



The Magic & Illusion Show Newsletter

Volume 7 Issue 5

May 2014

Special points of interest:

- A magic show review
- Magic news
- Trick of the month
- Entertainment news
- Party Magic news



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I THINK I CAN, I THINK I CAN...

As I am writing this newsletter I am finalizing our set list and trying to put the finishing touches on our opening illusion for this year's new illusion show, which starts in 2 weeks.

Natalie just found out her rib is broken after a freak fall in a grocery store parking lot. She isn't allowed to pick up anything heavy for the next 8 weeks, which leaves me to do all the heavy lifting and loading and unloading.

This month we have been busy performing at libraries, nursing homes / retirement communities, Hyatt Resort in Maryland, Illusion show at Charlottesville Catholic School, an Illusion show at Ruckersville Elementary, street festivals, UVA Law school and many more.

To find out if we are going to be in your area check us out on facebook, Twitter & Google+

Quote of the month: "Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action."
- Napoleon Hill



A selfie of Natalie & myself before our illusion show at Charlottesville Catholic School.

Check out our weekly blog & youtube channel now with links on the homepage of wesiseli.com

Who is this Guy? Jay Scott Berry

A Modern Day Merlin and Renaissance man, Jay Scott Berry is a world renowned Magician, Musician, Producer, Poet and Composer. He has performed thousands of shows around the globe from The Magic Castle in Hollywood to Theatres, Chateaus and Cabarets in Paris, London and Rome. From intimate gatherings in exclusive hotel suites to grand productions in Las Vegas, Jay has earned his place alongside the all-time greats of the Art. It is often said that his elegant style is, "As close to Real Magic as you will ever see." In 2013 alone, Jay performed over 200 shows in 13 countries selling Cont on the next page...



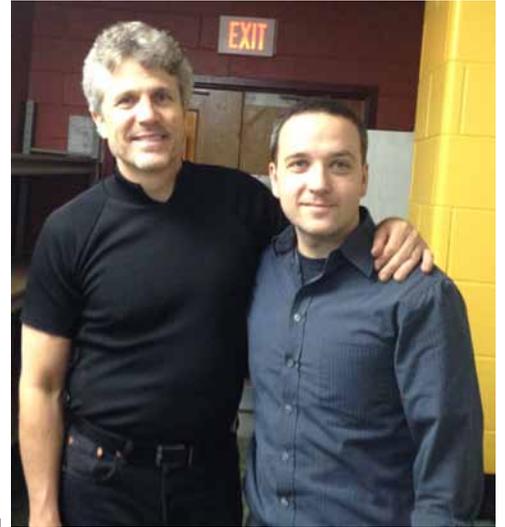
Who is this Guy? (Cont)

out many of the world's top magic venues and receiving multiple standing ovations.

I first met Jay when he was lecturing in Richmond, VA possibly 15 years ago or more. Jay blew me away with his minimalist approach to magic. It appears as if he is only using a silk, coin or a sponge ball and does amazing things with them. Those in the know, know he is doing much more. He is very prolific with sleight of hand and he is possibly even more masterful with his use of unseen gimmicks that heightens his skill all the more.

Jay not only performs magic, but he is also a musician and a composer. In 1985, he began composing music for his shows. This led to 3 highly acclaimed instrumental CDs and extensive international airplay. In 1995, Jay was brought to Vienna to compose an original score for the ballet, "Angels in Disguise". His most recent CD, "Keepsake" produced three #1 hits on US Radio and earned him the IMN "Best New Artist" Award!

Check him out at www.jayscottberry.com



Here I am with Jay Scott Berry in Northern VA in 2013

Entertainment News / The Carbonaro Effect on TruTV

Other magicians have used their skills to punk the unsuspecting, but none have worked the gimmick better than Michael Carbonaro does in "The Carbonaro Effect," which begins on May 15, 2014.

Michael, posing as a shipping clerk, opens a container the size and shape of a pizza box and, to the astonishment of a customer, pulls out a bowling ball. "That's how they're packing them now," he explains to her, deadpan. "They invert the air." He is utterly convincing. "It makes them lighter for shipping," he adds, selling it perfectly.

Mr. Carbonaro, who worked these types of bits in regular appearances on "The Tonight Show With Jay Leno," is deadpan and comfortable, but what makes it all succeed are the reactions of his targets. There is bafflement, but it's mixed with the possibility of 21st century technology. You can sense them thinking, perhaps just as they did the first time they were introduced to self-parking cars or any of the countless other miracles of our age.



