

# THE BRAND

FALL 2012

Until the Next Issue:

Inferno XLI

Session A - Sept 6-9

Session B - Sept 9-12

October Party - Oct 13

## INFERNO XLI BEGINS SHORTLY

There are only about two weeks left until Inferno XLI Opening Ceremonies, assuming this newsletter goes out on August 20. So, for any of you guys who have not returned your Inferno applications and who want to attend, I suggest you do so at once. There may still be room left in one or both sessions but it is critical that if you are interested in attending, you contact me right away. DON'T DELAY. Contact me at [Inferno@hellfire13.net](mailto:Inferno@hellfire13.net), and I will try to help you if there is still room.

At Inferno, CHC will, again, accept credit cards for Satan's Station purchases, and for 2012 dues (cash or check also). Hopefully all of you will have paid your run fee before Inferno but if you have not, we will be accepting credit card payments at the gate for remaining balances.

I expect Inferno XLI will offer experiences to first-timers and veterans alike which are just as unforgettable as during each of the previous Infernos. In preparation for the event, here are a few helpful tips and considerations:

### Rides:

From Chicago to Run Site: For anyone needing a ride from Chicago to the run site for setup or the event, please contact Ben V. at [bearcubby@gmail.com](mailto:bearcubby@gmail.com). Any of you who are driving to the run site from Chicago area and have space in your car for passengers, please let me know. Drivers need not worry about luggage space, as we can place the driver's and passenger's luggage



David K.  
Inferno Coordinator

on the truck we have going to the run site.

### Housing in Chicago:

If any of our members or friends in the Chicago area can house any of the men who are coming in for setup or an early arrival for the event itself, please let me know.

### Clubhouse Teardown:

If anyone is willing to help teardown the Clubhouse on August 23<sup>rd</sup> at 7 pm and get the gear ready for transport to the run site, I would really appreciate your help. (For CHC full members, your help here will count as 1 hour toward your annual requirement). Please send me an email at [Inferno@hellfire13.net](mailto:Inferno@hellfire13.net) or call me

at (312) 208-3074 to let me know you will help. If you have them, please bring adjustable wrenches and socket sets to help break down the Clubhouse

[\(Cont'd on Page 2\)](#)

## IN THIS ISSUE

Pg	Article	Pg	Article
1	<a href="#">Inferno XLI Begins Shortly</a>	5	<a href="#">From the Membership Chair</a>
1	<a href="#">In This Issue</a>	6	<a href="#">Inferno Memories</a>
2	<a href="#">Inferno XLI (cont'd)</a>	6	<a href="#">Inferno XLI Charity</a>
3	<a href="#">Calendar of Events</a>	7	<a href="#">From the Program Chair</a>
3	<a href="#">Inferno XLI (cont'd)</a>	7	<a href="#">UPWORDS Voices</a>
4	<a href="#">Mistress Joanne's B'day Party</a>	8	<a href="#">A Message From Our President</a>
5	<a href="#">Give Us A Hand - Teardown</a>	9	<a href="#">AAW Reservation Form</a>

## **Inferno XLI Begins Shortly** ([Cont'd from Pg 1](#))

apparatus.

### **Run patches and confirmations:**

All run patches and confirmations for Inferno XLI have been mailed and you should have received yours by this time. If you have not received them, please contact me.

### **Luggage Shipping:**

Information about shipping luggage to the Inferno run site was included in your run confirmation packet. It is IMPORTANT that shipped luggage arrives at the run site ON or AFTER September 3th. The folks at the run site cannot be responsible for anything that arrives before September 3th.

### **The Designated Charity:**

The CHC/LA&M Archives Preservation Fund is the designated charity for Inferno XLI. If you have any donations for the silent auction, please contact Roger S. In addition, if you have any items to donate for the McAdory table at the flea market, please contact Brent M. or John B. at [mcadory@hellfire13.net](mailto:mcadory@hellfire13.net).

### **The leather store:**

Shel-Don Chicago is the leather store at Inferno this year. Sheldon is a long-time Friend of the Club, and also an excellent tailor who worked with Male Hide Leathers

for many years. So, if you've been thinking about a new custom vest, chaps, etc. talk to Sheldon while at Inferno and he'll be glad to take out his tape and measure you up.

Here is a list of Club sponsored events leading up to and following Inferno and any member or guest is invited:

**Saturday, Sept. 1:** Inferno BBQ Kick-off: We are holding the BBQ at the house of Mel A. & Greg H.

from 5 - 10:00 PM. It is always a fun afternoon where we get to see friends who are in town before going to Inferno. There will be lots of good food and good cheer. Please RSVP by email to [Melinferno@aol.com](mailto:Melinferno@aol.com) or by calling 773-665-2050.



