

A MESSAGE FROM OUR PRESIDENT

Greetings everyone! With the holidays over, the new year well under way and many of us longing for the warmth of Spring, CHC leadership is eagerly and actively collaborating on making our 40th Anniversary Year one for all to remember.

Our new Board of Directors and newly expanded body of Full Members are looking forward to the various activities CHC is rolling out to acknowledge and celebrate our club's 40th year. We welcome each of you to be a part of this historic celebration.

Our Membership and Program Committees are working closely to foster continued growth and success with our membership through our monthly parties, bar nights, education and awareness and community outreach programs and events. Our Inferno Committee is eagerly working and planning for our Inferno XL and we are all looking forward to celebrating this momentous occasion with this year's Inferno attendees. This year, CHC has an ad hoc committee that is assigned the task to follow up on and collaborate with the [Leather Archives & Museum](#) (LA&M) on the CHC Preservation of our club's rich history.

With all of these events and activities and many more, this is sure to be an exciting year and we look forward to sharing this year's journey with our friends and guests of the club.

The club's Board of Directors and expanded group of Full Members will be working hard to minimize any growing pains associated with the club's new leadership structure and to ensure that CHC continues on as one of the world's premier BDSM / Kink / Fetish clubs. As we embark on a

new decade in our history, we look forward to embracing change and exploring ways to keep our club and its programs fresh, inviting and rewarding for many more years to come.



Paul Cantrell
2011 President

Many of us have witnessed and experienced the impact of advancements and conveniences associated with modern telecommunications and web-based networking sites. These advancements and conveniences have had their impact on bars and social clubs alike and those impacts have not all been good. With all of these modern conveniences fostering the "instant gratification" society, social clubs are being challenged ever more to develop ways to keep their membership and programs fresh and thriving.

CHC is no different and is working on ways to maintain our presence in the community, uphold our reputation for safety, quality of play and education while embracing changes necessary to keep our club thriving and

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FROM THE PROGRAM DIRECTOR

The Program Committee has been working toward putting a calendar together worthy of celebrating the club's 40th Anniversary. Not everything is finalized, but here are some of the highlights. Stay tuned to further issues of **THE BRAND** for more information.



JW R.
Program Director

We will continue to have our monthly parties and instruction in BDSM techniques on the second Saturday of each month (except September). During our March party, we have a demonstration by Associate Andrew I. called "Whack and Wax."

We will also have our special event weekends: IML in May, the Triple Play Weekend in July, and Associate/Applicant weekend in November. Further details for IML are included in this issue, and information on the other special event weekends will be

available in future issues of **THE BRAND**. In addition, we've planned Bar Nights in Chicago throughout the year at some of our usual favorite haunts.

Of course, for all the planning, things can't happen without your support. Whether you live in or are visiting Chicago there are many ways you can help:

Participate! It would be no fun if we threw a party and no one came. Attending events is a great opportunity to reconnect with old friends, and make new ones as well.

Volunteer! Whether it be volunteering at a party, bar night, or at the club's booth in the IML vendor mart, it can't happen without you. Whether you are a member or a guest, your help is needed and appreciated.

Sponsor! For our members, introduce your friends to the club by sponsoring them to one of our events. For our guests, if you have friends who are interested in knowing more about the club, introduce them to your member sponsor.

Donate! Whether it be for Leather Cocktails at IML, or Brunch during one of our special event weekends, your financial support will allow the club's Program budget to go even further and plan bigger and better events.

In closing, I want to thank my predecessor, John B., and his committee for the great work done during 2010, and hope to continue it into 2011. I welcome your feedback on our events, and ideas for other opportunities. The best way to reach me is by e-mail, at program@hellfire13.net.

