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AMERICA

WORLD
DARTS
CHAMPIONSHIP

SATURDAYS

STARTING DEC 16TH 9AM

LIVE DAILY MATCHES STARTING DEC 14TH ON BBCAMERICA.COM

#DARTSBBCA

The Passing Zone
Proud Sponsors of SkillCon 2017
passingzone.com





SkillCon Food Deals!

Just show your SkillCon Badge or AAU credentials to receive the following discounts



HASH HOUSE A GO GO

TWISTED FARM FOOD

15% off your entire check at Hash House A Go Go

CARNIVAL WORLD & SEAFOOD BUFFET

\$5.00 off your Carnival World Buffet Dinner
\$8.00 off Seafood Buffet Dinner



15% off your entire check



15% off your entire check at All American Bar and Grill



Guy Fieri El Burro Borracho!!!
10% off entire entrée check
2 for 1 House Margaritas (During business hours)
\$.99 cent domestic draft (During business hours)



iBar, center strip of the Casino
Happy Hour \$1.00 off any well drink or bottled beer
Served from 4p-7p
50% off all drinks from 1a-4a



15% off your Wine Cellar purchase. Based upon Manager's discretion.



20% off your entire checks at VooDoo Steak



Free admission to VooDoo Nightclub, \$20.00 value.

SkillCon

The Ultimate Skill Convention



MOXIE GAMES

SKILLCON 2017

December 15-17, Rio Hotel | Las Vegas

X Stage W Workshop J Juggling T Takraw Courts D Dodgeball Courts A AAU F FIRST C Cornhole
 F Freestyle Footbag S Speed Cube Solving

FRI / DEC 15

All Day J Juggling
 8am-8pm F Net Footbag
 1:00 pm C ACO Slider Cup
 2:00 pm F Freestyle Footbag
 2:00 pm W Learn to Juggle
 4:00 pm X AAU Posing Seminar
 5:00 pm C ACO Seniors & Women
 5:00 pm X Juggling Exhibitions
 5:00 pm A Powerlifting Basics
 7:00 pm A Weightlifting Basics
 7:00 pm X WJF Beginners and Juniors Competition
 8:00 pm C ACO COED Doubles
 9:00 pm X 7 Club T.K.O

SAT / DEC 16

All Day J Juggling
 All Day T Sepak Takraw Qualifiers
 9:00 am A AAU Weightlifting
 9:30 am S Speed Cube Solving
 10:00 am C ACO World Singles
 12:00 pm X AAU Posing Seminar
 12:00 pm F FIRST Nevada Robotics
 1:00 pm X WJF Competitions
 1:30 pm T Intro to Sepak Takraw
 2:00 pm W Cube Workshop
 2:00 pm F Freestyle Footbag
 3:00 pm D Dodgeball Tourney
 3:30 pm X Memory Demo
 4:00 pm W Learn to Juggle
 4:00 pm X AAU Bodybuilding
 5:00 pm T Intro to Sepak Takraw
 8:00 pm X Bottle Flipping
 9:00 pm X Fidget Spinning

SUN / DEC 17

All Day J Juggling
 8:30 am T Sepak Takraw 2v2 Finals
 9:00 am A AAU Powerlifting
 9:00 am W Blind Speed Cube Solving
 9:30 am T Net Footbag Doubles
 10:00 am X Juggling Exhibitions
 10:30 am T Sepak Takraw 3v3 Finals
 12:00 pm D WDS Dodgeball Tourney
 2:00 pm D Dodgeball Finals
 2:00 pm X Track Me If You Can
 2:00 pm F Freestyle Footbag
 2:00 pm W Learn to Juggle
 3:00 pm D Dodge Juggle
 3:30 pm F Open Doubles Footbag
 5:00 pm X Combat Juggling
 7:00 pm X Juggling Performances

Bodybuilding Bottle Flipping Combat Juggling Cornhole Dodgeball Dodge Juggle
 Fidget Spinning Footbag Juggling Powerlifting Robotics Sepak Takraw Speed Cube Solving

Like what we're all about? Have an amazing time at our event? Want to see more Moxie Games programs on TV? We could use your help. Please consider making a donation to support the continuation of our events and outside-the-box sports programming.

venmo VENMO.COM/SKILLCON

PayPal PAYPAL.ME/SKILLCON

Get your passes at www.SkillCon.org/attend

SkillCon

EXPO STAGE

60'x30'
Takraw/ Footbag
Court 2

60'x30'
Takraw/ Footbag
Court 1

T

40'X40'
FREESTYLE
FOOTBAG

F

A AAU

30'x40'
Weightlifting
Powerlifting

R

FIRST
25'x15'

FIRST
ROBOTICS
25'x25'

C

Cornhole
80' x 42'

WJF WORLD JUGGLING FEDERATION

JUGGLING
WJF 13 Access Only

J

80'x50'

Juice Plus TRACK ME ANGRY JOE JUMANJI

SkillCon
REGISTRATION

WORKSHOP ROOM
59'x40'

DodgeBall Court 2
Pavilion 10
50'x40'

Dodgeball
Court 1
Pavilion 7
40'x60'

D

CURIOUS CODES
25' x 40'

Green Screen Studio
Pavilion 4
40' x 49'

Cube Solving
Pavilion 3
40'x51'

Loading Dock

ENTRANCE

Air Wall

Air Wall

Air Wall

Air Wall

Air Wall



AAU BODYBUILDING, POWERLIFTING, & WEIGHTLIFTING

The Amateur Athletic Union will be hosting bodybuilding, powerlifting, and weightlifting competitions as well as seminars on posing and an introduction to powerlifting and weightlifting.

