



The SPIRIT | Official Newsletter of I.B.M. Ring 1

September 2012  
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## Poker Run & Teach-in Wednesday, September 5th

This year's Poker Run & Teach-in promises to offer something to all in attendance. Larry Minth is organizing the event. We will divide in to 5 groups and each group will be assigned to a teaching station. Each station will demonstrate and teach a trick and some are guaranteed that you have never seen them before. A card will be given to each in attendance by all five teachers. The best two poker hands at the end of the night will be awarded prizes. If you haven't participated in a poker run before, let me tell you are in for a great evening.

### NEW MEETING AGENDA

- 6:30 Magic 101  
Quiet Please if you are not involved with Magic 101.
- 7:00 Refreshments/ Socialize and Jamming sessions
- 7:30 Announcements/ Meeting – Poker Run & Teach-in
- Following the meeting- Workshop and Fellowship till 10PM

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## Haunted Hayloft October 19-21 and 26-28

Haunted Hayloft at Nestlé's Purina Farms in Gray Summit Oct 19-21 and 26-28

It is that time of year again when ghosts and goblins roam free at Purina Farms in Gray Summit, MO. Make reservations for family-style tricks and treats in Gray Summit. Kids can paint pumpkins, watch cartoons, listen to storytellers, witness magic from Ring One, pet a barnyard full of farm creatures and, of course, crawl around in a creepy hayloft. Plus it is told that some of St. Louis' greatest magicians will be appearing and disappearing for 4 shows each night!

Located 45 miles southwest of St. Louis in Gray Summit, Mo., Purina Farms is handy to reach from Interstate 44. Simply turn north at the Gray Summit exit (Exit 253) on Interstate 44, and travel two blocks on Missouri Highway 100. Go left on County Road MM, and the entrance to Purina Farms is one mile on the left.

314-982-3232 – Reservations

## Get Involved! Performers Needed

We are not that far away from our annual shows at the Nestlé's Purina Farms Haunted Hayloft.

This year's event will take place the two weekends prior to Halloween, October 19, 20, 21 and 26, 27, 28. For those who have never performed for this event, you are missing a fun and exciting experience. We have two to three magicians each of the six nights and we perform 4 – 25 minute shows. This is a family event and outside, unless there is inclement weather. Magic must be safe, good taste and most of all fun for all ages. This is Ring Ones big event of the year that pays for a lot of our activities. So, if you want to show your magic skills and have fun with other magicians call Larry Skorepa at (636) 675-6470 or email at [toolmanlarry@sbcglobal.net](mailto:toolmanlarry@sbcglobal.net). There are only a few dates still available!!!!

## Get Involved! JDRF Walk-a-thon Oct 7th



Save the Date : Walk to Cure Diabetes in Forest Park on Sunday, October 7, 2012

The JDRF walk-a-thon is coming up again on Oct 7th. Ring 1 will be hosting a booth to perform and teach magic to the kids and adults like. We will also be handing out our Ring 1 fliers to try to boost our membership. Steve Finkelstein is heading up this project again and will like to hear from all those who would like to volunteer to perform and or teach. The date and time details are noted below and so please email Steve and let him know that you are coming and what time. It is located in the upper Muny parking lot in Forest Park.

Magicians, jugglers, balloon guys, bubbles, etc. are needed again for the Juvenile Diabetes Research Foundation Walk on Oct 7th from 9AM to noon. We expect about 20,000 people to attend.

We need people to perform magic, teach magic or just come and help out. A fun time for all.

More details to follow. Thank you for your support. This will be our 5th year supporting this event.



# IBM Ring 1: August 2012 Ring Report

By Sandy Weis    [sweis@psdr3.org](mailto:sweis@psdr3.org)

The August meeting of Ring 1 was one that the members look forward to. Mike Niehaus brought Ted Drewes frozen custard for the members and their guests. There were several new participants who attended.

Magic 101 was led by Mike Hindrichs before the regular meeting. First, he taught the participants "Overkill" by Paul Harris. He was very patient with the group since this took a lot of practice. However, those who enjoy card magic really enjoyed learning this trick. He then taught the group another card trick but did not have a name for it. This involved making three piles and having someone pick one and then the magician is able to find their card even though it involved turning the cards different ways. Everyone looks forward to the new magic Mike teaches in Magic 101.

Terry Richison, the President had encouraged the new officers and Board Members present to perform a trick. Terry had Sister Michael Therese choose a card and then he was able to produce it. Harry Monti performed classic magic using the six rings. He began by telling the audience he learned "rings" from an old Chinese Magician. The audience is always amazed at his ability to manipulate the rings. Then Sandy Weis shared a few props she uses when she performs her magic coloring book with children. Fred Quick then performed his magic by telling the audience about an investment package they could buy shares in. Dan Todd used the ESP cards to predict a symbol that was chosen by a participant.

