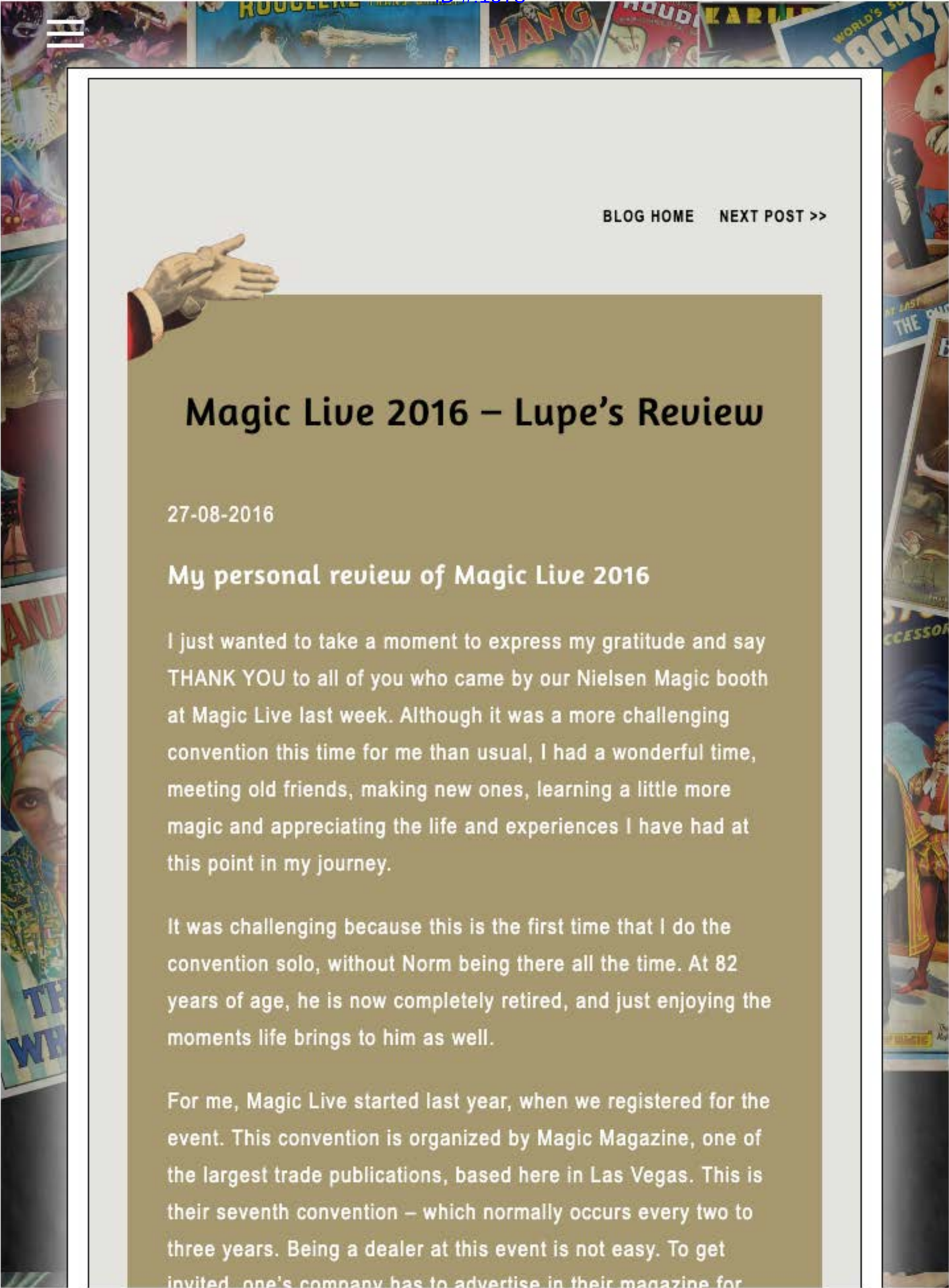


EXHIBIT 8

Nielsen Magic Article Referencing Mesika as
a Lecturer at the Magic Live Convention
in Las Vegas



several months per year.

The reason the convention is called Magic Live, is because it is themed around the subjects covered in the magazine. The dealers' room is full of their advertisers, and the concept that the magazine "comes to live". You get to meet the writers, the reviewers, the people that have been on the cover, celebrities, etc.

