, he found magic a wonderful way to make extra money without having to take the jobs normally available to unskilled soldiers and students. Although all education is free in Sweden, magic certainly helped him reach his goal to receive his coveted MBA.

Another favorite pastime is traveling, and under the alias Black Bert, Bertil has performed in many parts of the world including Mongolia and India. In Peru, where he performed with the famous magician "Mago George" in his private theater in Lima, and as a added bonus performed on the highest altitude at the ancient Inca city of Mach Picchu. Magic has not been without its amusing incidents. In South Africa he was offered the youngest daughter of the local medicine man if he revealed his secrets. In fact, the South African medicine "man" was actually a woman whose daughter was an albino. From the parent's point of view it seemed like a perfect match. However, citing his I.B.M. vows never to reveal his secrets Bertil had to decline the offer.

Today magic is more than simply a pastime and some extra money for Bertil. After retiring he has started to build a local market for himself and his magic shows. He has also created a web site and enthusiastically encourages all I.B.M. members to take advantage of the current offer to build a web site for free under the I.B.M. domain.

Bertil has been judging at magic competitions in both Europe and the U.S., and acted in this capacity at the 2006FISM in Stockholm. Bertil attended his first FISM convention in 1973 in Paris. He has subsequently participated in eleven FISM conventions, a feat he is very proud because they are only held every three years. The 2009 FISM will be hosted by Beijing, China and Bertil enthusiastically states that he has already started packing his bags for that trip.

Bertil has been a member of the I.B.M. for about 13 years. He is also a member of the Invisible Lodge, The Society of American Magicians, The Swedish Magic Circle, The Magic Circle of Norway, The Swedish Magic Brotherhood, The Magic Academy of Sweden and The Magic Castle in Hollywood.

At the age of 26, he became the youngest president of The Swedish Magic Circle and held this position for three years.

When Bertil agreed to take the position of Swedish TVP four years ago, the job had been vacant for some time, due to what seemed like magic inactivity in his country. His position is unusual, because there has been no active I.B.M. Ring in Sweden for several years. However, there are about thirty I.B.M. members dispersed throughout Sweden, a country about the size of California. Bertil has as his goal the reinstatement of the historical Swedish I.B.M. Ring 53 that was originally chartered in 1947. His dream is for the I.B.M. to allow 'Country Rings' for those places in which there is no significant core of magicians in any one area.

You Can't Use Humor Until You Get Over the Fear Of Failure

By guest author Brad Montgomery, CSP

When I teach my programs on humor skills to other presenters I ask my audiences about their greatest obstacles to using (or even experimenting) with humor. The answer is always the same: The fear of failure. Nobody wants to feel like an idiot, and standing there after you've told a failed joke is the easiest path to idiocy, right? Wrong. Let me explain. Failed jokes (or any other attempt at humor) are forgivable. In fact, sometimes failed humor is even lovable. We all have that crazy and fun person in our lives that is famous for the bad or corny jokes. And we love them, right? And we all know that even the top comedians tell jokes that fail. What's up with that? Look at Jay Leno and David Letterman. During any one of their monologues you'll see them trot out 7 minutes of new material, and at least 50 percent of it fails. (Or is at least mediocre.) And they are still famous, still have their own show, and still earn a gajillion dollars. (How many zeroes are there in a "gajillion?") What's my point? My point is that trying some humor that fails is OK. Our audiences will forgive us. Heck, they'll love us for trying. They'll love that we are taking chances to try to make our presentations more interesting and less dense. Our audiences know the difference between a couple of failed jokes and a failed presentation. And that's a crucial distinction that we often fail to see ourselves. A couple failed attempts at being light, playful or funny doesn't result in a failed performance. Yet entry level humorists and want-to-be-humorists often miss that distinction. They fear that if they plan some piece that includes humor and that piece fails the result will be a TOTAL failure of their presentation. Not so. So a joke went by without any laugh? Big Deal; Leno and Letterman deal with that several times every week night. Smile, shrug your shoulders, and move on. Sure, if you try humor you might not earn a laugh. But as long as your attitude is healthy, failing to earn a laugh doesn't mean you've failed with your presentation. In fact, your audience will appreciate you all the more for trying to make it fun. So go ahead, give it a try! Add some levity and joy to your presentation. Attempt to make them laugh...or even smile. You have nothing to lose. Instead of fearing failed humor attempts, we should instead fear failing to attempt humor.

Here are seven tips for telling a joke.

1. Make sure you actually know the joke. Practice it! Tell it to your kids, your spouse, and your dog. Trust me, you want to tell the

joke a few times before you do it for real. Nothing will make you look like a bigger idiot than telling a joke wrong.

2. Scan the internet for jokes to AVOID. Don't tell jokes that everybody has heard...if your joke is all over the internet, then this is a great joke to AVOID.
3. Shorter jokes are better. I know, I know. You think you're a great story teller. But trust me, your audience will appreciate you for NOT adding all of the colorful details and fluff. Just tell the joke. Shorten it if you can.
4. The punch line comes last. And I mean last! Nothing should come after the punch-line. Consider this joke done well. Why Did the chicken cross the road? To get to the other side. Now, the same joke when the punch-line is not last. This is much worse. (I know, that joke is pretty bad on it's own, but... you get the idea.) Why did the chicken cross the road? To get to the other side of the road which was on a long block because he wanted to get to his chicken coop. See? Punch-lines should be last. Period. NOTHING comes after the punch. (Except for your silence and their laughter.)
5. Keep it clean. And I mean crystal clean. If you wouldn't tell it to the Queen of England (who probably doesn't like jokes much anyway) then leave it out. Seriously. If you have any doubt whether you are "crossing the line," then don't tell it. Think of it this way: If you tell a joke to 10 people and 9 of them laugh, then you've still alienated a friend. Don't do it.
6. If you are telling a joke as part of a presentation, don't take credit for the joke. You can do that before the joke with something like, "Here's one I read on the internet." Or after the joke with something like, "That old joke was on the internet, but it reminds us to.... (follow with a point.)" If you don't let people know that his joke is from the internet, you risk looking like a fool. I guarantee that at least a couple of people in every audience already know your joke, and if you want to earn and keep THEIR respect you need to make sure you don't (tacitly) claim that joke to be yours.
7. Don't steal jokes from stand-up comics. Unless they are dead. Jokes are material, and it is how they earn a living. If you tell it, copy it, email it...whatever...you devalue the joke for them. Besides, it's bad karma.

Brad Montgomery has a terrific new audio product that teaches humor skills to presenters of all types (speakers, trainers, salespeople, entertainers, financial advisors, teachers, and even magicians) It's a terrific program with excellent, practical, how-to tips you can use in your next program. If you want to learn from a total pro who is a magician and also a top-flight teacher, visit www.bradmontgomery.com.