Jeff Copeland, who performs in the Columbia area, performed magic using an "old" deck of cards. Sister Michael Therese assisted him with this trick.

The 56th annual Midwest Magic Jubilee was held August 9 – 11, which was sponsored, by Ring 1 and also S.A.M. Assembly 8. It was held at the Hilton St. Louis Airport. Both groups have met monthly preparing for this event. Jeff Copeland was the winner of the close-up contest and T.J. Ketchmark won the stage contest. Since T. J. won the stage contest, he performed for the Saturday evening show and was amazing. The following magicians performed and/or gave lectures—Scott Alexander, Chris Capehart, Jeff Copeland, Farrell Dillon, Eli Portala, Michael Finney, Dan Garrett, Shep Hyken, Andrew Martin, Jimmy Molinari, Chris Randall, Soott Wells, and Losander. All the attendees learned new magic and skills from these talented magicians. There were shows Thursday, Friday, and Saturday night and tickets were sold to the public. Many of the magicians received standing ovations. Steve Bender was in charge of the Dealer's Room and there was a wide variety of magic available for purchase. This convention takes a lot of work for the organizers; however, the attendees felt it was a terrific convention. The organizers extend an invitation to magicians from the other rings to attend this convention next year. It is reasonably priced and performers are always top-notch.

Ring 1 meets the first Wednesday of the month and welcomes members from other rings.

## Schedule of Events 2012 – 2013

*Sept 5 Poker Run*

*Sept 21*

*Jon Armstrong Lecture*

*Sept 28*

*President's Banquet*

*Oct 3 TBA*

*Nov 7 TBA*

*Dec 5 Holiday Party*

*White Elephant*

*Jan 2 TBA*

*Feb 6 TBA*

*March 6 TBA*

*April 3 TBA*

*May 1 TBA*

*June 5 TBA*

*August No Meeting*

## I.B.M. Ring 1 Presidents Banquet, September 28th

**Date:** September 28th is our I.B.M. Ring 1 President's Banquet.

**Time:** The evening starts out at 6:30 with cocktails and close up. (Open Bar) There will be lots of great magic and an open bar. Then at 7:30 we will stuff ourselves at a FABULOUS buffet. Followed by an absolutely hilarious after dinner show. It is going to be a more fun than you can stand in one night.

**Cost:** All of this for only \$22 for adults and \$14 for children.

The 2012 I.B.M. Ring 1 President's Banquet will be held September 28, 2012 and you don't want to miss it! There is going to be a ton of great food and a HILARIOUS after dinner show. We haven't finalized the Performer yet but we will very soon. Keep an eye on your email for the announcement. Included in your ticket is the show, a great dinner and an open bar. It is going to be a great night for entire family with a whole lot of fun we would like you to be there. Last year ended with a Standing Ovation! Register Early.

We have to get our final totals to the banquet place by the close of business September 24th so we have made it simple. You can pay with a credit card by going to <http://www.ibmring1.com/presbanq.htm> . (You don't have to have a PayPal account)

If you want to pay by cash or check for payment call me at 314-791-9108 so we can be sure to include you in the count.

There will be a very few seats available at the door. Tickets will be \$30 each and they will sell out. So it pays to register ahead of time.

GO TO THE PAY PAL PAGE AND REGISTERED NOW! <http://www.ibmring1.com/presbanq.htm>

## The NEW I.B.M. Ring 1 Website

The first stage, of the long overdue redesign of the website is complete. Our old website had gotten to the point where it was completely non functional. There were too many pages, too many updates and not able to respond to the clubs needs any longer.

Our new website is now based on a blog platform and is more flexible and easier to update. Instead of a static home page, the front page will always have the most current information about club events. It is going to be the hub for information about the club.

In the coming month or so all the back issues of the Spirit will be back up as well as the magic 101 notes plus a whole lot more.

Please go there now and check it out, you are going to love it and it is going to serve us much better.

## Do You Have Something To Sell Or Trade?

All members in good standing can advertise your item free. Just include a picture and description of your item along with your contact info to. [steve@magiconthemenu.com](mailto:steve@magiconthemenu.com)

# Upcoming Lecture: Jon Armstrong

## Friday, September 21, 2012 7:00PM @ Airport Hilton



### Jon Armstrong Lecture

**When:** Friday, September 21, 2012 7:00PM

**Where:** St. Louis Airport Hilton Hotel  
10330 Natural Bridge Road,  
Saint Louis, Missouri, 63134-3303

FREE to I.B.M. Ring 1 members

Others – \$10.00

About Jon Armstrong

This will not be just another trick lecture or a dealer show. Jon will not only teach you some great, original card magic, he will teach you some sleights and techniques that you may have thought were out of your reach. One of the things that makes Jon such an in demand performer, is the way he has developed and integrated his character into his magic. It's this synthesis of performance; effect and character that can make 'tricks' become magic. In addition to learning his original card ideas, he will also cover topics such as learning, performance and character. These ideas are useable whether you are a full time pro or just do a few tricks for family and friends.

