



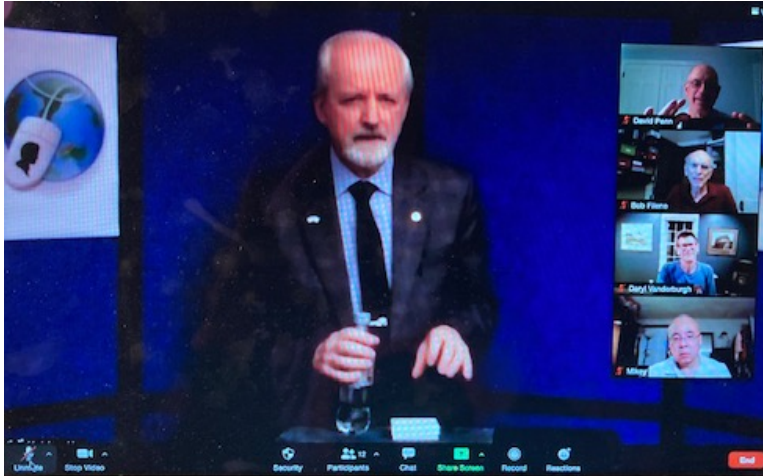
The Silent Messenger

Silent Mora–Ray Goulet Ring 122

www.Ring122.com

August 2021

Ring 122 July Meeting Report



The Ring 122 September meeting will be an in person meeting, but the location is still TBD, though it will be in Watertown. After welcoming our non-member folks attending, president **Ryan Lally** introduced **Bob Filene** who announced that our last lecture of the season will be in August and feature sleight of hand expert **Matt Fore**. And then since our lecturer, **Mark Leveridge**, was ready for us, and five hours ahead on UK time, we got right to his lecture!

Mark has 40 years as a professional entertainer and related some wonderful magic ideas. His first trick was a card effect called “Flip” using a “thick card.” At first the cards appear to be face up/face down but when the cards are shuffled, they are all face down. Mark had us mystified with a Coin Box effect using a jewelry box with quarter, a half dollar, a shell coin, and a bit of silly putty, one of Mark’s favorite secret weapons! He followed that with a finger ring routine where a borrowed ring ends up on a pencil. Next was a mentalism effect with ESP cards called “Star.” where all the ESP cards turn into star cards, followed by an effect called “Cash Withdrawal” from Mark’s E-Book “Forever Flapping Plus.”

Mark also presented a FFFF magic convention clip where a finger ring effect from a volunteer ends up on his glasses. A version of David Akers “Pro Ring on Glasses.”

After a short break, Mark ended his lecture presenting “The Invisible Glass,” which he liked to use as an opener when seated at a table, “The Money Box,” using a rattle box, which is similar to the Hypnotized Coin.

Mark mentioned that for 11 years he has been running “EClub Pro” on his website with 800 pages of content. He offers monthly subscriptions that include his monthly newsletter and videos. You also receive 50% off of everything he sells. A 6-month trial is \$55, and he accepts PayPal or credit cards.

Finally, following his July lecture, Mark sent a Thank You email to Ring 122. For those that couldn’t make the Zoom lecture, Mark recorded it and edited it down so you can still view his lecture even if you missed it last month! Here’s the link: [Ring 122 E-Club Pro Live Zoom Lecture](#)

This month’s meeting featuring Matt Fore is August 31, 2021, at 7:30pm on Zoom!

<https://us02web.zoom.us/j/82044453133?pwd=d3NxNzViMmU0K1poaHFhNDNqamFvZz09>

Meeting ID: 820 4445 3133

Passcode: 453064



President's Message by Ryan Lally

Dear Compeers,

As a twelve year old boy just learning about the wonders of magic, I was excited to learn more and more. I sought out those who knew more than I did, which wasn't too hard back then and still isn't hard now, and listened to their advice with my undivided attention. I was eager to take their advice and put it into practice and continue my education from there.

I heard some amazing advice that really helped me, and some advice that may have helped someone else, but just wasn't relevant to me in my situation. It was only with age and experience that I realized not all advice is created equal, and I should be more selective when following the advice of others. They're advice may have worked for them, but I'm a different person growing up in a different world and with different life experiences. It's not bad advice, it's just not right for me.

However, the one piece of advice that I took for gospel as a teenager and, over the years, have become more and more skeptical about, is this: Never perform for free.

