



MAGIC THAT MEANS BUSINESS



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MERRY CHRISTMAS AND HAPPY HANUKKAH

Record heat, drought and school is back in session. So why the holiday greeting? Well, now is the time for planning your holiday event.

Just as you plan your budget well in advance of the next fiscal year, so too should you be thinking in advance about your annual holiday party. Too many people tend to wait too long until the “pickings are slim”.

In other words, you may not be able to get the venue you want on the day or time you want. Hotels, country clubs and restaurants all book their party and banquet rooms many months in advance of the holidays.

Equally or perhaps more important, you may not be able



to book the entertainment you want for your event. Bands, DJ’s, caricature artists, and yes, magicians are contracted well ahead of the season.

With the downturn in the economy, people are certainly looking to “stretch their dollar” this season more than ever. Holiday party budgets have been severely slashed but everyone wants the most and the

best for the least. The cost for music is out of reach for some smaller groups. And for that matter, music is never remembered after the party. Can you recall the name of the music group or song titles you last heard?

Magic is remembered for years after the event. It is a unique form of intimate entertainment that touches the mind, hand and heart of the audience. When a person experiences magic whether sleight-of-hand during cocktails or as a volunteer on stage, suddenly it becomes real and memorable.

Contact me today to see how I can customize a memorable, magical experience for your holiday party without “breaking the bank” Call now before my calendar fills.

QR CODES CAN BE POWERFUL MARKETING TOOLS

Have you noticed odd looking barcodes popping up all over the place? These particular barcodes look like pixelated squares making up a larger square in what looks like a random pattern. Well, wonder no longer. These fancy boxes are called quick response or QR codes and they are spreading rapidly in the business and marketing world.

QR codes can be read by smart phones and when scanned they trigger various functions on your phone. Some of the actions it might prompt include pulling up a website, playing a YouTube video, event details, loading contact information, or creating an automated e-mail. And new functions and features are being developed daily.

This is an exciting development toward integrating print and mobile multimedia. It can also mean exciting and powerful developments for your businesses. Businesses can use a QR code to direct magazine readers to websites that include additional product details or purchasing information.

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BUSINESS PEOPLE CAN USE BUSINESS CARDS FEATURING QR CODES TO SHARE CONTACT INFORMATION DIRECTLY INTO THE PHONE OF A NEW CONTACT.



“SCOTT WAS FANTASTIC, VERY PROFESSIONAL. I CAN’T RECOMMEND HIM ENOUGH. YOU WILL NOT BE DISAPPOINTED IF YOU USE HIM AT YOUR NEXT EVENT.”

**CLINT STUCKEY—
REGIONAL VICE
PRESIDENT
ALLIANZ LIFE
FINANCIAL SERVICES,
LLC**

A POWERFUL MARKETING TOOL (CONTINUED)

Business people can use business cards featuring QR codes to share their contact information directly into the phone of a new contact when scanned.

QR codes also play nice with social media. QR codes can be designed to connect to a Facebook or Twitter page or produce a direct link to “like” or “follow” a page. No more typing in long and complicated URL addresses. Although examples are endless, one more example is using a QR code to bring up a video when scanned that plays a powerful short commercial on YouTube.

It is easy to create a QR code and many websites provide free QR code generators. Some websites even provide an array of personalization options, creative functions, and even tracking systems to see how often your QR code has been scanned. Two free QR Generator websites include www.qrstuff.com and www.quikQR.com. I suggest

searching online for “QR Code generator” to find one that works for you. Similarly, search for a free QR reader in your phone’s app store such as i-nigma or QR Droid and try out a few to find something you like.

If you are considering diving into this new technology you should be conscious of a few important points. To effectively use QR codes, those who see it need to have a smart phone and a QR Code scanner/reader application on it. Also, wherever you feature your QR code you should explain what scanning it will do and possibly, short directions to downloading a QR reader app. No matter how great your QR code is, it’s no good if no one uses it!

Some other problems can also arise with faulty QR code design. When a QR code is created, the more complex the function it triggers, or the longer a web address is, the

more detailed the QR image has to be and the smaller the squares are that make it up. When you go to insert the QR code in your flyer, ad, postcard, etc. make sure you keep it large enough so it maintains its detail and can be scanned and read easily.

