



The Servante

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

Volume 2023 - Number 7 - July 2023

Next Monthly Assembly Meeting - Thursday June 20, 2023 - 7:00 pm

Illusion Warehouse, 3917 McCart Ave, Fort Worth, Texas

Three blocks north of Seminary Drive/Across from the Public School

ZOE AND THE ILLUSION WAREHOUSE

The main core activity of the Monthly Assembly Meeting of the SAM Assembly 138 Alliance of Illusionists will be a night of 100 tricks. First Zoey Kiser will entertain with her feature candy themed magic act that she will perform for the SAM national convention "Stars of Tomorrow" show in New Orleans. Then it will be Bruce Chadwick's turn. Bruce promises an incredible night of magic shop demonstrations. He will pull down from the Illusion Warehouse shelves dozens of tricks that many of the magic club members have never seen! The Executive Committee will meet before the meeting at 6:00 pm. All elected officers should be in attendance, and any other dues-paid-up member of the club may attend as well. Visitors may not attend Executive Committee meetings.



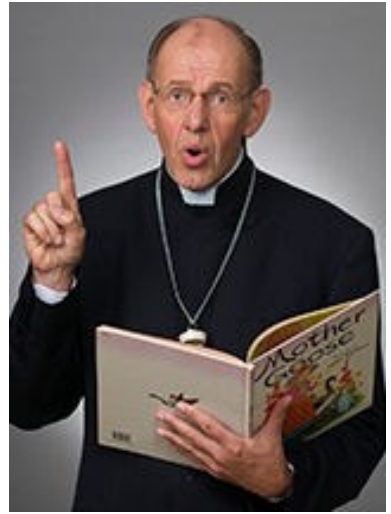
MINUTES OF THE JUNE 2023 MONTHLY ASSEMBLY MEETING

Over a dozen members and guests were in attendance at the June 15, 2023 Monthly Assembly Meeting of the Fort Worth SAM Assembly 138 Alliance of Illusionists. President Bernie Trowbridge called the 7:00 pm meeting to order at the Illusion Warehouse magic shop. After a few opening comments about upcoming meetings, Lisa Fulce performed first, producing a handful of candy from a small drawer box. The unsurmountable Jack McCoy then performed a great rendition of Dai Vernon's classic Cutting the Aces. He went on to talk about the validity of the classic STARS OF MAGIC book, and how the book was so inspirational to him in his younger years.

Bernie returned to the stage and gave a brief introduction about the life and work of the famous Gene Anderson. Bernie talked about Anderson's famous Torn and Restored Newspaper trick. He then showed a video of Anderson performing not only the newspaper tear, but also his ministerial "Old Mother Hubbard" sermonette and hilarious rendition of the Die Box. Bruce Chadwick then brought out onto the stage one of the actual Die Boxes made for Anderson by the late George Kimery of Chalet Magic. Talk about a collector's item, Wow!

After a short break, Bruce then moderated a five-person panel discussion on "When Things Go Wrong." The club heard great stories from William "Wee-bo" Beaty, Margaret Clauder, Shel Higgins, Jack McCoy and Hare Evison. There was a lot of laughter as each performer talked about their encounters with challenging experiences performing magic and how they managed to work through their problems. Certainly there was a lot of practical down-to-earth advice divulged that would benefit any performer. In all, the evening was a great success and full of fun.





MINUTES OF THE JUNE EXECUTIVE COMMITTEE MEETING

President Bernie Trowbridge called the June Executive Committee Meeting of the SAM Assembly 138 Alliance of Illusionists to order on Thursday May 18, 2023, at about 6:30 pm in the Museum Room of the Illusion Warehouse. A quorum was present with officers President Bernie Trowbridge, Vice-President Lonnie O'Lander, Secretary Bruce Chadwick, Sergeant at Arms Connor Branach, and Historian Jack McCoy. Not in attendance were Member at Large Charlie Montroll and Treasurer Cindy Bighorse

The May Executive Committee minutes as presented in the SERVANTE were approved. In her absence, Secretary Bruce Chadwick delivered Cindy Bighorse's June Treasurer's report. The previous May 2023 balance was \$5335.34 plus the Helmer/Dolenz pillow. From that were monthly expenses of \$13.86 for Mail Chimp, leaving the club with a current balance of \$5,321.48 as of June 15, 2023, plus the Helmer/Dolenz pillow.