Two weeks before the event, we were busy stocking items for the convention, preparing our display, etc. One of the products we sell are vintage magic posters and their reproductions. To make the display special, we prepared a few original posters in such a way that they could be hung from the ballroom ceiling. This procedure was done a day earlier, as the room was being prepared.



The Mardigras Ballroom at the Orleans Hotel as seen on Saturday before the Dealers Room was assembled





We hung posters above our booth on Saturday morning one day before the event

Sunday – August 14, 2016



My Magic Live Convention name badge and the programs for the first two days





Check out our Nielsen Magic Booth My home for the next four days 😊



630 pm Dealer Meeting We all stand around Kristee Watson and the Magic Magazine organizers to hear instructions as to how the room will operate during the convention





This sign was outside the room Indeed Stan Allen editor of Magic Magazine does not learn He is a tough boss and for a year he and his staff carefully plan this event

As it is customary, the convention starts on a Sunday night with a huge opening party. There is usually a game puzzle given to the attendees to encourage mingling. This year people were giving parts of the puzzle and they had to meet others at the party to exchange pieces until they completed it. Along with the party, they open the "Magic Shop" and encourage people to make early purchases. The way they do this is by providing a raffle ticket for every \$20 one spends at the fair. The prizes are amazing, each worth hundreds of dollars in merchandise and incentives. Pandemonium ensues at the dealers' area with people shopping, greeting each other and having drinks at the handy cash bar.

After spending nearly four hours setting up the booth, I worked from 6:30 pm – 11:30 pm at the booth. Our buddies Lynetta Welch and Alberto Telles gave me much needed assistance to handle the heavy traffic of the evening.



Look at the number of people It was this busy at 930 pm



The view from my perch at the Nielsen Magic booth on Sunday night

Monday – August 15, 2016

The real content of the convention started on Monday with their General Sessions, which was the only true lecture part of the convention I attended. The Monday morning sessions were as follows:

Lance Burton – He was the keynote speaker who spoke about the importance of sharing our magic knowledge with the younger generations. Young people are eager to learn and sharing improves the art of magic.



Lance Burton Keynote Speaker

Mike Caveney – Writes the "Classic Correspondence" column in Magic Magazine every month. In the 1960s he, along with Stan Allen, performed as a duo act. The letter he shared with us was a five page letter written by Stan Allen to him while he (Mike Caveney) was in Paris, France. It was full of information about the magic scene in the clubs and friends in California. With the advent of electronic correspondence, writing physical letters has become almost nostalgic and a lost art.



Mike Caveney Classic Correspondence Segment

Luis Piedrehita – Luis is a superstar in Spain. He had his own television show for many years in Spain, where he was taped live performing different effects every week. Eventually he went into other projects where he started to combine magic with film. His pieces explore the absurdity and importance of the method to entertain audiences on television. Due to the two-dimensionality of the medium and the limited point of view of the camera, he

explores new ways to see the world. He shows a magic effect, and challenges the viewers to figure out the method. The methods he reveals are seemingly "absurd" and hilarious. The methods are more entertaining than the effects. He does not expose the magic, instead he makes us look at the life in a magical way.



Luis Piedrahita from Spain

Mike Caveney came out again with a very popular list that was published in Magic Magazine in the 1990s: The Top Ten Backhanded Compliments After Watching a Horrible Magician. Here is the list:

- 10 – I loved the end.
- 9 – Were you ever good.
- 8 – If I hadn't seen it, I wouldn't have believed it.
- 7 – You took my breath away.
- 6 – Nobody does that kind of magic like you.
- 5 – You should have been in the audience.
- 4 – I expected the magic to be good, but you really fooled me.
- 3 – You were never better.
- 2 – You've got talent you haven't even used.
- 1 – You certainly have grand illusions.



Mike Caveney's Top Ten backhanded compliments after watching a horrible magician

David Penn – Magic Circle's Close-up Magician of the Year.

Lectured on how to bend the stem of a wine glass in the spectator's hands. This is an effect worth learning and doing at special occasions.

Michael Muldoon – Lecture on Magician's without Borders. This is a magicians' organization where performers bring the gift of magic and entertainment to the most remote and underdeveloped places on the planet. From war torn Bosnia, to El Salvador. It is proven that children learning magic improves their self-esteem and confidence. This is part of the gift that this organization provides.

