



The Servante

Official Newsletter of the Alliance of Illusionists Bruce Chadwick SAM Assembly 138

Volume 2018 - Number 9 - September 2018

Next Monthly Assembly Meeting Thursday September 20, 2018, 7:00 pm
Illusion Warehouse - 3917 McCart Ave - Fort Worth, Texas 76110
Three Blocks North of Seminary Drive - Across From Rosemont School

Open Mic Night!

Do you have something to share? How about performing something you have been working on or teaching the group how to do a trick? Have you purchased a new effect recently and want to share it with our group?

Or how about sharing some performance tips and ideas or bringing to the Assembly your questions regarding anything in magic? How about sharing a review of the most recent book you read? What did you buy at the most recent Houston TAOM convention and what were the highlights? Or anything else for that matter!

Open Mic Night is the theme of the September Alliance of Illusionists meeting! The meeting will be open and free for anyone with anything to share regarding magic. It will be an unstructured evening full of magic and mirth!

EXECUTIVE COMMITTEE TO MEET

President Mark Jones has called for an Executive Committee meeting for 6:30 pm, immediately prior to the 7:00 pm Thursday September 20 Monthly Assembly Meeting. All officers are requested to be in attendance. All dues-paid-up club members may also attend.

AUGUST MEETING FEATURED TEACH-A-TRICK NIGHT

The August monthly Assembly meeting of Fort Worth SAM 138 was Teach-a-Trick night! Members and guests brought magic effects, apparatus, and impromptu routines to the meeting. Each person demonstrated the contribution and then showed us how to do it.

After a few business announcements, Pierce Brooks was up first with his Qualification Demonstration. Pierce performed an interesting version of the Cards Across and subsequently was voted into AOI membership. Up next was Bruce Chadwick with a felt ribbons and safety pin prediction. Visitor Lonnie Olander did some unique magic followed by Frank Seltzer who performed a very good dime and penny transposition.

Lisa Fulce showed her version of the Grandmother's Necklace. John Haled pulled a credit card from his iPhone and explained the app availability from magicapps.com. Pierce Brooks returned to the stage with a card prediction based upon lots of magician's choices! Joey Byers performed a very nice card prediction he learned from the Jaw Droppers video series. Al Fox performed a Tom Mullica effect with toothpicks, and followed that with the Kurotske effect with marbles.

Jack McCoy did some nice coin work from the minds of Martin Gardner and Karl Fulves, and then continued with a Chinese Clothesline effect by Shigeo Takagi. Van McGee showed a dice with opposite sides magically showing the 1, 2, 3, 4, 5, 6 sequence. Pix Smith closed with a very nice rendition of the Cut and Restored Ribbon from the Rice's Encyclopedia of Silk Magic Volume 2, a quick talk on the Clippo effect, and his version of the Red Ashes trick using a tea bag cloth. It was a great evening and a heck of a lot of fun!

AUGUST 2018 MINUTES OF THE EXECUTIVE COMMITTEE

With the absence of President Mark Jones, Vice-President Frank Seltzer called the Thursday August 16 Alliance of Illusionists Executive Committee Meeting to order at about 6:30 pm at the Illusion Warehouse. Present was Vice-President Frank Seltzer, Communications Bruce Chadwick, Sergeant-at-Arms Cindy Bighorse, Historian John Hale, and Treasurer Joey Byers. Absent was President Mark Jones and Member-at-Large Bruce Roberts.

The minutes of the July 19 Executive Committee minutes were approved as presented in the August SERVANTE monthly Assembly newsletter. Treasurer Joey Byers reported no change in the Assembly finances since the September Executive Committee meeting.