Secretary Chadwick reminded the committee once again that Donna and Steve Byrd still need to join the national SAM organization and do their new member introductions.

The main core activity for the July Monthly Assembly Meeting will be the Illusion Warehouse Night, with a performance by award-winning Zoe Kiser.

The Executive Committee then discussed that on the first of June, the leadership of both the International Brotherhood of Magicians and the Society of American Magicians changed their logos to rainbow colors to publicly acknowledge "pride month" and the LGBTQ movement. Numerous AOI members have expressed their dissatisfaction to the AOI Executive Committee about the move.

The general consensus of the Executive Committee is that the SAM National Council should never have promoted, marginalized, or even recognized any demographic of the SAM membership based upon morality, and especially something that incites religious disagreement. It was recommended that President Bernie Trowbridge should write a letter to the National Council and deliver it to the National Council via Bronson Chadwick, the Regional Vice-President of the SAM, and express SAM Assembly 138's dissatisfaction with the move. It was suggested that the SAM should be reminded to stick to promoting magic, the thing they do best.

President Trowbridge gave a report about the progress in making the Coroplast graphic sign for the magic table usually used by the magicians during Monthly Assembly Meetings. The sign would have the SAM logo as well as the title "SAM Assembly 138" and "Alliance of Illusionists." Bernie Trowbridge said such a sign would cost somewhere in the \$50 range from his Maxam Graphics company.

With no further business, the Executive Committee was adjourned for the start of the June Monthly Assembly Meeting.

Respectfully submitted,

Bruce Chadwick, Secretary





Well, it's that time of year again. Magic conventions are taking place all over the world and fortunately some only a few hours drive away from us!

The SAM National Convention will be held in New Orleans July 23-26. In fact, Zoey Kiser will be emceeing the youth Stars of Tomorrow show. She will also be doing her contest performance for us at our July meeting. For those of you that may not know, Zoey won the youth competition at last years TAOM convention. I was fortunate enough to get to see her do her performance live during the convention as well as her repeat performance at our AOI meeting the month after. She did an absolutely amazing job! In fact, you would have thought she had been performing in front of large audiences for years, but I was told that was really her first time performing in front of any crowd. What confidence! I'm really looking forward to her entertaining us at this months meeting.

Speaking of seeing Zoey do her performance for the competition live at TAOM last year, the 2023 TAOM is right around the corner. As always it will be held over Labor Day weekend and this year's hosting city will be Houston. If you have had the opportunity to attend a TAOM convention you know what an amazing event these are and if you haven't been you have to put it on your bucket list. The good news is there is still time to register for this this year! Go to www.taom.org for more information, and I'm sure Bruce will have information about it in this month's Servante as well.

I have spent most of my career either doing or attending conventions or tradeshow. For several years I would be doing 15 – 20 of them a year in major cities and in other countries. There is always a certain high-level energy felt during conventions and tradeshow but nothing in comparison to what takes place at a TAOM Magic Convention! Nor will you ever find anything like it when it comes to approachability! And that's everyone including the magicians that are brought in to do the shows or lectures!

I started attending the TAOM Conventions about 8 years ago when it was held in Austin, not really knowing anyone in magic except for Bruce. I was treated so well by everyone that attended, except for Bruce but that was expected, just like at our meetings. The lectures were plentiful covering pretty much all aspects of magic and I left the convention with a book full of notes. The Dealer Room was filled with magic and dealers ready to show you some of the old classics as well as the latest and greatest effects! The evening shows were like large Vegas productions! I was in complete awe. I have only missed a few since my first convention due to a conflict (darn work getting in the way).

Besides the SAM and TAOM conventions, there is another a few hours away. The New Mexico Magic Festival being held in Albuquerque. This is the first year for this event and is being sponsored by the national SAM and our very own Bronson Chadwick. This event has some great talent scheduled both to perform and lecture. Our very own Bruce Chadwick will be performing and lecturing. We have all seen him do small snippets of magic in his classes, in the store and at our meetings, but that's nothing in comparison to watching him do a complete show! This Festival also has a very reasonable registration fee! For more information on this event look no further than this Servante!