FRI / DEC 15

4:00PM
5:00PM
7:00PM

BODYBUILDING & FITNESS POSING SEMINAR
INTRO TO POWERLIFTING BASICS
INTRO TO WEIGHTLIFTING BASICS

EXPO STAGE
AAU AREA
AAU AREA

SAT / DEC 16

9AM-2PM
12:00PM
2:00PM
4:00PM

WEIGHTLIFTING MEET
BODYBUILDING & FITNESS POSING SEMINAR
INTRO TO WEIGHTLIFTING BASICS
BODYBUILDING COMPETITION

AAU AREA
EXPO STAGE
AAU AREA
EXPO STAGE

SUN / DEC 17

9AM-5PM
3:00PM

POWERLIFTING MEET
INTRO TO POWERLIFTING BASICS

AAU AREA
AAU AREA





FOURKAST
FOOTBAG COMPANY

2017 US OPEN FOOTBAG CHAMPIONSHIPS

Footbag Net and Freestyle Footbag

Competitors will square off in two major disciplines; footbag net which is played over a 5 foot net, and freestyle footbag where players execute stylish combinations of tricks to music (think break dancing with a footbag). Watch the greatest players in the world battle it out at SkillCon for the supreme title of US Footbag Champion! Take the “Intro to Kicking” workshop on Saturday to learn how to footbag from the best in the world!

FRI/ DEC 15

8AM-8PM
3PM-LATE

FOOTBAG NET QUALIFIERS
SHRED / EXHIBITION

TAKRAW COURTS 1 & 2
FREESTYLE FOOTBAG AREA

SAT / DEC 16

2:00PM
2:30PM
3:30PM
4:15PM
5:00PM

INTERMEDIATE ROUTINES
OPEN ROUTINES
OPEN CIRCLE FINALS
REQUEST COMPETITION
INTRO TO KICKING WORKSHOP

FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA

SUN / DEC 17

9:30am-10:30am
2:00PM
2:30PM
3:30PM
3:30PM
4:15PM

MIXED DOUBLES FINALS
INTERMEDIATE FINALS
OPEN FINALS
OPEN CIRCLE FINALS
OPEN DOUBLES
REQUEST COMPETITION

TAKRAW COURTS 1 & 2
FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA
FREESTYLE FOOTBAG AREA
TAKRAW COURTS 1 & 2
FREESTYLE FOOTBAG AREA





THE WORLD JUGGLING FEDERATION'S 13TH ANNUAL CONVENTION

COMPETITIONS, EXHIBITIONS & WORKSHOP INFO

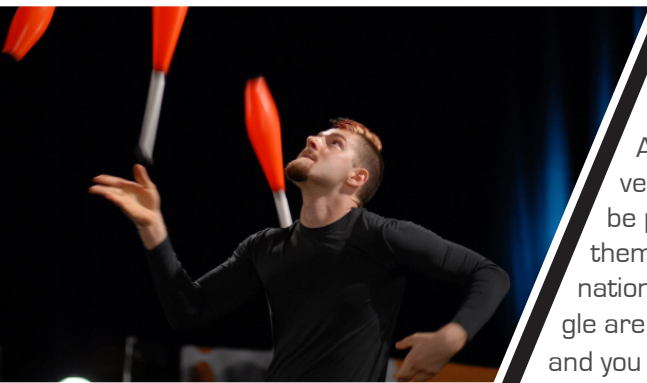
ABOUT THE WJF EVENTS

The World Juggling Federation convention attracts the best jugglers in the world who compete in junior to advanced levels of competitions, teach workshops, and perform exhibitions of the upper limits of their juggling abilities. This year we have jugglers from Russia, Denmark, Norway, Brazil, and New Zealand as well as the United States. This international line up of world class jugglers guarantees a unique viewing and learning experience for all who attend. Juggling occurs at all hours so no matter what the time, there's a good chance there will be a group of jugglers doing amazing stuff in the WJF ZONE.



THE COMPETITIONS

Our main competitions are the Beginner and Junior competitions, the Advanced Overall Championship, and new this year is the 7 Club T.K.O. It's very rare to see a juggler who can juggle 7 clubs. At least five jugglers will be present who are capable of this feat so we created a competition just for them. The 7 Club T.K.O. will be formatted like a boxing match in double elimination tournament format. The WJF Games, Zombie Combat and Dodge Juggle are social activities for advanced jugglers but make great spectator sports and you could get in on throwing some balls at a juggler or two.



