

New Shop Famous Owner

Have you wondered were the star of Night Court disappeared to after his show.

Harry Anderson like many of us got bit by the magic love at the age of 8 and like many of us he's finding out it never leaves you. "I had to get back to a passion, and that's what I've done," Anderson said. Anderson has been devoting time to his first love, magic. In 1999, Anderson bought a townhouse in New Orleans. Now Anderson bought a magic shop in the city and has named it "Spade and Archer". Those who are fans of the "Maltese Falcon" should recognize the reference.

I will be going to New Orleans soon and hopefully will have some stories to tell-if Harry happens to be there that day.

David Oglesby

Web site of the month

It's a snapshot of the July meeting so check it out.

<http://homepage.mac.com/doglesby2/magicclub>

Evan Reynolds • Secretary/ Treasurer
1627 Chateau Dr.
Dunwoody, GA 30338

August 18, 2003
• *Twisted Magic*
Mt. Vernon Presbyterian Church

Homer B. Hulse/Harold R. Martin Ring

THE
EQUINOX
July 2003

Ring
9
I.B.M.

Georgia Magic Club



What's Happening Next Month?

Next month's meeting will be at the Mt. Vernon Presbyterian Church (471 Mt Vernon Hwy.) on August 18th at 7:30. Theme is "Twisted Magic". Is it possible that you will see a twister illusion... Humm. Do not forget to come early for the mini lecture. The August mini-lecture will be on Comedy. So if you are trying to learn your timing from your kids joke book there is a better way.

<http://www.gamagicclub.com>



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The Magic of Marketing

The Business Card

With more and more ways to get your name out in front of the buying public don't forget the oldest tool of marketing. – your business card.

It is still one of the best tool to start to establish your brand. The first rule of using these gems is pass them out like it was water (I know now days we pay \$3 for water but that is another subject).

The most important item on your card is your name. If they cant find this then your card is pointless. The customer wants to know easily who's card it is as soon as they see it. The Second is somehow people end up hiding on their card unintentionally and that is their phone number. If they cant find this easily you can forget the corporate gig for Phillips.

We will cover these points further and how to build your brand in the next issue.

Future Lectures

Robert Bengel

Where: TBA

When: August 25, 2003

Time: TBA

Cost: TBA

Who's Where

Ken Scott is performing from 9:30 till 1:30 brunch at Shadows Restaurant in Peachtree City

Bill Clary is at Ray's on the River Sunday Brunch, 10:30am-2:30pm.

One can catch **Joe Turner** performing at Norcross Station Cafe, Fridays, 6-9PM; some Saturdays.

King Chapman is at TGI Fridays (Pleasant Hill), Duluth, Saturdays, 7pm-9pm

Terry Wenham performs as "Charley" at Max & Erma's, Gwinnett Sundays, 5:30pm-8:30pm and Max & Erma's, Dunwoody Thursdays, 5:30 pm-8:30pm.

Rick Silver performs at King Grill performing every Wednesday from 6pm-8pm.

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