As smart phone use continues to rise and people become more aware of what QR codes are and how to use them, they will become a powerful tool for businesses to integrate mobile technology and advertising. QR codes are finding an array of uses and people are becoming more comfortable and excited about using them. It only takes a little bit of creativity and basic technology skills to start using them so don’t wait! Create a QR code today and start discovering what it can do for your business.

Excerpted from
www.GoSanAngelo.com
by Jessica Lambert

CHINESE CHICKEN COLE SLAW

I may be the last one to have tasted this but I understand that it is a staple at ladies’ luncheons. My aunt prepared this for me during a recent visit and I fell in love with it.

Salad:

- * 1/2 head cabbage, shredded
- * 1/2 cup chicken breast, cooked and chopped
- * 1 bunch green onions, chopped
- * 3-4 tbsp toasted sesame seeds
- * 1/2 cup toasted almonds
- * 1 pkg. Top Ramen noodles,

- crushed
- * 1/2 cup chopped celery

Dressing:

- * 1 tbsp sugar
- * 1 tsp salt
- * 1/2 tsp pepper
- * 3 tbsp rice vinegar
- * 1/2 cup oil
- * 2 pkg. chicken seasoning

Dressing: Mix dressing ingredients in a small jar and store in refrigerator until ready to serve.

Salad: Layer cabbage,

celery, green onions and chicken, set aside. Add toasted sesame seeds and toasted almonds and Top Ramen noodles just before adding dressing. Toss and serve immediately for best flavor and “crunch”.



THERE'S AN APP FOR THAT

With the explosion of iPhones, iTouches and iPads on the market, there has been a commensurate number of applications (or "apps") that are available. You can find an app for nearly everything under the sun from help on naming your baby to GPS systems to help find your car in the parking lot.

Not to be left out of the technological arena, I now have my own app for your Apple product.

Open Safari or other internet browser on your iPhone and

enter <http://app.cat/ScottWells> and you will be directed to opening and downloading my FREE app. Don't click on this link on your computer. It is designed to be "clicked on" with your iPhone and related Apple products. This app is not yet available for the Android phones and it is not downloadable from the iTunes store.

This app will allow you to keep up to date with my latest news, public performances, view pictures, links to my videos and home page, plus calling me with

one touch of a button.

Please take a test drive and see what you think. I'd love to receive your feedback, too.

SCAN THIS QR CODE WITH YOUR IPHONE TO DOWNLOAD THE FREE APP




THE SCOTT WELLS APP LOOKS LIKE THIS ON YOUR IPHONE

GENERATE AND/OR READ QR CODES FOR FREE

QR Stuff creates QR codes ready to print or to add to a t-shirt. Create a mobile phone readable 2D barcode containing a URL, Google Maps location FaceBook or Twitter link, or a Vcard contact information.

Not everyone is happy with just being able to create a puny little GIF file that's only good for pinning to a web page, so QRStuff.com extended the possibilities to include handy ways to get your QR Code out

into the "real world" where it can actually work for you:

And if you are looking for a QR Code reader, you might want to try i-nigma. i-nigma's innovative barcode reader application enables mobile users to access a predefined URL on the mobile web, or to trigger web services by scanning Data Matrix and QR barcodes displayed on various forms of media such as printed media,

billboards, digital screens, business cards, etc. Once scanned, barcodes direct phones to information and promotional offers hosted on the mobile web eliminating the need to enter long mobile web addresses or response details.

Find the generator at www.QRStuff.com and the reader at www.i-nigma.com



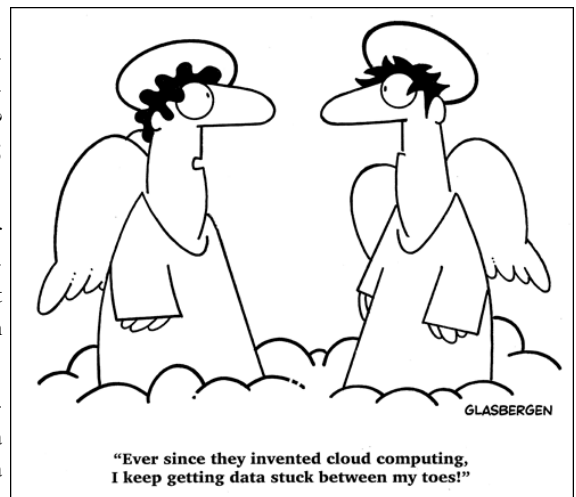
CREATE YOUR OWN QR CODES FOR YOUR BUSINESS.