In Brotherhood,
JW R., 2011 Program Chair

THE BRAND

Jack S., Editor

Next Issue Deadline

Summer 2011 Deadline

June 18, 2011

Send articles, news, and correspondence to:

E-mail (preferred):

Jacks46@rocketmail.com or
news@hellfire13.net

Regular Mail:

CHC/Fireside Club
Attn: Brand Editor
PO Box 577618
Chicago IL, 60657-7618

2011 CALENDAR OF EVENTS



Special Event Group	2011 Date MM/DD	Event	Place	Time	Additional Information
	03/12	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
	04/09	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
	05/14	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
<u>IML</u>	05/26	Bar Night	The Hole	10pm - 2am	See further information about IML on Page 5 and the party form on Page 7 and the volunteer form on Page 8 .
	05/27	CHC Booth	IML Leather Mart	Noon - 6pm	
	05/27	Party	Clubhouse	9pm - 2am	
	05/28	CHC Booth	IML Leather Mart	11am - 3pm	
	05/28	CHC Cocktail Party	IML Hotel	3pm - 5pm	
	05/28	Party	Clubhouse	9pm - 2am	
	05/29	CHC Booth	IML Leather Mart	11am - 5pm	
	05/29	Party	Clubhouse	1pm - 5pm	
	05/29	Party	Clubhouse	9pm - 2am	
	06/11	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
Triple Play Weekend	07/08	TBD	TBD	TBD	More information will be available in the Summer issue of THE BRAND
	07/09	Party	Clubhouse	9pm - 2am	
	07/10	Party	Clubhouse	11am - 3pm	
	08/13	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
	08/26	Bar Night	Touché	10pm - 2am	
Inferno XL	09/06-08	On-Site Set-Up			More information will be available in later issues of THE BRAND
	09/08-11	Session A			
	09/11-14	Session B			
	09/14-15	On-Site Tear-Down			
	10/08	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
	10/14	Bar Night	Touché	10pm - 2am	
AA Weekend	11/11	Party	Clubhouse	9pm - 2am	More information will be available in the Fall issue of THE BRAND
	11/12	Banquet	Marcello's	6pm - 9pm	
	11/12	Party	Clubhouse	9pm - 2am	
	11/13	Party	Clubhouse	11am - 3pm	
	12/10	Monthly Party	Clubhouse	8pm - 2am	RSVP program@hellfire13.net
	12/31	New Year's Eve Party	Clubhouse	9pm - 2am	RSVP program@hellfire13.net

AND INFERNO XL PREP BEGINS

Gentlemen, I hope everyone has had a good holiday and I am looking forward to meeting and working with all of you in 2011. I am really excited to be re-elected to the Inferno Coordinator position and hope that this year's weather for Inferno XL is the same as the weather we had for last year's Inferno.

I am lucky to be working with a great group of guys who have been to many Infernos and know how it all works. This year's Inferno Committee is as follows:

Jon E.
John B.
Brent Mc.
Tony K.
Roger S.
Paul C. (President)

David Katzenberg (Inferno Coordinator)

We are looking for artwork for Inferno XL. So if you have any artistic ideas please send them to me via e-mail below.

Guest sponsorship lists will be mailed to members the

week of March 1st so if you are one of our guests and want to go to this year's Inferno, contact your friends who are associates at CHC to make sure they have you on their list.



*David Katzenberg
Inferno Coordinator*

The membership/guest application mailing party (where we assemble the material that needs to be mailed out related to Inferno) will be on April 23rd at 2 pm. All are welcome to help out.

The mailing of Inferno materials for members will be going out May 1 and the mailing for Inferno materials for guests will be going out June 1.

I hope to see you all at one of our monthly parties or at IML during the cocktail party or at one of the parties during that weekend.

If you have questions or comments please feel free to email me at inferno@hellfire13.net.

In Brotherhood,
David Katzenberg
2011 Inferno Coordinator
312-208-3074

NOTICE TO ALL CLUBHOUSE ATTENDEES

Just a reminder that the Clubhouse is located in an upscale residential neighborhood. To help us maintain a good relationship with our neighbors, please:

- Dress appropriately when you and your guests arrive and depart.
- No extreme leather or fetish wear is to be worn outside the club—and please, no bare ass or chest.
- Arrive and depart quietly.
- Parking is at a premium in the area around the Clubhouse. If you can carpool, take a taxi, or use public transportation, it would help.
- City of Chicago regulations generally do not permit face masks or hoods in public. They also tend to scare our neighbors, so please wait until you are inside the Clubhouse before putting them on.
- Do not walk your leashed boy/slave or pup outside the Clubhouse. It's really best if you don't have them on all fours either.
- While we like it when you bring toys, please keep them out of sight (in gear bags) until after you are inside the clubhouse.
- When you arrive, we like to get everyone inside as quickly as possible so we don't have a line on the street. Having your ID out when you get to the check-in window just inside the door will keep the line moving quickly.

