

BUSINESS MAGIC

Bill Herz makes his living putting magic into corporate meetings, conventions, and trade shows. Herz, founder of Magicorp Productions Inc., not only performs magic tricks and illusions for companies such as Fuji Film, General Motors, and IBM, he also teaches executives at those companies how to put some pizzazz into their presentations by doing tricks themselves.

Needless to say, audiences always perk up when Herz is around. "Magic is a wonderful communications tool," Herz explains, "but we never teach executives tricks or illusions unless they have to do with what the meeting is about. We don't turn the meeting into a magic show."

In the year and a half since starting Magicorp, Herz has done everything from turning General Motors salespeople into donkeys to making Sony's CEO materialize out of a giant Walkman to making the editor of *Rolling Stone* Magazine appear out of a giant issue of the magazine.

Herz works on seven or eight shows at a time, putting on about 200 shows a year. "The business has really taken off," says Herz. "On any given night, we've got two or three magicians out working for us somewhere."



For Bill Herz, building a business out of performing magic tricks was as easy as pulling a rabbit out of a hat.