Also, just in case you weren't aware you need to start planning now to attend the next years TAOM Convention that will be held with the National S.A.M Convention right here in DFW. It will also be the north American FISM championships. It promises to be an incredible event that you shouldn't miss!

Until next time, Bernie

IBM AND SAM USE RAINBOW LOGOS

In June, the leadership of both the International Brotherhood of Magicians and the Society of American Magicians changed their logos to rainbow colors to publicly acknowledge “pride month” and the LGBTQ movement.

The reactions of IBM and SAM members have been varied and energized. Members in favor of LGBTQ agenda have generally voiced their support of the logo change. Many others, especially those who hold to traditional biblical and Judeo-Christian convictions, have strongly denounced the action.

While the M-U-M mantra of the SAM includes the word unity, the rainbow logo change has apparently not produced overwhelming unification. Some members have reversed their decision to attend this summer’s national magic conventions. Some have even stated they will not continue participation in their local Ring and Assembly magic clubs. Some members are renouncing their national IBM and SAM memberships.



At the same time, there have been numerous positive comments on the IBM and SAM Facebook pages. Some of the comments include:

- I’m so pleased to see that the S.A.M. is a welcoming environment for LGBTQ+ magicians.
- Thank you for standing with the majority of us who include and accept people.
- Thank you SAM!
- Awesome, love this, thank you, good job.

However the surprising and overwhelming response from most IBM and SAM members, both from those who favor and those who disfavor the logo change, is that magic organizations should never promote, marginalize, or even recognize any demographic of their memberships based upon morality, and especially something that incites religious disagreement.

One renowned magician with memberships in both the IBM and SAM stated, “Magic organizations have no business getting involved with sociological issues that involve sexuality. They should stick to promoting magic, which is the thing they do best.”

The chaplain of one of the national organizations has stated that magic organizations are “not supposed to advocate socio-political agendas.” He has stated that his magic organization should not take advocacy positions on issues that have nothing to do with promoting magic, the historical mission of his organization. He has also stated that “The decision to use rainbow magic logos does not represent the entire membership by any means.”

The Dean of the SAM has issued his statement that “I agree that while this is a noble gesture, the SAM does not need to do this.”

Indeed both the IBM and SAM organizations have clear statements that their missions are to promote the art of magic. Also both organizations are non-profit corporations with IRS approved bylaws that forbid them from influencing or endorsing political opinion.

(continued)

Billy Hsueh, the 2022-23 President of the IBM, issued this statement:

The International Brotherhood of Magicians has always been a safe space where magicians from all over the world, regardless of race, gender, sexual orientation, or religious background can learn and enjoy the art of magic. We are proud of all the members of our family and everything they have accomplished in their professional and personal lives. We will continue to do everything possible to ensure our members and future members are treated fairly and equally regardless of their backgrounds. The change of the logo is not intended to be a political, moral, or religious endorsement. It is simply a reflection of something that is important to a portion of our membership.

The Secretary of the SAM National Council states, "The National Officers concluded that using the pride colors support membership objectives and no more."

Regardless of the IBM and SAM's statements, in current culture, the LGBTQ movement is very politically energized. Numerous national polling organizations including both Gallup, the PEW Research Center, and similar pollsters have all concluded that conservatives overwhelmingly view LGBTQ agenda negatively, while moderates and liberals view it more positively.

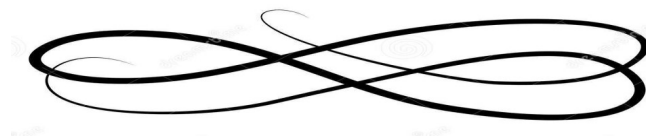
Even though both organizations have issued declarations that their actions are intended only for membership acknowledgement, most members interpret the rainbow IBM and SAM pride logos as a promotion of LGBTQ agenda.

A noted IBM and SAM member has stated, "Any company or organization that uses the pride rainbow is promoting homosexuality. The pride rainbow is offensive to many who have opposing religious and moral convictions. It is a statement that the IBM and SAM should have avoided entirely."

Also the recognition by the IBM and SAM is probably terrible timing. Target and Anheuser-Busch, the makers of Bud Light beer, have both undergone serious economic impact for supporting LGBTQ agenda. Time will tell if similar repercussions affect the IBM and SAM.

