



The Servante

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

Volume 2025 - Number 1 - January 2025
Next Monthly Meeting - Installation Banquet
Thursday January 16, 2025 - 7:00 pm

East Gourmet Buffet - 6080 S Hulen St #550, Fort Worth, TX 76132

INSTALLATION BANQUET

The Thursday January 16 monthly meeting of the clubs will be the club's annual officer Installation Banquet. All members, families, and their guests are invited to attend the 7:00 pm event at the East Gourmet Buffet located near Granbury Road and Hulen Street in south Fort Worth. The restaurant asks that everyone in attendance purchase a meal for the event, part of the "trade" for us to use the restaurant's meeting room facility. The clubs also ask that everyone in attendance, adults and children, to pay \$5 cash per person to the clubs Treasurer to help offset entertainment cost.



The following slate of officers have been elected to serve for the 2025 club year. They include Gary Poe President, Joey Byers Vice President, Bruce Chadwick Secretary, Lonnie Olander Treasurer, Jack McCoy Sergeant at Arms, Hare Evison Historian, and William Weebo Member at Large.

Entertainment for the event will be none other than the incredible magic of Bronson Chadwick. Bronson will present an array of unique and original routines that our clubs have not seen. Please note that there will be

no regular Executive Committee meeting on January 16 due to the Annual Business and Planning Meeting to be held later this month.



ANNUAL DUES ARE DUE



Time to
Pay Your
Dues!

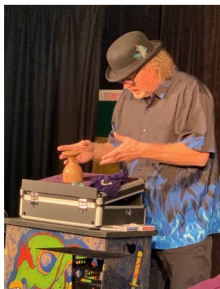
Annual dues for club members were due and payable in full before January 1, 2025. Annual dues are only \$25 per person. Members have the option to be a member of the national SAM organization (national SAM organization dues are paid directly to the SAM national office as it sends members statement), which gives them membership in both the SAM Assembly 138 and the Alliance of Illusionists, or individuals can join just the Alliance of Illusionists without national SAM membership. Members pay dues online via the Dues page of www.SAM138.com.

DECEMBER MONTHLY MEETING REPORT

The third Thursday December 19 meeting of the Fort Worth SAM Assembly 138 and Alliance of Illusionists featured the club's annual Christmas Magic party. Magicians brought new or gently used magic items of at least a \$20-25 value for a gift exchange. Also club members brought snacks and finger foods to augment the evening. Members also did some quick business to nominate officers to serve for the 2025 club year. These include Gary Poe for President, Joey Byers for Vice President, Bruce Chadwick for Secretary, Lonnie Olander for Treasurer, Jack McCoy for Sergeant at Arms, Hare Evison as Historian, and William Weebo for Member at Large.



Following this, new club member Eric Miller brought and displayed three Christmas holiday themed pieces of magic from his vast collection of magic apparatus. Envy was certainly in the air! The evening climaxed with entertainment by the incomparable Jeff Martin. Jeff and his wife Pam live in Oregon, and make most of their living from working fairs and festivals around the country. A seasoned pro, Jeff entertained for about 45 minutes with some intricate coin work, mentalism magic, card effects, poetry, and an amazing cup and balls routine. Afterwards, magicians gathered in the Illusion Warehouse magic shop to purchase a few wonders and fill out the evening with lots of comradery and gossip. It was a great event for the last club meeting and the spirit of Christmas Magic flowed freely.



MINUTES FROM THE DECEMBER EXECUTIVE COMMITTEE MEETING

President Jack McCoy called to order the December 19, 2024 Executive Committee meeting of the SAM Assembly 138 and the Alliance of Illusionists at 6:04 pm in the Illusion Warehouse museum room. A quorum of six officers were present. Absent was Historian Cindy Bighorse. Also in attendance was member in good standing Gary Poe.

Treasurer Bernie Trowbridge sent the club's Treasurer's report. At the time of the last report, the clubs had a balance of \$1242.42. The club had one expense, the monthly \$13.86 MailChimp charge. This leaves the club with an ending Operating Account balance of 1228.56. Secretary Chadwick reported that only four members have paid their 2025 club dues, and that the money still resides in the club's PayPal account.

