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— RING 92 —

VANCOUVER MAGIC CIRCLE

ibmring92.com

The Magical Minutes

the Charles Howard Ring



The Editors Desk

Welcome

This is my first edition of 'The Magical Minutes'. It is not, however, my first stint at compiling and editing a Magic Club newsletter.

Between April 1999 and February 2000 I produced 'Sssh! It's a Secret' for the IBM Ring 148 and the ASM (Australian Society of Magicians) Assembly No 2 in Adelaide, Australia.

I also write a Monthly Column, called 'I Recall ...' for 'Magic Makers' the official newsletter of the Australian Society of Magicians Incorporated (ASM) in Melbourne, Australia. In fact I have recently submitted my 36th edition.

From experience I know that the success of a newsletter depends to a very large extent on submissions from members. These can be in the form of Articles; Photos etc. Or you can let me know if you have been gigging or have seen a show you would like to review. The same goes for books or videos as well.

Let's give it a go and maybe we'll get back to something, like the VMC was producing several years ago. Without Dennis Chan's monthly reports and news of up coming VMC events on our website and the occasional post on our Facebook page, there would be very little information for members to read or see.

Don't be shy, give it a try and let me know what's been happening within the VMC or around town.

Roy J Hopwood

The Dennis Chan Report

The Vancouver Magic Circle's annual picnic took place on Sunday, August 21 at King George Park in Richmond. Many thanks to Rod Boss and Graham Kita for setting up the date for the picnic.

Unfortunately, Rod Boss was not able to make it to the picnic as he and his family were on vacation.

Arriving early at the park to set up the for the afternoon 's activities were Graham and Terri Kita. The club provided the cookies, chips and bottled water. Everyone else had to bring their own food. Although this is not a "pot luck," some people brought extra treats for the afternoon. Graham and Terri Kita brought chocolate croissants, Cameron Minty brought baklava and cookies, Bill and Claire -ly Lee brought pastries and popcorn, and Ken Cowie brought homemade blueberry muffins and Terri Kita picked up some sub-way sandwiches. Thanks everyone.

The picnic games included the usual card tossing contest and the water balloon tossing game.

During the afternoon, several magicians were showing each other some of their favourite card moves, techniques and card effects. Margaret Li and her two friends entertained the group with their skills on the mandolin.

Ken Cowie and Graham Kita distributed some magic flyers to some of the park attendees that there is a magic show happening at the open-air rock stage.

Graham Kita was the MC for this event. The performers were Yoosik Oum, Bill and Claire-ly Lee, Mike Vetterli, Roy Hopwood, Rod Chow, and Graham Kita, with each performer presenting their own style of magic.

To end off the magic programme for the afternoon, Graham Kita finally got a chance to perform his fifteen-minute show for his wand holder's degree. This caught me off guard and a few of the members by surprise. After being a member of the Vancouver Magic Circle for about twenty - five years, I did not know that Graham had not performed his wand holder's degree show. Well, done Graham.

The winner of the card tossing game was Scott Jansen. He won a Nerf laser prop gun. His card was the closest to the "pin."

Simon Cassegrain and Mike Vetterli were the winners of the water balloon tossing game. They each won a Tim Hortons gift card.

Although prizes aren't usually given out at these games, Graham likes to give out prizes for those who take part in the picnic games.

Terri Kita, Graham Kita and Henry Tom took photos of the afternoon's events. Steve Braybrooke helped with the cleanup. Terri Kita was the Helping Hand. Many thanks to Scott Jansen and Harmony Woodington for giving me a ride to and from the picnic as I have some mobility issues. It was a fun and magical event for everyone. There were 24 members and 9 guests in attendance.

Happy 80th Birthday to Dennis Chan and also to the VMC



A picture tells a thousand words

Having a great time at the VMC Annual Picnic



Stephen and Graham



Have you seen this move?



lining up to hold Grahams Dove



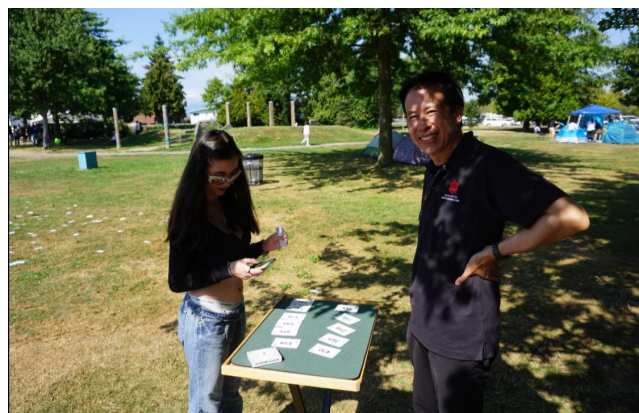
Scott teaching Harmony how to throw cards with Cameron watching on



Dennis keeping the numbers



Musical Texting



Rod Chow showing a card trick

I Recall...

