



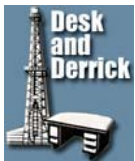
MAGIC THAT MEANS BUSINESS



VOLUME 1, ISSUE 6 NOVEMBER, 2008

BAIT AND SWITCH

Another boring speaker. What a horrible way to end a conference. After sitting through lectures and break-out sessions, the last thing a group needs is a “send off” on a low note.



At a recent week long conference in West Texas for the Association of Desk & Derrick Clubs (ADDC), Scott was introduced as the keynote speaker for the banquet on the last night. Except for a select few, the registrants thought Scott was an industry expert. His published bio gave him impressive

credentials and the introduction at the podium was the perfect set-up.

Scott opened with the obligatory joke then set his agenda for the speech by explaining what he was going to talk about for the next 45 minutes. All of the material was topical for the group but was intended to sound very dry and boring.



Before he talked about his first point, Scott gave an example that turned into an entertaining magic trick. Laughter and applause followed and there was an overwhelming and palpable feeling of release from the group when they realized “they’d been had” and what was to follow was going to be a thrill ride to the end.

This type of introduction is frequently used by companies and one you might consider when you engage Scott Wells for your next sales seminar or customer event. The attendees always swallow it “hook, line and sinker.”

15 GREAT TIPS FOR ENTERTAINING AT HOME

As we near the celebration season, here are a few things to keep in mind when planning your home party.

1. **Avoid planning a party for Saturday.** Thursdays are best. Fridays are good.

2. **The guest list is the point of your party.**

* Balance couples and singles

* Mix it up: invite old and new friends

* Not too big: small parties are more rewarding

3. **Set up your home before you prepare food and drinks:** a. shop b. decorate c. cook d. drinks. If you run out of time, you want your work to be in only one place: the kitchen.

4. **Don't forget to buy**

plenty of ice.

5. **Clean up as you prepare.**

6. **Lighting is essential for setting the mood.**

* Keep lighting low.

* Use plenty of candles.

* Don't use scented candles.

Continued on Page 2

INSIDE THIS ISSUE:

15 HOME PARTY PLANNING IDEAS (CONT.) 2

HOLIDAY RECIPE 2

FLOATING BUSH 3

ELECTRONIC NIRVANA 3

A PAIR OF LAUGHS 3

WHERE IS SCOTT GOING NEXT? 4

YOU WON'T FORGET THIS TRICK 4

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"I am thankful for the mess to clean after the party because it means I have been surrounded by friends." -

Nancie J. Carmody



Scott Wells can entertain at intimate home parties as well as larger company functions.

"WE LOVED THE ENTHUSIASTIC AUDIENCE PARTICIPATION, HUMOR AND LAUGHTER HE BROUGHT TO OUR CONFERENCE."

**JEAN T. RINEHART
ASSOCIATION OF
DESK & DERRICK
CLUBS**

15 GREAT TIPS FOR ENTERTAINING AT HOME (CONTINUED FROM PAGE ONE)

7. Enjoy yourself. If you do, your guests will too.

- * Play great music while you prepare
- * Dress up. Costume and glamour set the tone

8. Decorate with fresh flowers and candles in every room, bathrooms and bedroom too.

9. Use tablecloths to transform tables.

10. Make your bedroom beautiful. Bedrooms make a big impression on people.

11. Have your preparations done before guests arrive. This means no last minute parties. Shop a day ahead and get home early to

set up. This insures that not only do you enjoy yourself, but your guests will be happier as well. You should be "hosting" your party, not slaving in the kitchen.

12. Serve strong drinks right away (i.e. Margaritas, Champagne, etc.). Also have colorful, festive non-alcohol alternative available for drinking (OJ and seltzer or ginger ale with a little grenadine works well).

13. Tasty, easy, small food is best:

- * Cheese, stinky and soft, is essential.
- * Use plain crackers and toastettes to fully taste the cheese.

* Prosciutto and salmon are everyone's favorite.

* Bowls of mixed olives are attractive and tasty.

14. Don't get stuck at the edge of your own party.

Work the room, and keep heading back to the front door so you can greet and say goodbye to guests. Remember, you're the host.

15. Have many bottles of fizzy water in plain sight.

Not only are the bottle beautiful and luxurious, drinking lots of water brings people back down, and makes them feel better towards the end as well as in the morning.

Excerpted from ApartmentTherapy.com

RELISH THE THOUGHT

Every year as Thanksgiving approaches, fans ask National Public Radio's commentator, Susan Stamberg, for her mother-in-law's recipe for cranberry relish.

"It sounds terrible but tastes terrific," Stamberg says of the Pepto Bismol-pink dish.

Below is the cranberry relish recipe, that brightens up the holiday table, puts smiles on your family's faces and love in their tummies.

Mama Stamberg's Cranberry Relish

- * 2 cups whole raw cranberries, washed
- * 1 small onion

* 3/4 cup sour cream

* 1/2 cup sugar

* 2 tablespoons horseradish from a jar (*"red is a bit milder than white"*)

Grind the raw berries and onion together. (*"I use an old-fashioned meat grinder,"* says Stamberg. *"I'm sure there's a setting on the food processor that will give you a chunky grind — not a puree."*)

Add everything else and mix.

Put in a plastic container and freeze.

Early Thanksgiving morning,

move it from freezer to refrigerator compartment to thaw. (*"It should still have some little icy slivers left."*)

The relish will be thick, creamy, and shocking pink.