**Sunday, Sept. 2 at 4 pm at the Clubhouse:** We have our short pre-Inferno monthly meeting to go over some last minute Inferno business and to arrange the last of the rides to the run site, followed up immediately by a BBQ. This is

always a good place to catch up with friends whom you have not seen since last year and start planning your playtime for Inferno. This is also a good place to forge new friendships with guests who will be here for the first time. (Sick evil grin).

**Monday, Sept 3 at 10 am at the Clubhouse:** We need lots of volunteers to help load the truck and set us on our way to the run site to begin setup for Inferno XLI. Coffee, bagels, and donuts will be provided.

**Tuesday, Sept. 4 at 8 am at the run site:** If you are scheduled to help out at setup, please plan on being at the run site by 8 am unless you have made other arrangements with Tony K. and Dave T., the setup chairs, or myself.

**Wednesday, Sept. 12:** Inferno has to end, so teardown is where you can help us move a lot of equipment back into storage and pack some of the gear on a truck to move it back to the Clubhouse. (See the Teardown article on [page 5](#))

## **THE BRAND**

**Jack S., Editor**

**Winter 2012 Issue Article Deadline**

**October 20, 2012**

Send articles, news, and correspondence to:

**E-mail (preferred):**

[Jacks46@rocketmail.com](mailto:Jacks46@rocketmail.com) or  
[news@hellfire13.net](mailto:news@hellfire13.net)

**Regular Mail:**

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

## CALENDAR OF EVENTS



Special Event	2012 Date MM/DD	Event	Place	Time	Additional Information
Inferno XLI	09/04-06	On-Site Set-Up			See Inferno Coordinator article on page <a href="#">1</a> for more details.
	09/06-09	Session A			
	09/09-12	Session B			
	09/12-13	On-Site Tear-Down			See articles on page <a href="#">1</a> and <a href="#">5</a> .
	10/13	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	10/21	The previously announced "Get in Gear" Party for this date has been cancelled.			
AAW	11/09	Meet and greet	Clubhouse	7 pm - 9 pm	See Program Chair's Article on <a href="#">page 7</a> and the reservation form on <a href="#">page 9</a> .
	11/09	Party	Clubhouse	9pm - 2am	
	11/10	Banquet	<a href="#">Marcello's</a>	6pm - 9pm	
	11/10	Party	Clubhouse	9pm - 2am	
	11/11	Brunch and party	Clubhouse	11am - 3pm	
	12/08	Monthly Party	Clubhouse	8pm - 2am	See Note A, below

Note A: To reserve a place at the party, please send an email to [program@hellfire13.net](mailto:program@hellfire13.net) including your name and phone number and if a guest, the name of your sponsor. Also include the date of the party you wish to attend.

### Inferno XLI Begins Shortly ([Cont'd from Pg 2](#))

#### Thursday Sept 13 around 4:30

**pm at the Clubhouse:** The truck should be back from Inferno XLI and we need volunteers to help unload the truck. The more people we get, the quicker we can get all the equipment back into the Clubhouse (for full members, this will be 1 hour of work).

**Thursday, Sept. 27 at the Clubhouse:** We will be setting up the Clubhouse, putting away all of the stuff we brought back from Inferno XLI, and getting the Clubhouse ready to play (for full members, this will be 1 hour of work).



CHC is an all-volunteer organization, and Inferno runs on volunteer effort. To all of you who have volunteered in any way, I would like to take this opportunity to thank you. Your hard work produces what I believe is the best all-male SM event in the world. Thank you one and all.

In Brotherhood,  
David K.  
2012 CHC Inferno Coordinator  
[Inferno@hellfire13.net](mailto:Inferno@hellfire13.net)  
Cell 312-208-3074



# MISTRESS JOANNE'S PAY-IT-FORWARD 60TH BIRTHDAY PARTY INVITATION

The fourth in an every-five-year tradition, Friend of the Club Mistress Joanne invites all CHC members and friends to her 60<sup>th</sup> birthday party fundraiser. It will be held on Sunday, October 14 (the day after the CHC Annual Meeting), from 1 pm to 5 pm at Touché (Devon and Clark) in Chicago.

As many of you know, Mistress Joanne has been a proud and active member of the Leather/SM/ Fetish Community for about 25 years. The leather community is truly a family and, as families do, we take care of each other. That's why the Chicago Hellfire Club (CHC) created the McAdory Fund: to provide financial assistance to Leatherfolk worldwide—not just to its own members.