EXHIBITIONS & WORKSHOPS

Want to see what these international juggling stars are capable of outside the restrictions and pressure of competition? That's what you'll see at their exhibitions. They also will be teaching beginning through advanced levels of their specialties in juggling. If you don't know how to juggle at all, look for the beginning three ball workshops. Even if you don't know how to juggle, watching these workshops will provide you with training advice you can use in the future.



THE WJE PERFORMANCE

World Juggling Entertainment is a subsidiary of the World Juggling Federation that focuses on the presentation of juggling as a stage performance. Many of the competitors are also professional jugglers and this is your opportunity to see these incredible jugglers perform for your applause. Check out this year's WJE showcase Sunday, December 17th at 7pm on the expo stage.





EVENT SCHEDULE

theWJF.com/WJF13

SCHEDULE UPDATED ON DECEMBER 10th, 2017

ALL EVENTS TAKE PLACE IN THE RIO HOTEL'S PAVILLION
3700 W Flamingo Rd, Las Vegas, NV 89103

FRI / DEC 15

3 PM	MATAN'S MULTIPLEX WORKSHOP	WORKSHOP ROOM
4 PM	LAUGE'S 360s WORKSHOP	WORKSHOP ROOM
5 PM	JON BRADY EXHIBITION	EXPO STAGE
6 PM	TAYLOR GLENN EXHIBITION	EXPO STAGE
7 PM	BEGINNERS & JUNIORS COMPETITION	EXPO STAGE
9 PM	7 CLUB T.K.O.	EXPO STAGE
10 PM	DODGE JUGGLE/ZOMBIE COMBAT SOCIAL	DODGEBALL COURT 1

SAT / DEC 16

1 PM	ADVANCED OVERALL CHAMPIONSHIP	EXPO STAGE
5 PM	HAAVARD'S BALL BODY THROW WORKSHOP	WORKSHOP ROOM
6 PM	VOVA & JON BRADY WORKSHOP	WORKSHOP ROOM
7 PM	LAUGE'S SHOULDER ROLL WORKSHOP	WORKSHOP ROOM
8 PM	HAAVARD'S CREATING NEW TRICKS WORKSHOP	WORKSHOP ROOM

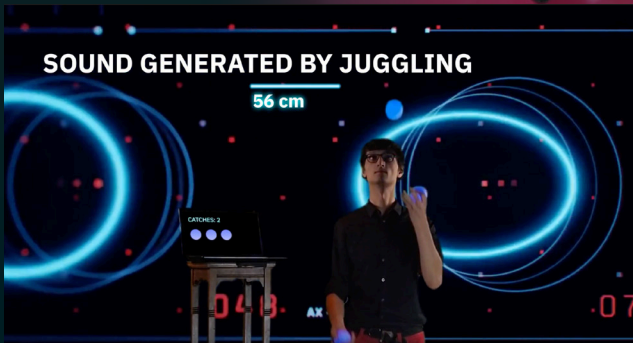
SUN / DEC 17

10 AM	SPENCER ANDROLI EXHIBITION	EXPO STAGE
11 AM	MATAN PRESBERG EXHIBITION	EXPO STAGE
12 PM	LAUGE BENJAMINSEN EXHIBITION	EXPO STAGE
1 PM	HAAVARD HVIDSTEN EXHIBITION	EXPO STAGE
3 PM	DODGE JUGGLE MAIN EVENT	DODGE BALL COURT 1
5 PM	COMBAT JUGGLING MAIN EVENT	EXPO STAGE
7 PM	WJE SHOWCASE (PUBLIC SHOW)	EXPO STAGE



Vojtech Zák

Prague Czech Republic



Smart LED juggling balls that can tell what is happening with them. They will tell you when they are flying in the air, you catch them in the hand, rotate them or if they are just laying on the ground. They have accelerometers and gyroscopes inside and send data over WiFi to a PC or a smartphone. Modules can control lights, you can play PC games with it or you can simply track your score in the smartphone app. You can also attach the module to your body and use it to draw lines and shapes as you move.

The tech will be presented at SkillCon in the "Track Me If You Can" booth and on the Expo Stage on Sunday at 2pm.

Curious Codes

Curious Codes is bringing a unique puzzling experience through Virtual Reality gameplay. Tackle the individual challenges in the game “I Expect You to Die”, or assemble a team of two or more for “Keep Talking and No One Explodes”. Attend the open play sessions to hone your skills, then sign up early for tournament play for a chance to win.

