



# MAGIC THAT MEANS BUSINESS



VOLUME 1, ISSUE 2      JULY 2008

## SCOTT WELLS DELIVERS THE CORPORATE MESSAGE

Attendance at the 2008 Offshore Technology Conference (OTC) in Houston reached 75,092, a 26-year high, as energy professionals from 110 countries met to learn about the latest technology to find and produce offshore oil and natural gas resources.

area, the show included 2,500 companies from more than 35 countries in an area the size of 13 football fields.

A month later and nearly 2,000 miles away from Houston, the Global Petroleum Show 2008 attracted nearly

62,000 attendees at Stampede Park in Calgary, Alberta, Canada from June 10-12. This biennial event had over 2,000 exhibits covering 650,000 of net square feet. Billions of dollars were transacted at this show and it

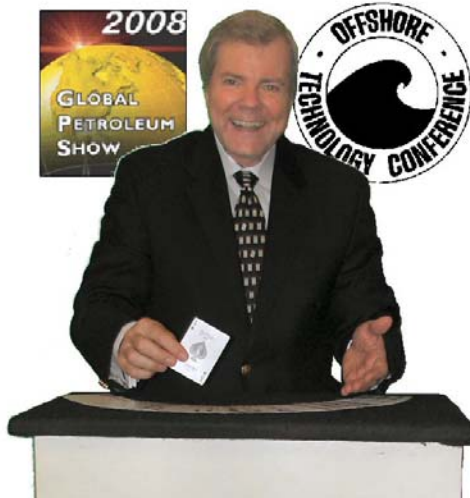
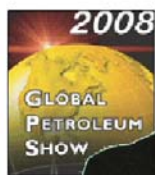


generated \$80 - \$100 million to the local economy. With events of this magnitude it is important to be seen and heard above the crowd and what better way than delivering a message through magic? Every dol-

lar spent on the booth must generate multiples of its cost. A magical presentation that both informs and entertains is the best way to attract traffic, bring people into an exhibit booth and increase business. People are naturally attracted by the unique and mysterious. Scott Wells was there at both events drawing clients and potential customers to the NATCO exhibit where they hosted 20 technical presentations in Houston and 15 in Calgary which were attended by hundreds of people.

To quote NATCO, "Our magician performed hundreds of tricks during the conferences to delight, impress, and "hook" our customers."

Their customers got the message!



Scott Wells generated tons of traffic at the NATCO booth at the OTC and the GPS '08.

The world's largest offshore event was held May 5-8 at Reliant Park in Houston. Attendance increased 11 percent from 2007. With more than one-half million square feet of exhibition

area, the show included 2,500 companies from more than 35 countries in an area the size of 13 football fields.

A month later and nearly 2,000 miles away from Houston, the Global Petroleum Show 2008 attracted nearly 62,000 attendees at Stampede Park in Calgary, Alberta, Canada from June 10-12. This biennial event had over 2,000 exhibits covering 650,000 of net square feet. Billions of dollars were transacted at this show and it generated \$80 - \$100 million to the local economy. With events of this magnitude it is important to be seen and heard above the crowd and what better way

### INSIDE THIS ISSUE:

FIVE TIPS FOR SUCCESSFUL CONFERENCES 2

FROM SCOTT'S COOK BOOK 2

SCOTT WELLS APPEARS ON TV 3

FLIP IT 3

ON THE LIGHTER SIDE 3

WHERE IS SCOTT GOING NEXT? 4

LEARN A TRICK 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



Scott Wells can attract clients and potential customers to your exhibit with presentations customized for your company.

“THE SENIOR MANAGEMENT TEAM WAS THRILLED WITH HOW SCOTT HELPED TO BRING IN CUSTOMERS AT THE TRADE SHOWS.”

CHERYL CHARTIER,  
VP MARKETING &  
BUSINESS  
DEVELOPMENT FOR  
NATCO



Scott Wells stops another large crowd at the exhibit booth.  
(photo by Judi Burseson)

## 5 TIPS FOR PREPARING FOR SUCCESS AT THE TRADE SHOW

Trade shows can be an incredibly effective promotion and sales tool for all businesses regardless of size. Whether you have never exhibited at a trade show or if you are an experienced trade show participant, the following tips will help you get the best return on your investment from any trade show you attend.