Minutes of the November Executive Committee Meeting were approved as printed in the December edition of the SERVANTE newsletter.

For old business, the January Installation Banquet was discussed. Previously the Executive Committee chose to have the banquet on the club's regular January 16 third Thursday 7:00 pm meeting at the East Gourmet Buffet restaurant. Bronson, Chadwick will provide the entertainment for his regular birthday party fee. Everyone in attendance will be asked to provide five dollars cash to help offset the entertainment costs. The money will be collected by Treasurer Bernie Trowbridge.

The Executive Committee discussed giving Honorary Life Membership to Dr. O. Z. Helmer, the husband of Brenda Helmer (daughter of the late Dr. Bernie Dolenz). The motion was made by Bruce Chadwick, seconded by Lonnie Olander, and approved by acclamation. Magician of the Year Award will be chosen by President Jack McCoy. The committee agreed to purchase three plaques for club members; the outgoing President's award, an award for the Magician of the Year, and a plaque for Dr. Helmer.

Secretary Chadwick reminded the committee that the incoming President will need to provide the President's column header artwork for the SERVANTE monthly clubs newsletter. Jack McCoy and Gary Poe were assigned responsibility for developing the artwork. Secretary Chadwick reported that he plans to have re-usable yellow visitor's badges available for use beginning with the February monthly clubs meeting.

Secretary Chadwick reminded the committee that a date for the clubs Annual Business and Planning Meeting needs to be scheduled. The meeting will cover going over each officer's duties and responsibilities, determine a tentative budget for the 2025 club year, and schedule tentative main core activities for month clubs meetings.

With no further business, the meeting adjourned at approximately 6:39 pm.

Respectfully submitted, Bruce Chadwick, Secretary





It is New Years Eve as I begin to write this. I believe this is the one day of the year where we consider ourselves sitting on the line between the past and the future. Yet ironically, this is actually the line where we reside most of the time. The question is, what shall we do with it? Whatever we do, we must appreciate our moments to stop and ponder. Unfortunately in the age where the brain is constantly bombarded with images, video and audio, the art of pondering has taken a big hit.

Still tonight, I have pondered the journey of magic I've been on. My journey has been to become better at this art that I love. My conscious choice to take our art of magic more seriously is what brought me to our magic club. In the beginning, I had no destination in mind for such a journey, and certainly I was not striving to become the world's greatest rope magician.

I see now that my journey to be better seems to largely be about direction. I want to be more than a guy that do tricks for the family. I want to be a guy who can share with them the wonderfully unique experience that great magic can be, and I know I cannot share such GREAT magic without improvement. So my journey of direction includes the journey to continually improve.

Initially I came to the club because I am a natural introvert and have a fear of performing. With this major roadblock in my journey, I sought a safe place to try to push myself beyond my comfort zone so I could share the magic. The club has provided that place. It is a place where I can comfortably work at being a better performer.

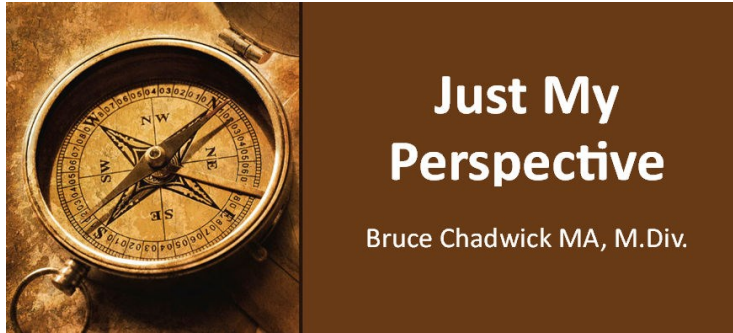
Then too, our club has also provided something that I did not expect, the camaraderie of a like minded circle of friends. I still have the nervousness issues, but that has continued to improve because of my friendships.

I have also learned that "the greatest enemy of great is good." It is true that if we think we have arrived at the destination of "good" and stop striving to be better, we will go no farther. In fact it may even be that we slip backwards. I also suspect that "great can be the enemy of good." We can also think the goal of greatness is so far away that we do not even try, and fall short of even reaching good. I suppose that is why my goal is to "improve," and I know the only way I will not improve is to stop trying.