Thanks for understanding; we hate to impose, but we really need everyone's cooperation in keeping us on good terms with our neighbors.

CHC ACTIVITIES DURING IML

IML this year will hold special significance for CHC as one of the highlights of our 40th Anniversary celebration. The weekend kicks off on Thursday, May 26, with CHC's traditional pre-IML bar night. This year we will be returning to The Hole at Jackhammer (6406 N. Clark St, Chicago, IL 60626). CHC Treasurer, Rob W. will be glad to be your Holetender! We are currently working on putting together a demo to set the proper tone for the weekend. In addition, there will be door prizes, and lots of hot men to start the weekend right!

The CHC Clubhouse parties, featuring some of the hottest action around, will be Friday night, Saturday night, Sunday afternoon, and Sunday night. You can find an application form for party tickets in this newsletter. Please note the deadline date for pre-ordering your party tickets is May 15, and applications must be sent by a CHC member. For our CHC Guests, make sure your member sponsor knows which parties you want to attend and submits your form as soon as possible - space will be limited!

If you miss the May 15 deadline for pre-ordering, or you meet someone after that date you want to bring along, you can arrange tickets at the CHC booth in the IML Leather Mart as well. Just remember that anyone who wants a ticket has to have a member sponsor for the parties.

Also, you are encouraged to pick up your tickets for the CHC parties during IML weekend at our booth in the IML Leather Market (Friday, Noon until 6 pm; Saturday, 11 am until 3 pm; Sunday, 11 am until 5 pm).

The CHC booth at the IML Leather Mart is closed Saturday between 3 pm and 6 pm, so that everyone can

attend CHC's cocktail party at the host hotel. The cocktail party provides a great social atmosphere for reconnecting with old friends, or making new ones. Sponsors are not needed in order to attend this event. A cash bar will be available, as well as party tickets for pick up or purchase.

Of course, none of this can happen without your help! You can use the form in this newsletter to volunteer your services at the parties or at our booth in the IML Leather Market. Remember, we provide a tangible reward to all our volunteers!

I look forward to seeing you all for what promises to be a great weekend!

JW R., 2011 Program Chair

President's Message (cont'd from [Page 1](#))

successful for generations to come.

As CHC moves through this year and networks with others to celebrate and enjoy our 40th Anniversary, there are ample opportunities for our friends and guests to be a part of the journey and to support the club in the process, and we want you to know that we welcome and look forward to your participation with us.

Be sure to check out our calendar of events to be aware of how and when you can be a part of this year's CHC 40th Anniversary celebration and regular events.

Regards,
Paul Cantrell, CHC President 2011

CHC-Fireside Archives Preservation Fund

CHC entered into an agreement with the Leather Archives and Museum (LA&M) to establish a restricted fund for the purpose of maintaining, preserving, and developing CHC's archived materials; this fund is called the CHC-Fireside Archives Preservation Fund. The fund is under the maintenance and control of LA&M, and as such, donations to this fund would benefit from the LA&M's 501(c)(3) charitable, non-profit tax status. Fund use is restricted to activities with CHC archive materials. To continue this effort, we ask you to consider making donations to the fund. You can make contributions to the fund (either periodic or ongoing) at: <http://www.leatherarchives.org/giftshop/chc.htm>. This will allow you to take advantage of the Fund's 501(c)(3) tax advantages which support the preservation efforts. Thank you for your consideration.

GOOD MORNING

Recently I had the wonderful opportunity to attend a weekend dungeon party that a friend holds periodically during the year. Most of the guys get there Friday and play starts and goes late. Many of the guys stay over at the house and share rooms. I have the wonderful privilege of sleeping with a good friend who is living at the house and his bedroom is on the path of most of the other guys to the common upstairs bathroom.

On Saturday morning, I woke up earlier than my friend, as usual. For a long time, I listened to his rhythmic and somehow soothing snoring. It was light outside when I looked at the clock and saw it was 8:30 am, but I didn't move because we were cuddled together and I wanted to stay that way for as long as possible.