Mistress Joanne writes “I am still in awe as I remember the sense of family I felt when CHC's McAdory Fund first gave me money to pay for medications while I was fighting my health insurer about coverage. I'm a strong believer in the circle of life and, when I needed help, the communities to which I'd given time, energy, laughter, tears, and love stood by me and helped me. One phone call from a friend, a member of CHC, and I received a check from The McAdory Fund. When I said I would pay the money back, I was told I could not since the Fund does not lend money; I was, however, welcome—but certainly not required—to make a donation any time. I tearfully (me?!) said that when I got it together I'd have one hell of a birthday party and would ask my friends to make donations to The McAdory Fund in lieu of giving me presents. That hell of a birthday party was my 45<sup>th</sup>, and I repeated the effort on my 50<sup>th</sup>. For my 55<sup>th</sup>, I added another leather community fund that has helped me: the Sorel Fund of The 15 Association (of San Francisco). Along the tumultuous path that has now led me to Florida, numerous friends assisted me and have my eternal gratitude. It was a hell of a time, and I only survived it thanks to you, my friends. You make my life

worth living. I've almost made it to 60, in reasonably good condition (all things considered!), and thanks in no small part to your love and support. I truly believe some debts cannot be paid back but must instead be paid forward, and I would welcome your help in paying forward to The McAdory Fund or The Sorel Fund.”

Therefore, the beneficiaries of Mistress Joanne's 60th Birthday Party will be CHC's McAdory Fund, The 15 Association's Sorel Fund, and, for those who want their donations to be tax-deductible, Lori Cannon's Northside Pantry (Vital Bridges Center on Chronic Care); **100%** of the funds raised will go to these three charities.



Every five years Mistress Joanne tells her friends: “Cheap, tacky gifts in reprehensible taste are always appreciated; if you really want to honor me, though, write a check to one of my charities.”

If you write a check, please make it payable to either (1) The Fireside Club, Ltd. (CHC's legal name), noting “McAdory: Mistress Joanne”; or (2) The 15 Association, noting “Sorel: Mistress Joanne” or (3) Vital Bridges Center on Chronic Care; in the memo section write “North Side (Joanne).” Donation containers will be available at the party; just drop in your check, cash, or spare change! Donations in ANY amount gratefully ac-

cepted!

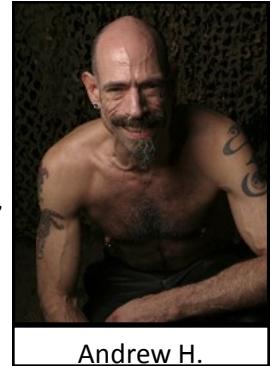
Touché will offer their Beer Bust (50¢ drafts and \$1 sodas), plus a buffet, and—of course—a birthday cake! Mistress Joanne has already accumulated some must-have raffle prizes; for those unable to attend, she's working on a way to purchase raffle tickets online. Watch her website, [www.mistressjoanne.net](http://www.mistressjoanne.net), for updates. If you have something you'd like to donate or if you want to help in some way, contact her at [mistress@mistressjoanne.net](mailto:mistress@mistressjoanne.net).

## VOLUNTEER TO GIVE US A HAND WITH INFERNO TEARDOWN



Dan B.

We're in search of some solid men to join the terrific team that dismantles Inferno at the end of the run. If you're able to give us a day, your Session B is completely clear for play because you'll have *no duty assignment* for that session! And, when Inferno ends, you won't have to face an immediate return to the outside world. Just give us your time and energy on Wednesday, Sept 12, plus the next morning. The Club picks up the tab for a night's lodging, meals, snacks, and refreshments. Many hands make light work! With focused effort, we get the job done quickly and the plan is to head out by lunchtime on Thursday. Complete your Inferno XLI experience with the satisfaction of packing everything securely away for next year. Even if



Andrew H.

you've already mailed your run app but would like to help us, please drop us an email at [aharwin@gmail.com](mailto:aharwin@gmail.com) or call Andrew at 212-431-7917 and we can easily change your duty assignment for Inferno. Many thanks!

In Brotherhood,  
Dan B. and Andrew H., Teardown Co-Chairs, Inferno XLI

## FROM THE MEMBERSHIP CHAIR

As this hot summer winds down, I am looking forward to the cool air and hot play on the eastern shores of Lake Michigan at what is Inferno XLI.

If you're a first time guest to Inferno: Welcome! You have been invited to attend what some call the best all-male SM event in the world. You have been vouched for by a Club brother who has stated that you are ready to meet, play with, and be challenged by some of the best Leathermen around.

Guests often have questions about how to become a member of CHC. As a guest, your first resource for any question is always your sponsor. He should be able to explain the benefits and obligations of membership, what to expect and how to get the process started.