I also believe that all of the great magicians would say that their routines, acts, or shows start out rough. Great comes from the product of continued efforts to improve. In fact, most tend to deny greatness and instead seek only the journey to improve.

I hope this year we can continue to support and encourage one another. Let us push each other to be better as we move forward on our mutual journey.

Gary Poe
2025 President
SAM Assembly 138 and Alliance of Illusionists



THE POWER OF THE AUDIENCE

I am a better performer now as compared to what I was ten years ago. My improvements through the years have come in very small steps. And if I can reveal something about myself, that is also much time it took me to finally stop blaming myself too harshly when I have a bad show.

Granted if I give one of my shows one-hundred percent, that is one thing. However I have come to realize that there are outside forces that sometimes magicians can't control that will inhibit our ability to entertain. This can include anything from inadequate lighting, poor sound systems, insufficient staging, wrong distances between a performer and the audience, time of the day, full moon, and even menstrual cycles.

As well, all of us who perform systematically will encounter audiences that just don't want to be entertained. There are times that no matter how good a performer is, an audience cannot be won over. The person who said, "There is no such a thing as a bad audience" was obviously an idiot.

Case in point, I have know Jeff Hobson for many years. He is funny, entertaining, and professional. However a number of years ago, the late Arthur Emerson and I watched Jeff fall flat on his face during the gala show at the Blackpool England magic convention. Hobson's act was a good as ever, but the predominately stodgy British audience simply rejected Hobson's his characterization and thus also his overall act. Jeff would later say that was one of the most humiliating experiences of his life.

Another case in point, my son Bronson and I once did the tech for an SAM convention evening show and party in a hotel ballroom. Due to the large number of people in attendance at the convention, it was necessary to split the conventioners into two groups. The groups alternated with one group at the theatre, while the other group was at the hotel having a ballroom party and show on the ballroom stage. The next night the two groups switched with the previous party group at the theatre and the previous night's theatre group at the hotel.

It was interesting that the first night's hotel ballroom party and show was lame. There was little enthusiasm among the attendees in the room. The live band was great but few people danced on the dance floor. The stage show was good, but the first night's audience lacked enthusiasm and simply refused to be entertained.

The second night's audience was just the opposite. The group danced, laughed, and the energy in the room was dynamic. Terry Seabrook who emceed both evening shows told the same jokes as the night before, and the people at the second show laughed eagerly as compared to the polite chuckles he received the night before. The only difference between the two shows was the audience. There was nothing else to blame.

As magicians, we should come to grips with the fact that audiences have character and the composition of audiences will always vary. Sometimes magicians can win an audience, and sometimes they can't. It can be the fault of the magician, but not always. It's just a fact that the dynamics of audiences vary. The best we can do is to be the best we can be, and strive to faithfully fulfill our roles to entertain.



I'll be starting the year with the nearly traditional adjustment of the mathematics for quickly determining any day of the week this year. The mnemonic table was created by Wallace Lee and a full treatise of this methodology can be found in Martin Gardner's 'Mathematical Carnival', 1965. This year (2025), Monday has the key value zero (0), 1—6 being Tuesday (1) through Sunday (6) in order.

To quickly determine the day of the week for any date in 2025, add the month value (shown in key) with the day's number, divide the total by 7 if greater than and use the **remainder** to determine what day of the week it will fall on, referring to the 7 day key shown directly below (Monday through Friday and their values).

Monday—0 Tuesday—1 Wednesday—2 Thursday—3 Friday—4 Saturday—5 Sunday—6

MONTH VALUE	MNEMONIC FOR REMEMBERING VALUE
January 1	THE FIRST MONTH
February 4	A C-O-L-D (FOUR LETTER) MONTH
March 4	THE K-I-T-E MONTH
April 0	ON APRIL FOOL'S DAY I FOOLED NOBODY
May 2	MAY DAY IS TWO WORDS
June 5	THE B-R-I-D-E MONTH
July 0	ON JULY 4 I SHOT NO FIREWORKS
August 3	THE H-O-T MONTH
September 6	START OF A-U-T-U-M-N
October 1	A WITCH RIDES ONE BROOM
November 4	A C-O-O-L MONTH
December 6	BIRTH OF C-H-R-I-S-T

