

## Magic at the Beach 2012 weekend in Review

Magic at the Beach 2012 is a wrap. Looking back on the flurry of activity over this past weekend I'm not sure where to begin my review. I suppose at the beginning ... first allow me to thank the incredible staff for their hard work leading up to opening day: Dave Tanner and Roman LePree our Co-Chairmen, Melena LePree as Logistics & Hospitality, Michelle Householder in charge of Marketing & Corporate Liaison, Matt McCoy as Talent Liaison and Stage Manager for all productions and Mike Heidtman as Event Coordinator. Jeff Miller and William McLean help us every year doing anything that needs done on the fly – you two are fabulous.

Registration opened on time and ran smoothly. All guests received an incredible swag bag full of products and material. Magic effects, the MATB Magazine featuring articles and effects written by all of the invited talent, a poster, bottle of MATB water and more were given away. The contents of which were almost worth the price of admission.

Buddy Farnan decorated the Main Ballroom for our Hollywood themed Welcome Reception Thursday night and it was beautiful. All of our guests walked down the Red Carpet to enter as they were met by the paparazzi and greeted by Eric Hall channeling the magnetic presence of Mandrake the Magician and Mike Heidtman on the microphone looking quite dapper in his tuxedo. A lavish dinner buffet was enjoyed by all prior to Gregory Wilson killing the room with his one man show. If you have not seen Gregory perform let me say that his wit, skill and presentation lead to infectious laughter from beginning to end. Following the reception the Dealer's Room opened where a cash bar was open for the entire weekend and tables were setup for sessioning.

Friday morning started off with Stage Competitions for both Youth and Adults. Our Judges for all competitions were Obie O'Brien representing the magic community, Nathan Heron who is the headline entertainer at the Carolina Opry/Good Vibrations show and Brock Santa, a professional actor, dancer and costumer currently with the Theatre of the Republic and formerly toured with Tomsoni & Co. Youth stage contest results had Jay Temaatt winning First Place and Christopher Quintero taking Second Place. Adult stage contest results ended with Michael Trixx winning First Place and Steve Owens taking Second Place. Mike Caveney then presented the first lecture of the weekend and following lunch the Close-up Show was performed by Gregory Wilson, Asi Wind, Jeff McBride and Paul Gertner performing his FISM winning act. Gregory Wilson and Jeff McBride presented their lectures later that afternoon. After dinner everyone reassembled in the Main Ballroom for our in-house Cabaret Show. Jade was our MC and presented her magic along with turns by Mike Caveney, Tina Lenert, Jay Mattioli, Jeff McBride and Xavier Mortimer. I'd like to add that MATB was very proud to provide Xavier his American debut. From France, Xavier is a complete package: magician, juggler and movement artist. I predict that this will be the first of many visits to the United States for this young man. Later that night Jay Mattioli presented the fourth lecture of the weekend.

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Saturday morning kicked off early with the Close-up competition with Hayden Childress as "Haydini" taking the First Place award and Ron Conley taking home Second Place. After Paul Gertner presented the fifth lecture of the weekend the Main Ballroom was transformed into the Asi Wind Theater as Asi presented his special one man show for all of our guests. The audience gave Asi a well deserved ovation at the conclusion and one of the many positive comments overheard was, "That man is not a magician, he is a true sorcerer !!". Asi then presented the sixth and final lecture of the weekend following his show.

But wait, there's more. All of the guests registered for MATB also received a premium reserved ticket for the "Champions of Magic" show Saturday night. The show was presented on the stage of the beautiful Gilmore Auditorium, home of the Carolina Opry. MATB guests and the people of Myrtle Beach filled the theatre and were presented with an awesome show. From the prelude laser light show to the final bow by the cast this show surpassed all expectations. Bravo indeed. After the show all MATB guests returned to the resort for the Farewell Party. Heavy hors d'oeuvres, beverages and a cash bar were provided while music and lights set the atmosphere. This party carried on until the wee hours of Sunday morning and yet some of the same guests that were present until the end still managed to attend the Super Session taught by Jeff McBride which began at 9:00AM. This Master Class was available for an additional fee however all who attended know that any amount of time spent with this teacher and mentor is worth twice the price.

Re-reading what I just wrote I am sure there are still things I haven't mentioned and perhaps some folks I have failed to thank and yet the biggest thanks goes out to each and every one of you who came down to beautiful Myrtle Beach, South Carolina for Magic at the Beach. The MATB staff will meet soon and begin making plans for 2013. MATB is held annually in January on the Martin Luther King, Jr. Holiday weekend. We look forward to seeing all of our old friends back and hope to meet many more new friends next year. Thank you all once again for making Magic at the Beach so special.

Submitted by Mike Heidtman, Event Coordinator, MATB2012  
Tuesday, January 17, 2012  
Myrtle Beach, SC, USA