



MAGIC THAT MEANS BUSINESS



VOLUME 1, ISSUE 8 JANUARY 2009

A GLANCE IN THE REAR VIEW MIRROR

This is the time of year when we reflect on our accomplishments of the previous year and resolve to set practical and achievable goals for the new year.

This past year I had the opportunity to entertain thousands of people across the country as well as internationally and aboard a cruise, too. My wife/assistant, Kathy, and I entertained groups from Las Vegas, NV to Savannah, GA and South Padre Island, TX to Calgary, Canada. We performed stage shows and trade shows for diverse industries including: energy, plumbing, real estate and banking.

While some magicians may perform for everyone and every group from children's parties to company banquets, I specialize in entertaining and

informing businesses and corporate clients by conveying and emphasizing corporate messages and using magic as the medium.

My focus is on adults who recognize the value of providing their customers and employees with intelligent entertainment. My magic shows are non-threatening and never include any rude humor or embarrassing situations. I am a "known quantity" who can be counted on by repeat clients to entertain adults with consistent quality and professionalism. And my variety of programs from magic and comedy to mystery and

mind-reading assures my audience a new, customized show each time.

As we enter a new year I resolve to provide even higher quality, fun and engaging performances and to customize each show for every client.

And that's a promise you can believe in!



10 SURE WAYS TO KEEP YOUR NEW YEAR'S RESOLUTIONS

Another year is ending and many of us are gathering up our willpower for a brand new set of New Year's resolutions. But have we learned from past experience? A large number, if not the majority, of previous resolutions were probably broken in weeks, days, or even hours.

So, how to make this time round more successful? Well

it's not as hard as you might think — there are some really easy ways to set yourself on the path to success, and the first is:

1. Keep your resolutions simple. Sometimes people find themselves aiming for an overhaul of their entire lifestyle, and this is simply a recipe for disappointment and guilt. The best approach is to focus clearly on one or two of

your most important goals.

2. Choose carefully. But which to choose? Well, you might like to concentrate on those that will have the greatest impact on your happiness, health and fulfillment. For example, giving up smoking will obviously improve your health, but it will also give you a sense of pride and will make you happy (but perhaps not immediately!)

Continued on Page 2

INSIDE THIS ISSUE:

KEEPING YOUR RESOLUTIONS (CONT.) 2

A HAUNTINGLY GOOD DISH 2

CAN YOU SAY "PRESTI-DIGITATION"? 3

TOP 10 WEBSITES 3

RESUME NO-NO'S 3

WHERE IN THE WORLD IS SCOTT? 4

FLOATING A LOAN 4

S & K Wells Enterprises, Inc.



3613 W. Clay
Suite 300
Houston, TX 77019

Phone: 713-524-0147
Fax: 713-524-0147
Mobile: 281-772-6014

E-mail: Scott@ScottWells.com
Website: www.ScottWells.com



10 SURE WAYS TO KEEP RESOLUTIONS

(CONTINUED FROM PAGE ONE)

"Many people look forward to the new year for a new start on old habits." ~
Author Unknown

3. Be realistic. Don't aim too high and ignore reality - consider your previous experience with resolutions. Did too high of expectations lead to failure then?

4. Create bite-sized portions. Break goals down to manageable chunks. This is perhaps the most essential ingredient for success, as the more planning you do now, the more likely you are to get there in the end.

5. Plan a time-frame. In fact, the time-frame is vital for motivation. It is your barometer for success, the way you assess your short-term progress towards the ultimate long-term goal. Keep a calendar or diary and plan your actions for the coming weeks or months, and decide when and how often to evaluate.

6. Make notes. Having made a note of your time-frame, you will have a physical reminder of what you're aiming for. Now go further and write down the details of your resolutions in a notebook, remembering to add your motivations.

7. Treat yourself. When making your plan, a vital feature should be the rewards and treats you will give yourself at those all-important milestones. But be warned, don't fall into the trap of putting your goal in danger by "over-treating" yourself - one slip, and it could all be over.

8. Receive support. It is at such times, when you've temporarily fallen off the wagon, that your support network is crucial. Carefully choose those people around you who have shown

themselves to be trustworthy, supportive friends and explain your plans.

9. Don't give up! Do bear in mind that a slip-up is almost inevitable at some point, and you must not let this become an excuse to give up. When it happens, you will need to draw on your reserves of self-belief and strength.

10. Put yourself in charge. These achievements are under your control - other people can advise and support you but it's your actions which need to change to see the results you want.

Your happiness is worth the time and effort, so get started, and good luck!

Excerpted from an online article on PsychCentral.com by Jane Collingwood



Scott Wells can set the tone for a successful event with interactive walk-around magic.