Example: What day of the week is the 4th of July this year?
 July month value = 0
 Day of the month = 4
 $0 + 4 = 4$ — Friday

Example: What day of the week will Christmas fall on this year?
 December month value = 6
 Day of the month = 25
 $6 + 25 = 31$
 $31 \div 7 = 4$ with a remainder of 3 — Thursday

Remember, if the total is greater than 7, divide by 7 and use just the remainder to determine the day (like the 2nd example). If the total is less than 7, use that value (like the 1st example).

New From Japan



Tenyo Six-Sided Psychic— This gets my award for the best new trick in Tenyo's 2025 series. It's very simple to do and can be used with one spectator or a table full. The secret is an ancient principle very cleverly hidden on a cube with very little memorization necessary. A table or sleight-of-hand is necessary but worth the effort.



'Out Of Hand' by Mizoguchi—The legendary Japanese magic creator, Mizoguchi, has released a mind-boggling and clever version of the classic chopper illusion that uses an examinable card, is stage-worthy, multi-phased and looks amazing. I already grabbed one for my chopper collection while available. Check it out online.



2025

What's Next?

Labor Day Weekend

August 29 – September 1, 2025

**Honoring the past
Living in the moment
Planning for the future**

Honoring the past

In 1944, a magician named Herman Yerger developed the idea of a Labor Day weekend picnic for other magicians in the Austin, Texas area.

In 1945, the event grew to 169 persons attending the picnic, and it was proposed that Yerger allow the annual event to be formalized into a state-wide magician's organization with Herman as the first president, and the Texas Association of Magicians was born!

Ever wonder what Herman would think if he could see us now!



**Magician Admission: \$275.00
Non-Magician Admission: \$175.00
Young Magician (ages 8 -17): \$225.00**

**Hilton Garden Inn DFW Airport South
2001 Valley View Lane, Irving, TX 75061**

2025 OFFICERS

1. PRESIDENT:	Gary Poe	downtime824@gmail.com	817-914-0334
2. VICE PRESIDENT:	Joey Byers	jbyers.magic@outlook.com	903-578-2017
3. SECRETARY:	Bruce Chadwick	chadwickillusionist@yahoo.com	817-832-6062
4. TREASURER:	Lonnie Olander	lonnie.olander@gmail.com	254-749-0124
5. SERGEANT AT ARMS:	Jack McCoy	magicjack@charter.net	682-560-8569
6. HISTORIAN:	Hare Evison	h.e.808artworks@gmail.com	808-264-2785
7. MEMBER AT LARGE:	William Weebo Beaty	weeboentertainment@yahoo.com	972-824-9614

DFW AREA MAGIC HAPPENINGS

FORT WORTH SAM ASSEMBLY 138 ALLIANCE OF ILLUSIONISTS

Meets on the third Thursday of each month, 7:00 pm at the Illusion Warehouse party room and magic shop located at 3917 McCart Avenue, Fort Worth, Texas 76110. Contact chadwickillusionist@yahoo.com or go to www.sam138.com. Also Facebook at <https://www.facebook.com/groups/162025544420781/>



FORT WORTH MAGICIANS CLUB INC AND REN CLARK IBM RING 15

Meets on the first Thursday of each month, 7:00 pm. See <https://fortworthmagiciansclub.org/>

MID-CITIES MAGIC CIRCLE

See the Mid-Cities Magic Circle Facebook group.



DALLAS MAGIC CLUB, SAM ASSEMBLY 13 AND IBM RING 174

See www.DallasMagic.org for meeting information.

IMPROV COMEDY CLUBS IN ADDISON AND ARLINGTON

Both comedy clubs periodically host weekend comedy magic shows. For more details go to either www.ImprovArlington.com or www.ImprovAddison.com.

MAGIC IN THE LIVING ROOM

Periodic magic shows every 1st Tuesday at 7:00 pm at The Line Public House, 940 E Beltline in Richardson. See www.MagicLivingRoom.com for more information.

