

# SAM CONVENTION SPOTLIGHT

## SESSIONS, LECTURES, SEMINARS, EVENTS, AND LAGNIAPPE, TOO

By George Schindler

Here's a quick synopsis of some of the S.A.M. Sessions, seminars, workshops, lectures, teach-ins, events, etc. that have been lined up for our July 4 through 7 convention in Dallas.

### S.A.M. Sessions

Tony Brook, our International Deputy who lives in Portugal, is a performer, lecturer, author, and producer. Performing as Dr. Anthony Darkstone, Tony will produce and appear as part of "Curtain Call," a panel discussion that focuses on the performance and presentation of magic, audience psychology, creative thinking, and practical suggestions on how to become a better magical entertainer. The panel includes President Elect Maria Ibáñez, experienced children's entertainer and expert on story telling magic, and Kyle Peron, an I.B.M. and S.A.M. contest winner who also specializes in children's magic and story telling.

"A Conversation With Maria Elena" is the title of another S.A.M. Session hosted by Tony Brook. This talk-show discussion will concentrate on our own Maria Elena Ibáñez, who has been recognized by the U.S. Armed Forces with the "U.S. Outstanding Military Volunteer Service Medal." Maria will speak about her friends and mentors in magic and we will learn how she transformed Maria Elena into Merlina.

Celeste Evans, one of the most famous women in magic for the past 50 years, and undoubtedly the first woman to tour the world performing dove magic, will host a special "Women of Texas Magic" Session.

Fantasio's Session "My Magical Medicine Cabinet" is destined to open new doors for magical props, and that title gives only a small clue to the surprising creativity and innovative magic that can come out of everyday props at home. To quote Fantasio, "Anything can be magic if we look at things the right way."

John Trzesniak, an avid magician with an extensive background in Information Technology, will present "The Business of Magic/Entertainment," the Session you need if you are serious about making magic your profession. There will be tips on how to start a business and its responsibilities, booking more engagements, and how to move from amateur to semi-pro.

Mark Weidhaas's "Who, What,

Why, and Where of Library Shows" is the S.A.M. Session to attend to learn what librarians are looking for in magic programs, how to market your reading show, and have libraries asking you back two and three times each year.

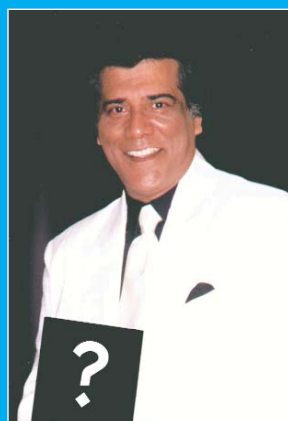
### Lectures

Our S.A.M. University Lectures are always the most popular of the convention events and we have five professional lecturers to offer the magic you'll be doing when you get back home.

David Goodsell was editor of *M-U-M* for nearly 30 years, and during that time, has presented lectures based on materials submitted to *M-U-M*, in all cases adding his thoughts on method and presentation. His lecture "Magic From *M-U-M* Plus" represents his favorites, and you'll be surprised how good this magic is!

Mark Mason always has a crowd three deep around his dealer's booth, not just because his tricks are saleable, but because he is one of the most entertaining close-up performers around. Bringing more than 15 years of full-time magic experience from England, Mark's lecture is sure to be packed with funny and clever close-up.

Juan Ordeix of Argentina will not only headline on the *Viva la Magia* show at the Majestic Theater Saturday night, he will also lecture on mentalism. Juan tied for the top prize awarded in the mentalism category at F.I.S.M. in Stockholm, and completely bamboozled the judges, and he will teach us how he did it.



The "Curtain Call" Session features Dr. Anthony Darkstone, Maria Ibáñez, and Kyle Peron on a panel discussing how to become a better magical entertainer.



Mark Weidhaas explores magic-of-reading programs with his session titled "Who, What, Why, and Where of Library Shows."



*Who Wants to be a Magical Genius* is a fun-and-games show with lots of surprises and magical prizes that will be moderated by trivia expert Bruce Kalver.



Back by popular demand is Great Britain's Mark Mason, whose lecture not only teaches how to mystify audiences, but amuse them as well.



"My Magical Medicine Cabinet" is the title of Fantasio's unique Session that proves wondrous magic comes out of everyday things found around the house.

Gustavo Raley also comes to us from Argentina, and not only did he compete at F.I.S.M. last year, he was a great hit in the South American FLASOMA convention. Gustavo will present his unique magic inventions during his lecture, and he will also be seen on the *Viva La Magia* gala show with shadows and manipulations.

George Schindler, past national president and our Dean, is professionally known as the "Magicomedian." In his almost 60 years of professional entertainment he has played in all venues from kid shows and banquets, to cruise ships and restaurants and trade shows, sales meetings, and corporate hospitality suites. George's "Entertainment First" lecture covers close-up magic from his pockets for stand-up and walk-around work.

John Shryock's comprehensive lecture is taught in a "let's have fun" manner with plenty of room for Q&A about the tricks, selection of music, and more. Look for his great card routines for the Ambitious Card, Color Changing Deck, and Triumph, all done with one deck to leave you clean at the end.

Bob White, always a busy sleight-of-hand performer in the private sector of Dallas, has recently been making a name for himself in the magic world with his "It's a Matter of Style" seminar lecture. If you are interested in deceptive close-up magic you must not miss this rare opportunity to see and hear Bob lecture.

### Seminars

This year's seminars are focused on the marketing of your magic. The great tricks alone won't bring in the money. The motivational skills of our presenters are beyond reproach, and they promise to provide intense training on their specialties.

Bruce Chadwick, who's the behind-the-scenes stage manager for our national conventions, is a full-time magician and illusion builder from Ft. Worth, Texas. This year, Bruce will give a fast-moving PowerPoint presentation titled "Magic and Marketing," addressing the five key components that help you establish and better your fees, as well as under-

stand booking procedures and the importance of defining your product.

Jeff Crilly is an Emmy award-winning TV broadcaster and author of *How to Get Free Publicity*. Jeff will show us some ways to get publicity that even the pros don't know about. He'll give us insights on how to get free coverage, how to reach the media, and all in an entertaining, learning-with-laughter presentation.

### Special Events

As you can see, you'll have to pick and choose to take advantage of all the things going on in Dallas this year. But wait, there's more! Here are a few of the Special Events.

The Cruise Ship Panel will bring together the performers from Friday night's *Oceans 7* gala — Greg Gleason, Chris Mitchell, Chip Romero, John Shryock, and Fred Becker, author of the *Cruise Magician's Handbook* — for a special discussion on the ins and outs of this lucrative but specialized field of show business. Learn how to get the bookings, what you are expected to do on the ship, how to audition and more.

Remember the popularity of last year's *Five-In One Show*? We're going to do it again with five different well-known surprise artists, each demonstrating some great magic and teaching you the secrets beyond the secrets. This show will follow the opening ceremonies on Wednesday — a great convention kickoff!

"Lagniappe" is a word they use in New Orleans that means "that little extra something you did not expect." Our lagniappe for Dallas is *Who Wants to be a Magical Genius*, a program of fun magic trivia and prizes that will be moderated by trivia expert and First Vice President Bruce Kalver, who is celebrating his 15th year on the New England airwaves with his award-winning show *Nostalgia Times Radio*.

As this is being written, even more S.A.M. Special Sessions are being added to the convention program, and by July 4th, we'll be up to ten. Go to [www.magicsam.com](http://www.magicsam.com) for the latest updates of the schedule. And while you're there, register for Dallas. The blockbuster convention of the summer is only a couple of months away. ♦