



# *The Silent Messenger*

Silent Mora–Ray Goulet Ring 122

[www.Ring122.com](http://www.Ring122.com)

March 2021

## Ring 122 February Meeting Report

The February meeting began with a broken wand ceremony of the passing of long-time IBM member, **Lou Taris. Debbie O'Carroll** led a beautiful ceremony and she, club members, and members of Lou's family shared their magical memories.

Next, Ring 122 member **Daniel Barbas** was honored with the Ring 122 Magician of the Year Award in recognition of his efforts with the ring's Halloween and Christmas Zoom shows! Congratulations Daniel!



Then Ring Member **Mikey Lee** was recognized for winning his third SAM Best of Boston Magic contest! Congratulations Mikey! See the write up of his performance in this month's newsletter reprinted from the SAM #9 February newsletter.

This month's theme was tricks from The Linking Ring. **Noah Bittner** has been working on a Linking Ring routine which was coming along nicely. **Bob Filene** combined science and magic demonstrating a version of **David Ginn's** Water Suspension effect from the June 2020 issue of The Linking Ring, page 112, as well as a Card Stab effect by **Peter Marucci** from the July 2012 issue of The Linking Ring, page 101. **Davy Penn** performed "I Can Do Magic," a self working card effect from the February Linking Ring, page 84. **Dan Bybell** closed our night with a Three Invisible Coin effect he learned from a Eugene Berger lecture that employed a Ramsay subtlety.

**Debbie O'Carroll** writes that her son, **Eoin O'Carroll**, the science editor for the Christian Science Monitor recorded a podcast (pre-pandemic) regarding how you can seemingly manipulate the flow of time! In this inaugural episode of the Monitor's six-part podcast series "It's About Time," hosts Rebecca Asoulin and Eoin O'Carroll look into temporal illusions, what causes them, and how we can change the way we experience the passage of time. A fascinating listen for any magi! Here's the link to the podcast and article. <https://www.csmonitor.com/Science/2021/0308/Want-to-manipulate-the-flow-of-time-Pay-attention?cmpid=shared-email>



## This month the Ring 122 Meeting features the magic of Wayne Dobson

This month's meeting features a dealer show presenting the magic of English magician, Wayne Dodson!

See you on Zoom, Tuesday, March 30<sup>th</sup> at 7:30pm on Zoom! Find the link in this month's email



## ***President's Message by Ryan Lally***

Dear Compeers,

We all enjoy different magic tricks, like having different taste in ice cream or wine.

There is no right or wrong taste to have, and we are all encouraged to sample as many flavors and notes as we can. However, one thing that all performing magicians are faced with is marketing.

Marketing can be in the form of promoting your services for private events, or it can be promoting tickets to a public show. In the past year, Ring 122 has had to learn how to market virtual magic shows, a process which isn't too different from traditional shows. Oftentimes, we can get caught up in the details of a marketing campaign, such as Google Ads and Facebook Ads. But promoting a show or your services is much more than audience demographics and pay-per-click advertising. It's an extension of the show itself.

Think about the narrative you are telling your audience during your show. You may have a solid narrative around which you have built your show, such as Derek DeGaudio and Doug Henning; or you may still be figuring it out. Even if you haven't defined your narrative, there is a story that you are subconsciously trying to tell your audience when you take the stage, even if that story is nothing more than, "I want to show you some things that made me smile."

Define your narrative, and then you are ready to begin your marketing campaign. The show begins for your audience when they have their first interaction with your brand. This could be seeing an ad on Facebook or hearing about your show from a friend. Whenever this first interaction takes place, the curtains have gone up and you have an audience to perform for. What a great feeling this is! And yet so many of us neglect our audience in these early stages of the show. We only focus on the very last bit of the show, when we physically take the stage and begin performing.

The most effective way to run a marketing campaign is to begin telling your potential audience the story that you've built your show around. Entertain them while they haven't yet purchased a ticket or booked your services. Draw them into the narrative, and they will be all too willing to hand over a few dollars to find out how the story ends. Like all of the great magic tricks, this secret was known and used by the titans of the past. Houdini would escape from police handcuffs and from straight jackets for the public's amusement long before he set foot in the theater. He had a story to tell — that of a daring escape artist — and he began telling his audience this story through public displays of his powers. After they were entranced, the next logical step was to buy tickets to his show. After all, everyone wants to see where the coin appears.

But how can we transform our shows into entertaining narratives to entertain our audience in the marketing stages of a show?

In next month's article, I'll give you specific examples to follow. These will be examples that you can use right away to sell your services, whether they be in-person or virtual. So stay tuned!

Cheers, Ryan

### **Humor from Bob Filene!**

\*I'm doing my taxes. Do you need to round all the numbers or just the sharp ones? Like, what about 8?  
\*They said a computer would read my tax form. So I entered all the numbers in binary to get my refund quicker.

## Mikey Lee Wins SAM #9 Best of Boston Contest for the 3rd Time!

Ring 122 member **Mikey Lee** scored a win last month taking 1st prize at SAM #9's Best of Boston Magic Show. Mikey Lee opened with two successive predictions, the first involving a Las Vegas gambling theme with poker chips, then a multi-phase prognostication of random choices involving vacation spot. Then he magically "magnified" a penny to gigantic proportions and transformed a cash bank note into a more practical (for our times) credit card. He closed with an interval set to music, doing what we thought was to be a traditional Cups & Balls routine, but instead he materialized an impossibly huge quantity of what appeared to be salt – overflowing far beyond the cup's capacity!

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## IBM Online Convention, July 8-10, 2021

**The International Brotherhood of Magicians** is excited to offer a premium online convention on July 8-10, 2021 on the Zoom platform. With innovative broadcasting technology, and international talent, we look forward to providing an experience for our Members unlike any other. Here's the link to register! <https://www.magician.org/convention/online-2021-member>

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### This month's Ring 122 meeting features a Dealer Demo: **DTrik : The Magic of Wayne Dobson**

Hosted by Wayne's business partner Mike Sullivan, you will witness a 90 minute demonstration of DTrik's latest and greatest product range! Acclaimed as one of the best dealer demonstrations in the UK and pack full of magic from the fertile mind of Wayne Dobson. Professionally presented using the most up to date, state of the art production system, with multiple cameras for ease of viewing. Mike will also round off the lecture with great offers and reduced prices exclusively to our magic club!

### Our Monthly Meeting Themes!

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

March: Wayne Dodson Magic  
April: Tarbell Night  
May: Lecture  
June: Elections  
July: Lecture  
August: Summer Social

## 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.\* Currently though just on Zoom

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