



MAGIC THAT MEANS BUSINESS

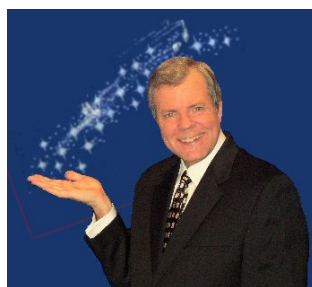


VOLUME 1, ISSUE 1 JUNE 2008

WELCOME TO THE NEW NEWSLETTER

This should come as a welcome breeze. The "Magic That Means Business" Newsletter will be designed each month to give you information and tips on how to help you plan better events. Along the way I will tell you what I have been doing recently; teach

you a magic trick; publish my calendar, and; give you a little humor to brighten your day. I may even throw in a recipe or two along the way! My hope is that you will find something here that will make your job easier and more fun.



Scott Wells is at your service to help make your next event fun, entertaining and successful.

I know that you read many industry publications each month. I want to sort through the morass of magazines and e-zines to give you some cogent information in a few short sound bytes. Some of my summaries may or may not directly relate to you or your industry, but please wait and, as the months progress, and I will hopefully address your business.

If you have any suggestions or things you would like to see in this newsletter, then please drop me a line, shoot me a fax or pick up the phone. I would like to hear from you!

I stand ready to help you because I am at your service.



Scott Wells is in good company.
(photo by Steve Goldberg)

INSIDE THIS ISSUE:

C.S.I.A. SHOW IN SAVANNAH 2

HOUDINI IN THE KITCHEN 2

ENTERTAINING IN ILLINOIS 2

SCOTT WELLS IN THE NEWSPAPER 3

READING YOUR CUSTOMERS' MINDS 3

ON THE LIGHTER SIDE 3

WHERE IS SCOTT GOING NEXT? 4

LEARN A TRICK 4

PLANNING FOR SUCCESS

To make a special event successful requires planning and personnel. Companies, organizations, and individuals plan holiday parties, banquets, and cocktail parties but they often wait until it's almost too late. This limits your choices for venue and enter-

tainment. Advance planning is key to assuring success.

The following steps are offered to help guide your event planning:

1. Develop strategies for success

2. Make a checklist
3. Create a budget
4. Consider logistics
5. Plan publicity
6. Evaluate the event
7. Celebrate your success!

S & K Wells Enterprises, Inc.



3613 West Clay Street
Houston, TX 77019

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

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

SOUTHERN HOSPITALITY



Kathy is "all tied up" but manages to magically put on a volunteer's jacket (photo by Steve Goldberg)

Scott and Kathy Wells were the keynote performers at the annual conference for the Control System Integrators Association (CSIA) meeting in Savannah, GA this past month.

The group of approximately 200 CSIA members and guests enjoyed the stage show at the Marriott Riverfront Hotel on May 3rd. Scott entertained the guests with a little walk-around, sleight-of-hand during the cocktail hour.

After dinner, Norm O'Leary, Executive Director of the CSIA, made several award presentations to select recipients then Scott and Kathy concluded the event's festivities with an interactive comedy magic show.

The group enjoyed an outdoor event on Thursday May 2nd at Savannah's historic Old Fort Jackson where they were treated to some Civil War history, period music, food, drink and strolling magic by

Scott Wells.

Ed Diehl, Co-Owner and Executive Director of Concept Systems, Inc. said after the show, "You had a great mix of humor and sleight-of-hand. You were very smooth, even up close! It was lots of fun."



THE GREAT HOUDINI HAD A RECIPE

Bread-and-Butter Custard A La Houdini

- 4 thin slices of bread
- Soft butter
- 1 quart of milk
- 6 large eggs
- 1 cup sugar
- 1 teaspoon vanilla
- Nutmeg, ground or freshly grated
- Trim crusts from bread,

lightly butter one side of each. Place buttered side up in single layer in square glass baking dish (8"x8"x2"). Scald milk by heating until bubbles appear around the edge. In a large bowl, slightly beat the eggs; add the sugar and vanilla and beat just until blended. Gradually and gently beat in the scalding hot milk; strain over the bread—the custard mixture will look foamy.

Sprinkle generously with nutmeg. Place in the center of a large aluminum roasting pan (7"x11"x2"). Pour enough hot tap water into the pan to come up as high as the pudding mixture in the dish. Bake in a pre-heated 325 degree oven until a silver or stainless steel knife inserted in the center comes out clean—40 minutes. Chill. Makes eight servings.

"YOU WERE WONDERFUL! I'M GLAD WE MET."

NORMAN O'LEARY, EXECUTIVE DIRECTOR OF CSIA



IPEA Administrative Manager Tammy Kesterson participates in a design duplication trick. (photo by Ed Cobau)

SCOTT & KATHY SCORE A SECOND HIT

For the second consecutive year, the Illinois Public Energy Agency (I.P.E.A.) engaged Scott Wells to entertain at their annual meeting in Effingham, IL.

Following an hour of strolling magic during the cocktail hour, Scott & Kathy presented a completely different

program from last year's show that always includes magic, mind-reading, comedy and illusions.

Bob Wraight, Director of Public Works for the Village of Morton, IL said, "I liked the way you personalized the show for our group."