This isn't bad advice, it's just ambiguous. When you perform for "free," you expect to not get paid in cash. But some shows pay in other ways. No event is truly a free show, so perhaps a better way to phrase "Never perform for free" is "Know what value you are trading your time and talents for."

Performing is the best form of advertising. Your show today is what should sell your show tomorrow. To sit behind a desk and cold call prospective clients is important, but to get up on stage and actually show them what you can do is invaluable. If you can receive cash for your time onstage, that is wonderful. If you receive some other form of payment, that's fine as well. But always know what you are receiving, and if you truly aren't receiving any kind of payment worthwhile, turn around and walk away.

An event you perform for "free," or for no cash, can offer different kinds of compensation. You get the aforementioned exposure, allowing you to perform for prospective clients; you get exposure through advertising the event, and thus, advertising your services; you can help your community out or satisfy your consciousness by donating your time to a just cause.

When you ally yourself with a nonprofit organization, public relations become much easier. People don't like being sold to, and a blatant ad for your services can turn even your target audience off. However, an ad to raise money for a nonprofit isn't about selling tickets for the sake of getting money; it's about donating to a just cause, something we as human beings can applaud all around the world. It's these kinds of ads that are more likely to be shared and not dismissed as capitalist-fueled marketing.

As you've no doubt realized from any experience you have in marketing, the best advertisements are the ones that are not advertisements at all, but appear organic in nature, even if they are entirely orchestrated by you. The concept of public relations revolves around this principle. A story picked up by a blog in your niche or a news outlet in your nearest major city can attract more leads than a well-crafted Facebook or Google ad campaign. These are also the stories that can spread via word-of-mouth.

When performing with a nonprofit or for some other charitable good, your main focus should be flooding media outlets with these types of Good Samaritan stories. After all, you aren't selling tickets for your own benefit. There is nothing sleazy and self-satisfying about what you are doing, and media outlets will be happy to pick it up, as they know their audience loves to hear about such things.

Some may feel that this approach is taking advantage of our capacity to love charity. I disagree. Instead, I would argue that it is an artist's duty to help out those less fortunate than they are, and if they can make some money in the long run, that's all the better.

In partnering with a nonprofit, we are directly helping those in need of help. Are you able to make a dent in the starvation problem plaguing many of our major cities? I'm not. But I know of food banks and homeless shelters that do it every day. But in order to keep up the good work that they are doing, they need

money. I can't stop starvation in my hometown, but I can use my unique talent to help raise money for the people who can.

Not only does this raise much-needed money for a good cause, but it also raises awareness. In every public relations campaign for a nonprofit event, you should give the nonprofit just as much, if not more, of the spotlight as yourself. The focus of the event is on them and their mission, and you are only helping out temporarily.

Finally, if you are able to drum up some awareness for your own business in the process, how is that a bad thing? As an artist, you owe it to the world to share with us your gifts. Understandably, you need to make money in order to do this. There is no shame in promoting yourself and your business, especially if it's alongside a cause worth working with.

Public relations remains the best form of marketing. When crafting a public relations campaign around a free performance with a nonprofit, you are effectively creating an amazing marketing campaign while also using your talents to help people out. There is no greater joy for an artist than this.

Cheers!

Ryan

Our August meeting features a lecture by **Matt Fore**, one of the greatest sleight of hand magicians performing today! Matt will also have you laughing; this will be a great time! Here's a link to his page:

<https://www.mattfore.com/>



Our Monthly Meeting Themes!

Special thanks to Bob Filene for volunteering to be our Lecture Chairperson. Here's the schedule!

August: Matt Fore Lecture

September: This is scheduled to be an in-person (with a Zoom option) meeting

IBM RING 122, Silent Mora-Ray Goulet Ring

Website: <http://www.ring122.com> Meetings take place the last Tuesday of every month at the Unitarian Universalist Church of Watertown, 35 Church Street, Watertown, MA.

President: Ryan Lally, lallymagic@gmail.com

1st Vice President: Mike Lee, michael.lee@state.ma.us

2nd Vice President: Dan Bybell, dan@bybell.com

Treasurer: Daryl Vanderburgh, dvanderburgh8@gmail.com

Secretary: Debbie O'Carroll, 978-462-9954; debbie@debbieocarroll.com

Sergeant-at-arms: David Penn, penn.d@comcast.net

Board of Governors: Alan Wassilak, Rob Kinslow, and Elliott Palmer

The Silent Messenger is published every month. The deadline for submissions is the eighth of the month.

Articles, inquiries, and letters can be emailed to the editor, David Penn at penn.d@comcast.net