



MAGIC THAT MEANS BUSINESS



VOLUME 1, ISSUE 4 SEPTEMBER 2008

SUCCESS COMES WITH A LITTLE HELP FROM YOUR FRIENDS

As we near the end of the year, many charity groups host benefits to raise money for each of their worthy causes. Charities are always looking for a fun "hook" to attract patrons and funds.

Many groups provide bountiful amounts of food and drink for their benefactors. These events are typically held in hotel banquet rooms, lobbies of buildings, country clubs and restaurants. Some organizations

and adds to the fun. Other types of trendy entertainment include Las Vegas style games such as fun black jack and craps. Winnings from these games are sometimes exchanged for raffle tickets on prizes. Also currently popular is the poker game, "Texas Hold 'Em". This is fun for as long as the participants remain in the game.

Another prevalent event at fund raisers are auctions. Typically there is a silent auction going on throughout the evening that is supplemented with a live auction that includes bigger ticket items like furs, computers, and vacation trips with all proceeds going to the charity.

Organizers always need a little "magic" to bring it all together. They negotiate to get the best rates for food and beverages as well as

soliciting donations from corporations, merchants and other benefactors. When it comes to paying for the entertainment, there is a way to meet their professional fee. Sponsors can be found who will underwrite their fees with their names appearing in the program and on posters. When using the magical services of **Scott Wells**, he emphasize the sponsor's name by incorporating it in various routines and even using it as the "magic word."

Few entertainment services can deliver better than **Scott Wells**. He can interact throughout the evening with the guests with his strolling, sleight-of-hand magic. Scott can also entertain the group with a stand-up comedy magic show that involves people from the audience and emphasizes the purpose of the benefit. Also, Scott can act as the **Master of Ceremonies** as he "magically" introduces the speakers and award presenters. Finally, Scott can act as the "fast talking" **auctioneer** bringing top dollar for those "higher end" auction items.



A \$100 bill is found in a lemon. Scott Wells can help you find money in unexpected places, too!
Photo by Carolina Delgado

use their own facility if they are adequate to host such large events.

Entertainment for these events usually includes live music. This sets the social atmosphere for the event

INSIDE THIS ISSUE:

| | |
|----------------------------|---|
| DO YOU HAVE A POKER FACE? | 2 |
| CHICKEN 'N A BISCUIT | 2 |
| THE ART OF DECEPTION | 3 |
| THE BEST ROR LESS | 3 |
| FROM THE HR DEPARTMENT | 3 |
| WHERE IS SCOTT GOING NEXT? | 4 |
| LEARN A TRICK | 4 |



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There is more to a winning hand than having the right cards.

“YOU WERE AN INTEGRAL PART OF MAKING OUR ANNUAL GALA A SUCCESS.”

JOHN JOSIAH,
EXTERNAL
AFFAIRS &
VOLUNTEERS
COORDINATOR
AVANCE, INC.
HOUSTON CHAPTER



It's better to play cards WITH Scott than AGAINST him!
Photo by Eric Frodesen

THE INSIDERS GUIDE TO THE PSYCHOLOGY OF POKER

Anyone who calls poker a game of luck is: A) All wrong and B) a sacrificial lamb at the card table. Poker is a skill game. This is a fact. And the skill you need to hone most: knowing what to do when you've got nothing. The best poker players could easily bluff their way through a bank robbery with plastic spoons alone, not to mention a game of no-limit Texas Hold 'Em. Depending solely on good cards to win is a surefire recipe for famine on the felt. Start with these pointers, and you'll be making enemies of your friends in no time.

TELL ME EVERYTHING

Play your opponents, not your cards. Your buddy's not blinking repeatedly to simulate a strobe light. Maybe he came up short on an inside straight. Look for subtle, unconscious tells—a shifty glance, a raised voice, overturning the card table. Good

poker is little more than competitive voyeurism, with chips. It's best not to look at your cards until you must; that way your flared nostrils won't give away your bluff. Watch your opponents react to their cards. For a more reliable response, try pouring their Scotch with sodium pentothal. After all, truth serum's okay when there's money involved.