Bruce Chadwick reported on the success of the Assembly becoming a 501(c)(6) Texas Non-Profit Corporation through the use of the online company Legal Zoom. The official title of the corporation is the "Bruce Chadwick SAM Assembly 138 Alliance of Illusionists Incorporated," which parallels the name of the assembly on our SAM 138 charter. The Executive Committee approved the payment amount of \$376.95 for the processing fees and use of Legal Zoom's parent company as our "Registered Agent" for one year. Copies of the corporate papers, EIN number, and other documents were emailed in PDF format to each 2018 officer prior to the August 16 Executive Committee meeting. Chadwick announced his hope to have these documents available on the club's official website on a password protected page.

The remainder of the meeting focused on random unofficial discussion regarding the upcoming 2020 TAOM Convention. The Executive Committee has called for the Assembly's first official 2020 TAOM Convention Planning Committee Meeting for Sunday afternoon August 19, 2:00 pm, at the Illusion Warehouse.

With no further business, the Executive Committee Meeting adjourned for the start of the regular 7:00 pm AOI Monthly Assembly Meeting.

MURRY SAWCHUCK SHOW IN ARLINGTON

Murray The Magician will play at the Arlington Music Hall on Saturday September 22, 2018. He is known as the king of Reality TV and is one of the most sought after VIRAL MAGICIANS with over HALF A BILLION online views.

He has been on over a twenty reality shows and a regular headliner on the Las Vegas Strip at the Planet Hollywood Hotel & Casino. Murray is an internationally acclaimed award-winning magician with over 30 awards to his name.

Murray SawChuck dazzled the judges and 22 million people as a finalist on "America's Got Talent," currently appears as a regular cast member as the Magic Expert on the History Channel's #1 rated series "Pawn Stars."

He can also be seen on CW's Masters' of Illusion, Fool Us, Brain Games, and again on this season of Pawn Stars.



MURRAY THE MAGICIAN DIRECT FROM PAWN STARS, AMERICA'S GOT TALENT & LAS VEGAS



Date/Time
Date(s) - Saturday, 09/22/2018
8:00 pm - 10:00 pm

Map Unavailable

2018 OFFICERS

1. PRESIDENT:	Mark Jones	mark.warriorsforchrist@yahoo.com	469-207-9078
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3. ADMINISTRATOR:	Joey Byers	byers@us.ibm.com	972-837-8543
4. SERGEANT AT ARMS:	Cindy Bighorse	cabighorse@gmail.com	817-846-4062
5. COMMUNICATIONS:	Bruce Chadwick	chadwickillusionist@yahoo.com	817-832-6062
6. HISTORIAN:	John Hale	x@jdsworld.com	214-783-1350
7. MEMBER AT LARGE:	Bruce Roberts	brucerobertspainter@gmail.com	817-300-7250

AUSTIN MAGIC SWAP MEET AND FREE LECTURE

Bring all the magic you want to sell and take all the magic you can buy! The annual Austin Magic Swap Meet will begin at 10:00 am on Saturday, September 29, 2018.

Oscar Munoz, the past International President of the International Brotherhood of Magicians, will lecture at noon. He is a gifted performer, magic award winner, and well-known for his unique magic, comedy, and illusions.



The meet will be held at the church located at 1150 S. Bell Blvd., Cedar Park, TX 78613, the location for Austin's annual Heroes Night Out magic show. Admission is only \$10 per person.

Sellers pay \$15 for a 10' x 10' booth, with no percentage taken by the host club. Sellers can use their own tables or rent a table for an additional \$15. All for the fees will be used to bring in magic performers to veterans and their families. For information on seller space, go to <https://squarecircleproductions.com/magicswapmeet/>

THE ILLUSIONISTS COME TO TOWN



The award winning team THE ILLUSIONISTS come to Fort Worth on Friday and Saturday, October 19-20 at the downtown Fort Worth Bass Performance Hall.

From their website: "This mind blowing spectacular showcases the jaw dropping talents of five of the most incredible Illusionists on earth. THE ILLUSIONISTS – LIVE FROM BROADWAY has shattered box office records across the globe and dazzles audiences of all ages with a powerful mix of the most outrageous and astonishing acts ever to be seen on stage. This non-stop show is packed with thrilling and sophisticated magic of unprecedented proportions."