The application process starts with 3 current CHC members vouching for you, in writing, to the Club. These men will tell us about: your play experience; your contributions to your local Leather community; what they believe you can contribute to the Club; how you will wear our colors and represent CHC across the country and the world; and why they think you are worthy to be considered a Brother of the Chicago Hellfire Club. You should be prepared to tell your sponsors and other members who may ask, the same types of information from your perspective. Inferno is an excellent time to get to know the men of CHC and allow the men of CHC to get to know you; take advantage of the opportunity.

Attendance at Inferno is another requirement of membership. If you're not ready to attend Inferno, you can still be a guest of the Club. We have in-town events throughout the year where you can meet members for socializing and play. Come and get to know us better.

If you have any questions on the membership process, there will be a Membership Committee information Q&A session during each session. These will take place on the second full day of each session (Saturday and Tuesday) at 10 am. All interested guests and members are welcome to attend.

At the Q&A you will meet the men of the Membership Committee who will review, process and present your application.

Most of the men of the Membership Committee and of the full board will be in attendance at one, if not both sessions of Inferno. If you have any questions, comments, or concerns about the membership process or how to get started, feel free to speak to one of them or to me at Inferno. If you have questions regarding your specific application, please contact me directly. I can be reached at [Membership@hellfire13.net](mailto:Membership@hellfire13.net)

In Brotherhood,  
Jeff J.  
CHC Membership Chair 2012

## INFERNO MEMORIES

My first exposure to the CHC was attending Inferno 29 and I wasn't done with my first session before I realized I had found my family. I don't just mean my take-down scene within minutes of the end of opening ceremonies, the beatings that followed, or the amazing sex. It was the new people I got to meet, men who understood the questions I was just forming. Coming to my first Inferno was like a kind of gauntlet and graduation ceremony rolled into one.

I was only registered for Session A of my first Inferno. Saturday night, as the session was winding down, I found I didn't want to leave. As I shared this with Mike B, he of the still-cherubic face, and Roger K, they smiled knowingly and encouraged me to stay. I balked at first, but soon found myself being walked over to Jon, my sponsor, because that's what sponsors are for.

Around 2 am on Sunday morning, we found Jon. Before I spoke a word, Jon took the cigarette out of his mouth and said, "You want to stay. Let's go find Mel."

We hunted around for Mel, that year's Inferno Coordinator, for a few minutes and found him near the stockade. Before Jon could open his mouth to tell Mel what we wanted, Mel inserted, "Yes, he can stay. I'll find him a spot, talk to me in the morning."

By brunch, I had called my boss to extend my vacation, changed flights, and had been moved to another room for Session B.



John "Skip" Reddy  
Vice President

That's the truly abbreviated version of how I got my start as a guest of Chicago Hellfire Club. As you get ready for Inferno, if it's your first, second, or twentieth, remember that your best way to have the experience you want is to ask. This applies to our parties, as well as Inferno, and to our members as well as guests.

Guests need a member to sponsor them to Inferno and to any party. But that's not the limit of what the sponsor is there for. Sponsors are there to show you around the site. They'll intro-

duce you to the men that they know and trust. Your sponsor is the man to ask about how you might become a member of Chicago Hellfire Club, too.

I suppose the theme of my Fall 2012 article for the Brand, if you haven't gathered, is communication. In short: Just tell that hot man you want to play with him.

Yours in rubber (leather, spandex, ropes, chains),  
John "Skip" Reddy - CHC Vice President, 2012

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## INFERNO XLI CHARITY

### CHC-Fireside Archives Preservation Fund

In 2010, 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.

During this year's Inferno XLI, contributions through various activities, such as the silent auction, boot blacking, and others, will benefit this fund. If you have items to donate, please contact Roger S.

You may also donate to this fund at any time (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.

## FROM THE PROGRAM CHAIR

Let me begin by thanking all of you who helped make July's Triple Play weekend and our bar night and play party in August so successful. Our summer is wrapping up with Inferno XLI. As in past years, there will be no monthly party in September.

Once we return from Inferno, first thing is to put the Clubhouse back together – details are provided in the Inferno Coordinator's article, on [page 1](#). Then, on Saturday, October 13 we'll have our next monthly demo and party.

Be sure to save the weekend of November 9-11 for Associate/Applicant Weekend. Come join us for the banquet, three play parties and an opportunity to meet the new class of CHC applicants. Use the application form on [page 9](#) to register early – we anticipate a large turnout and space will be limited for all of the weekend's events.

As always, none of this can happen without your help! Volunteering is a good way to give back to the Club, and for Full Members, a good way to fulfill part of your annual volunteer requirement.