By Roy Hopwood

Marketing or Performance

(First published in Magic Makers — March 2022)

Effective marketing for magicians and other entertainers is an integral part of the business plan. However, performance skills are also just as important.

I can recall in my early days as a performer, the major marketing initiative was how much to spend on a 'Yellow Pages' advert. This was thought of as a 'necessary evil' way to keep your name in front of your potential clients, the idea was to try to get the best advert at the lowest price to make your entry stand out above those of your competitors. One trick was to have your advert in **bold**, but then your competition will go for **bold** and **colour**. Another trick was to start the advert with 'AA' then again the competition might gazump you with 'AAA'. Once your advert was placed, it was there for a full 12 months until the next edition of 'Yellow Pages' came out, even so some people kept using the 'old' editions.

Time and technology have moved on to web sites, and later evolved into email campaigns, then multi-platform social media sites, such as Facebook; Twitter; YouTube; Instagram and even newer platforms, that I do not understand, such as TicToc.

Recently here in Vancouver we had a young magician present a lecture, via Zoom, to members of the Vancouver Magic Circle ([VMC](#)). His emphasis was on his marketing approach. He is able to take a booking on his smart phone, and use an automated system to produce invoices, contracts and update his CRM all with just a few keystrokes. Very impressive.

This is all well and good but unless the performances of performers are at least as equally impressive as the marketing it does not mean a thing. Which brings me to the point, that unless you can back up your marketing claims you run the risk of being a 'one gig' performer.

I can recall several years ago in Adelaide I had a regular gig with a 'School Holiday Care' program, for about 3 years. Then one year I didn't get the gig. The next year I was back with the organisers apologising for the previous year's hiatus, as another performer was given the gig. This was based upon his lower fee and impressive web site, which listed his 'achievements and awards'.

The organisers felt I was the better performer and was able to effectively control up to 50 children for an hour, and worth the higher fee. I know the performer, and that his 'achievements and awards' listed on his web site and marketing material, looked great, however, I know that these 'achievements' were untrue and the 'awards' he claimed did **NOT** even exist.

As mentioned in previous columns I had a 10 year, Friday evening, gig at a hotel restaurant and an 8 year, Saturday evening, gig at another one.

A good friend and colleague of mine, Gary, had secured a gig at a particular hotel restaurant, and this made me think that maybe I can secure a gig at this other hotel restaurant, with a similar demographic as my friends. So one day I went to the hotel and spoke with the owner about the possibility of me working there. I offered to work on the next Friday evening for free and no obligation on the owners to proceed with the gig. That Friday evening was the first of a 10 year gig, only ceasing with the change of ownership.

As Gary was wanting to end his 5 year stint, with me taking over, we utilised a different approach. Following Gary advising the hotel of his intentions we arranged a meet with the local newspaper, for a photo shoot and story.

This was the start of my 8 year gig.

Although my marketing approach was not the same as used by modern performers, in its own way was effective for me due in part to the fact that I could back up my claims with my performances.

What is your approach, do you balance your marketing with your performance abilities?

Around Town



Shows at Hidden Wonders are Thursday/7 PM, Fri & Sat 7 & 9:30 and Sunday 3 & 7

<https://hiddenwonders.ca>



The Parlour Magic Show! Tricks, stunts, and talents from BC's best magicians and variety entertainers. Monthly on the third Wednesday at Havana Theatre on Commercial Drive. For details Visit:

<https://www.facebook.com/theparlourmagicshow>

Around The World

Billy Hsueh VMC Member during his around the World travels, as the newly installed IBM International President



Rod Chow VMC Member during his around the World travels, as the newly installed SAM International President



Gabriella Lester VMC Member during her travels.