### What Jon Armstrong Will Present

This recent Magic Castle award nominated lecture with cover techniques with cards but that can be used to enhance all our magic.

- The Blank Monte (A three card monte routine that takes the sting out of magician is always right scenario and giving it a truly magical climax by personalizing it),
- What If (giving meaning to the standard take a card trick)
- I Scream (a business card routine big in effect and in return on clients and using the Frixion pen)
- Out Of This Blah Blah Blah (a more commercial and entertaining Out Of This World with no sleight of hand)
- The Biddle Trick (taking a card trick and making it better using new moves and thinking about the standard ones differently)
- And many more, right out of Jon's current award winning close up act.

### What Others Are Saying

"Overall, Jon very much inspired with the sense that it is possible to make a living with magic, and still have loads of fun. Oh, and he also showed us a trick, one of the best tricks I have ever seen."

– Ian 'Mindwriter' Carpenter, UK Magic Week

"John certainly kicked butt at Motor City. His work with the Frixion pen alone is worth the price of admission. This is one of many that I'll be using."

– Mike Powers, Linking Ring

BY MICHAEL J. McDERMOTT

## creative business

insights into founding and growing innovative companies

## The Uses of Enchantment

Clients who see a consultant make a coin disappear know he's using sleight of hand. Patients whose lives are turned around through holistic medical treatment are likely to credit science. But "magic," albeit of different sorts, plays an important role in both of these creative businesses.

### Snapshot:

Experience on Demand

### Business:

Management consulting and related services

**Founders:** Steve Finkelstein, Michael Bentz, Frank Danzo

**Location:** St. Louis, Missouri

**Established:** 2008

**Employees:** 10

**Mission:** Helping small to mid-sized companies and nonprofits enhance organizational performance and improve their bottom line through developing and executing strategy.

**Quote:** "To be an entrepreneur, you not only need to be creative in developing the business idea, you must be creative every day to see new possibilities."

**Northwestern Mutual Financial Representative:** Alan E. Robbins, St. Louis, Missouri

## MAGIC HELPS DRIVE CONSULTING SUCCESS

**Magic, says Steve Finkelstein**, has always been part of his personal brand. He has used it for 40 years as both an employee and a consultant to help more than 100 companies improve their performance and drive value, and he has gained considerable insight along the way.

Magic and insight sounds like a pretty good combination for someone with an entrepreneurial bent. "I realized there was a big void in the marketplace for small and mid-sized organizations that wanted short-term access to experienced consulting resources that are local, easy to do business with, reasonably priced, and provide high value," he says. In 2008, he and a group of partners with complementary experience launched Experience on Demand to fill that void, and the results have been outstanding. In 2011, the firm's fourth consecutive successful growth year, it served more than 120 businesses and nonprofit organizations and was recognized as one of the top 12 consulting firms in St. Louis by *St. Louis Small Business Monthly* magazine.

Experience on Demand is a team of process and execution experts who help companies enhance organizational performance and



## Secrets of Success Experience on Demand

- 1 Make a long-term commitment to be an entrepreneur.
- 2 Build trusted adviser relationships—invest the time.
- 3 Listen to your clients.

improve their bottom line. The firm's areas of expertise include strategic planning, process improvement, executive and small business coaching, IT consulting, and career coaching. "A major industry focus for our firm is nonprofits," Finkelstein says. "We provide strategic planning, board development, capacity building, volunteer management, and execution support."

For Finkelstein, magic and creativity have always been important elements of what he does and how he does it, and he considers magic to be a differentiator that helps him stand out from the crowd. He uses it not only to keep meetings lively, engaging, and fun, but also to illustrate key concepts in business.

"It's especially relevant to creativity, because magic is all about making the impossible possible and looking for more than one right answer," he says. "The ability to bring creative solutions to solving problems is one of the top skills required to be an effective leader, manager, or employee." In addition to using magic, he also uses creativity puzzles and challenges in his presentations to promote creative thinking. "Whether it's a presentation, a trade show, or an eight-hour workshop, nobody ever falls asleep," he says.

Magic permeates every aspect of Finkelstein's life. One of his core values is giving back to the community, and he does that by working with nonprofits and by donating his time and skills. He is a member of three international magic clubs, and he uses those connections to organize groups of magicians to entertain at nonprofit events. Among the nonprofit organizations that have benefitted are Girl Scouts of the U.S.A., the Society for the Blind, and the Juvenile Diabetes Research Foundation.

