

Abra Core Values

Mission: Bringing out the *Star* in Kids

Vision: Developing presentation skills and confidence in kids through magic and variety arts. Creating a positive experience for children, parents, clients, and franchisees throughout the world.

Core Values:

- a. Experimenting. Trying new things. Yet focused. Not taking on too much.
- b. Candor, openness, good communication.
 1. E.g. we put everything in the notepads.
 2. First thing ea morn: answer emails (e.g. JL's) & calls.
- c. Detail orientation, thoroughness, being well prepared
- d. Punctuality
- e. Have Fun

If something goes wrong:

- a. we make it right, and then some.
- b. Mistakes are education and part of growing. When something goes wrong, figure out how to prevent recurrence, putting new procedures in place as appropriate. Strive to learn from errors and not repeat them.
- c. Let Jeff (or whoever is appropriate) know proactively. Don't hide things or hope they don't find out.

History

Abra-Kid-Abra began in 2005. Jeff Lefton and Josh Routh founded it. Jeff has performed magic professionally since 1969. He has performed at Hollywood's Magic Castle, in Las Vegas, and on a 3-month national tour for General Motors. Josh's background is in circus arts, having been trained at the San Francisco Conservatory, and performed throughout the U.S.

Jeff was shy as a child, and magic helped him come out of his shell. When kids perform magic, they are developing their presentation skills and confidence in front of people without knowing this! What a great way, at an early age, to start building these valuable life skills.

Prior to founding Abra-Kid-Abra, Jeff taught a number magic camps and classes over the years. Abra-Kid-Abra started in Jeff's dining room. It grew to an office in Maplewood, and now ArtSpace in Crestwood Plaza. Abra-Kid-Abra has written over 15 different curriculums, and numerous educational and character shows. We also wrote a children's magic/adventure storybook in 2009.