Whatever a person's beliefs, religious, and moral proclivities, complacency and silence is usually interpreted as affirmation. It is therefore very important for magicians, both those in favor of LGBTQ agenda and those opposed to it, to voice their opinions to the SAM National Council and IBM Executive Committee. Letters, phone calls, emails, social media interaction, and personal contacts are all possible means of communication. Both organizations have monthly periodicals with officer contact information.

When contacting elected officials to express approval or disapproval of the rainbow pride logo, it should be remembered that IBM and SAM officers are volunteers who sacrifice tremendous time and commitment to their organizations. Their love for the art of magic is usually unparalleled. Progress usually follows diplomacy and respect. Contacts therefore should always be congenial. Hopefully understanding and common ground will be achieved as magicians work together to effectively foster the art of magic.



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Dan Rodriguez Nick Lewin Bruce Chadwick Fabian The Guide

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NEW ORLEANS LOUISIANA

JULY 23-26, 2023

THE SOCIETY OF AMERICAN MAGICIANS
JULY 23-26, 2023



BENEATH THE TRAPDOOR #5 ABOVE AND BEYOND

If you do magic for a living, it's easy to make the mistake of treating the magic business as a "job." It's so easy to get up in the morning and go through the motions of sending off invoices and marketing materials, rehearsing, loading the car and heading off to a gig in the same melancholy way that a typical 9-5 employee begins their mundane daily grind. As magicians, we can't afford to do that.

In the eyes of the public, magic entertainers are the closest thing to real-life superheroes that people will ever see. If we merely go through the motions of the magic performance, we are not giving the show or the audience our "all." A few minutes ago I arrived home from a morning magic show performance at a child care facility here in Midland, Texas. If you look at my website, you'll see that my work isn't immediately geared towards young children. While I do magic performances for kids, it's usually for a family audience; meaning that I entertain all age groups at once with an emphasis on the grown-ups. In my head I equate the age range of my work to that of an episode of Star Trek or Doctor Who. My work is something that kids can enjoy but it isn't necessarily designed for young children.

Nevertheless, I had received a call a few weeks prior from a teacher at a childcare facility who wanted me to entertain for their summer program. Due to covid it had been a few years since I last stepped foot in a school of any kind to work.

I woke up and loaded my car; showered and put on a magical outfit. I printed off a copy of the invoice and drove off to the facility. I was greeted at the door by a front desk clerk who promptly took my temperature and offered me a disposable face mask (something I'm still not used to doing). Despite the face mask I felt good about the event. The act was ready and so was I.

I returned to my car to fetch my props and rolling table and returned to the inside. The room where I would be working was spacious and clean. As I began my setup the client approached me with a concerned look.



"Oh, you don't look like you do in your photos Mr. Chadwick..." she said disappointingly. I apologized that I wasn't dressed the way she had expected. She then said "I only have ten kids in my classroom today and I don't know if this is worth it to us for you to only entertain so few kids. Can you come back another time?" I sensed there was more to the situation than she was letting on.

"Well, I can come back..." I explained as politely as I could while holding back my frustration. "...but I'm afraid that since I'm already here on location that the balance for the performance is still due. If it helps, you can invite more kids into the room from other classes to watch the show and get your money's worth."

She looked at me worriedly and said "Well it's just that some of the kids in the other classes are shy and afraid of you."

I took a deep breath and explained that this is a common problem in childcare centers and that younger children tend to have (and should have) fear of strangers in their perceived safe spaces and that it takes time for four-year-olds to warm up to newcomers. (continued)

I knew we had trouble. They were already frazzled at my reluctance to wear a mask; despite my showing no covid symptoms and my being vaccinated, and this was just more gas on the fire. I thought I looked pretty good! I was in an outfit I had worn to shows before; one that I even have had professional promotional photographs taken in; but apparently it didn't look as good as I thought.

As I was loading in, the facility director approached me and shook my hand. I could tell she was also upset and concerned about the state of things. I smiled through my mask and continued setup to let her know that it would be an awesome show despite first impressions.

And then it got worse.