MINUTES OF THE FIRST 2020 TAOM PLANNING COMMITTEE MEETING

SAM Assembly 138 Representative to the TAOM and soon to be installed Vice-President of the TAOM Joey Byers called the first 2020 TAOM Planning Committee Meeting to order on Sunday afternoon August 19, 2:00 pm at the Illusion Warehouse. Present were Joey Byers, Bruce Chadwick, Frank Seltzer, John Hale, Cindy Bighorse, Kevin Perry, and Don Harris.

The group first acknowledged the requirements of SAM 138 Bylaws "Appendix B – Texas Association of Magicians" as the official guide for the 2020 TAOM Convention Planning Committee. Each attendee at the meeting was given a hard copy of this Appendix and encouraged to read and understand its guidelines.

Special notation was also made to the Bylaw which states, "TAOM conventions are fully planned and implemented by the TAOM Convention Planning Committee. All convention planning decisions including those suggested by the TAOM President must be reviewed and approved by the committee before they are made or implemented."

Particular attention was also paid to Section III of the Appendix which lists the following required chairs: TAOM President, Secretary, Treasurer, Registration Chair, Talent Chair, Dealer Chair, and Promotions Chair. The Bylaws also state, "Assembly members chairing one of these required committees cannot chair any other committee. They can however serve on any number of other committees."

With these mandates in mind, the Planning Committee voted to recommend to the Alliance of Illusionists SAM Assembly 138 the following chairs for the 2020 TAOM Convention Planning Committee: Joey Byers President, Bruce Chadwick Secretary, Cindy Bighorse Registration, Don Harris Treasurer, Frank Seltzer Talent, John Hale Promotions, and if willing Mark Jones as Dealer Chair. It was also discussed that the club might use Bronson Chadwick as the Stage Manager for the convention depending upon his willingness and availability.

As the group chose Assembly members to chair these various positions, the following attributes of each chair were discussed. It was emphasized that the following attributes are not comprehensive regarding all the duties of each chair, but rather are just some of the key responsibilities for each chair. Chair descriptions and responsibilities can change depending upon the will of the Convention Planning Committee and the requirements of the Assembly Bylaws, particularly Appendix B.

As President, Joey Byers was commissioned to call for TAOM Convention Planning Committee meetings. His job is not to plan the convention, but rather to lead the Convention Planning Committee and implement the will of the committee.

Bruce Chadwick was chosen to be Secretary. His major job is to carefully record in writing the minutes of each Planning Committee meeting and then provide hard copies of said minutes to attendees at subsequent meetings.

Cindy Bighorse was chosen to be the Registration Chair. Her extraordinary expertise in database and spreadsheet management was noted. Her job is to work closely with the webmaster, oversee the overall registration process, be in charge of the team to prepare the convention packets, name badges, and manage the registration booths at the 2019 and 2020 conventions.

As Treasurer, Don Harris has the responsibility to help the club set-up a convention checking account in accordance to Bylaws B. He shall also work closely with the webmaster (below) and Cindy Bighorse as Registration Chair to make sure funds are timely deposited in the checking account. Don will also make up-to-date Treasurer's reports at each planning meeting and disburse funds according to the will of the Convention Planning Committee.

Frank Seltzer was chosen as Talent Chair. The Convention Planning Committee will choose the talent and Frank's job will then be to secure the talent. It was noted that any Assembly 138 member may make talent suggestions to the Convention Planning Committee.

Chadwick recommended that all talent agreements should be secured by written contract. Seltzer disagreed stating that "only verbal agreements are needed" and that "written agreements and contracts are outdated." Chadwick countered that written contracts are always important to avoid disputes and misunderstandings. "Written agreements can include such things as the fact that blue material is not acceptable at TAOM conventions, room service may not be used, etc" said Chadwick. The Planning Committee did not render a definitive verdict on whether or not written agreements and contracts would be used.