- 1) Set clear goals for your trade show participation. In other words, what do you want to get out of it and/or what do you hope to accomplish?
- 2) Do your research on that particular trade show you

plan to attend. Choose the trade shows that will give you the best ROI in terms of your goals.

- 3) Once you've chosen a particular trade show to attend, plan your budget and book your space in a timely manner. Find out everything about your space including what other exhibitors will be around you, where you will be located, whether it is a high or low traffic area, and other physical conditions such as lighting.
- 4) Plan your exhibit in terms of your audience. Who are you targeting with your display? Retail customers?

Wholesale buyers? Other businesses in your industry? Different audiences have different needs so target your display accordingly.

- 5) Advertise in advance to all of your contacts. Let people know that you will be participating in a particular trade show by inviting customers, clients, suppliers and other contacts who might be attending the show. Be sure to give them all the details including your booth number. You can send out postcards and e-mails but be sure to promote your attendance on your website.

Excerpted from “Trade Show Tips”  
by Susan Ward on About.com

## MAGIC BREAKFAST PUFFS—AN AWARD WINNING RECIPE

### FIRST DOUGH:

1 c. flour  
1 stick margarine

### SECOND DOUGH:

1 c. water  
1 stick margarine  
1 tsp. almond flavoring

### FROSTING:

4 oz. cream cheese  
1/4 c. oleo  
1/2 box powdered sugar  
2 T. water  
1 c. sifted flour  
3 eggs  
1/2 tsp. vanilla  
1/4 crushed nuts  
Maraschino cherries

**First dough** - Cut margarine into flour like coarse meal.

Add water and stir until well blended. Divide dough in half. Press each half into a 3 x 12 inch oblong size on an ungreased cookie sheet. You can get both on one cookie sheet.

**Second dough** - Bring water and margarine to boil and remove from heat. Add almond flavoring and flour and blend. Using an electric beater on medium speed, beat all eggs one at a time, beating well after each addition. Pile and spread mixture over first dough. Bake at 400° about 30 minutes or until bottom crust is nicely browned.

**Frosting** - Cream the cream

cheese and oleo. Add the sugar and beat well. Add vanilla and nuts. Top with the cherries (red and green ones at Christmas time).

Scott Wells won first place with this recipe on June 18, 1977 in the Baking Jubilee in Salem, Illinois, which was sponsored by the publishers of Women's Day magazine. Before becoming interested in magic, Scott spent a lot of time cooking in the kitchen.



### SCOTT WELLS WORKS ON POPULAR TV SHOW

During a recent visit to Las Vegas, Scott Wells had the opportunity to work with Criss Angel on the set of his popular A&E Network television show, "Mindfreak."



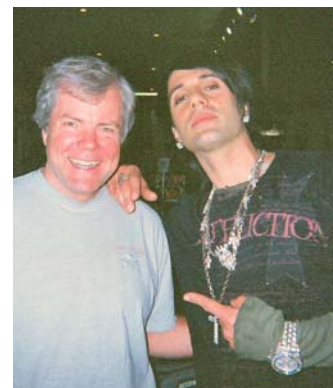
ZZ Top's Billy Gibbons with Scott Wells

The episode was filmed in Ed Roman's Guitar Store, the world's largest guitar store. This taping featured the legendary blues guitar player, Billy Gibbons from ZZ Top who helped Criss with a couple cool tricks.

In one routine Billy thought of any guitar among the thousands in the store. Criss held onto Billy's wrist as they wandered about the store for several minutes until at last Criss stopped on the correct one.

In another routine, a store clerk loaned Criss a finger ring and a new guitar string. Criss swallowed the ring then "sliced" through his neck across his Adam's apple with the string then pulled it back out revealing the borrowed ring being strung through the guitar string.

Filming continued later that night adding close-up magic footage at the Rum Jungle Lounge in the Mandalay Bay Resort & Casino.



Scott Wells with Criss Angel on set of A&E's "Mindfreak" in Las Vegas

### YOU'LL FLIP OVER THIS FIND

Are you looking for a great, yet inexpensive gift for an employee, boss, client, family member or yourself? Well look no further than the Flip video.

