

THE ACADEMY

NEWSLETTER



A P R I L 2 0 1 6

Letter FROM THE EDITOR:



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the most current news, events,
revelations, and the occasional
miracle: [www.facebook.com/
groups/AcademyOfMagicalArts/](http://www.facebook.com/groups/AcademyOfMagicalArts/)

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BEN ROMAN
INTERIM EDITOR



(ABOVE: The new AMA logo that goes
into effect June 1st.)

I regret having to announce the departure of Newsletter Editor **Dustin Stinett**. Dustin is returning to his performance roots in the California desert as to escape the high stress of putting this publication together every month. He's returning to the **Amboy Amphitheatre** where he once headlined. We thank Dustin for his time and wish him a speedy recovery.

Dustin's departure leaves us with a need for a new editor. Any members who are interested in applying for this exciting, fast-paced job should send their résumé and headshot to: casting@magiccastleresorts.com.

Speaking of, you're probably wondering what this month's cover is all about! I'm excited to announce something that's been ultra-classified until now. The AMA has struck a deal with the **Glover family** and we have purchased The **Magic Castle Hotel** next door. Plans are already in motion for the multi-million dollar expansion, renovation, and merger. *Yes, merger!*

Beginning June 1st, a 2-year, \$25 million project begins that combines the clubhouse and hotel into one gigantic "magic resort" that mixes guest rooms with showrooms (watch magic shows from your hotel window with "**Room with a Show**"), and enable new attractions (can you say "Poolside Magic"?!) Sections of both the club and hotel will be closed for renovations in waves over the next 2 years for the dramatic renovation.

For example, the Inner Circle will be expanded underground to connect to the hotel's current subterranean parking garage. This entire new area will become a loungy nightclub space open until 4:00

a.m. with "**Open SesaBOWL**"—five lanes of professional-grade bowling space—karaoke, a jukebox and large dancefloor with state-of-the-art sound/lighting, and a late night/afterhours menu for members and their guests to party the night away (all free for members, of course).

At brunch, kids can enjoy the new "**AMA Owlery**" where they can meet-and-greet with various species of owls who actually answer yes and no questions. And don't get me started on the new, HUGE Gift Shoppe that'll make the current one look like a broom closet.

The final product will be the first of three planned **Magic Castle Resorts**®™ (Hollywood, Orlando & Tokyo) that will be launched over the next 7 years. The full plan with schematics and descriptions will be announced in a full report in the May Newsletter. Until then, enjoy this issue of your *Academy Newsletter!*

—Ben Roman, Interim Editor
newsletter@magiccastleresorts.com

GENERAL MUSINGS

from General Manager Joe Furlow



April showers bring May flowers,” or at least that’s what my mother used to say. Given that “El Niño” was a little disappointing this past winter, maybe April is the month where the sky will open up and provide us with the much needed precipitation. We will be prepared no matter which way Mother Nature wants to go, but inside The Castle, we have a few things up our sleeve in the upcoming months.

NEW OFFICES

In an attempt to maximize our dining room, the **Board of Directors** has approved a major change. As of June 1st, the AMA’s Administrative Offices will be moved to the “Trailer Park” offices located at 6922 Hollywood Boulevard. We will be relocating the accounting, events, and reservations departments, and—of course, my office—down the street from the club. We do not anticipate any issues with the move, and there will not be a single minute that our operations will be down.

Though we’re moving our offices offsite, I will visit the club periodically to ensure our service is still “tip top”! However, the majority of my time will be spent off-site in our new space. We will have a board room, waiting areas for members who want to meet with me, as well as a full bar and close-up room (for auditions, of course). We are very excited!

By making this amazing change, the third floor will now be consolidated and remodeled to enable the Magic Castle Resorts expansion. We anticipate installing a new “wine cellar” and private dining rooms, where we can book more large parties and truly maximize our space. With the new construction to the Inner Circle, we have lost necessary revenue generating space, and we need to make up those sales in the coming years.

PARKING STRUCTURE

In working with the Glover family, and with the sale of Yamashiro, we have agreed to spend 10 million dollars and build a parking structure in our current lower parking lot. We do anticipate construction starting September 1st. The new parking structure will be three stories, and The Magic Castle Resort, Hollywood Bowl, Dolby Theatre, and the El Capitan Theatre will share the structure.

We will install a new entrance along Orchid just for members. I have asked the City of Los Angeles, and our Mayor, to rework Franklin Avenue to allow a left turn lane near Orchid. I have also

asked for a turn around to be installed to protect our members from any accidents as well.

