

m.u.m

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DAVE ARCH

A black and white promotional graphic for a magician. At the top is a silhouette of a man's head and shoulders. Below it, the word "MAGIC" is written in large, bold, white letters. Underneath "MAGIC" is a circular graphic resembling a playing card wheel with numbers 1 through 10 and letters J, Q, K, A. In the center of the wheel is a star. Below the wheel, the name "DAVE ARCH" is written in large, bold, white letters. To the left of "DAVE ARCH" is the text "An Astounding Performance" and to the right is "Of Mystery And Illusion!!". At the bottom, it says "AND THE OMAHA NEBRASKA ASSEMBLY #7" and "75th ANNIVERSARY ISSUE".

MAGIC

With Magician

DAVE ARCH

An Astounding Performance

Of Mystery And Illusion!!

AND THE OMAHA NEBRASKA
ASSEMBLY #7

75th ANNIVERSARY ISSUE

DAVE ARCH

“Do you want to do a magic show...for money?”

The year 1995 marked the thirtieth year since Dave Arch first heard those words from C.R. (Bud) Tracy, a local magician in his hometown of Sioux City, Iowa. Dave was to perform magic at a local church banquet; and, as Mr. Tracy explained it, the church would pay \$20. Mr. Tracy would keep \$5, and Dave would get \$15. At the age of 13, Dave got his first glimpse into the business side of magic.

The following thirty years provided a full life for Dave Arch, including marriage and a career as a pastor. For eight years he worked Sunday after Sunday honing his public speaking skills — watching the new little church grow from eight people to over 400. As with many a teen-age magician, during and following college magic took a back seat to his other interests.

But the allure of magic began to tug at him again, and he left the church when a member of the congregation asked if he'd enjoy assembling and performing in an illusion show to open new fast-food franchises throughout the United States.

For the next two years, he traveled with his family from coast to coast performing major illusions on a portable stage in shopping center parking lots and then performing close-up magic from table to table inside the restaurant. His love of magic had returned to stay!

During the next ten years, Dave took the illusions on the road with a fundraising show (complete with phone rooms), designed theme park Halloween shows and averaged a performance every other month at a national trade show. By many a magician's yard stick, Dave Arch had it made.

However, Dave's natural instincts and experience told him that, when his children were ready to begin school, he needed a venue that would enable him to continue performing while staying at home evenings. School shows seemed like a logical solution.



Beginning THE I CAN FACTORY in 1984, he soon found himself billed as a motivational speaker for kids. Combining his love of music and magic with a powerful message on positive self-esteem, this program has now been seen by over 200,000 children and their families! It has developed its own motivational music cassette as well as three follow-up classroom videotapes.

Eventually, the school programs evolved into teacher workshops — transitioning into conference seminars and then after-dinner presentations at corporate dinners. Dave continued to develop



his own unique style of blending entertaining magic with substantial content.

In 1991, Creative Training Techniques, a company providing training tools for corporate trainers, heard about Dave and began making plans for developing a series of books as well as a two-day seminar on how speakers, teachers, and corporate trainers could use simple magic in presentations. *Tricks For Trainers, Volumes 1 & 2*, as well as a book focusing on successful presentational openings and closings, *First Impressions/ Lasting Impressions*, were Dave's first steps into the world of authorship.

His two-day seminar entitled "Techniques and Tricks for Trainers" now travels to 20 cities each year in both public and in-house settings with hands-on training in the activities and magic tricks from his books.

Based on the success of the initial book sales, Dave then released the book *Showmanship for Presenters* in October of 1995, a series of three videotapes entitled *Tricks for Trainers Video Library* in January of 1996 and has begun manufacturing a line of five training tricks taken from his books.

We first became familiar with Dave Arch in 1991, when we were still running our annual feature "M-U-M Magicians of the Year." He was nominated by Assembly No. 7 for this award and became one of eight magicians honored that year. His "The I Can Factory" program intrigued us; and we began a file on Dave at that time, figuring that "here was a possible cover subject." Two years ago we added to that file when we became aware of Dave's books about using magic in corporate



training. Clearly Dave Arch had grown in the profession and had carved a very successful niche for himself in the world of magic. Here was someone whose story was well worth sharing with our readers. Then Omaha's Pete Petrashek contacted us about a possible 75th anniversary issue for Assembly No. 7, and the window of opportunity was opened. Dave Arch was a past president of Assembly No. 7; he was a former magician of the year for that assembly; and he was clearly one of the most,

if not *the* most, successful full-time professional member of the assembly. He was the natural cover selection for this issue!

As Dave Arch told us in our e-mail conversations, "I have waited for a chance to publicly thank Magic for all that it has given to me. I am grateful that M-U-M has provided the vehicle for giving something back to the art form I love."

Give back he has. In the short articles which accompany this biographical sketch, Dave Arch shares his thoughts on the ethics of magic, the trade show philosophy which has worked so well to his success, and brief descriptions of eight delightful dreams that have come true for Dave. Perhaps they will serve as a stimulus for some of our readers to establish their own goals, or dreams, and to work to make them come true.