FRI / DEC 15

12PM-5PM

OPEN PLAY

CODE ZONE

SAT / DEC 16

9AM-1PM

3PM-7PM

VR TOURNAMENT

VR TOURNAMENT

CODE ZONE

CODE ZONE

SUN / DEC 17

9AM-1PM

3PM-5PM

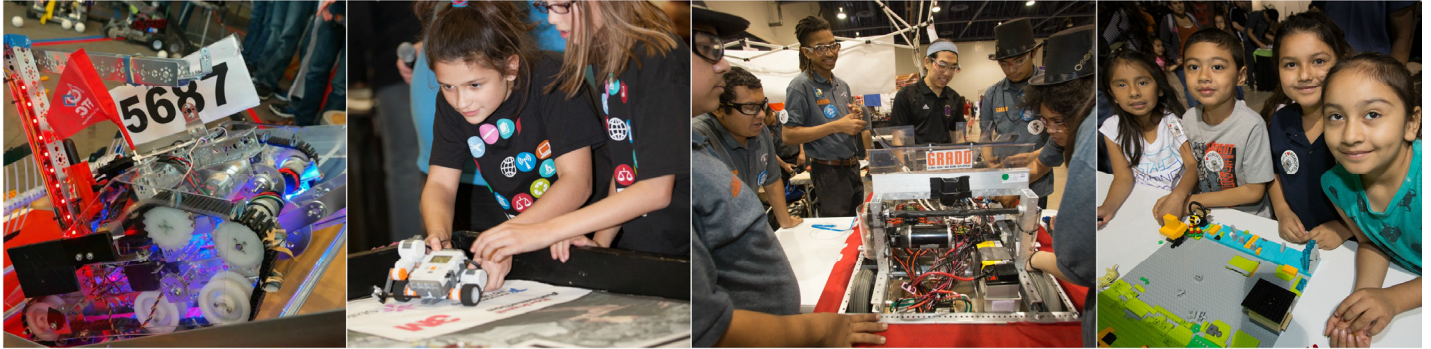
FINALS & OPEN PLAY

CC TEAM - DODGE JUGGLE

CODE ZONE

DODGEBALL COURT 1





Watch FIRST Nevada robotics matches, drive a robot, and learn about our K-12 STEAM (Science, Technology, Engineering, Arts, Math) robotics programs for students.

SkillCon 2017 – SATURDAY, DECEMBER 16

10am - 4pm Drive a 120lb robot build by high school students in the FIRST Robotics Competition program and learn about how it works. Talk to the students who built the robot and learn about the program and game challenges.

Learn about the FIRST LEGO League Jr and FIRST LEGO League programs with hands-on demonstrations for kids aged 6-14.

Stop by the FIRST Nevada area to learn more about the K-12 STEAM educational programs that we offer and meet some of our amazing kids/teams.

12:00pm -2pm Watch an exciting robotics competition between our FTC (FIRST Tech Challenge) robotics teams. The FIRST Tech Challenge program is for students in grades 7-12/ ages 12-18. Experience the fun and learn about the Relic Recovery game challenge for this season.

FIRST Tech Challenge robotics competition details: The competition takes place in a 12x12 arena and each round lasts 3 minutes: 15 seconds where each robot moves on its own, and then 2 minutes and 45 seconds where each robot is controlled by remote control wirelessly. Each round features 4 robots in a 2v2 format. Every robot is different and constructed to accomplish specific objectives in the field of play. This year's theme is Relic Recovery, which you can learn more about by visiting www.firstnevada.org.



FARROW MEMORY TOURNAMENTS

FARROW MEMORY TOURNAMENTS

The most exciting & challenging type of brain competition today!

Sponsored by BrainHackers.com, The Sin City Memory Game is a fun and educational memory sport that challenges experienced players with head-to-head competition and also teaches new participants how to unleash their natural photographic memory.

Students, professionals, memory amateurs, and memory record holders from all over the world will come together in Las Vegas for the Sin City Memory Game at SkillCon.

This Game is participant-friendly as it includes full training in the art of memorization for new players with support materials, so everyone can feel what it's like to achieve a superhuman memory.

This event is OPEN to the public! Anyone at SkillCon can participate.

SAT / DEC 16

10AM	LIVE MEMORY DEMO	EXPO STAGE
10:30AM	GROUP DISCUSSION	MEMORY BOOTH
11AM	LIVE MEMORY DEMO	EXPO STAGE
12PM	BRAIN TRAINING	MEMORY BOOTH
12:30PM-1:30pm	MEMORY TOURNAMENT	MEMORY BOOTH
2PM	BRAIN TRAINING	MEMORY BOOTH
2:30PM-3:30pm	MEMORY TOURNAMENT	MEMORY BOOTH
3:30PM	LIVE MEMORY DEMO	EXPO STAGE
4:30PM-5pm	BRAIN TRAINING	MEMORY BOOTH
5PM-6pm	MEMORY TOURNAMENT	MEMORY BOOTH
6:30pm	AWARDS CEREMONY	MEMORY BOOTH



SkillCon Speedcubing Competition 2017



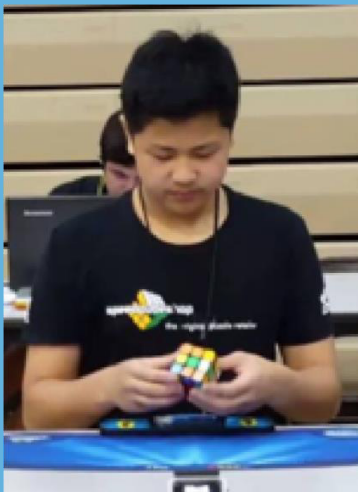
CubingUSA is back at SkillCon for its 3rd annual speedcubing competition!