Seltzer also explained that he planned the recent Frisco convention and did not use a budget. He explained his approach to spend money and make talent choices as money became available. The committee agreed with the idea of spending and allocating money as it becomes available, but the group was unanimous that a written budget would still be needed to project for expenses such as the souvenir program, advertising, office supplies, website work, and pay for the many other expenses required to administer a convention.

With John Hale's expertise with computers, his web work experience with the 2017 Frisco TAOM convention, and his willingness to serve as Promotions Chair, it was agreed that he should also be the Webmaster for the convention. With Hale being chosen as Promotions Chair/Webmaster, website issues were then discussed.

While there is no requirement that the 2020 TAOM convention must be hosted on the official www.taom.org website (which is administered by the official TAOM Webmaster J. D. Stewart, phone 512-258-8863, 512-468-0011, and email jd@jd.stewart.com), it was noted that the official www.taom.org website was used for the 2017 Frisco convention and is being used for the upcoming 2018 Houston convention. The software is also available for use by the Fort Worth 2020 convention.

The committee directed Promotions Chair John Hale to contact 2017-18 TAOM President Jamie Salinas in Houston (phone 832-724-3045, email jamie@magicbyjamie.com) to get his perspective regarding how it was to work with TAOM Webmaster J. D. Stewart and use of the official TAOM website at www.taom.org website that Stewart administers. Seltzer noted that he had difficulties with Stewart as the 2017 TAOM convention was implemented.

Seltzer reminded the group that the TAOM owns Espresso software to help with the online registration process and that Stewart administers this software. With his experience with the Frisco 2017 TAOM convention, Promotions Chair John Hale has familiarity with the software.

Chadwick informed the group that he acquired the www.taom2020.com domain name sometime ago in anticipation of SAM 138 possibly hosting the 2020 convention. Bruce said he would like for John Hale as Promotions Chair and Webmaster to take both ownership and control of www.taom2020.com, and that this transition could be done easily on GoDaddy. Chadwick explained that Hale could then use whatever software and hosting service he chooses to build and maintain the website.

Chadwick also said that in the event the club used www.taom2020.com instead of the official www.taom.org website, it is possible to piggyback www.taom2020.com to www.taom.org seamlessly so that a user would never know he has "left" www.taom.org. The committee agreed to these recommendations.

Next Secretary Chadwick passed out written notes for the Planning Committee to consider. Emphasis was placed upon the fact that the notes were nothing more than just a conglomeration of ideas from numerous club members including Mark Jones, Cindy Bighorse, Joey Byers, Frank Seltzer, and others. Chadwick emphasized that the list was not intended to be definitive or comprehensive.

The notes first reminded the committee that the 2020 convention will be the official 75th annual convention of the Texas Association of Magicians. To settle the ambiguity of the convention numbering sequence, TAOM Historian Chadwick explained that way back in 1997 the TAOM Board of Directors voted to officially recognize the 1946 Austin picnic as the first convention of the Texas Association of Magicians. This convention numbering sequence follows the pattern established by the late Doc M. S. Mahendra (Sterling), the first Secretary of the TAOM organization. (Note: see both www.taom.org and www.taomhistory.org for this verification).

Cindy Bighorse noted the similarity of the year 2020 as compared to the phrase “20-20 eyesight.” Chadwick suggested that perhaps TAOM logo artist Louis Daniel might be contracted to work-up a 2020 TAOM convention logo that incorporates the official TAOM logo, the 2020 notation, and the fact that the convention is officially the 75th annual convention of the Texas Association of Magicians. Also the idea of the convention being called “The Workshop Convention” was noted.