(*"OK, Pepto Bismol pink. It has a tangy taste that cuts through and perks up the turkey and gravy. It's also good on next-day turkey sandwiches, and with roast beef."*)

Makes 1 1/2 pints.

From Susan Stamberg as heard on National Public Radio



A BLAST FROM THE PAST

As George W. Bush nears the end of his term as President, I thought it might be appropriate to dig out some press articles back when he was still an oil man. The following three paragraphs were the lead story in the Midland Reporter Telegram, November 13, 1981:

Midland's United Way campaign went over its fundraising goal of \$1.35 million reaching a total of \$1,372,145.37, it was announced at a victory dinner Thursday night at Midland Center.

Campaign Chairman George W. Bush hosted the victory dinner,

thanking all of the volunteers for their "hard work" in surpassing the goal.

Great Scott (Scott Wells), the magician who entertained and urged the volunteers at the weekly report meetings to continue their fundraising efforts, was 75 cents short in his prediction of the amount that would be raised. At the beginning of the campaign the Great Scott and Bush wrote down their predictions and sealed them in an envelope that was kept in a safe at the Sheriff's Department.

Before he ascended to President, George had run an unsuccessful



campaign for a seat in the House of Representatives in 1978. In 1981 he said that Scott was more successful as a magician than he himself was as a politician. We will let history decide that.

Scott Wells (with handlebar moustache) levitating George W. Bush at a United Way Rally in Midland, TX in 1981.
Photo from Midland Reporter Telegram

MATCHING PEOPLE AND ELECTRONICS

Move over Consumer Reports. Are you considering buying any electronic product soon? Would you like to know what is the best match for your needs? You can search the internet for the best deals and compare prices and features, but why not do it all in one simple place?

Retrevo.com matches people and electronics. They operate a smart but simple web site

that makes finding, buying and using electronics fun. Their vision is "to simplify and enhance people's digital lifestyle." Retrevo.com purports to be the only centralized, independent source that covers consumer needs throughout the entire electronics ownership lifestyle.

I found this web site when I was looking for a lost manual. Part of their beauty is the

searchable database that provides PDF files of electronic manuals! If you need a manual for an old electronic product, then the chances are that you may be able to get a free download of the manual at www.retrevo.com.

If you plan to buy it or already have it and need support, then this could prove an invaluable resource.

YOU CAN
DOWNLOAD YOUR
LOST ELECTRONIC
MANUALS HERE,
TOO.

WWW.RETREVO.COM



MAGIC GIGGLES

Very Impressive...NOT!

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working.

He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?"

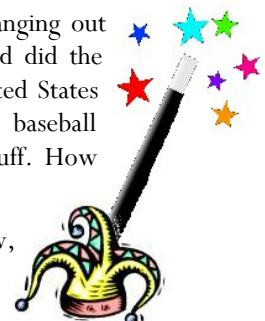
The man said, "Yeah, I've come to activate your phone lines."

A Question of Billing

A one dollar bill met a twenty dollar bill and said, "Hey, where've you been? I haven't seen you around here much."

The twenty answered, "I've been hanging out at the casinos, went on a cruise and did the rounds of the ship, back to the United States for awhile, went to a couple of baseball games, to the mall, that kind of stuff. How about you?"

The one dollar bill said, "You know, same old stuff...church, church, church."



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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

November 10-30, 2009: Magic Island — contact 713-52MAGIC for show times and reservations (NOTE: may be closed for renovations following Hurricane Ike)

December 3-12, 2008: Silver Shadow, on-board entertainment on the Silver Seas cruise lines — Visit www.SilverSea.com to join us for a nine day cruise from Ft. Lauderdale, FL to Bridgetown, Barbados

December 13-31, 2008: Private engagements; some open dates and times still available. Call today to schedule your holiday event.

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

Contact S&K Wells Enterprises today to make sure your

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

EVERYONE THINKS OF THAT

Next time you need an icebreaker for a meeting, try this little mind-reading exercise. This is a great way of driving everyone to think about the same thing at a sales seminar. This can be performed one-on-one or with a large group.

Instruct each person at your table or in the room to follow your instructions and perform the following simple calculations silently:

1. Pick a number between 1 and 9.
2. Multiply it by 9 (Pause while they do this.)
3. If the result is a two-digit number, then add them

together. If it is a single-digit number, then go to the next step.

4. Subtract 5 from that subtotal.

5. Relate the number you now have with a letter in the alphabet where 1 = A, 2 = B, 3 = C, and so on.

6. Think of the name of a country that begins with that letter.

7. Use the second letter of the country and quickly think of an animal that begins with that letter.

8. Finally, think of the color of the animal.

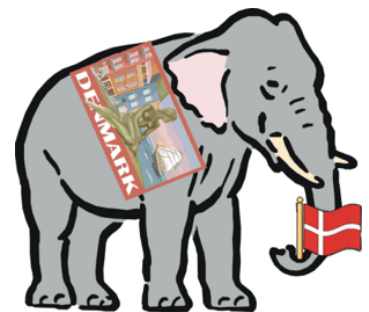
(Pause here while you look

like you are concentrating.)
"That's funny...this can't be right...there ARE no gray elephants in Denmark!"

You could also have "Gray Elephant in Denmark" written on your business card or, for large groups, have a picture on the back of a placard on your stage.

The trick works in most parts of the world, but you may have some cultures where some in the group might think of an "Ostrich in the Dominican Republic" instead.

In preparation for this remote possibility, you might have that written on the back of another business card.



This is too **BIG** of an idea to overlook!