Saturday, December 16th

9:30am-11:00am	3x3x3 Cube
11:00am-12:15pm	2x2x2 Cube
1:15pm-2:00pm	3x3x3 Cube Blindfolded*
2:00pm-3:15pm	3x3x3 Cube One-Handed
3:15pm-4:30pm	4x4x4 Cube
4:30pm-5:30pm	Pyraminx
5:30pm-6:30pm	5x5x5 Cube
6:30pm-7:15pm	6x6x6 Cube

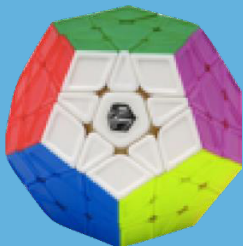


Sunday, December 17th

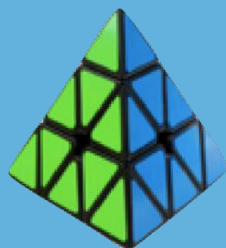


9:00am-10:30am	4x4x4 and 5x5x5 Cubes Blindfolded*
10:40am-11:40am	3x3x3 Cube Multiple Blindfolded
11:40am-12:30pm	Megaminx
1:15pm-1:45pm	3x3x3 Cube Semi-Finals
1:45pm-2:00pm	2x2x2 Cube Finals
2:00pm-2:15pm	Pyraminx Finals
2:15pm-2:30pm	3x3x3 Cube One-Handed Finals
2:30pm-2:55pm	3x3x3 Cube Blindfolded Finals
2:55pm-3:40pm	3x3x3 Cube Finals

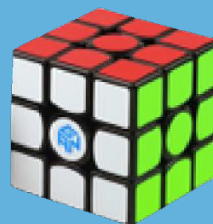
*Blindfolded events require immense concentration from the competitors, so audience members must remain SILENT. Any offenders will be asked to leave.



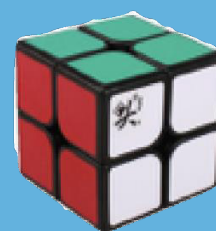
Megaminx



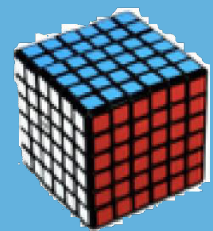
Pyraminx



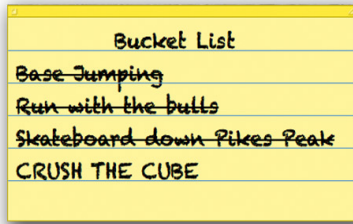
3x3x3 Cube



2x2x2 Cube

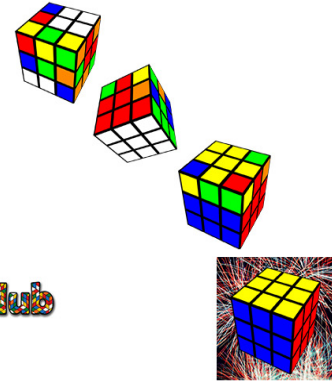


6x6x6 Cube



The ubicle.us

Lamping Rubik's Cube Club



CUBEOLGY 101

How To Solve The Cube

Here's your chance to show that 80's mind-melting torture device who's boss. World Cube Association member, Matt Au, will show you how to beat the cube in this one-hour workshop. The course covers cubeology topics:

- The naked truth about the cube - Cube Anatomy
- How to speak cube - Notation
- Crush the cube - Layer By Layer Solution

All attendees will get a quick and comprehensive solution guide. The first 20 non-cubers in attendance will also receive a cube to take home and care for, courtesy of TheCubicle.us.

The fun continues for another hour of hands on, 1-on-1 question and answer time with the instructor and cubers from the Lamping Rubik's Cube Club. Join us and learn how to crush the cube!

Workshop Limit: 40 Students. Register at the Speed Cube Solving Area

Workshop takes place in the workshop room on Saturday, Dec 16 from 2pm-4pm





2017 SEPAK TAKRAW OPEN

Back for their fourth year at SkillCon!

Sepak Takraw is a gravity-defying, “no-hands” court sport in which 3-player teams battle for aerial supremacy by spiking a ball over a 5-foot-high net. It combines the bump-set-spike strategy of volleyball, the aerial contortion of gymnastics, and the foot skills of soccer to create ultra aggressive and fast-paced action. Take the “Intro to Takraw” beginner level workshop to learn the basics of this sport from the best in the world.