Giving back is something that comes naturally to Finkelstein, and he doesn't limit it to organized events. "I'm always ready to make people smile and laugh, whether I'm at a restaurant, an airport, or a doctor's office," he says. One of his trademark bits is handing out a million-dollar bill, penetrating the bill with

his pen, then "magically" restoring the hole. "I sometimes give these out for tips and say, 'Thank you for your million-dollar service,'" he quips.

Finkelstein's journey to becoming a co-founder and principal of Experience on Demand was not a straight line, but he embraced every aspect of it along the way. After working in accounting at a Fortune 100 company for 20 years, he realized he was "really a consultant locked in an accountant's body," he says. For the next 20 years, he worked as a consulting partner at several leading firms, providing guidance and advice to many Fortune 200 companies. He spent the last seven years of that period with Deloitte.

A defining moment of his life was making the decision to leave Deloitte and become an entrepreneur. "This opened up a whole world of possibilities—working with nonprofits, community involvement, becoming an engaged alumnus at the University of Missouri—St. Louis, and working with small companies applying the skills and tools I have gained over my career," he says. Perhaps most important, it provides the outlet Finkelstein has always craved to unleash his magic and creativity in the ways he believes they can do the most good.

## HEALING THE WHOLE PERSON

**Medicine** is a fact-based, science-driven profession, and its successful practitioners devote many years of study to earning their medical degrees, followed by more years of internship and real-world experience to become skilled physicians. For Wendy Rashidi, M.D., founder of Women's View Medical Group in Upland, California, creativity is also an important part of what she does.

"Creativity comes into play in practicing medicine in several ways," she says. "It starts with being able to diagnose complex causes of illness, and it's especially important in developing a plan to stop or reverse the symptoms through preventive care, patient education, and nutritional guidance."

Rashidi credits creativity with inspiring her to play the role she has chosen for herself in the

Michael J. McDermott, a freelance writer specializing in business and technology, is based in Carmel, New York. Businesses profiled in this column are clients of Northwestern Mutual. If there is a business you would like to nominate for Creative Business, please contact Creative Living editor Catherine O'Neill Grace at cgrace@tmgcustommedia.com.

# Bring A Friend To A Meeting

## 2011 – 2012 Officers

### Officers

#### President:

Terry Richison 636-947-8097

#### Vice President:

Mike Niehaus 314-691-0507

#### Treasurer:

Sandy Wiese 314-524-7859

#### Secretary:

Al Zibits 636-273-9974

#### Sgt At Arms:

Al Zibits 636-273-9974

### Board Members

Harry Monti 636-394-4191

Steve Barcellona 314-831-0310

Steve Levit 314-469-6339

Larry Minth 314-776-3836

Larry Skorepa 636-394-2968

## International Brotherhood of Magicians

### St. Louis Ring 1

Meetings are held the first Wednesday of each month at 6:30pm. (Except July) at the *Maryland Heights Community Center 2344 McKelvey Rd in Maryland Heights, MO 63043*. Unless noted in the schedule.

### Meeting Agenda

6:30 Magic 101

7pm Announcements

7:15 Break

7:30 Meeting Theme

9pm Workshop / Social Time

**Board Meetings** held the 3<sup>rd</sup> Monday of the month. If you have something for the good of the club please contact one of the officers. All are welcome at the board meetings.

### Directions

#### From the St Louis Airport:

Take I-70 West to I-270 South, Take the Dorsett Exit, Turn Right onto Dorsett, Turn Right onto McKelvey Hill Rd (McKelvey Hill turns into McKelvey Rd) Go ½ of a mile and the Maryland Heights Community Center is on the right.

#### From I-64(Hiway 40), I-44 or I-55:

Take I-64(Hiway 40), I-44 or I-55 West to I-270 and go north.

Take the Dorsett Exit, Turn Left onto Dorsett

Turn Right onto McKelvey Hill Rd (McKelvey Hill turns into McKelvey Rd)

Go ½ of a mile and the Maryland Heights Community Center is on the right.

Stay Up to Date:

[www.IBMRing1.com](http://www.IBMRing1.com)

For the latest info

This Just In...

## FYI: Midwest Magic Jubilee 2013

### Special Announcement!!!

It's not too early to register!

Call 314-791-9108

The Midwest Magic Jubilee

August 15- 17, 2013

at the Airport Hilton Hotel

St. Louis, MO

11 Great Lectures 3 Outstanding Evening Shows  
Close-up & Stage contests International Magicians

### Pre-Registration Special

Thru Sept. 29, 2012

Adult - \$135.00 each

-Plus-

Free Spouse Registration

Youth (ages 16 & under) - \$70.00 each



### The Midwest Magic Jubilee Organizational Meeting

Open to All IBM Members!!!

We want your help!!!

If you would like to be apart of one of the Nations Finest Magic Conventions, Now is your chance! Get involved!

The next meeting will be September 17th at 6:30PM at The St Louis Airport Hilton Hotel

Call 314-791-9108 for more info

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