



**THE WORLD OF ILLUSION. BOARD MATTERS 5/07/13.** Magician Joe Turner shares a little about the world of illusion as the entertainment for the recent Annual Meeting and Banquet of the Cherokee County Chamber of Commerce. Turner, according to biographical information, has entertained at meetings and conferences. He has appeared on *Good Morning America*, *Nightline*, *CNN* and dozens of other national telecasts. He has been described as “an escape artist turned motivational speaker.” Based in Atlanta, Turner said he takes his act across the country. Turner stressed there are many things we can take from the world of magic and illusion and apply them to the business world.



**ESCAPE ARTIST AT WORK.** With the help of Lanny and Linda Starr, Magician Joe M. Turner attempts an escape trick. The theme for this year's meeting was Passport to Success.



**TA-DAAAA!** Magician Joe Turner shows the ring of a Chamber banquet attendee which was found across the room from where she sat. The lesson here is that sometimes we find things in the least expected places, he said.

Terry Dean / Cherokee County Herald

# Mixing magic and business!

By Terry Dean  
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For successful business deals and relationships, have you ever thought about using a little magic? Magician Joe M. Turner shared how he incorporates his tricks illusions into the business world as he entertained the 2013 Annual Meeting and Banquet of the Cherokee County Chamber of Commerce.

The theme for the meeting this year was Passport to Success.

Johnny Roberts, chairperson, Cherokee County Chamber of Commerce, introduced Turner who has attended thousands of meetings and conferences. He has appeared on *Good Morning America*, *Nightline*, *CNN* and dozens of other national telecasts.

He has been described as “an escape artist turned motivational speaker.”

“It is great to be in Cherokee County where all the women are good looking and all the men are sitting next to them,” said Turner.

“What a wonderful dinner,” said Turner. “I certainly had a great time. How about it for Pat's Perfections? You can always tell it is a good dinner when your vegetables are hushpuppies.”

Based in Atlanta, Turner said he takes his act across the country.

“Here is what is going to happen,” said Turner. “I am going to show you an assortment of different kinds of experiences.”

“Tonight we are all about fun, to entertain you, give you things to look at, think about and hopefully we we all have a great time,” said Turner.

Turner began the entertainment with card tricks and then provided illusions for each

side of the room, making it look as if he was growing at one point, shrinking at another point.

“You look at this and it made me look like I was getting smaller and then you looked at this and it made it look like I was getting bigger,” said Turner. “And we all know that none of those things is actually happening. But you look at this first and it changed the way that you saw me. And that is a powerful message for leaders, managers, branch managers, for students is that things you look at always affect the way that you see the world from that point forward. What you feed in always changes the way that you see the world and therefore changes the way you make decisions and some people think that it doesn't matter what you see or what billboard is on the side of the road.”

“But all of those messages

feed in and it always changes what you look at, what you see,” said Turner. “Sometimes what you look at makes things seem smaller than they really ought to be. Some things seem less important than they really are and other things you look at you see things more than they probably should be. You can probably make a list of the things that culture says aren't important that really are and the things that the culture says are superimportant that maybe aren't. It is just a critical thing to remember to have something to focus on that doesn't change from week to week, day to day and year to year so you can make decisions based on values that are steady.”

“It's like I try to always explain,” said Turner. “If you are stuck on a raging stream and you are stuck on the rocks and you think some of the rocks are bigger or smaller than they

are how in the world are you going to get across unless you can see things the way they really are the way they really were created?”

For the finale of the show, Turner asked a member of the audience to donate a ring which he made “disappear”. A few minutes later, it “emerged” in another part of the room.

“Sometimes we will find what we value the most in places we least expect,” said Turner.

“What a thrill it has been to come out tonight and share some time with you,” said Turner. “I am a big proponent of Chambers. The Chamber of Commerce serves a big purpose in every community. I am a member of three chambers in my community and it has been extremely beneficial for my business so thank you for your membership and your support for what chambers do for the community.”



**CHAIRMAN'S PLAQUE PRESENTATION.** Theresa Hulgán, executive director, Cherokee County Chamber

## CHAMBER from 4B

“We want to recognize an individual who is dedicated, passionate and probably knows more about our area than we do,” said Shumaker. “He is community involved. While coming to Cherokee County several years ago, our recipient found his way into many of our hearts through local history.”

Crum continuously shares with others local history with exhibits “from cowboys to wash bowls,” Shumaker noted.

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