SAT / DEC 16

8AM-10PM
1:30 PM
5:00 PM

QUALIFYING MATCHES
INTRO TO TAKRAW
INTRO TO TAKRAW

TAKRAW COURTS 1 & 2
TAKRAW COURT 1
TAKRAW COURT 1

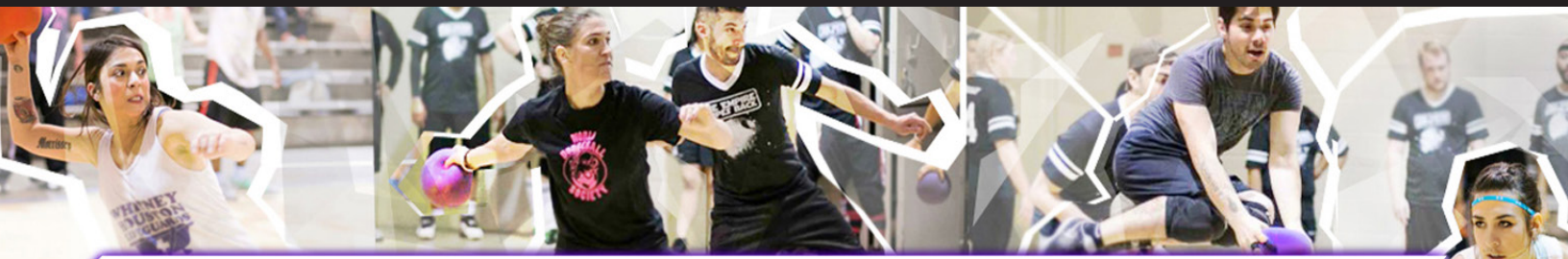
SUN / DEC 17

8:30am-9:30am
10:30am-2:30pm

2v2 CHAMPIONSHIPS
3v3 CHAMPIONSHIPS

TAKRAW COURTS 1 & 2
TAKRAW COURTS 1 & 2





WORLD DODGEBALL SOCIETY

LAS VEGAS DODGEBALL INVITATIONAL

The World Dodgeball Society will be hosting a tournament featuring a battle of dodgeball leagues throughout North America, with each attending league sending their Champions to represent! This event is a true invitational with league champions invited to compete in Las Vegas for the glory of bringing home prizes and bragging rights!

SAT / DEC 16

3:00PM - 8:00pm

TOURNAMENT BEGINS

DODGEBALL COURTS 1 & 2

SUN / DEC 17

12:00pm
2:00PM

TOURNAMENT CONTINUES
FINALS

DODGEBALL COURTS 1 & 2
DODGEBALL COURT 1



A **MOXIE GAMES** ORIGINAL EVENT



THE IBS WORLD CHAMPIONSHIP

Sport Bottle Flipping

How many bottle flips can you land in a minute? Can you land a bottle thrust through a ring? Chuck a bottle and stick the landing atop a 10' high platform? This year's best competitors will compete in all these categories at IBS 2, the 2nd IBS World Championships held exclusively at SkillCon!

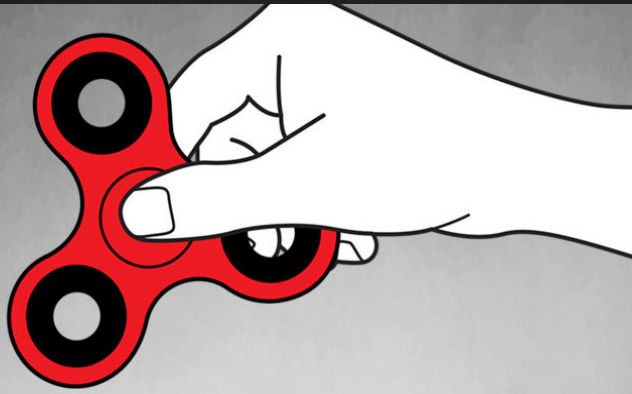
SAT / DEC 16

8PM-9PM

THE IBS WORLD CHAMPIONSHIP

DODGEBALL COURT 1





ULTIMATE FIDGET SPINNING

2017 FIDGET SPINNING CHAMPIONSHIPS

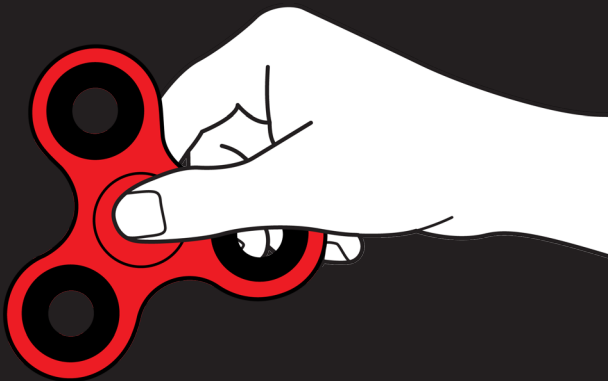
Finger transfers, hand transfers, arm curls, double fidget finger swaps, and freestyle. Who is going to win the title of 2017 Ultimate Fidget Spinner?

SAT / DEC 16

9PM - 10PM

ULTIMATE FIDGET SPINNING

DODGEBALL COURT 1



ULTIMATE FIDGET SPINNING





DODGE JUGGLE

A Moxie Games Original Event

Dodge Ball meets Juggling in the most innovative new sport of the century. Dodge Juggle will have you on the edge of your seat with more excitement and anticipation than you ever thought you could conjure up for a juggling related event. A must see Moxie Games original event. Teams will consist of last year's champion "Team Hypertrophy", the runner up "Curious Codes", as well as teams formed from the AAU's bodybuilding, powerlifting and weightlifting group and the World Dodgeball Society.