Ed Cobau, Manager of Safety & Training for IMUA re-

marked, "You have a quick wit and your magic is fascinating, too."



Everyone wondered where the "Magic Water of Zanzibar" kept coming from. (Photo by Ed Cobau)

SCOTT WELLS MAKES THE NEWS

The April 17th edition of the Houston Chronicle newspaper featured a story on the Magic Island. Appearing that week at the Island were Scott & Kathy Wells who performed their stage act in the Palace of Tutankhamen. The Chronicle journalist, Kristin Finan, visited the Island during the Wellses engagement and



wrote about her experience.

Ms. Finan explained that the Magic Island "is an Egyptian-themed wonderland that for the past 25 years has served up gourmet dinners followed by magic and comedy shows." After dinner, she headed to the main theatre for the main show "which featured touring magician, Scott Wells, who entertained the crowd of couples, families and groups with an interactive, fun show."

She also mentioned how much she enjoyed the food, the close-up magic in the smaller rooms and the psychics.

Scott & Kathy will be performing at the Magic Island again from June 2 through 15. We hope that if you are in the area you will make plans to come and see the public performance. For discount coupons, please visit my website at: www.ScottWells.com/MI.htm



Jose Rodriguez assists magician Scott Wells in the Palace of Tutankhamen at Magic Island. (Photo by Houston Chronicle Photographer Bill Olive)

FIND OUT WHAT YOUR CUSTOMERS THINK

Wouldn't you like to know what your customers, clients and friends are thinking? Unless you are a mindreader, the only way to know is to hear their opinions directly from them.

Survey Monkey is a website that enables anyone to create professional online surveys quickly and easily. You can design your own survey; col-

lect responses, then analyze your results in a few easy steps. The best part is that the basic service is free. But for more advanced, multiple questions, and more analysis, then you can pay a small price for a monthly service.

To give you an example of a survey I posted for client feedback, you can visit my website at:

www.ScottWells.com and go to the bottom of the page where you can click on a link to my survey.

For more information, just visit the following website: www.SurveyMonkey.com. I think you will find this to be a useful tool to find out what your customers think of your service, product, brand or company.

"UNLESS YOU ARE A MINDREADER, THE ONLY WAY TO KNOW WHAT YOUR CUSTOMERS ARE THINKING IS TO ASK THEM."

MAGIC GIGGLE

My Father Was...

A man told the ringmaster that he was interested in joining the circus as a lion tamer. The ringmaster asked if he had any experience.

The man said, "Why, yes. My father was one of the most famous lion tamers in the world, and he taught me eve-

rything he knew."

"Really?" said the ringmaster. "Did he teach you how to make a lion jump through a flaming hoop?"

"Yes he did," the man replied.

"And did he teach you how to have six lions form a pyramid?"

"Yes he did," the man replied.

"And have you ever stuck your head in a lion's mouth?"

"Just once," the man replied.

The ringmaster asked, "Why only once?"

The man said, "I was looking for my father."



What was the best thing before sliced bread?

S & K Wells Enterprises, Inc.



3613 West Clay Street
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 SCOTT
WELLS TODAY!

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

MAGI-CALENDAR

June 2 - 15, 2008: Magic Island, Houston, TX—Visit www.ScottWells.com/MI.htm for Discount Coupons

June 11-12, 2008: Global Petroleum Show, Calgary, Alberta, Canada

June 19, 2008: Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

NOTE: Public Performances subject to change as private / corporate engagements confirmed. Check out his updated calendar at www.ScottWells.com/2008.htm Contact Scott Wells today to make sure your event is on his schedule!

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

TRICK OF THE MONTH—THE RISING RING

This month you will learn how to make a ring appear to levitate. You can use a borrowed ring or your own finger ring; however, a borrowed ring makes the effect stronger.

THE RISING RING

EFFECT: You drop a ring on to a pencil and it moves up and down at your command.

THE SECRET: One end of a black thread is fastened under or tied around the eraser of a pencil and the other end to a coat button or buttonhole. When you push the pencil away from you, the ring rises. When you pull

the pencil back towards you, the ring falls back down to your hand.

You can easily control the speed of the rising ring by how fast or slow you move the pencil away from you and back again.

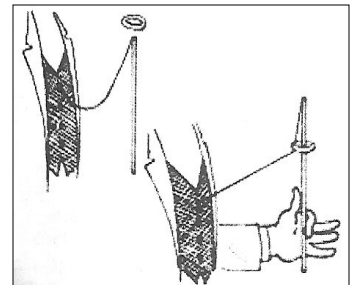
The pencil can be in your pocket so it is already hooked up and ready for performing.

PERFORMANCE: Ask to borrow a ring from your customer. As he/she is removing the ring, you casually remove the pencil from your pocket. Hold the pencil close to your body so the ring falls down the pencil to the top of your hand holding the pencil.

Say the “magic words” (your company name) then slowly move your hand away from your body. As the ring reaches the top of the pencil, you take the ring off and hand it back to your client as you put the pencil back in your pocket.

NOTE: Be aware of your lighting and angles so the thread remains “invisible” to your volunteer.

This is a great icebreaker for a business dinner with a client. Just hook up the thread to your coat, put the pencil in your inside jacket pocket and you are ready to perform!



Black thread is attached from the end of the pencil to a buttonhole on your jacket.