

# Take 2...

## What do you think of this?



In this issue, we would like to introduce you to Ms. Cherie Kay, a creative, talented and engaging **Motivational Speaker, Magician, and Certified Hypnotist** who brings the "WOW" factor to everything she does. Cherie's unique ability to establish rapport with various audiences allows her to play to a full range of audiences ranging from Kiddies to Corporate America; and in venues as wide-ranging as children's birthday parties to lavish dinner parties and banquets. Cherie recently became one of our newest advertisers and after meeting

her and seeing her perform; I felt you too would like to get to know this special woman a little better.

Cherie has been involved in the entertainment field almost from birth performing hundreds of roles as a child and young adult in various community theaters. Her vast theatre knowledge is evident in her stage shows as they are wonderfully choreographed and tightly scripted. In trying to discover where her motivation comes from, she proudly shares that her inspiration comes

from her grandmother who was a female minister in the 1950's when women were rarely found in that field.

Cherie started in magic as many women do by assisting a male magician with stage illusions. It didn't take long before she discovered that the magician's predominant attitude of "Hey look at how cool I am" should be replaced with a focus on the audience and participants; and a "Hey look how cool you are" attitude was developed that carries through in all her performances. Cherie firmly believes in empowering audiences

and individual audience members by involving them in a positive way that make them the star of the show. In describing her stage personality, Cherie says: "I'm a little Lucille Ball meets Carol Burnett meets the girl next door".

With her upbeat, positive and full-filled personality, Cherie has been retained by many of America's major corporations to help motivate and educate their staff on a variety of topics. She can also be seen performing full stage illusion shows for corporate banquets, training's, trade shows, and holiday events. Cherie says her most popular party request is to combine her skills performing strolling close-up style magic (magic that happens right before your very eyes and often in your very own hands) with stand up comedy, and big stage style illusions. Multi-talented, Cherie can offer it all in a customized format to meet the varied needs of any client.

On a more philosophical note, Cherie shared that she believes "real magic" is always around us and lives inside each and every person. Many people struggle with believing how special and unique they are and sometimes, it takes a magician to help them see it and unlock the magic that's inside. All of Cherie's proudest moments as a magician are described as when she sees the light turn on in an individual as they accomplish something they never thought possible. "Magic," Cherie says; "is a wonderful and powerful tool when used to enrich lives and help others believe in themselves!"

Creating this kind of magic doesn't just happen; it requires hard work, understanding a customer's specific needs, and then custom designing each performance for the client. Cherie takes pride in doing just that regardless if it's a 1-hour birthday show or a full day corporate training. It's tying magic and laughter to underlying messages that make Cherie's shows so powerful. Goal-setting, motivation, character building and believing in yourself are all weaved into her magic presentations leaving participants not only entertained, but educated!

When asked to look into her crystal ball and talk about the future, Cherie enthusiastically talked about a new business venture in which she is partnering with nationally recognized motivational speaker and magician Gregg Catalano (the "Physician of PHUN") to provide training and workshop presentations that will truly be magical!. Combining both their talents, Cherie and Gregg have created a series of specialized seminars under the title: "The M.A.G.I.C. Formula" that are designed for schools, teachers, corporations, and youth groups utilizing magic as well as inspirational and fun ways to build teams, communicate, and share useful information with others.

Her "POWER to BELIEVE" special assembly show is aimed at Elementary school ages and always sells out for Red Ribbon week. In addition, Cherie performs at rewards programs, and provides T.A.K.S. preparation shows. She promises to give us more on those training seminars next issue.

But for now, let's talk birthday parties. Cherie's enthusiasm combined with her unique style promises to make the birthday person the STAR of the show. Shows can include the appearance of beautiful white doves and a bunny rabbit as well as include music, audience participation, tons of side splitting comedy and much more. Cherie also creates balloon art as party favors and has even written a book of fun magic trick for kids. When asked what she enjoyed best she said "I really enjoy that look children get on their faces when they are really, truly, just plain ole happy!" Now who could argue with that?

Have a Magical Day!!! ●

For more information on how to schedule a performance by Cherie for your birthday party, training seminar, or holiday special event you can call Cherie Kay at (281) 807-7878 or check out her web site at: [www.cheriekay.com](http://www.cheriekay.com)