SUN / DEC 17

3:00PM

DODGE JUGGLE MAIN EVENT

DODGEBALL COURT 1

MEET SOME THROWERS



Name: David O'Brien
Height: 5' 9"
Weight: 155lbs
Hometown: Los Angeles
Throwing Arm: Lefty

2017 Team USA Member, UDC Riot Team Member, Started playing in 2011 as a member of the World Dodgeball Society



Name: Cody Stidham
Hometown: Dallas, TX
Number: 10
Age: 30
Height: 6'4"
Weight: 215
Nick names: Texas; Big Texy

Co Captain Team USA 2017; Team USA 2016; Captain Lone Star Syndicate; 2017 Dallas Dodgeball Foam league Champion; 2017 Dallas Dodgeball Trampoline league Champion; 2017 Go Epic Tournament Men's & Co-Ed Champion





COMBAT JUGGLING Juggler Cannibalism!

Jugglers attacking other jugglers while juggling. After these jugglers survive the onslaught of Dodge Juggle, they then turn on each other for the ultimate prize of 2017 Combat Juggling Champion. This will be a one on one double elimination tournament format.

SUN / DEC 17

5:00PM

1v1 COMBAT JUGGLING CHAMPIONSHIPS DODGEBALL COURT 1



VEGASREPORT

Las Vegas Entertainment Newswire

DECEMBER 2017



Q&A with

JASON GARFIELD

That's the look of determination, and it's bringing the Moxie Games to life in Vegas.

@MoxieGamesTV & @Skillcon Showcase Variety Skills In @Vegas – Q&A With Founder @JasonrGarfield



Las Vegas is commonly referred to as the Entertainment Capital of the World. And to most people, the first thing they think of is Cirque du Soleil, magic and variety shows, and dancing showgirls. Las Vegas is full of entertainment outside of the traditional stage spectacular with events ranging from theme parks, zip lines, luxury shooting ranges, indoor skydiving and even auto racing tracks. But there's one event taking place in December at the Rio Hotel & Casino that caught our eye, and it's not only perfect family entertainment but an exhibition of the greatest skill performers in the world.

World champion juggler Jason Garfield is bringing the 4th annual SkillCon and 13th World Juggling Federation conventions to the heart of Las Vegas for a three-day series of exhibitions, competitions, and unique family entertainment. It will host more than 200 highly-skilled athletes and 1000+ spectators.

Garfield learned to juggle at age 11. Within a few years, he became an award-winning competitive juggler, winning multiple international gold medals, and set a world record in 2001 for juggling 11 balls. While regularly performing on cruise ships with his show, Garfield became dissatisfied with the opportunities for competitive jugglers, or athletes as he describes them. Jason wished for some sort of outlet, like ESPN, which might showcase these technical athletes. In 2003, Jason formed the World Juggling Federation, pitched the concept to ESPN and received approval for a five-program series. He single-handedly produced the first sport juggling convention at the Riviera Hotel in December of 2004 and while developing five sport juggling competition programs for ESPN.

Fast forward to 2014. Jason launched SkillCon, which hosts 20+ unique skill and alternative sports events. The combination of outside-the-box sports held at SkillCon and the World Juggling Federation (WJF) competitions comprise the Moxie Games. Vegas Report sat down with Jason to discuss the ups, downs, and all-around fun of the Moxie Games.

VEGAS REPORT: How did you first come up with the idea for a convention about unique skills?

JASON GARFIELD: After producing seven WJF conventions, I realized that I was able to procure a lot of space—more than we needed for juggling—and I noticed our stage and competition arenas were not always in use. I thought other things could be going on while we introverts juggled with each other while facing the wall. I sent out some invitations in 2011; a kendama group joined us. Then I formed a partnership with a yo-yo event organizer for 2014, and with yo-yo locked in, I went to town inviting organizations that run all my favorite things.

Starting with events close to juggling such as flair bartending (I had beaten world-renowned flair bartender Christian Delpech and his brother in a juggling competition in 2002) Delpech organized the flair bartending event at the first SkillCon. I also made attempts at bodybuilding and powerlifting, which took a couple of years but we got powerlifting in years two, three, and now four, plus the addition of a natural bodybuilding competition this year. Dodgeball was also one of the first events to sign on, and then it started snowballing into a variety show of alternative skills and sports.

VR: Who is your audience for SkillCon?

JG: The competitors from a wide range of outside-the-box sports and skills, their friends and family members, but also kids and families looking to learn a variety of skills that can greatly enhance coordination and reaction time. I make sure to have each event include beginner level workshops so that families learn the beginning steps to all these skills, and then pick for themselves which ones they're most interested in.

For families in Las Vegas, it's a unique opportunity that only happens once a year where we bring the best in the world to teach and demonstrate skills that they've spent decades perfecting. People have been signing up from all over the country since watching our programs on ESPN. People actually watched the Moxie Games, and thought "Yes, I will buy a plane ticket and fly to Las Vegas to watch people throw dodgeballs at jugglers". Some of them actually want to participate in Dodge Juggle as a thrower.



VR: Is SkillCon entertainment or sport?