"SCOTT'S TECHNIQUE AS A MAGICIAN AS WELL AS HIS RAPPORT WITH CUSTOMERS IS EXCELLENT. I FEEL CERTAIN HE WOULD BE A DRAW FOR ANY BUSINESS AND AN ASSET TO ANY OPERATION."
JERRY AQUILA,
JULIO'S
ENTERPRISES

AT'SA GREAT MEATBALL

Mawgan Meatballs

This appeared in the June 1977 issue of Bon Appétit magazine in response to a request by a reader who wanted the recipe for the specialty of the house at Walker House in Mineral Point, WI.

The historic Inn, built in 1836, is believed to be haunted with the apparition of a hanged man making recurring visits. The Inn has gone through many owners over the years but still survives as a favorite "haunt" for diners. For more information on the Walker House, visit: www.prairieghosts.com/walker.htm Just as spirits still appear at the Inn, this recipe survives as one of my personal favorites.

Meatballs

- * 2 ½ lb. lean ground beef
- * 1 ½ c. fresh bread crumbs

- * ¾ c. catsup
- * 1 heaping T. dried onion
- * 1 heaping T. dried green pepper
- * ½ tsp. pepper
- * ½ tsp. salt
- * 2 eggs
- * ½ tsp. garlic powder
- * ½ tsp. oregano

Meatball Sauce

- * 2-10 ¼ oz. cans cream of mushroom soup
- * 2 ½ c. sour cream
- * 4 T. sherry
- * ½ c. onion, minced
- * 3 tsp. oregano
- * 1 tsp. garlic powder

Preheat oven to 350° F. Prepare meatballs by mixing ingredients together and gently shaping into 1 ½ in. balls. Place meatballs in a

lightly greased pan, 13 x 9 x 2, and bake 30-35 minutes.

Blend all sauce ingredients together in saucepan and heat to simmering. Cover and continue simmering 30-40 minutes, stirring occasionally. Pour over baked meat balls and serve on a bed of fluffy rice. Serves six to eight.



From R.S.V.P. column of Bon Appétit
June 1977

UP CLOSE AND PERSONAL

Strolling, mix-and-mingle, close-up and walk-around are all synonyms for the same thing...sleight-of-hand magic. Prestidigitation and legerdemain (from the French terms meaning “nimble fingers” and “hand juggling”, respectively) are other ways of describing intimate magic that is performed for small groups of people in close proximity. In Europe and the U.K. it is often referred to as micro magic.

Close-up magic is usually performed for groups of one to four people at a time; however, with the right seating and lighting conditions, close-up magic can be performed for up to 30 peo-

ple at a time. Close-up magic typically refers to that magic done with smaller items such as playing cards, coins, rubber bands, knives and other things that can be carried in the pockets.

This type of entertainment is enjoyed by everyone of all ages because the magic happens before your eyes and in your hands. It is particularly acceptable and enjoyed by disparate groups who don't know each other very well if at all. Strolling magic is a great ice-breaker and “conversation starter” for such groups.

Walk-around magic is the perfect type of entertainment for cocktail parties and for making

time “disappear” for people waiting in buffet lines at the party. It provides people a non-threatening subject to discuss with one another during the early part of the evening, (“How did he do that?” or “Did you see that magician on TV who...” or “I knew a guy in college who...”).

Strolling magic allows the magician to spend about five to eight minutes with each small group before roaming around the room to share the magic with others.

Whether it is a customer meeting, employee event, hospitality suite, award banquet, wedding reception or holiday party, close-up magic is always the right way to get the party started.



LET **SCOTT WELLS** “PULL AN ACE OUT OF HIS SLEEVE” TO MAKE YOUR NEXT EVENT SUCCESSFUL!

TOP 10 WEBSITES IN THE U.S.

We use the internet in our daily lives and like the cell phone, many of us cannot live without it. Here are the top ten most frequently visited sites in America.

1. Google—enables users to search the Web, Usenet and images.
www.google.com
2. Yahoo—personalized content and search options.
www.yahoo.com

3. Myspace—social networking site
www.myspace.com
4. YouTube—upload, tag and share your videos worldwide.
www.youtube.com
- 5: Facebook—a social utility that connects people.
www.facebook.com
6. Windows Live—search engine from Microsoft.
www.live.com

7. Microsoft Network (MSN) - dialup access and content provider
www.msn.com
8. EBay—international person to person auction site
www.ebay.com
9. Wikipedia—an online collaboration encyclopedia.
www.wikipedia.org
10. AOL—America On Line’s portal for search, mail and more.
www.aol.com



HAVE YOU VISITED ONE OF THESE WEBSITES LATELY?