Eventually the snoring stopped and I could tell he was waking up, so I reached down to touch his cock and he responded immediately. As we cuddled and caressed each other, we talked quietly. It was always the same and always the best way to start the morning. We were very familiar with each other and knew what each other enjoyed and yet the discussion we were having was about things since we had last seen each other and some special recent stresses he had experienced. We held each other and as he explained and I listened.

Sometime later another guy staying at the house wandered through the room on his way to the bathroom. On his way back, he asked if he could join us in bed and we both happily said yes. He is a child psychiatrist, handsome and upbeat. As we lay there on the bed in juxtaposition, he talked about a conference he was supposed to be attending soon so he could get some continuing education credits. His disdain for these particular conferences was obvious and he expressed it

in very comical ways. As we all laid there and stoked each other and rubbed his back and kissed, we could almost sense his relaxing.

About a half hour later, another guy came through and asked if he could join us. Our answer was heck yes. This guy had been kind of quiet the night before and it seemed strange that he would be so forthright as to ask to jump in bed with three other guys, but as we started to caress him and stroke him, he began to talk about his bout with stomach cancer and some of the other experiences he has had. He also asked about the small tat marks I had on my stomach and I told him about my radiation treatments.

After another period of time passed by, and the four of us continued to comfort and stroke each other, a fifth guy walked to the bathroom but he was already dressed in full leather. He stopped on the way and we told him he could join us too, but clothing was not allowed. He continued to the bathroom and stopped again on the way back. He was hesitating. He told all of us that he was very self conscious of his body and that he didn't look good at all. Almost all at once, the four of us on the bed told him he looked very handsome and not to worry. Slowly he took off the leathers and the only imperfection any of us could see was that he had a herniated navel and he began to talk about that. Coincidentally the guy I had slept with also has one and they talked about that.

So we all talked and comforted one another and lay there on the bed in each other's arms until noon. Sometimes those of us into BDSM rush for the more extreme forms of play. But here was a simple time in bed listening to each other, comforting each other, caressing each other, and we will all remember this very good morning.

40TH ANNIVERSARY LOGO MERCHANDISE AVAILABLE TO ALL



In honor of the Chicago Hellfire Club's 40th Anniversary year, CHC has adopted a specially designed logo for the occasion. The full logo, wonderfully designed by Will

M., is shown above. Throughout this year, you will see this logo used in many places including on some commemorative merchandise available to members and guests online at:

<http://www.cafepress.com/CHC40>

At the online store you will find T-shirts, sleeveless shirts, golf shirts, coffee mugs, pet dishes, hats, boxer shorts, mouse pads, and stickers. New merchandise will be added so check back often.

2011 IML WEEKEND PARTY FORM

Please complete this form in order to reserve your tickets for the Chicago Hellfire Club private parties being held during IML Weekend. Use one form per individual. Amounts shown are suggested donation. **NOTE: When attending CHC parties, a government-issued photo identification will be required. Party tickets are available to CHC members and their invited guests and are not transferable or refundable.** Please complete the name, address and telephone number information below and send this form and your donation check before May 15 to: CHC/Fireside Club Ltd, Attn: IML Weekend, P O Box 577618, Chicago, IL 60657-7618. **A guest must have his CHC member sponsor sign and submit the guest's party form and donation to CHC.**

Reserved tickets should be in this name (tickets should be picked up at the CHC booth in the Leather Mart):

Guest or Member

Name (who is attending): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number (mobile phone preferred): _____

Check the box of either Guest or CHC Member and then the boxes in that column of the parties you wish to attend



If donating by check, please make it payable to **Fireside Club Ltd.**

I am a:	<input type="checkbox"/> Guest*	<input type="checkbox"/> CHC Member
Full Party Package	<input type="checkbox"/> \$105 (\$35 Savings)	<input type="checkbox"/> \$85 (\$35 Savings)
Friday Night, May 28	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35
Saturday Night, May 29	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35
Sunday Afternoon, May 30	<input type="checkbox"/> \$25	<input type="checkbox"/> \$20
Sunday Night, May 30	<input type="checkbox"/> \$35	<input type="checkbox"/> \$30
Total Amount	\$	\$

*As a guest, you must be sponsored by a CHC member to be able to attend the parties. Your sponsor must sign and submit this form for you (along with your donation) to CHC.