This little video device can easily slip in your shirt pocket, brief case or purse and take relatively high quality videos of up to 60 minutes in length at 640x480 resolu-

tion via MPEG-4 on the integrated flash memory.

You can video a meeting and play it back on your TV set or even plug it into a USB port on your computer. Using the built-in software, you can edit, save and immediately upload to the internet sites like YouTube or attach to an e-mail and send to friends.

It is easier to use than a digital

camera because is completely goof-proof and lets you delete or save as you wish.

Part of the beauty is its low price of \$149.00 for the Ultra model that's available in four different colors and sold at [www.theflip.com](http://www.theflip.com) or select electronic departments.



"FLIP VIDEO IS ONE OF THE MOST SIGNIFICANT ELECTRONIC PRODUCTS OF THE YEAR."

NEW YORK TIMES

### MAGIC GIGGLE



Stumpy got a part time job at the Post Office. The first assignment his supervisor gave him was the job of sorting the mail. Stumpy separated the

letters so fast that his motions were literally a blur.

Extremely pleased by this, the supervisor approached Stumpy at the end of his first day. "I just want you to know," the supervisor said, "that I'm very pleased with the job you did today. You're one of the fastest workers we've ever had."

"Thank you, Sir" said Stumpy, beaming, "and tomorrow I'll try to do even better."

"Better?" the supervisor asked with astonishment. "How can you possibly do any better than you did today?"

Stumpy replied, "Tomorrow I'm going to read the addresses."



A day without sunshine is like...well, night!

## 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](mailto:Scott@ScottWells.com)  
Website: [www.ScottWells.com](http://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](http://WWW.SCOTTWELLS.NET)

## MAGI-CALENDAR

**July 3, 2008:** Tokyohanas Grill & Sushi Bar, 3239  
Southwest Freeway, Houston, TX

**July 17, 2008:** Tokyohanas Grill & Sushi Bar, 3239  
Southwest Freeway, Houston, TX

**July 31, 2008:** Tokyohanas Grill & Sushi Bar, 3239  
Southwest Freeway, Houston, TX

**NOTE:** Public Performances subject to change. Private /  
corporate engagements are not 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 ♦

## TRICK OF THE MONTH—THE MELTING COIN

Here is another nifty trick to perform for a client. Imagine their expression of amazement when the coin completely disappears!

### THE MELTING COIN

**EFFECT:** A borrowed coin vanishes from a glass of water.

**THE SECRET:** Have someone hold a coin in a handkerchief or dinner napkin over a glass of water that you're holding. Just before you tell them to drop the coin into the glass, you tip the glass. The coin will hit the side of the glass and slide to your fingers. Set the glass down

and as they remove the hanky, drop the coin in your pocket.

**NOTE:** I suggest you use a thick dinner napkin. Be sure the napkin is opaque so they cannot see you tip the glass.

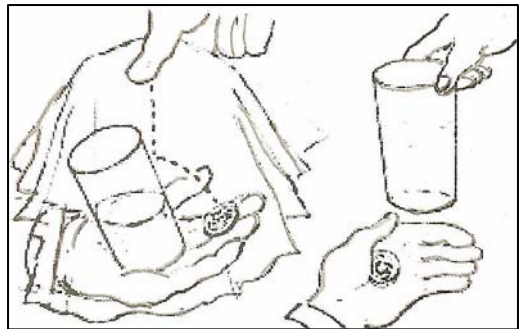
Like any good magic trick, practice this first. The problem you will find is that if the glass is not tipped far enough then the coin will drop into the glass rather than into your fingertips.

Try not to make too much of a movement under the napkin. It should not be apparent that you are tipping the glass.

I also suggest that you use your own coin rather than

vanish a borrowed coin because you are not going to make it "reappear." Once the coin disappears, it should not come back.

This is another great ice-breaker trick. This can be performed at the dinner table with your water glass or at the bar using your favorite beverage. The liquid in the glass should be a light color so it can be seen that the coin is not in the bottom of your glass.



Tilt the glass under cover of the napkin. Remove the coin with your hand in a natural manner...not with a closed fist.