MAGIC GIGGLES

TOP TEN RESUME BLOOPERS

These are taken from real resumes and cover letters and were printed in Fortune Magazine:

1. I demand a salary commiserate with my extensive experience.
2. I have lurnt Word Perfect 6.0 computer and spreadsheet programs.
3. Received a plague for Salesperson of the Year.
4. Reason for leaving last job: maturity leave.
5. Wholly responsible for two (2) failed financial institutions.

6. It’s best for employers that I not work with people.
7. Lets meet, so you can ooh and aah over my experience.
8. You will want me to be Head Honcho in no time.
9. Am a perfectionist and rarely if ever forget details.
10. I was working for my mom until she decided to move.



S & K Wells Enterprises, Inc.



3613 W. Clay
Suite 300

Houston, TX 77019

Phone: 713-524-0147

Fax: 713-524-0147

Mobile: 281-772-6014

E-mail: Scott@ScottWells.com

Website: www.ScottWells.com

DO YOU HAVE AN
UPCOMING EVENT?

CONTACT S&K WELLS
ENTERPRISES TODAY!

INTERESTED IN LEARNING SOME
MAGIC FOR YOUR BUSINESS
LUNCH AND DINNER MEETINGS?
VISIT WWW.SCOTTWELLS.NET

MAGI-CALENDAR

January 4-11, 2009: South Lake Tahoe, CA

January 15, 2009: Tokyohanas Grill & Sushi Bar, 3239
Southwest Freeway, Houston, TX

January 29, 2009: Tokyohanas Grill & Sushi Bar, 3239
Southwest Freeway, Houston, TX

NOTE: Public Performances subject to change. Private /
Corporate engagements are not all listed.

Contact S&K Wells Enterprises today to make sure your
event is on the calendar!

♣ Stand-Up Comedy Magic Show ♥ Trade Show Exhibit Booth ♠ Hospitality Suite ♦
♣ Strolling Magic ♥ Magical Master of Ceremonies ♠ Weddings ♦

HOW TO FLOAT A LOAN IN A BAD ECONOMY

A bill is borrowed and folded into a Z-shape across its length. The magician balances the folded bill on his thumbs and then miraculously removes one of his hands. The bill surprisingly remains balanced on his thumb and looks to be floating!

SECRET: Secretly finger palm a nickel in your right hand (Fig. 1). Fold a bill. As you are balancing the bill on your thumbs load the nickel onto the bottom portion of the bill discretely (Fig. 2).

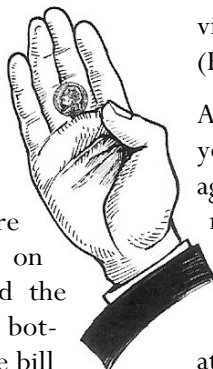


FIG. 1

Act as if you are finding the balance point for a moment before removing your left hand altogether (Fig. 3). The coin acts as a counter-balance and from the audience's point of view this looks amazing (Fig. 4).

Allow the coin to fall into your right hand again and secretly retain it in a finger palm (Fig. 1). Now your audience can attempt the trick all night long

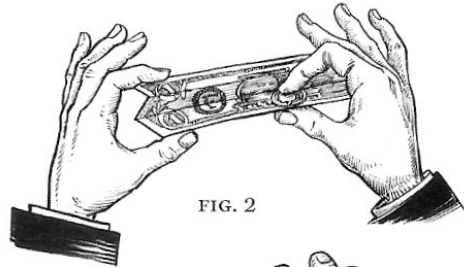


FIG. 2

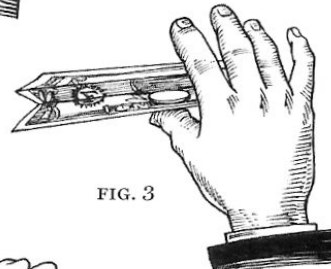


FIG. 3

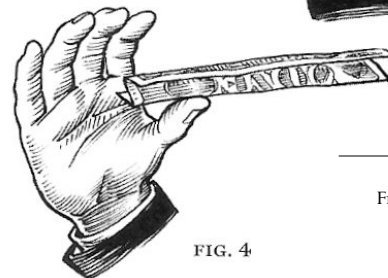


FIG. 4

with no luck. Onlookers may think you've got something sticky on your fingers and ask to examine your hands. So after handing them the bill you'll want to ditch the coin as soon as possible.

The next time one of your friends asks to borrow some money, you can literally "float them a loan."

From Bamboozlers Volume One
By Diamond Jim Tyler
www.diamond-jim.com