Auction Update

Firstly a **HUGE** shoutout and thank you to **ROD BOSS** for putting in many hours and all of his hard work putting it all together; overseeing the operation as well as taking many phone calls and email enquirers, particularly when the auction self shut down with more than 3 hours to go. After the close of the auction he still had to produce reports for both the donors and the bidders.

CONGRATULATIONS ROD ON AN ABSOLUTELY AWESOME JOB.



The Numbers



◆ 14 Donors	◆ 41 Bidders	
◆ 199 Items	◆ \$11,726.00 total value	◆ \$58.90 Ave value per item
◆ \$1587.00 total income	◆ 118 items sold	◆ \$13.45 average winning bid

Finally, to those who made the auction such a success. The 14 item donors; 41 bidders and those behind the scenes, who in someway helped Rod.

Thank You

Food For Thought*

In his book **"Nouvelle Magic Blanche Devoillee"**, published in 1853, speaking of the egg bag, my grandmothers necklace, etc., **Ponsin** the French author, wrote:

"The method in these tricks is at the same time ingenious and naïve and what is surprising, above all, is that these tricks, which for a great number of years have been printed and reprinted a hundred times, are nearly always received as is they still had the merit of novelty. It is not necessary to think, therefore, that publicity given to tricks can depreciate them as one would be as inclined to believe"

That this is true is proved by the fact that these same tricks and modifications of the same principles are used successfully by magicians today, nearly 170 years later, after being "exposed" thousands of times.

*Reprinted by permission from 'Sssh! It's a Secret' Volume 1, Issue 2, 11 June 1999 page 3

What do you say when you are asked: "How do you do that?"*

Daryl: When performing close up, I'm often asked "How did you do that" to which I reply, "can you keep a secret?" spectator responds "Yes" to which I reply, "So can I". Also, my next favourite line is... "Unlike the masked magician, I don't tell secrets"

Myles Pollock: Ask "How much are you prepared to pay to learn?" They always say they do not want to pay.

Dave Lord: "Don't ask me... I just work here!"

*Reprinted in part by permission from 'Sssh! It's a Secret' Volume 1, Issue 1, 1 April 1999 page 2

Diary Dates

VMC Executive Meeting—TBA (Zoom)

October Meeting Halloween Meeting

Thursday October, 20, 2022 (Hall) Tip Top and Tootsie Competition hosted by Roy 'Hopwitch' Hopwood.

To enter contact the VMC Competition Chair at:
compchair@ibmring92.com

Jest 4 Fun



How about the two kids who walked into a magic shop that also gave lessons. The shop assistant looked over the counter and said, "Could I show you some tricks, or would you like to take a lesson?" "Oh no" replied one of the kids, "It's my friend who is interested, I learned yesterday"

Practice: A famous violinist has said : 'If I neglect my practice for on day I notice deterioration myself; if for two days, my friends notice it; if for three days , my public noticed it

There are "magicians" who are so clever that they can tell any performer how his act should be done but are far too clever to do an act themselves.

Fun an Games

Who is this Magician?



**Which of these
Playing Cards
is the odd one out**

**By what name are
these 5
magicians better
known as?**

**Ned Williams
Quintino Marucci
James Bassett
Angelo Lewis
John Gerard Rodney Boyce**

"I Think that the theory Of handling a deck sloppily (or as a layman would) while doing miracles—is passe. Most people are sophisticated enough to know that you are doing sleight of hand. They expect you to handle a deck better than their friends do!

Who Said this?

**Who is credited with inventing the trick
'Twisted Sisters'?**

Why not let me know how you get on via email hopwood.vmc@gmail.com
or phone 1 604 219 0897 and I'll list the top 5 in the next issue

Answers in the next issue.