By making this amazing change, I anticipate increasing the number of parking spots we have from the current, very limited 220 to well over 400. Unfortunately, the rent on the space will triple per month, but I think we can make that cost up by charging a little more for both members and guests. I have done some early calculations and I do feel \$30 (guests) and \$20 (members) is a perfect price in Hollywood. I will have schematics and drawings for members to see next month of both new projects.

QUALITY CONTROL COMMITTEE

I’m sure you’ve heard by now that the Board of Directors has approved a new committee, led by AMA member **Kirk Grodske**. Kirk has volunteered to lead this new committee to ensure that all of our products served here at the club are A+ quality. This includes items from the kitchen and bars, and the magic shows as well. Be on the lookout for information announcing how to audition for this very important group!

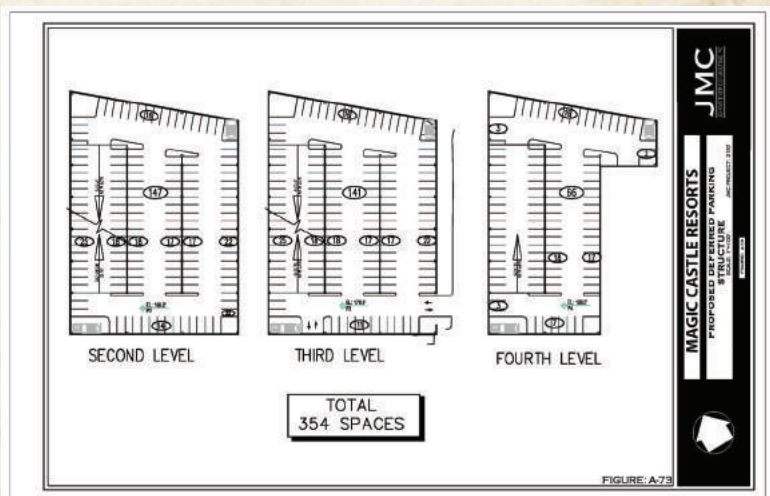
ANGER MANAGEMENT GROUP

Lastly, I would be remiss to not invite all unhappy members to the **Alan Bursky** Anger Management Group. I’ve been told they will meet the first Monday of each month in the Peller Theatre. The group, in theory, will allow members to share their anger in person, rather than sharing it on the members-only Facebook group. I think Alan will be a great moderator, and we can’t wait to see all angry members there.

Hope to see you around the (soon to be) new and improved Magic Castle® soon!

—Joe

jfurlow@magiccastleresorts.com



Saturday, April 18, 2016

SWAP MEAT



Come join in the fun at The Magic Castle® Swap Meat!

The Magic Castle® will be transformed into the greatest one-day meat-swapping convention on the planet. You'll find new & used beef, poultry, pork, and scores of surprises throughout at this gathering. Vendor tables and butcher stations are set up from the Terrace Room to the Peller Theatre.

It's a fun-filled day for everyone. Whether you're a novice to meat or an expert, this is the place to be! It's BYOM (Bring Your Own Meat) to trade & sell.

The doors open at 9:00 a.m. Bring your friends and meat enthusiasts. Non-AMA members can gain entrance by paying only \$8.00 at the door.

Questions?

Contact Larry Franks at:

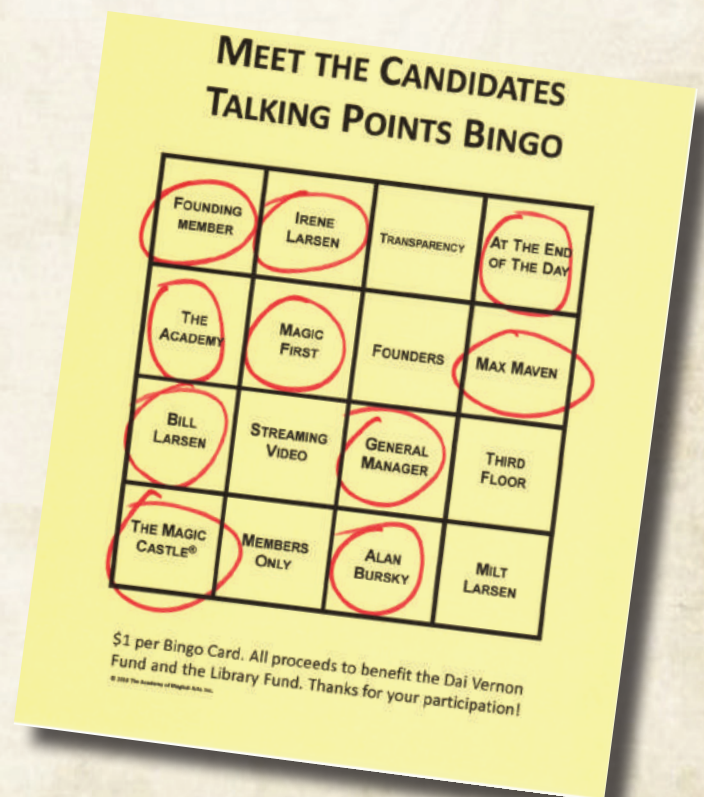
swapmeatapplication@thisisnotreal.com

MARK YOUR CALENDARS FOR THE NEXT SWAP MEAT:
FEBRUARY 31, 2016


Now that the BOD/BOT elections are over, the AMA is pleased to announce the winner of "Meet The Candidates Talking Points BINGO"!

Magician Member Carl Hoffman hit the "hat trick" when he won the Trustee's edition of "MTC Bingo." A scan of his winning card is shown below. Everyone might remember that Carl also won both the Associates and the Magician Member Meet the Candidates panels for the Board of Directors. The Vernon Fund and the Library Fund reaped the benefits of these fun games.

Thanks to all who participated and congratulations Carl! Enjoy all your new D'Lite!



Sunday, April 31, 2016



ROAST
of **ALAN**
BURSKY



There's no escaping this heat! The **"AMA Roast of Alan Bursky,"** hosted by **Jon Armstrong**, comes to The Magic Castle® on Sunday, April 31st at 7:00 p.m. in the Inner Circle, and simultaneously across mobile and online platforms via our live broadcast link.

We will be posting exclusive behind-the-scenes videos, pre-show interviews with Mr. Bursky and his Roasters, as well as photos taken in the photo booth on the Members-Only Facebook group starting at 6:00 p.m.

Should you wish to attend, please e-mail: rsvp@magiccastleresorts.com with your name, member number, and the name of your plus one (if applicable) by April 24th. Please limit your RSVP to one guest, as this will be a super popular, standing-room-only event and we are hoping to let as many members attend as possible.

There is an open call for any and all Roasters who wish to get involved with this event! Contact Jen Ovadia, Social Media Manager, at: commdirector@magiccastleresorts.com with your name and member number. You will receive a confirmation email within 24 hours that will include any rules and restrictions regarding your roast material.

Get involved! Use #BurskyRoast in your social media posts and stay connected with your fellow members all month long as we anticipate this extraordinary event! Oh, it's ON, Alan!

#burskyroast

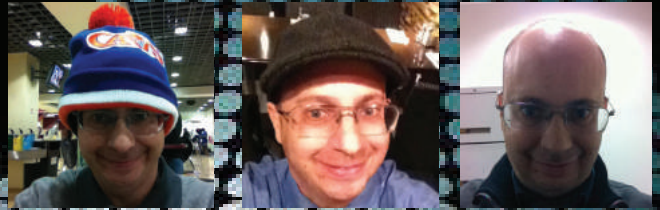
HOLIDAY FREEZE

Due to the overwhelming amount of large group events during the holiday season, members will NOT be allowed in the club for the entire month of December. After November, we'll look forward to seeing you on January 2nd for Founders Day!

We apologize for any inconvenience this may cause you.

Happy holidays in advance!

Kdogg SELFIE Challenge



The AMA member with the most selfies posted in the month of April will win the coveted prize of a selfie with the man, the myth, the legendary selfie master himself K Diggity Dogg! Good luck to all contestants!



TABLE SIDE GUACAMOLE !!!

Beginning May 1st, members can request fresh guacamole made with real California avocados. Our food runners will cart up all the zesty ingredients and roll up to your table and conjure up the creamy goodness! All you have to say is whether you want it "Magically Mild," "Presto Picante," or "Ay Ay Ay Muy Caliente"! Available nightly.

Questions? Contact:
foodandbeverage@thisisnotreal.com



news + notes

From The 3rd Floor



Change is a'comin'!