Chadwick suggested that the Planning Committee should have a Statement of Purpose to:

- Put on the 75th annual convention of the Texas Association of Magicians in Fort Worth, Texas
- Serve approximately 250 registered attendees
- Break even financially and try to profit if possible

The following registration formula was proposed:

\$100 General Registration – Adult or Child (admission to all convention activities except workshops)
\$30 Individual Workshop Tickets (the \$100 General Registration is also required)
\$250 Comprehensive Registration (includes General Registration and tickets to all six Workshops)

There was general consensus by the committee that offering a \$100 General Registration idea is a good idea in that it gives spouses and children attending the convention a less expensive way to see the evening shows and other convention activities without having to pay for the workshops.

Frank Seltzer suggested that there be periodic calendar bumps in the registration costs to give incentive for individuals to register early. The committee made no conclusive decision regarding the registration formula, amounts, or the use of bumps, but said it would review these suggestions at a future planning meeting.

The idea of calling the convention “The Workshop Convention” or the “Magic Teach-In Convention” was then discussed. Frank Seltzer noted that magic workshops are usually small group teach-in sorts of sessions. Chadwick explained that the term “workshop” is vague and that its definition has seemed to morph through the years. “Its definition often changes depending upon the definition of the presenter” said Chadwick. He also reminded the group that the term “workshop” was adapted by magicians from the acting world and usually implies “hands-on” type training. The Planning Committee agreed that the term workshop could be defined any way the committee wanted to define it, and that the term could be explained in pre-convention advertising.

The following were some of the ideas discussed regarding what “workshops” might be, how they might be scheduled, promoted and sold.

- Six workshops held during the convention; two Friday, two Saturday, two Sunday.
- Each workshop is two hours with a 30 minute break before a subsequent event.
- Instructors may sell their lecture notes and wares before, during, and after their workshop in the lobby of the ballroom and booth.
- The workshops are intended to provide “hands-on experiences,” meaning attendees should be able to handle props as they learn during the workshop. Instructors might be encouraged before their workshop to provide lecture notes and loan or sell magic kits that attendees need to perform the effects taught during the workshop.
- Instructors might be compensated only by giving them a Dealer’s Booth, one Convention Registration, and \$10 for each workshop attendee. Instructors would then be responsible for paying their own transportation, lodging, and other convention expenses. Instructors would keep all profit from their sales.
- Instructors might also be required to provide a free performance on either the professional close-up show or one of the convention evening shows.

The following performer list was compiled:

Harry Allen – Fun Stuff
Ron Wilson - Magic of the Masters
Eric “Fumio” Inagaki & Jay Zugai – Comedy Magic
Jamie Salinas - Mentalism
Scott Hollingsworth – Commercial Magic
Bruce Chadwick – Stagecraft
Trixie Bond – The Birthday Business
Ronnie Ramon – Midnight Madness Host
Close-Up Workshop
Duane Laflin – Silk Magic
Fred Becker – Cruising
Scott Wells - Classics of Magic Emcee

Talent Chair Frank Seltzer stated his opinion that the Convention Planning Committee must bring in non-Texas performers for the convention to be successful. The committee concluded that the convention could be a mix of both Texas and other other-than-Texas talent.

The committee then turned its attention toward possible convention schedules. The notes included a list of “Components of a Good Convention Schedule.” The following was discussed:

- Allow at least an hour for lunches and two hours for dinners.
- Have reasonably priced box lunches available that can be purchased economically and consumed quickly.
- Evening shows should not last more than 90 minutes. Eliminate intermissions.
- Give Attendees time to shop in the dealer’s room without competition from other convention events.
- Don’t work dealers more than eight hours per day.
- Don’t have too many dealers at a convention. The art of magic hurts when dealers do not profit.
- Don’t let lecturers sell in the ballroom (workshop instructors). Set up sales tables for them in the hotel lobby so that their sales can be continued even after the next event starts in the lecture hall.
- Don’t host the workshops or lectures in the same ballroom where the evening shows will be held.
- Registration table open continuously Friday afternoon through late evening. Attendees often arrive late.
- No video projection (eyemag) is needed for the evening shows. It is only needed for workshops and lectures.
- Pack as much as possible into the convention schedule but don’t make it appear stuffed. Give time for sleep.