Kevin Phillips – Spoke about "The Future of Magic", which was a comedic presentation using the art of double talk. Kevin was quite skillful in talking about nothing as if it were something important. He was hilarious!

Max Maven – He used to write a very popular column in the magazine titled Parallax. He discussed the importance of caring about what we do. Magic is more than the acquisition of props. Your story is more important.



Max Maven Parallax Section

The last presentation was an In Memoriam video of all the magic friends we have lost through the years. I generally do not like this type of presentation, because I was fortunate to have friendships with 70% of the people portrayed on the screen. A tearful moment indeed. I spent the rest of the afternoon perched at our booth at the Dealers' Room.

Unfortunately, this year I was not able to see or participate in any of the Focus Sessions (or lectures). The three lectures for the afternoon were:

Yigal Mesika – The Power of Invisible Thread

Joshua Jay, Richard Kaufman and Steve Reynolds – Flashback – They taught numerous card tricks.

Retonio, Natalie and Eli – The Art of Quick Change

After a short dinner break, I went to two shows that evening:

The Secret Class – a parlor show featuring *Mark Haslam*. The entire evening was a show with a deck of cards, where Mr. Haslam did every trick in the book. He did impossible feats with a deck of cards ending with the deck in new deck order. The good things about the show were the skill and the polish of the

performer. There were a few things I did not like though:

Never did the performer introduce himself or mention his name. After the show was over, I went around asking people what the name of the performer was, and no one knew his name. I found out his name about an hour later when someone happened to have a little program where his name was written on the back in a six point sized font. Because I did not know his name, I did not care for him during the performance.

Although likeable, Mr. Haslam's delivery was quite monotonous and lacking drama. He came across as a sophisticated highbrow British gentleman. The same tone throughout the show did not help me to stay awake during the performance.



The Secret Class Show performed by Mark Haslam

Live On-stage I: The first stage show of the convention was quite nostalgic. The featured acts were those that we knew and loved from the late 90s and early 2000s. *Stan Allen* MC'ed and performed his Stuart the Rabbit Routine; *Christopher Hart* did his classic act with the Torn and Restored Music Sheet and the disembodied hand; *Juan Mayoral* performed his classic act ending with the walking ladies' shoes effect at the end; *Vic and*

Fabrini performed their award winning act of the magician with the mannequin robotic assistant; *Jinger Leigh* performed her version of the Oklto Floating Ball; and *David Williamson* performed a hilarious routine with Rocky Racoon. *Amazing Johnathan* appeared briefly on stage as well as *Mark Kalin* introducing his lovely wife. The show was good, but by this time of night I was very, very tired to fully appreciate it.



Stan Allen introduces The Amazing Johnathan on stage



Jinger Leigh performs the Okito Floating Ball



Stan Allen and Stuart



Curtain Call

Tuesday, August 16, 2016

General Sessions (Tuesday Morning)

Mat Franco – The winner of America's Got Talent, and current headliner at the LINQ Hotel, was the MC and lectured on the use of using camera tricks to achieve a desired effect.

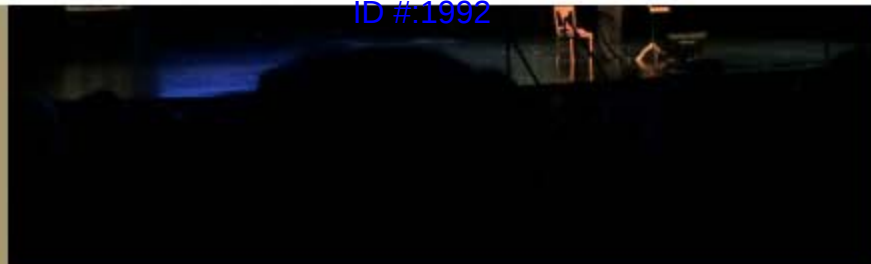
Julie Eng – An accomplished magician from Victoria, British Columbia, talked about her life story, and her involvement with Magicana. She is the project director for this arts organization and charity, and through their social outreach, her group changes the lives of young and old.



Julie Eng lectures about her life story as a magician and the work she does with Magicana

Martin Lewis – He is one of the most clever inventors in the magic field. His lecture was mostly on the Gravity Pull and the many applications of that clever gimmick.





Martin Lewis shares the secrets of his gravity pull

Master Payne – Has quirky views and humorous observations on magic.



