

Letter from the President

What do you do to keep your magical edge? Do you do nothing between meetings and just show up to be entertained? Or do you keep busy performing or working on current and new material to keep your magical juices flowing. I constantly bombard myself with magical choices, and read constantly so that I can keep ideas churning about things I might want to do. We all have our "A" material, but do you keep working on your "B" material in hopes that you can find that "magical new effect that you will feel comfortable adding to your "regular" routines? It takes me six months to add something new to my act as I'm so ingrained in what I am doing now. However, over the last several years, I have added some new items that I feel have vastly improved my lot in magicdom.

Paul Sponaugle

Web site of the month

This months web site features a magic venue in New York. It was just a coincidence that someone played a trick with their lights the same day I chose this.

They have a movie link of performers and also are asking for any magician who might be interested in performing while in the New York area.
<http://www.MondayNightMagic.com/>

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
August 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". Will we see twisting the aces or something more unpredictable? The mini lecture will be "Making Comedy Work in Magic!" by Dale Adamson. So come for his wealth of funny bone knowledge.

<http://www.gamagicclub.com>

The Magic of 2 Marketing

The Business Card

How do you lay out your business card. First remember what we mentioned before... Name and Number. But what about that BRAND thing I touched upon. Branding is the big buzz word right now when it comes to business communications. Take a look at target. They are a perfect example of what branding can do. Think back to a target ad. Do you see a smiling greeter or even the latest fashions? No most of the time you see there red and white brand colors and the red target mark. Sometimes you see the target on there dog mascot and think they don't even sell dogs. When you see a red and white symbol you think of all the feelings and qualities of that chain of stores, from times you have been there or what you have heard from others.

This is what you want our mark to do for you as you put your name before the public. How do you do this with your card stay tuned.

Martin's Misdirection by James Burks

<http://martinsmisdirection.com>



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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.

GA Magic Club Officers:

Paul Sponaugle • President	(770) 640-4670
Lynn Fox • Vice President	(770) 270-0414
Evan Reynolds • Secretary/Tres.	(770) 598-4987
David Oglesby • Equinox Editor	(770) 522-0816

Any articles for the newsletter maybe sent one of these ways:

David Oglesby
8169H Colquitt Rd.
Atlanta, GA 30350
Voice: 770-522-0816
E-mail: doglesby@namb.net