BORING IS BEST

Come to the table wearing your heart on your sleeve and you're likely to lose your shirt. Be like Keanu. Leave emotions at the door, along with your ego. You may want to practice by chewing tin foil or watching “Old Yeller” with a straight face. Emotion is a liability—it reveals tells and hinders judgment. Should you find your stone gaze crumbling, don't panic. Relax and imagine you are reading a book about

iceberg lettuce. Hello poker face.

NO MEANS YES

Acting and poker are best friends. Without acting, poker would be dominated by math nerds and nobody wants that. Tells come in two forms; conscious and unconscious. Conscious tells are purely thespian, a poker juke used to throw opponents off your scent. Think opposite. Weak means strong, and strong means weak. For example, on a bluff you might give your opponents a cold stare, light your cigar, then take one menacing puff before swallowing it whole.

So there you have it. Lady Luck isn't always the most faithful companion. Consistency is found in composure. Study your competitors. And remember, understanding emotions is a good thing to do.

ON THE RUN? HERE'S AN EASY CHOICE

When it's been a busy day and there is little to no time to prepare a nutritious meal, here is a quick and easy casserole dish to prepare tonight. It's even better as a leftover.

Chicken Crescent

- 3 cups cooked, cubed chicken
- 1 can cream of chicken soup
- 8 oz. can sliced water chestnuts
- 4 oz. can mushrooms
- 2/3 cup mayonnaise
- 1/2 cup chopped celery
- 1/2 cup chopped onions
- 1/2 cup sour cream
- 8 oz. crescent dinner rolls
- 2/3 cup grated Swiss

cheese

- 1/2 cup sliced almonds
- 1 to 3 tablespoons butter, melted

Preheat the oven to 375°

In large saucepan combine first eight ingredients. Cook over medium heat until mixture is hot and bubbly; pour into ungreased 9 x 13 inch baking dish. Separate crescent rolls into two rectangles. Place rectangles over hot chicken mixture.

Top with cheese, almonds and drizzle with butter. Bake 20-25 minutes at 375° until crust is deep golden brown.

To make ahead, combine first

eight ingredients and put in the refrigerator until you're ready to assemble. Be sure to heat the chicken mixture before putting this casserole together.

This recipe is perfect for dinner or a nice luncheon. This dish will fast become a family favorite



THE ART OF MAGIC



If you are looking for a unique gift for an art lover and who also enjoys

magic, then look no further.

"The Magic Show" is Kreg Yingst's first book which brings together all 52 of his black and white magic linocuts, creatively and humorously depicting illusions and

tricks. Just as there are 52 cards in a deck, Kreg has hand carved 52 linoleum blocks with designs inspired by the magician's craft.

The book is divided into two "acts": Close-Up Tricks and Stage Illusions. Each section features

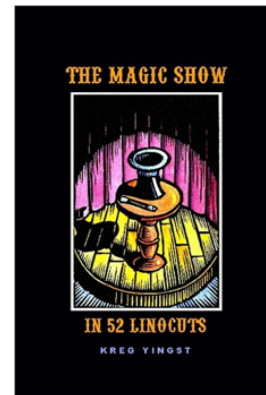
This is now available in paperback and a limited edi-



RABBIT OUT OF A HAT

tion clothbound hardback. The book also contains an introduction by the artist, as well as a preface by **Scott Wells** (Magician of the Year, 2002) and Kurt B. Webb (author of John Kolyer, A Biography in Linoleum Cuts).

To quote Pablo Picasso, "Art isn't an aesthetic operation; it's a form of magic."



"The Magic Show in 52 Linocuts" by Kreg Yingst available through www.Amazon.com and www.KregYingst.com

DOES YOUR COMPANY NEED NEW AUDIO EQUIPMENT?

If you are an aspiring musician or have one in your family, then you should familiarize yourself with great bargains on the Internet.

MusiciansFriend.com is an American retailer of musical instruments and music gear. They provide classroom music products and Inspirational Pro A/V supplies audio and video products to the house-of-worship market.

Musicians Friend is the best place to buy musical instruments on the web. You'll find the greatest selection of music instruments, live sound equipment, recording software and studio gear anywhere. They offer the guaranteed best deals on DJ equipment, band and orchestra needs, music-related clothing, music instruction videos, and music books.

