

# Alliance helps member make magic

Alliance Member Barbara Halliday and her husband, Steffan Soule, have spent the last 30 years making magic. From theatrical-style magic shows performed on stage to up-close, sleight-of-hand magic at private parties, the pair offers entertainment at a variety of venues.

And for the past five years, Alliance has helped this family-owned small business thrive, even as the economy began to tumble.

Halliday and Soule own A Touch of Magic Inc. They're based in Mercer Island, Wash., but create and perform shows across the country.

Some of the shows, such as The Magic of Our Water and The Magic of Sustainability, focus on contemporary green themes. Other shows are geared for business meetings, trade shows and corporate events.

"As we witnessed our clients' need for efficiency, we developed a presentation on business process called Accomplish the Impossible," says Halliday. "We teach groups to communicate efficiently and succeed in specific areas of their business."

In Accomplish the Impossible ([www.accomplishtheimpossible.com](http://www.accomplishtheimpossible.com)), Soule uses interactive magic to deliver a top-notch combination of entertainment and inspiration designed to help businesses succeed.

Halliday knows what it takes to run a successful small business. Her duties with A Touch of Magic include managing props and costumes as well as running lights and sound. She also performs as Soule's assistant on stage. And, yes, she says, "I do get cut in half."

Halliday is also the business manager for A Touch of Magic. In that role she handles booking, scheduling and managing shows. And because she's also responsible for the company's general accounting, Halliday understands the need to be financially prudent in these tough times.

"It is imperative to be efficient within your business, especially in the present economy," Halliday says.

She joined Alliance in 2004 so that she and Soule could have access to health insurance. But during the five years she's been a member, she's discovered many more valuable benefits.

Halliday says they've saved \$200 by using the Discount Dental Program available through Alliance. They've also taken advantage of the Legal Club of America for real estate and contract advice. And they've enjoyed the discounts offered for vision care, car rentals and hotels.

"All of these have helped our small business save money," Halliday says.



*Alliance Member Barbara Halliday and her husband, Steffan Soule, own A Touch of Magic Inc. For more information about their business, visit [www.steffansoule.com](http://www.steffansoule.com).*

When asked what she sees as the biggest advantage to being an Alliance Member, Halliday sums it up this way: "Direct access to a network that contains a wide variety of affordable services.

"It's also important to have an advocate for small businesses in a world that tends to be dominated by large corporate conglomerates," she adds. "It really is an alliance, and we feel it."

Alliance has helped this family-owned  
**small business thrive.**

Would you like to be featured in a future *Alliance Guidance*? Complete the application on Page 15.