I opened my prop case and immediately a water bottle that I needed for a trick fell out of my case and poured onto the tile. I soaked up as much as I could but soon the custodian was summoned to mop up the excess water. I seldom perform with liquids to avoid this exact thing. And it would be TODAY that the water spilled out. I suppose when it rains, it pours.

I frantically continued to set up my act and be ready on time. Between all the drama my usual brief setup time was made even more brief as the kids sat down in front of me and made it clear that they would give me sixty seconds max before becoming victims to the "wiggle worms."

One deep breath later the show was underway. I had resurrected my old "Be-a-Friend" themed school magic program and combined it with my "Magic in the Library" program to create a new show that would be unique to this audience called "Learn to Learn, Learn to Love." I did a quick attention-getter activity to focus the kids' attention. One comical Egg Bag routine later we were well on our way through a magical adventure!

The kids laughed and learned as one routine after another we explored the art of magic. The teachers in the room, including the reluctant client, were having as much fun as the kids! It turned out to be one of the best kid shows I've done in a very long time. I had only wished the facility director was there to see it as well.

After the show was over the kids were escorted back into their rooms. The client approached me and explained that it was a better event than what she had expected when I first walked in. I asked for her critique (something I never do BEFORE getting payment in hand) and she explained that my appearance just wasn't what she was expecting. Apparently, my shirt was wrinkled, and my hair was messy. I probably looked like a homeless person and didn't realize it! I offered a discounted rate on a future performance and assured her that there would be a different outfit for future events.

What's the moral of the story? It's that prior to my sour encounter with the client, I was treating this event as "just another day at the office." Kids can suspend their disbelief and be more open to a performance but it is the client who's reputation and money is on the line that has much less grace.

Had I have woken up about thirty minutes earlier to begin my day I may have spotted that my outfit was ruined and needed further attention. I also would have brought my own facemask so when asked to wear one I would appear more prepared and easy-going.

It's so easy to treat the magic as "just another day at work" when the kids and clients are hoping to see a superhero. Even big-time Las Vegas performers fall into this same trap of "just another day." When the sensation of magic is lost on us it's also lost on the audience. I'm sure even Superman has the same issue of mundane days but we have to give 110% to every performance we do and go above and beyond the predispositions and expectations of our clients and audiences. It's just good business. It's what we do to live out our perceived status of superheroes and take the audience up, up and away.

* * * *



The Art of the Surprise

That which surprises us stir our senses, be it a surprise which makes us jump out of our theater seats, the surprise of a new kitten, the surprise which makes us question reality, we could go on and on. The art of magic encompasses the last example wonderfully. Whether it's a visual surprise such as an appearance or disappearance, a mental surprise when the performer correctly reads the mind, the surprise of sudden lights, flash or sound, or the surprise when the audience believes one way to be true

and suddenly a different reality is revealed. The following is an example of the last mentioned form of surprise.

Looks Like The Magician Has Messed Up; Wait What?!? - A fun premise in card magic is where it seems the magician has missed the selection in one way or another, then after the spectator verifies the miss, the selection is suddenly revealed.

Effect: A card is selected and lost inside the deck. The magician openly looks through the deck and removes 4 cards, each time looking at the spectator and the card as if getting a premonition or something. The spectator sees that none of those 4 cards are their selection. Those same 4 cards are shown face up as the magician explains he's got a good feeling one of those 4 cards is the selection, and for the spectator not to say anything or answer, the magician doesn't want to know. Holding the cards face down, the magician intently looks at their backs and eliminates 3. Looking satisfied, the selection is announced. At this moment the spectator is feeling a little pity for the magician since they know he's about to discover he messed the trick up and doesn't have their card. Some spectators, believe it or not, look forward to seeing the magician fail and may have a salivating expression. After their response, the card is turned face up, showing it to be the selection after all, **KABOOM, right in their brain kissers!**

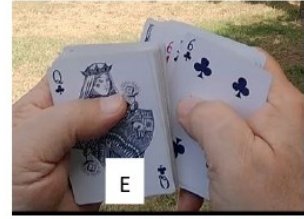
Regardless the spectator's demeanor, this element of surprise is a fun one to perform. The spectators don't know where their card came from, they'd been seeing the other 4 so openly and often, plus the ponderance of how you knew what card they chose in the first place. A double mystery. Don't think of these as mere gag routines because they can gain quite the magical response.