A Blast from the Past

Below is the front page of the earliest issue of The Magical Minutes I can find on our web site



AFFILIATED WITH THE PACIFIC COAST ASSOCIATION OF MAGICIANS - JANUARY 2003

from the desk of the President

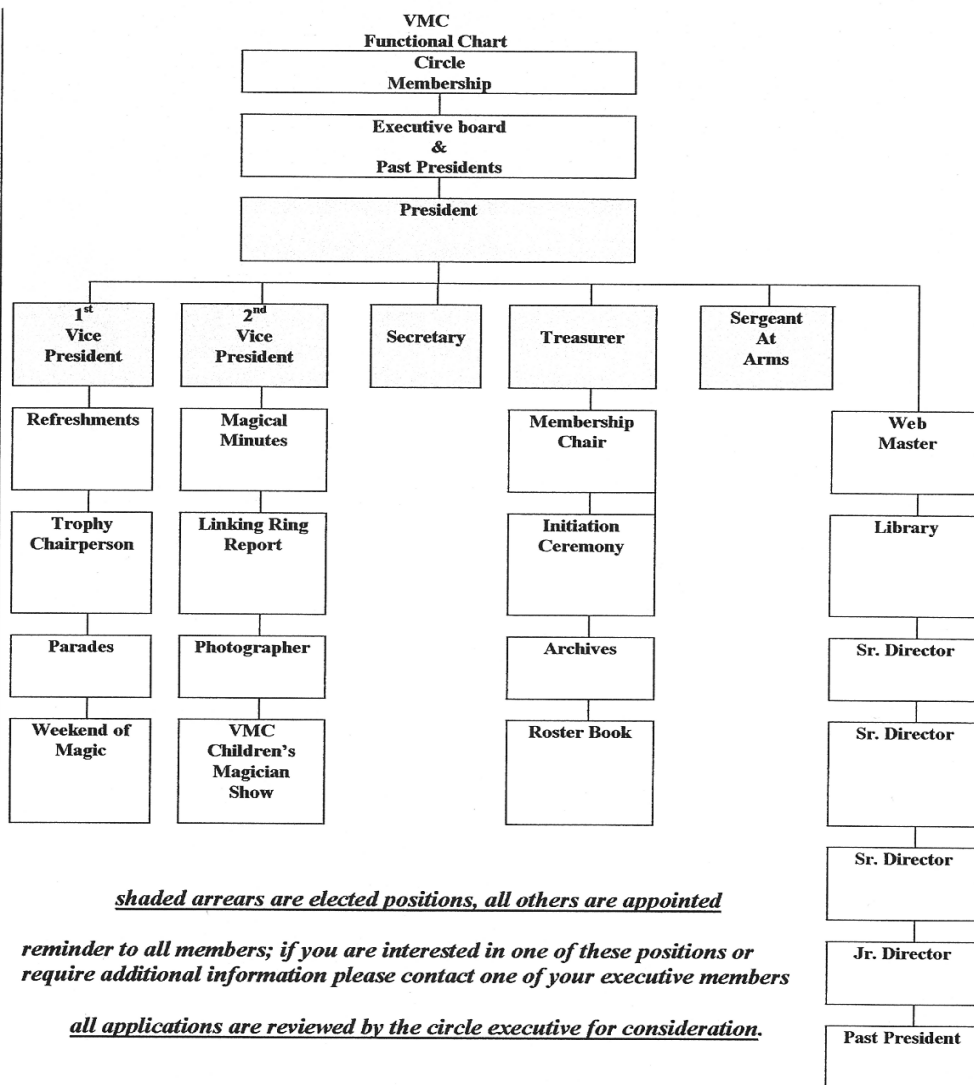
Happy New Year to All !!!

Well I hope everyone had a magical start to the new year. I know Cathie and I did! On behalf of the VMC, I would like to say **thank you** to the Farquhar's for hosting a wonderful New Years Eve Bash. **WOW!!!!**

January is the month we hold our Annual General meeting. Meeting night is on Thurs, January 23rd at the Sunrise Community Hall located at 1950 Windermere St. in Vancouver. We will be holding elections for Executive Officers, who will provide direction for the upcoming twelve months. They are President, 1st Vice President, 2nd Vice President, Secretary, Treasurer, & Sergeant at Arms

I have provided a copy of our Functional Chart, as to better acquaint you with the duties and responsibilities for each elected position, and an overview of the different portfolios we have within our administration. Any member who is in good standing with the VMC and IBM, are eligible to run for these positions.

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**REGULAR MEETINGS OF THE VANCOUVER MAGIC CIRCLE ARE HELD
AT SUNRISE COMMUNITY HALL 1950 WINDERMERE STREET IN VANCOUVER**

The editor of 'The Magical Minutes' reserves the right to change, edit, delete and refuse articles that may be libelous or in bad taste