MAGIC GIGGLES

Tech Humor

- * A computer lets you make more mistakes faster than any invention in human history – with the possible exceptions of handguns and tequila.
- * There are 10 types of people in the world: those who understand binary, and those who don't.
- * In a world without fences and walls, who needs Gates and Windows?
- * Programming today is a race between software engineers striving to build bigger and better idiot-proof programs, and the Universe trying to produce bigger and better idiots. So far, the Universe is winning.

- * Computers make very fast, very accurate mistakes.
- * An SQL statement walks into a bar and sees two tables. It approaches, and asks "may I join you?"
- * Q: Why is it that programmers always confuse Halloween with Christmas?
A: Because 31 OCT = 25 DEC.
- * Man is the best computer we can put aboard a spacecraft... and the only one that can be mass produced with unskilled labor
- * Q: How many programmers does it take to change a light bulb? A: None. It's a hardware problem.



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

MAGI-CALENDAR

September 8, 22, 28 and October 20, 27: **Tokyohanas Grill & Sushi Bar**, 3239 Southwest Freeway, Houston, TX

September 1-4: **Magicians Alliance of Mid Eastern States convention: Philadelphia, PA.**—lecturing, performing and acting as MC and talk show host.

September 18 and October 2, 9, 23, 30: **La Carafe, Houston, TX**—séance (visit: www.HoustonSeance.com for more information, times, and tickets)

October 15-19: **MINDvention in Las Vegas, NV**

October 29: **Circle S Vineyard—Hallo-Wino Costume Party**, 9920 Highway 90A, #B-268, Sugar Land, TX. Visit them at: www.CircleSVineyards.com for more information and tickets

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

Do you have an upcoming function?

Contact S&K Wells Enterprises TODAY to schedule your event!

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

THINKIN' ABOUT LINCOLN

Here are a couple of interesting tricks or “bar betcha’s” involving money plus some fun facts. The first betcha is with the lowly penny but the second ramps up the stakes with a five dollar bill.

Penny for Your Thoughts

Effect: Grab a shiny, newish penny and have your friend count all the letter on the face. Numbers don’t count. Ask how sure he is and offer to bet him on his answer. He’ll be wrong!

Secret: At first glance, it’s obvious that pennies have

either 19 or 20 letters: 12 for “In God We Trust”, seven for “Liberty” and one more if there’s a “D” under the year (this means that particular coin was minted in Denver, Colorado). However, virtually nobody notices that there are three additional letters in the lower left edge of Lincoln’s bust (Fig. 1). These are the initials of the artist who engraved the image, Victor

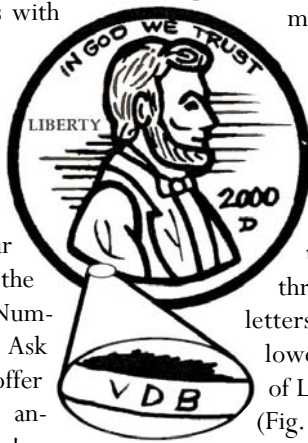


Fig. 1

David Brenner. So there aren’t 19 or 20 letters, but 22 or 23!

Lincoln on Top

Effect: Bet a friend that if he tosses a five dollar bill in the air it will land with Lincoln on top.

Secret: You can’t lose! Lincoln’s face is on the front of the bill and his memorial statue is on the back (see detail in Fig. 2).



Fig. 2

Just State the Facts

Question: How many states have a town named Lincoln and how many can you name?

Answer: 17 - Alabama, Arkansas, California, Delaware, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Hampshire and New Mexico.

Question: Can you name four states with capitols named after U.S. Presidents?

Answer: Lincoln, NE, Madison, WI, Jackson, MI and Jefferson City, MO.

Excerpts from
Cheats, Cons, Swindles & Tricks
By Brian Brushwood