Video of the month/ Wes Iseli's Fundraising Magic & Illusion Show

This is my newest commercial for the business. Since 1997 I have been performing all types of shows. Since 2007 Natalie & I have been performing our full evening illusion show in performing arts centers and high school auditoriums all over the East Coast. This month's video is a commercial for our full evening Magic & Illusion show focusing on using our show as a fundraiser. We have a ton of great testimonials and support from past customers, but this is the first time that we have had video advertising for this specific type of show.

To see this video search on Youtube:
Wes Iseli's Fundraising Magic & Illusion Show



Our Fundraising Illusion show at CCS

We were hired to perform our Fundraising Magic & Illusion show at Charlottesville Catholic School on April 26th. They were doing a spring carnival and added our show on as a grand finale to the day. They had it all; food trucks selling funnel cakes, hotdogs, pizza, fries, and about anything else you can think of at a carnival. Then there were the games; fishing for prizes, jousting, basketball, dunk booth, corn hole for prizes and much more.

Our show was sold separately. People who wanted to see our fundraising full evening Magic & Illusion show needed a separate ticket to get in the door. This was their first year doing a spring event at all, much less putting on a full evening show as well. The show was held in their gym and they had a platform stage they built just for us which met our needs perfectly. They had over 200 people in attendance which is small for our big show, but this gym only holds maybe 300 so it looked very full.

All in all, the event went over great and everyone seemed to really enjoy the show. The best part was at the end of the night a few of the organizers asked me separately “when you come back next year do you have a different show?” I answered “Yes”, but what that really means to me is they are planning on having us back.

Here are a few pictures from that night’s show.



Party Magic News / Another Satisfied Customer

This was a professional, energetic show. Adults and kids were mesmerized and both were involved throughout the program. It is very affordable as well and we can't wait to get Wes back again soon.

Everyone Loves Party Magic!



Claire Covington, Director
Massanutten Regional Library



Last month recapped in photos



Here we are at a street festival in Greene called Town an Tasting. Besides magic they also had lots of wine.



Performing my comedy cards across at Sunnyside retirement village in Harrisonburg, Va



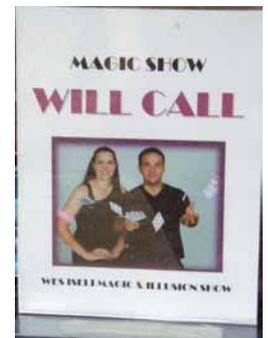
On the radio talking about our upcoming Fundraising Magic & Illusion show. 8:00 AM, if I look tired it's because I am.



Family selfie in front of Northside Library in Charlottesville, Va. where we performed for their volunteer luncheon.



Performing at a graduation party in Charlottesville, Va.



Taken outside the show for the CCS Fundraising show

To see more photos from this past month check us out at Facebook, Twitter and or Google+

Magic News / Michael Jackson live on Billboard awards

Ok, yes it is kind of movie magic, but Michael was such a fan of my type of magic I know he would have loved this tribute. Only the best of the best can beat the grave and continue to make money and appearances after death. Houdini supposedly had a publicist in death. Elvis has been spotted in roadside diners all over the US and now Michael has released a new record and appeared "live" on this year's Billboard awards to help promote it. Even though it is a hologram and everyone knows it is somehow computer generated, it is still very magical. I wish I could have seen it live because I feel as though I am missing something on video. This appearance had mixed reviews; some loved it some hated it and it made others just miss Michael more. If you missed the Billboard awards search for Michael Jackson on Billboard 2014 on Youtube.



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Magic Light up Rose

Light up your act with this magic rose! The magician displays a beautiful single stemmed rose at his fingertips. On command, the rose lights up with a brilliant red light then goes out again magically! The rose is beautifully made and works on a simple battery (included). Combine it with the production of a red light at fingertips (D'Lite). Produce a red light, toss it towards the rose and the flower lights up! Take the light back at your fingertips!

Only \$5.00

Check us out at wesiseli.com

Teach a Trick / Odds & Evens

Effect: magician cuts the deck into 2 piles and has the spectator remove one card from each pile and insert it into the opposite pile. Each pile can be shuffled by the spectator. By glancing through the cards, the performer instantly tells the selected cards.

Secret: The name kind of gives it away. You will need to have previously separated the deck into odd and even cards. You can then tell the selected cards at a glance by fanning each pile. At the conclusion of the trick, mix the card thoroughly into one deck, so people examining the deck will not find out your secret.

Helpful hint:

Odds are; Ace, 3, 5, 7, 9, jack, king

Evens are; 2,4,6,8,10,queen



Picture just shows a spread not the setup