Requirements: Normal deck of cards, PostIt notepad, Sharpie (or whatever brand) marker

1. Shuffle the deck, gaining knowledge of the bottom card along the way.
2. Place on the table, face down and squared. Motion cutting the deck into 3 stacks from **right to left** and ask the spectator to do so. **Note: I bold printed 'right to left' because it's more comfortable for the spectator to cut the deck that direction as most are right handed. Remember, the magic's for them and not for you so always consider their comfort.**
3. You'll now have 3 stacks, the rightmost having your known (key) card on its bottom. Instruct them to peek at the top card of any stack, write it on the PostIt notepad and place the pad writing side downward on the table. If other spectators are present look away and ask he/her to show what they wrote before placing it down.
4. You will now ask them to combine the 3 stacks, ending with your key card directly above the selection as follows:
 - A. If they looked at the card on top of the stack with the key card, tell them to complete cut that stack, pick up and drop onto another, straight cut, pick up and drop onto the last, and give a final straight cut. The key card is directly above the selection.
 - B. If they peeked at the top card of either stack without the key card, ask them to pick up that stack and drop it onto another. If they dropped it onto the stack with the key card, tell them to straight cut the combined stack, pick up, drop onto the last and give one last straight cut. The key card is directly above the selection.
 - C. If, instead of (B.) they dropped their selection's stack on the other stack without the key card, casually pick up the final stack (key card pile), slap it on top in uncaring fashion and ask them to give the deck a complete cut or two. The key card is directly above the selection.



In the following example, we'll assume the spectator chose the AD and the key card is the AS. 4. Pick up the deck and spread the faces towards you, looking at the spectator and the cards as you spread, acting as if trying to perceive something. Stop when you get to your key card (A). Curl the right fingers inward, pulling the selection out of view and slightly closing its deck portion (B). The right hand removes all the cards in front of the key (C.), rotates palm down and clips the key card onto its back by the right fingers (D). Rotate the right hand back and place all its cards behind the left's (E.). Begin spreading again, pantomiming the same actions as before, and remove any 3 cards in a similar manner as before, except each of these 3 times replace the right's portion back on the top (front), only leaving the clipped reversed card on the back.



5. Hold the deck face down and spread over the 4 face up cards, and the face down card (selection) slightly as well (F). Close up leftwards, the left pinky pushing upwards slightly on the selection so the right pinky and ring fingers can enter the gap beneath it and remove it with the 4 above it, 5 cards total, off the deck (G). Set the deck down. **Once again they see the 4 cards, none being their selection, but they still don't know what you're up to though probably having suspicions and already starting to fear an upcoming failure. Tell them to not say anything during this time as they might be compelled.**



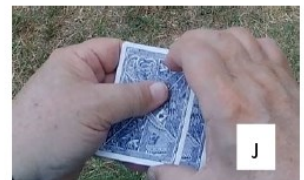
6. Transfer the top 4 cards, one-at-a-time, from the top to bottom, each time turning face down before placing on the bottom. All are face down, the selection is on top.

7. Transfer the top 4 cards, one-at-a-time, from the top to bottom, remove the top card and set onto the deck.

8. Transfer the top 3 cards, one-at-a-time, from the top to the bottom. Remove the top card and eliminate onto the deck.



9. **Be mindful at this point you're only suppose to have 2 cards instead of 3.** Grasp the packet in right hand biddle grip and with the left fingers below (H) gently drag the bottom card out, the right fingers keep the top 2 perfectly squared. Rotate both hands to display their cards (I), rotate back and place it the left's card back on the bottom. Still holding in biddle grip, this time with the left thumb drag off the top card (J) and set it on the table, at the same time the right hand places its double onto the deck. **Look at the spectator and say "I think I have it!". Now the spectator's suspicions have come true; that you were trying to sense something and believe you've found their card, but they've been seeing the entire process and fear the worse.** Turn the notepad over to show what they'd written and say "Yep!" (I'm Texan) as you turn the card face up to show it is their selection!



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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 communications@allianceofillusionists.com or go to <http://sam138.com/alliance/> or 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

Meets monthly. 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.