The following possible convention schedule was considered:

Friday:

9:00 Dealer’s Room Set-Up
12:00 Registration Opens
12:00 Dealer’s Room Opens
1:30 Workshop One (1:30-3:30)
4:00 TAOM Board of Directors Meeting
5:00 Dealers Close
7:00 Evening Stage Show and Contest
7:30 Registration Closes
9:00 Workshop Two (9:00-11:00)
10:00 Registration Opens
11:00 Lunch with Birthday Business
12:00 Registration Closes

Saturday:

9:00 Willard Breakfast
10:00 Dealer’s Show and Open
10:00 Spouse and Children’s Event
10:00 Registration Opens
11:00 Lunch and Birthday Business Panel Discussion
12:00 Registration Closes
1:00 Workshop Three (1:00-3:00)
3:30 Dealers Close
3:30 Workshop Four (3:30-5:30)
7:00 Evening Stage Show
8:30 Dealers Open
9:00 Magic Old and Seldom Seen
10:30 Dealers Close
10:30 Midnight Madness – Ronnie Ramon MC

Sunday:

8:30 TAOM General Meeting - 2021 Registration
9:00 Gospel Magic Service
10:00 Dealers Open
10:00 Workshop Five (10:00-12:00)
1:00 Dealers Close
1:00 Magic Classics – Scott Wells MC (Awards)
2:30 Dealers Open - Last Call
3:00 Professional Close-Up (3:00-5:00)
5:30 Dealers Close for the Convention
7:00 Evening Stage Show
9:00 Workshop Six (9:00-11:00)
11:00 Past President's Party

Monday

9:00 Stagecraft – Bruce Chadwick (9:00-10:30)

The 2020 TAOM Convention Planning Committee members then brainstormed the following ideas:

Chadwick suggested that the Dealer's Room should be open to the public, the same way magic shops are open to the public. The advantage of this is that there would be additional draw from magic enthusiasts to help the dealer's with sales. The disadvantage is that there would probably be a few magicians who would go and hang-out in the Dealer's Room without registering for the convention.

Another idea is to keep the Dealer's Room open only to TAOM convention registered attendees, but to then open it on Saturday and Sunday evening to the public, or to people who have purchased evening show tickets.

Some of the Workshop topics suggested were Stagecraft, Card Magic Made Easy, Comedy Magic, Children's Magic, and Mentalism. It was also suggested that streaming vintage magic video from YouTube and Vimeo might be played up on a screen in the workshop rooms prior to the performances to "kill dead air time" and establish ambiance.

Cindy Bighorse suggested the sale of box lunches from Chick-fil-A or Jason's Deli for Saturday and Sunday of the convention. Seltzer pointed out that while this may seem like a good idea, hotels often have contractual prohibitions against bringing-in food from outside food vendors. Also bringing in outside food would probably cut down on the food and beverage requirement in the hotel contract.

Cindy also suggested that the convention must have spouse and children's events during the convention, and that said short hotel based events might be held concurrently with the workshop times.

As the meeting began to draw to a close, the choice of convention hotel was discussed. The report of Carole Machol-Atler of Helms Brisco Inc was discussed. Her recommendations seems to indicate that the same hotel used by last year's Frisco 2017 TAOM convention might be the best choice for the 2020 convention; The Embassy Suites Dallas-Frisco/Hotel, Convention Center & Spa, 7600 John Q Hammons Dr. Frisco, TX, 75034.

It is still possible that the convention may use the downtown Fort Worth Worthington Hotel in Sundance Square. Bruce Chadwick was commissioned to find out more information and report back to the committee.

With no further business, the meeting adjourned.