Master Payne is hilarious

Mike Elizalde – The owner of Spectral Motion, a company specializing in special effects for film and live productions, talks about his field and the effects that he and his team produce.



ID #: 1993



Mike Elizalde lectures on the special effects he does for movies

David Copperfield – Introduces living legend Marvyn Roy, who has donated his act and props to the David Copperfield Museum.



David Copperfield



David Copperfield introduces living legend Marvyn Roy
Marvyn donates his act to the David Copperfield Museum

*Johnny Thompson and Penn Jillette – Performed "The Gambler's
Ballad", and theatrical piece about gambling, cheating and cards.*



Johnny Thompson and Penn Jillette perform The Gamblers
Ballad

Again, after the general session, I dutifully hung out at our booth
for the afternoon, missing the three main lectures for the day.



Guess who visits me at the booth The Amazing Cardin

The lectures I missed were:

Daryl – Teaches three practical magical effects.

Jeff McBride – Expert magic consultant and teacher, has his lecture title "Show Doctor ICU"

Rafael – Magician from Belgium, has a lecture on family entertainment.

The evening was very, very special. Norm and I attended two featured events:

The Magic Museum – This was the HIGHLIGHT of the entire convention for me. My friend Lynetta Welch was the curator and organizer for this event. The idea was to create a museum at the convention with exhibits featuring historical pieces from magic's past. Exhibits included: David Copperfield's – Elevator Illusion and Laser Illusion.

Dai Vernon's Props.

Doug Henning's Display of Magic

Harry Blackstone Jr.'s Display

Penn and Teller

The Cabaret Acts of Marvyn Roy and Norm Nielsen

Richiardi's Buzz Saw

Thurston / Kellar Mantle Exhibit

Spectral Motion Special Effects

Artwork in Magic Magazine

The Art of Fabrini

Traveling Magician Sculpture

Harry Houdini's Original Water Torture Cell and Milk Can

This exhibit was amazing, and this is probably the only time ever that these pieces will be on display in one spot. Contributors to the exhibits were David Copperfield, the Blackstone Estate, Mike

Caveney, Chip Romero, Marjorie Nielsen, Magic Magazine and others.

For one night, this incredible museum "comes to life". Once the evening is over, like magic, it disappears. The entire exhibit which took months to prepare was struck at the end of the night.

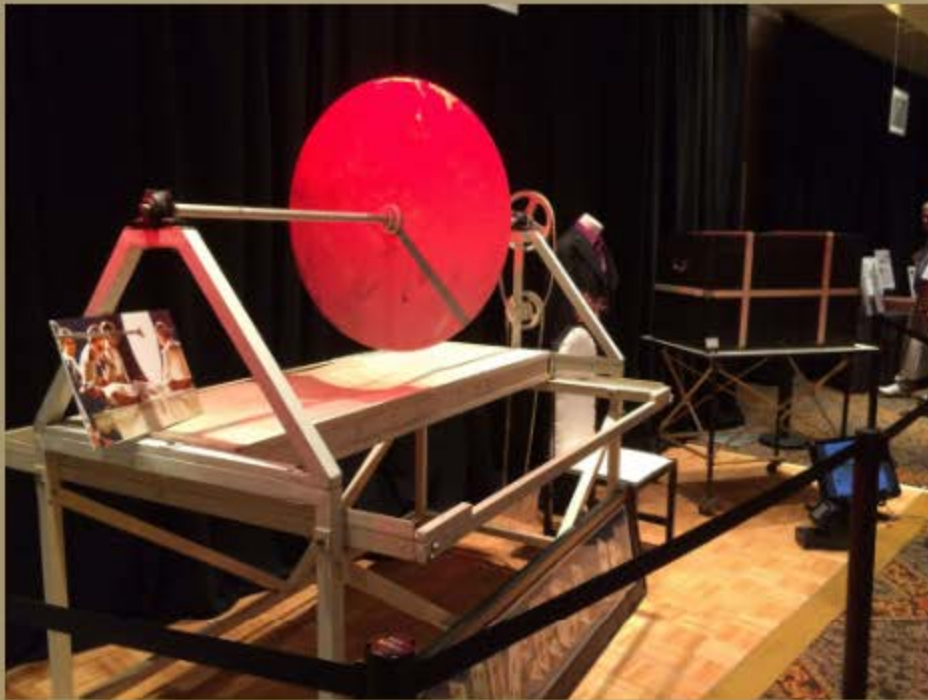


David Copperfields Elevator Illusion





Bronze statue of David Copperfield



Richiardi Buzz Saw Illusion





Spectral Motion display



Magic Wand Collection from the Egyptian Hall Museum West
Caveney Collection



Thurston Kellar Wand A commemorative wand made in 1908



Norm Nielsen display



Norm and Marvyn holding court at the Museum





This is a special photograph Norm and Marvyn Roy are the last ones of their kind You will never see their perfect acts again