As most of you have probably heard or figured out by now, we've acquired The Magic Castle Hotel property and will be expanding and merging both the Hotel and the clubhouse to form a "mega Castle" officially dubbed The Magic Castle Resort. It's so exciting! And with progress and change, comes new policies. Here are a few that are confirmed and coming down the pipeline this summer:

****Photography is now ALLOWED inside the club - but ONLY in the bathrooms.***

****Our printed weekly Show Schedules will include YouTube links that explain the various effects seen in the shows.***

****Magic University will include a course on "Understanding The Member Facebook Page" also known as "What The Hell Are They Talking About?" and "What Did They Mean By That?!".***

****Valet will be complimentary for members with car mileage over 100,000 miles.***

****All door charges for your party will be waived if you are able to solve a riddle given to you by Front Door Manager Joey Martinez. Please Note: The riddles will be in Spanish.***

****The Gift Shop will carry AMA branded swimwear (trunks, board shorts, 1-piece, 2-pieces) and flesh-colored Topits for performers who want to work poolside in the new MCHotel feature "Poolside Magic".***

****Associates will be allowed into the esoteric magician's section of the Library as long as they wear blindfolds.***

****As of April 1st, the house rolls are now larger than ever (see below) and have been approved by our new bread inspector Brooks Wachtel. The rolls arrive at the table standard size but when someone waves their hands over the basket and says "Yeastus Risus!" they magically grow to family size.***

All of this and much more coming to you, our members, with The Magic Castle Resort! If you have any questions, please send them to: info@thisisnotreal.com! Enjoy your club!



(LEFT: April 1st launches our new magic-sized house bread rolls which unanimously won at the staff taste test. Gluten-free bread will be available upon request. CENTER: Our new AMA Bread Inspector Brooks Wachtel. RIGHT: A member and his family enjoy the new Magic Rolls at Sunday Brunch.)

Experience the Magic

48TH ANNUAL AMA MAGIC AWARDS



Hosted by Celebrated
Conjuror & Comedian
Derek Hughes



Honoring Magician of the Year
Dynamite
And an Array of Magic Best

6 All-Star, Featured Performances

Sunday, May 15

Saban Theatre, Beverly Hills
Post-Show Party at the Magic Castle

Ticket on Sale March 21

SabanTheatre.org - General Public
MagicCastle.com - Members Only

CANCELLED



UPCOMING SPECIAL EVENTS AT THE MAGIC CASTLE ...

- Young Adult Nights, March 28 & 29 ♠ Volunteer Fair, April 3 ♥ Swap Meet, April 16
- Volunteer Appreciation Party, April 18 ♦ Cinco de Mayo, May 5 ♣ Kentucky Derby Viewing Party, May 7
- Mother's Day, May 8 ♠ Father's Day, June 19 ♥ Strolling Magic Showdown, July 19
- Half Christmas Fundraiser, June 25 ♦ Future Stars Week, July 25-31 ♣ Young Adult Nights, July 25 & 26

Some events are members only and/or require reservations. Some fees may apply.

Visit our website for more information AcademyOfMagicalArts.com



THE WILLIAM W. LARSEN MEMORIAL LIBRARY



The upcoming Magic Castle Hotel expansion couldn't come at a better time for the WWL Library, what with available shelf space currently at 3.8 inches. Going forward, our collection will be scattered throughout the Castle and the Hotel, giving us the space we need now, and plenty of room to grow.

The books will no longer be grouped by type of magic, but randomly dropped into showrooms, dining areas, offices, and guest rooms—we'll even have some poolside! The days of giving a vague description of some trick involving Aces and having Librarian **Bill Goodwin** hand you the correct book on the spot are *over*—but your adventure has just begun!



Under the new system, when you request a book, you will be handed the first clue of an elaborate puzzle. Master puzzlemaster **David Kwong** is working with us now to ensure that the clues are challenging and fun, and have a witty solution. *Then you're off!* Your journey may take you to the Owl Bar, the Hotel laundry facility, or a performer's dressing room. YES! It will be fine to interrupt performers in the midst of shows, or barge into a guest's room on your quest—everyone will just laugh and cheer you on!

Should you fail to solve the puzzle correctly and end on the wrong book, you'll need to study and master that book before being given a fresh clue. In the interest of scholarship, there will be no exceptions—even if you land on our Japanese edition of Tarbell and need to learn the language before you begin.

We see nothing but benefits for all of us under the new system, especially for the librarians, who will now enjoy the conversion of the old Library space into a new, state-of-the-art, librarian-only spa.

—Madam LibrariAnne

(Photo by Hocus Pocus Focus.)



GENERAL INFORMATION

THE ACADEMY OF MAGICAL ARTS™

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