If you can't find it at MusiciansFriend.com, it probably doesn't exist.

Also, they have a "Stupid Deal of the Day" that can be accessed through a link on the right side of their splash page. There you will find incredibly lower deals than you could possibly imagine.



MUSICIAN'S FRIEND IS THE BEST PLACE TO BUY MUSICAL INSTRUMENTS ON THE WEB.

MAGIC GIGGLE

The HR E-Mail

e-mail one

Attention: Human Resources

Joe Smith, my assistant programmer, can always be found hard at work in his cubicle. Joe works independently, without wasting company time talking to colleagues. Joe never thinks twice about assisting fellow employees, and he always finishes given assignments on time. Often Joe takes extended measures to complete his work, sometimes skipping coffee breaks. Joe is an individual who has absolutely no vanity in spite of his high accomplishments and profound knowledge in his field. I firmly believe that Joe can be classed as a high-caliber employee, the type which cannot be

dispensed with. Consequently, I duly recommend that Joe be promoted to executive management, and a proposal will be executed as soon as possible.

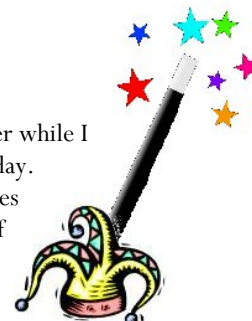
Regards,
Project Leader

e-mail two

Attention: Human Resources

Joe Smith was reading over my shoulder while I wrote the report sent to you earlier today. Kindly read only the odd numbered lines [1, 3, 5, etc.] for my true assessment of his ability.

Regards,
Project Leader



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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

September 1-14, 2008: Magic Island, 2215
Southwest Freeway, Houston, TX—Visit www.ScottWells.com/MI.htm for discount coupons

September 18-21, 2008: Midland, TX

September 22-October 5, 2008: Magic Island, 2215
Southwest Freeway, Houston, TX—Visit www.ScottWells.com/MI.htm for discount coupons

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 ♦

TRICK OF THE MONTH—THE TELL-TALE WATCH

This month we will feature a trick with a prop that everyone has on them, male or female: a wrist-watch.

The Tell-Tale Watch

EFFECT: Using any spectator's watch, ask them to mentally select a number on the watch dial. You tell him that every time you tap the face of the watch with your pen, he is to "silently add one" to his number. When he reaches 20, he is to tell you to stop. State that you are going to tap the watch dial in a random fashion but that you are going to try and figure where to start tapping so that when he reaches 20

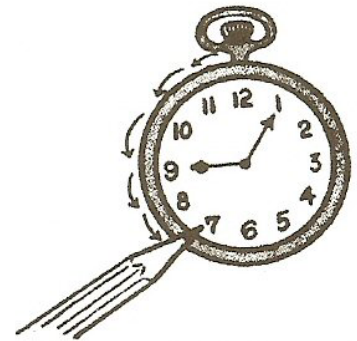
you will be on his number. When the spectator says, "stop," your pen will be on their number that was previously mentally selected.

THE SECRET: You tap any seven numbers at random, but on the eighth tap have your pencil on the number 12. You continue to tap counterclockwise around the dial until you reach 20 or the spectator says, "stop." No matter what the selected number was, your pen will come to rest on the mentally selected number.

PRESENTATION: This is a great trick to perform before you start a meeting. Remind people that everyone's time is valuable and that you will

be keeping an eye on the time. Ask to borrow someone's watch. They are then to think of any of the numbers 1 through 12. Ask him to turn around and listen to the tapping sound you make on the watch. Proceed as explained in the Effect. You could even use a clock in a conference room so everyone can see it more clearly.

PERFORMANCE TIPS: Play it up. Start by looking like you are trying to figure out where to start on the watch. Each time you tap a number on the watch, say out loud, "Add one." When you get to the number 11, remind the spectator to say "stop" when he reaches 20.



After tapping the watch seven times, the next tap will be on the 12. Then begin to tap each number in a counterclockwise fashion.