Sponsor Signature: _____

Sponsor Name Printed: _____

If a guest, please check here if this will be your first time attending a CHC party or CHC event:

☐


Paul C. before and after shave-for-charity fund raiser.

"This will be the Chicago Hellfire Club's 40th year as a premier men's only BDSM / Kink / Fetish club!!! That's quite an accomplishment, especially in a time of instant gratification via the modern conveniences of the internet!!! Thanks to all our members, friends, and guests who have helped us get to this point and who have enjoyed being a part of this awesome journey!!!! Our 40th Anniversary celebration has already begun. Come join us at one of our scheduled events."

Paul C., 2011 CHC President

2011 IML WEEKEND VOLUNTEER FORM

CHC is in need of volunteers to help with the following work during IML Weekend. If you would like to volunteer to help, fill in your name, address and phone number (mobile phone preferred) and indicate which of the time slots and duties you prefer. Please indicate 1st, 2nd and 3rd choices. **Responsibilities marked with an asterisk (*) are open to guests and members, otherwise, only CHC members (all categories) may perform the volunteer service. The Dungeon Monitor duty requires the CHC member to have received training as a DM.** Members may mail this form (or a guest may have his sponsor include this form) with the Party Ticket form to the same address (CHC/Fireside Club Ltd, Attn: IML Weekend, P O Box 577618, Chicago, IL 60657-7618), **or you may volunteer by email** (see directions for doing this below the volunteer work areas).

Guest or Member

Name (who is attending): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number (mobile phone preferred): _____

Party Responsibilities (shifts will be 2 hours)

<input type="checkbox"/>	Friday Night Party Check-in
<input type="checkbox"/>	Friday Night Party Dungeon Monitor
<input type="checkbox"/>	Friday Night Party Clean Up*
<input type="checkbox"/>	Saturday Night Party Check-in
<input type="checkbox"/>	Saturday Night Party Dungeon Monitor
<input type="checkbox"/>	Saturday Night Party Clean Up*
<input type="checkbox"/>	Sunday Afternoon Party Check-in
<input type="checkbox"/>	Sunday Afternoon Party Dungeon Monitor
<input type="checkbox"/>	Sunday Afternoon Party Clean Up*
<input type="checkbox"/>	Sunday Night Party Check-in
<input type="checkbox"/>	Sunday Night Party Dungeon Monitor
<input type="checkbox"/>	Sunday Night Party Clean Up*

Leather Mart Booth Shifts

<input type="checkbox"/>	Friday (noon to 2 pm)
<input type="checkbox"/>	Friday (2 pm to 4 pm)
<input type="checkbox"/>	Friday (4 pm to 6 pm)
<input type="checkbox"/>	Saturday (11 am to 1 pm)
<input type="checkbox"/>	Saturday (1 pm to 3 pm)
<input type="checkbox"/>	Saturday (3 pm to 5 pm) at cocktail party
<input type="checkbox"/>	Sunday (11 am to 1 pm)
<input type="checkbox"/>	Sunday (1 pm to 3 pm)
<input type="checkbox"/>	Sunday (3 pm to 5 pm)

To volunteer by email, please click on your first work choice above. This will open your email with that job and/or time in the subject line and the email will be addressed to program@hellfire13.net. In the body of the email, please list your name, address and mobile phone number along with your second and third choices, if any, and any additional comments or questions you may have. **IMPORTANT: Please remember to print and mail in your party reservation form from Page 7. You do not need to print and mail this volunteer form if using email.**

BE A SPONSOR FOR THE CHC TRADITIONAL COCKTAIL PARTY

\$100 sponsorship slots are available for your organization or business, or as a leather celebration for yourself, your partner, puppies, boys and/or slaves. Your business or names will be listed on a large poster at the cocktail party and at the Clubhouse. If you are interested, e-mail us at program@hellfire13.net or contact us at: **CHC Treasurer: IML Sponsorship, CHC/Fireside Club, Ltd, PO Box 577618, Chicago IL, 60657-7618**