



# The Flash Paper

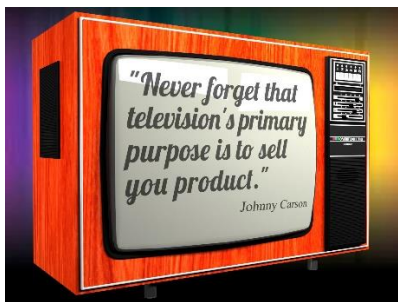
## June 2020

Bob Gehringer, Editor



### Presidential Ponderings

I'll never forget when I heard a late-night talk show host state boldly into the camera during an interview, "Never forget that television's primary purpose is to sell you product." To that I would add "Never forget that a magic dealer's primary purpose is to sell you product." In fact, in a conversation I had with **Joe Stevens** of Stevens Magic Emporium, he told me that the life-cycle of most magic tricks is sixty days. With rare exception, what a dealer is going to sell of a product happens within the first sixty days of that product's release. Think how much new or newly packaged material that requires.



I was sitting in the back of the room at a convention next to **Karrell Fox**, renowned magician and inventor of magic, watching a dealer present the Wellington Switch Board in which the

magician switched colored bulbs around along with colored switch covers with amusing and unexpected results. I turned to Karrell and commented that "dealers sure weren't going to sell many of those." "To the contrary," he replied to me. "They'll sell hundreds." He understood what I had yet to discover. Magic dealers must sell many toys to adults if they hope to stay in business. And there's nothing wrong with that as long as a magician doesn't understand that.

Those observations lead me to my question of this column: *What can people interested in magic obtain through a magic club that they can't get from*

*YouTube™, online lectures or dealers?* I believe whatever the answers to that question might be needs to then be the focus of our club's various offerings. Otherwise, potential club members can get what we offer online and then even more conveniently on their own time schedule.

In a real flesh and blood magic club by way of example, we do have the potential to help each other grow not just in our knowledge of our art but also in our performance skills. As a focus of May's online club meeting, the eighteen people who came agreed to a set of principles for the giving and receiving of feedback among club members. We then went on to experience them in real time. You can read the principles here:

<https://theomahamagicalsociety.org/feedback-categories>

Then later in May we met in another session to better understand a model for transforming our performances from mere entertainment culminating in surprise into greater inexplicable mystery. I believe these types of discussions have the potential of bringing us all further along in the performing of our art.

Now in our June meeting (Monday, June 15, online from 7-8:30 PM), our Vice-President, **David Fox**, will be leading us in a time during which we all get to recommend a book(s) we've read - performing or describing something we particularly enjoyed from that book. If your schedule allows, please bring one of your favorite books to share with the others so we can all grow in our knowledge of the resources available to us. I believe getting better at helping each other get better is a lofty but worthy goal. A little before 7 PM that evening you can join us by clicking on this link:

<https://zoom.us/j/4028718108>



## Giving Feedback Assembly 7 Omaha, NE

The Omaha Magical Society's May monthly magic meeting gave the club a chance to gain some practice in the art of giving and receiving feedback regarding

members' performances in a way that is neither too soft nor unnecessarily harsh. This sort of thing takes practice, so several members volunteered to perform an effect and get feedback regarding a trick or routine on which they are working.

Three members performed via our monthly Zoom meeting while the rest of us watched and then practicing on providing feedback using pre-prepared suggested feedback guidelines posted on our club's website, as well as an online feedback form which served as a starting point for members.

**Steve Nespor** started the evening with an effect designed for the Zoom environment. **Larry Brodahl** showcased a comedy bill switch routine from his working repertoire. Our third performance was by **Amjad Alawimari** who showed a penetration effect he was working on with a key and chain.

The feedback form used that evening was adapted from the FISM competition structure to provide guidance for members in generating helpful feedback for OMS members. Each performer was also able designate which areas they particularly desired feedback for in their performance.

Each volunteer was given real-time feedback after their performance and all three agreed the information was helpful and offered concrete, usable suggestions for consideration on improving their performances.

The club would like to especially thank those performers for bringing routines on which to focus our feedback and for putting themselves in a very public forum for critique. Members were careful to give considered opinions that were direct and to the point, while being kind without diluting both positive elements of the presentations and addressing areas that could use some attention. - **Steve Nespor**



NEW Webpage

Do you know about the person who popularized the Humber Ring and Humber Wallet? Can you speak intelligently about the most influential people in the art of magic during the twentieth century? Believe that most great new ideas are modifications of ideas that have been lost in the passing of time, there is a new Magic History webpage on your website to be populated with *very short* articles over the next few months. Some are already in place. You can check it out at:

<https://theomahamagicalsociety.org/magic-history>



Currently our Junior Magicians are working on their Discover Magic Certificates to earn their Purple Wand. We could use your help. .... Would you consider being a guest presenter for an OMS Junior Magicians Virtual Meeting? If you would like to join us some Monday evening to present a favorite routine - contact **Steve Nespor** at [omahamagician@cox.net](mailto:omahamagician@cox.net) to discuss the details. These need to be tricks that presents well in Zoom, are not too lengthy or involved and it would be a bonus if you could explain part or all of how the effect works, though that isn't necessary.



## What's Your Magic Story?

by

**Patrice Fisher**

### June 2020 OMS Interview with David Madsen

This is a story about imagination, dedication and showmanship. At the impressionable young age of eight years old, **Dave Madsen** knew magic was going to have a lasting place in his life. The magic kit that his grandmother gave him unlocked his imagination, and he was hooked.