JG: SkillCon is a skill convention that features unusual sports entertainment, demonstrations, workshops, exhibitions. It also includes opportunities to participate in events with a low entry barrier such as bottle flipping, fidget spinning, Dodge Juggle, and Rock Paper Scissors. I liken it to the Olympics or the Arnold Sports Festival, only with our brand of skills and sports.

VR: How do you get these specialized athletes to become household names? Or does that even matter?

JG: I think it matters to the individual athletes. As a juggler, it was more important to me that the general public understand the differences between sport juggling—that takes an incredibly high degree of skill—and a street performer juggling while eating an apple. People are shocked to find out that it takes very little skill to juggle fire, knives, or juggle while eating an apple. My goal was to change that perspective. One of the things I've noticed with SkillCon is that every other event organizer has the same battle with their sport being misunderstood. I've inadvertently created a support group for misunderstood mavericks who chose a different path and want more people to see and understand their passion. Our broadcasts on ESPN are the best chance we have of changing those perceptions.

VR: Tell us a bit about the challenges selling this product to ESPN.

JG: Being a juggler makes it difficult to take 'no' as an answer. Because juggling teaches you that if you keep trying, you'll eventually succeed. So just like when I first pitched the juggling competition concept to ESPN in 2003 and they passed, my only thought was that I needed a better pitch. And two months later, I changed their mind.

JG: Now we have a five-episode deal for programs that will be produced from our upcoming 2017 event at the Rio Hotel. What we all do is very visual; about 100 percent of it is visual. So videos always sell better than text. But the main challenge is finding funding for the production. It's easier to get a deal with ESPN than it is to find funding for a new idea like this.

VR: How does digital marketing play a role for you in promoting SkillCon?

JG: Our content and what we are doing with it is inherently viral. So much so that, even news of any company that sponsors our event, will make news because everything we are doing is unprecedented. And the support of that is also unprecedented. A true testimonial to that is the 25 million views we received, shortly after our event concluded last year, with the upload of only a handful of clips. Our bottle flipping videos alone received over 14 million views. Imagine what kind of media attention we'd get if we were offering \$25K in prize money for the world's best bottle flippers. Snapchat sent a rep and they produced a live story of our event. They'll also be back again this year. So all this helps us achieve a lot of exposure and we've received interest from some big platforms both digitally and from network TV. The marketing so far has simply been showing mostly short clips of what takes place at SkillCon.

VR: Who helps you create the video content?

JG: A lot of it is footage from our main productions that I then edit into short clips. Josh Horton has done a great job shooting his own content at SkillCon, and a lot of that has gone viral. Kuma Films also shot a ton of footage last year and they recently released their main SkillCon video. They also released several other videos throughout the year.

VR: How did you get Penn Jillette involved with color commentary for the tv segments.

JG: Penn started his performing career off as a juggler. I met Penn in 2003 and we've been friends ever since. I did a brief stint as his personal trainer. You can read some questionable material he wrote about me in his latest book, "Presto!: How I Made Over 100 Pounds Disappear and Other Magical Tales".

Penn hosted the first series of WJF competitions and was a commentator in those shows, and I couldn't think of anyone better to be involved with the production of the Moxie Games.



Jason training in the backyard of now-demolished Penn Jillette's backyard in Las Vegas.

VR: What kind of a response did you initially get when pitching the convention to the hotels? Was another city also considered?

JG: We think Las Vegas is the perfect city to host our events. We do have plans to expand and turn SkillCon into a touring event and take the Moxie Games internationally, but we feel our big event needs to be in Las Vegas annually. Who doesn't want to come to Las Vegas? It's always a two for one—you get our event, and you also get Las Vegas. And those who live in Las Vegas get us. I ran the 9th WJF convention at the Rio, so I already had some history with the facility. Most of our events took place at the Riviera hotel, but it has since been imploded and I like to think that's more correlation than causation. Vindication at best.

VR: Why should a family take their kids to Skillcon?

JG: SkillCon is a captivating and magical experience for kids. It's a bunch of amazing skills you'd otherwise only see online, and in many cases, you're seeing the online stars in person—competing, performing, and teaching you. It's a great opportunity to learn new skills and meet unique people from all over the world.

VR: What's the future of Skillcon?

JG: We're going to look into other cities that would be a good fit to host SkillCon so we can bring these events to people all over the country, and we plan to take the Moxie Games internationally and combine them with other existing events. We'll continue to produce sports programming from our events and increase sponsorship opportunities so that we can accomplish our ultimate goal of producing Moxie Games programs on par with the production value seen in mainstream sports programming.

HOTEL INFO

The hotel will secure a credit card deposit at the time of check-in. If the attendee needs to make pre-arrangements, they should allow 14 days for a credit card and 30 days for a check. Please contact 1-800-Caesars for additional information about these arrangements.

An early check-in fee may apply to attendees arriving prior to the hotel's check-in time of 4:00 pm. Guests wishing to avoid the fee may complete their registration paperwork upon arrival and store their luggage at the Bell Desk.

Like what we're all about? Have an amazing time at our event? Want to see more Moxie Games programs on TV? We could use your help. Please consider making a donation to support the continuation of our events and outside-the-box sports programming.

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December 15-17, 2017
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