

MAC FULFER, A LOCAL LUMINARY

by Elaine C. Cole

Some people say the eyes are windows to the soul. For Mac Fulfer, it's faces. That's because Mac is a face reader. It all started when he and a bunch of other lawyers were skiing in Colorado when Mac hurt his knee. Sitting in the lodge with ice packs and heating pads, he was, to say the least, bored. Then he spotted a pamphlet left behind by another guest. It was about face reading

"Although I didn't believe it – I'm an attorney, so I'm trained to be a skeptic – it intrigued me," he said. He did a little more research and found out it had a scientific name, physiognomy, and that the technique has been around since Aristotle.

Logically, he thought it would be an advantage to him during jury selection. After all, nothing existed to use as a guideline. (He once got the sage advice to not pick people whose professions start with P. "I thought, what do postmen, pimps, painters and philosophers have in common?")

Face reading, on the other hand, had some scientific basis. As with all things unusual, people have misconceptions about face reading. First of all, it "doesn't have anything to do with your expression or the mood you are in, or whether you are happy or sad or glad," says Mac "It's not mind reading, either."

"Your face isn't an accident," he explains. "The way you've been working your face out creates the way it looks. It is what is happening on the micro facial level, how you

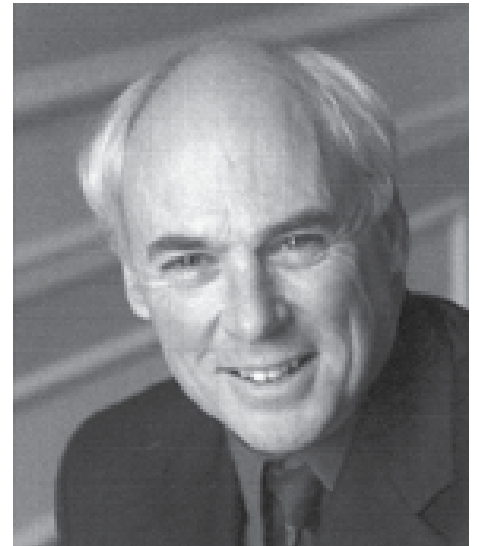
re hardwired, so that every single time you have that thought or feeling, there is a subtle little movement that occurs in your face. A single thought or feeling is not going to do much – just like picking up a weight once or twice and laying it down. But repeated use of these muscles will correspond to the mindset you were in when it went off."

For example, identical twins at birth look alike, because their circumstances are the same. "But by the time they are 50, they don't look alike," Mac says. "As they diverged and got into each one's own life experience, their responses to those life experiences, whether grief or pain or joy, starts to mark their face. That's what individualizes your face"

Now a "fully recovered attorney,," Mac devotes his time entirely to face reading, traveling across the country to lecture at medical conferences, police conferences, staffing agencies, corporations, attorney generals, paralegals, teachers and more. He lectures, teaches, trains and entertains. He has appeared on television and radio shows around the world. And he still helps his attorney pals with jury selection.

"The most important aspect of face reading is that it is a tool to facilitate opening up the lines of communication. I learned things about my own mother that I didn't know. It helps so much in relationships. It helps people see each other more compassionately."

Does it ever overwhelm him, such as at airports crowded with hundreds of faces? "No, it's not a strain. I'm doing it so fast, the only time it takes is to explain it to someone else. But, say, there's a car pass-



Mac Fulfer

ing me in the opposite direction on the street. I can tell you five things about the driver and guarantee it will be right."

Although Mac has surprised and impressed people around the world with his face reading skills, he occasionally runs up against a skeptic. One volunteer, "a 'crusty old goat' whose wife dragged him in, told Mac after his reading that he wasn't that impressed. "I asked him what I missed and he said that I had said so much he couldn't remember, but that I was only about 80% accurate. Well my computer only works 80% of the time! So I asked him, "Ok, what can you tell about me?" And he said, "Nothing".