Quickly learning from his kit and other magic books, he found an audience in his fellow Cub Scouts. As his magic skills grew, so did his confidence, and by the age of ten, Dave was ready to try a new form of entertainment. He threw himself and his voice literally into a new

challenge, ventriloquism! Although, this new hobby was short-lived, I mention this because to me it shows a real passion for exploring new skills and developing various talents beginning at a young age.

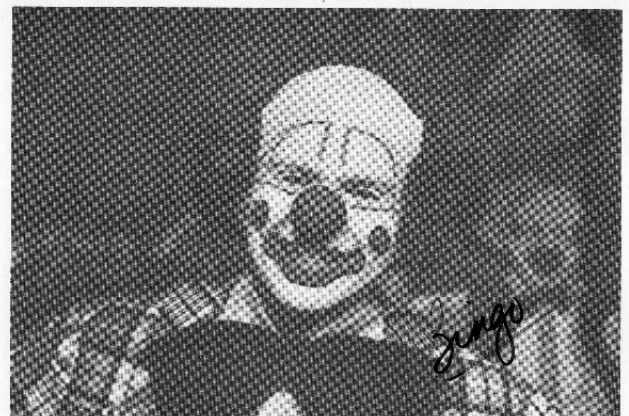
Throughout high school, Dave expanded his curiosity for magic and joined our Omaha Magic Society. Members **Pete Petrashek** and **Walter Graham** took Dave under their wing and became strong mentors to him. With their help and support, Dave found that comedic magic was a great fit for his personality and style of magic.

When it was time to choose a major at the University of Nebraska-Lincoln, Dave decided to pursue journalism

and broadcasting. Those seemed to be a natural career path for him. Soon, along with his studies, Dave found another new diversion to satisfy his appetite for entertainment. His father was a Shriner, and growing up, Dave was introduced to many of the Shrine clowns. It seemed only natural to join the clown unit of Tangier Shriners in Omaha. What a perfect complement for his magic! He incorporated magic with his clown persona which helped him stand out at clown competitions. Little did he know entertaining as a clown would later become a part of his broadcasting career.

In his senior year of college, Dave got his first taste of being a journalist as a part-time reporter at Omaha's local KETV television station. After graduation, he found an opportunity to start a career with CBS broadcasting affiliate KMEG-TV, in Sioux City, Iowa.

Dave wrote promotional announcements for the station and also produced a daily children's show. It starred **Dave Webber** before he became the Sports Anchor for WOWT-TV here in Omaha. So, when the show needed a new host, **Dave Madsen** got a chance to entertain once again. Enter **Bingo the Clown**, **Dave Madsen**, the star of **Bingo's Big Top**. The next few years were filled with fun and laughter as **Bingo** performed comedy-magic while hosting the popular children's show. Dave's goal has always been to get the audience laughing and having a good time, not merely fooling people with his magic tricks.



WATCH **BINGO THE CLOWN** EVERY WEEKDAY AFTERNOON **14** KMEG-TV "The ONE FOUR YOU"



Dave continued to advance his career in various management positions to become a station manager for NBC station KTIV-TV in Sioux City, Iowa. Even while engaged in the competitive, fast-moving broadcasting business, and later, earning a Master's in Journalism, magic continued to be a cornerstone in his life. Today, he teaches Mass Communication at Morningside College and also an intensive 3 week "May Term" course, featuring magic and clowning.

bleeding, Dave was able to put the handkerchief back together again with no one noticing his injury. Now that's Magic!



Dave has been a member of the Society of American Magicians, S.A.M., for 48 years! In Sioux City, he has been a dedicated leader in the International Brotherhood of Magicians. Currently, he is the Secretary and Treasurer of Ring 24 of the I.B.M. for that group. I met Dave through one of our O.M.S. virtual meetings as he has continued his membership and close relationship with our Omaha group. In 2016, he was honored at our annual Wizard's Banquet and received the prestigious **David P. Abbott Award**. Shortly into my interview with Dave, I realized that he has a real love of not only magic and the joy it can bring but of a life-long dedication to cultivating the art of entertainment.



Once his showmanship and magic skills were really tested. While performing a trick before quite a large audience, he sliced his finger while cutting a bright, white handkerchief in half. Even though his finger was



Dave receiving the **David P. Abbott Award** from 2016 Club President **Jerry Golmanavich**



## June Online Video Library Addition

Here's a quick impromptu magic trick that works particularly effectively when you just so happen to be wearing a scarf. It appears quite realistically that after wrapping the scarf around your neck, it unexplainably melts through your neck even after making a knot and pulling on the ends.

Check out our website:

<http://TheOmahaMagicalSociety.org>



As part of our Meet A Member series, we'll be meeting online with OMS member **Neil Bable** on Tuesday evening, June 23rd, from 7-8 PM to experience his passion for model building and some of the techniques he's developed in this pursuit over the years. If you're interested and available, a little before 7:00 that evening, please join us by clicking this link:

<https://zoom.us/j/4028718108>. Hoping you can make it.





## OMS Magic Picnic at Boys Town



**Cancelled for 2020 due to Covid-19 Restrictions**

### 2020 OMS Officers

**President** – Dave Arch .....([dave@sandler.com](mailto:dave@sandler.com))

**Vice President** – David Fox.....([Dfox1902@gmail.com](mailto:Dfox1902@gmail.com))

**Treasurer** – Bob Gehringer.....([gehringerr@cox.net](mailto:gehringerr@cox.net))

**Secretary** – Steve Nespor .....  
([omahamagician55@gmail.com](mailto:omahamagician55@gmail.com))

**Sgt.-at-Arms** – Amjad Alawimari .....  
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