Norm Nielsen and Bill Smith hanging around





Harry Blackstone Exhibit



Harry Blackstone Jr display



Harry Blackstone Jr display



Yours truly with the legendary Gay Blackstone



Doug Henning display



The Traveling Magician Sculpture



Dai Vernon display



Here is yours truly with one of my best friends Lynetta Welch the curator of this years Magic Museum She did an awesome job

The final event I attended was the Close-up Magic Show, which featured several performers that you normally don't see at other conventions:

Steve Valentine

Bebel

Charlie Frye

Jared Kopf

Pierric

Everyone at the Close-Up Show was very likeable and entertaining. The magic was well executed and skillful. However, nothing really stood out for me. Most of the material the performers did involved mostly card magic. My lack of enthusiasm for the show was probably because I saw the very last show at 10:30 pm, and I had been up since 6:30 am after three hours of sleep and very, very tired. Lol! Alas! The battery

on my phone was almost "dead" as well, and I was unable to take pictures of the show. 😞

An event I missed was called "The Game". I didn't know anyone that attended it, but I think it was a trivia contest about the content of the magazine. This took place in another ballroom.

Wednesday, August 17, 2016

General Sessions (Wednesday Morning):

Michael Weber – Presentation on "The Drink that Schooled Einstein". This is a variation of an effect known as the Jackpot Coins or the Trick that Fooled Einstein. Michael lectured about the history of the trick and performed a clever variation using liquids. It did fool everyone at the theater and will be fun to add to one's repertoire.



Michael Weber The Drink that Schooled Einstein

Ken Weber – He is the author of "Maximum Entertainment" and lectured about how to raise the level of your performance, by using the proper stagecraft. From the correct lighting, sound, importance of scripting to avoid unnecessary words, etc. Everyone could

ID #:2006

Bizarro – Did a skit called "The Magic Shop", to demonstrate how most magic props we see at magic shops do not make sense. He emphasized the importance of giving your props a reason to exist and to be relevant to the act.

Ian Rowland – Spoke about corporate magic, and how he handles this world. He was even hired to train FBI agents. My apologies to Mr. Rowland... I did doze off at this point of the presentation – given that I only had very little sleep the night before... Sigh...

Steve Spangler – He had a very, very clever lecture on how to get booked on television. Steve has been performing magic on TV for over thirty years. He knows the way producers think and how they pick material to be on a show. Steve cleverly disguised his magic and became the "science guy" on TV, and had segments with physical experiments in several affiliates in his area. All the techniques he lectured about were brilliant and a common sense approach to be on television or any other venue if you put your mind to it.

Curtis Hickman – Lectured on Virtual Magic. He is the co-founder of The Void, which is an immersive virtual reality experience. It seems that this might become the next new thing in entertainment for the future.

After the Sessions, again... I was perched to our dealer booth, and I did not move away!



ID #:2007



Guess who came by our booth Wayne Dobson

These are the lectures I missed:

Navaris Darson – A lecture about improv skills for magicians.

Simon Coronel and Mike Bent – Hosted seventeen different lectures by different experts in their fields. What made these lectures unique was that they lasted six minutes and forty seconds each. They each consisted of 20 Powerpoint slides and the presenters had only 20 seconds to spend on each slide to make a full presentation. From what I read on the program, these brief presentations will be available online by all Magic Live attendees. You may get more information at magicmagazine.com

Close-up Clinic – A clinic composed of nine performers teaching different aspects of close-up magic. Coins, three shell game, cards, etc. The teachers were *Allan Ackerman, Jason England, Tom Frank, Paul Green, Pit Hartling, Eric Jones, Bob Kohler, John Lovick, and R. Paul Wilson*. These were hands on clinics where attendees were encouraged to bring their props.

All good things come to an end, a

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Next →

Magic Live 2017 - Another Year... Lupe's Review