I welcome your feedback on our events, and ideas for other opportunities. The best way to reach me is by email, at [program@hellfire13.net](mailto:program@hellfire13.net).

In Brotherhood,  
J.C. L., 2012 Program Chair

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Special Note: The previously announced Get-In-Gear Party, which had been scheduled for October 21, has been cancelled.

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## A CHC BROTHER'S PROJECT : UPWORDS VOICES

An associate member of CHC, Ben B., has founded and been working on a project he has named UPWORDS Voices (UPWORDS is derived from the name of the NY counties where this project was first introduced). UPWORDS Voices is a web-based virtual living-quilt dedicated to sharing the powerful testimony of individuals living and thriving with HIV whose voice, strength, and hope rise larger than the disease. Now UPWORDS Voices is set to be rolled out to all who wish to participate regardless of where they may live. So Ben would like our members and guests to consider participating. UPWORDS serves as a tool to celebrate, empower, encourage and educate those INFECTED and/or AFFECTED by HIV/AIDS. To see what the project is about and to participate if you wish to do that, go to [HTTP://UPWORDSVOICES.ORG](http://UPWORDSVOICES.ORG)

Here is what Ben has to say about his intentions for the project:

"My name is Ben B. and I have been living with HIV for over 19 years. While on the HIV planning council of Dutchess County in NY, I was inspired to create the UPWORDS VOICES living quilt to connect individuals living with HIV. My goal for this virtual quilt is to attract all those who are infected or affected, and provide a setting where they can easily share their experiences/stories (good and bad), as well as open the door for those who have difficulty disclosing. Unfortunately, in 2011 there are still negative perceptions and stigmas around HIV. My hope is that the stories shared in this quilt will help educate and promote risk reduction, awareness, and testing."

Please visit the UPWORDS Voices website (not from your work computer) and think about participating if applicable. Ben will appreciate your consideration. Ben's contact information can be found on the website.





## A MESSAGE FROM OUR PRESIDENT

Greetings Brand Readers!

Hard to believe August is here and the year is already more than half over. We're only a couple weeks away from hosting our annual event...Inferno, and this year's Inferno XLI (41) is sure to be as much fun as ever. In addition to all the preparations that have gone into getting ready for this year's Inferno event, we've also been doing a lot of other things within the Club to help build and improve various things such as Club communications, web presence, administrative and event attendance automation, security, preservation and more. Suffice it to say, our Club's Board, Full members and others have been busy this year with a variety of projects focused on improving infrastructure and communication in addition to maintaining our day to day operations, programs and membership responsibilities.

To those of you who will attend this year's Inferno, I look forward to seeing and networking with you during the event. To those of you who are not able to enjoy Inferno this year, I hope to see and network with you at any of the remaining program events we have scheduled through the rest of the year. For an idea of what those events might be and to help you plan, please refer to the CHC Calendar of Events located on page 3 of this newsletter.

For those interested in CHC's programs and membership, reach out to your Club sponsor, one of the committee members, Board of Directors or other members of the Club for more information. Our members are more than happy to answer questions about our Club's membership and programs and to network with those who express interest in supporting our Club. If you're going to miss out on Inferno this year, think about attending our AA weekend in November or our year-end parties planned in December. Either way, you're sure to have a great time.

For those that appreciate historic value, you will want to take note of the wonderful things CHC has been doing in collaboration with the LA&M to preserve our Club's artwork, records and memorabilia. Feel free to inquire with any of the members of our CHC/LA&M Archives &



**Paul Cantrell**  
**President**

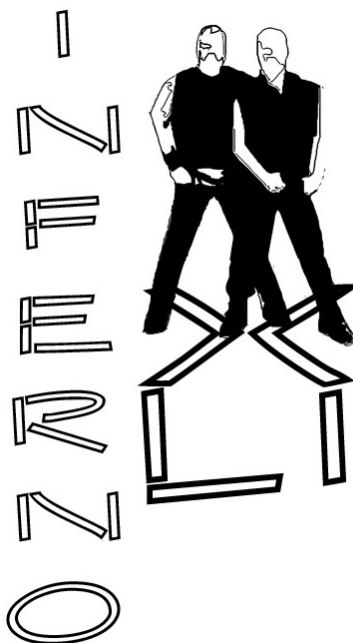
Preservation Committee for further information. Keep your PC's, e-tablets and smart phones handy as we hope to be more electronic media friendly in the coming months through the concerted efforts of this year's CHC IT Committee and others members collaborating on such projects behind the scenes.

As many of you know and are intimately aware, CHC is an all volunteer organization. Our events, our programs, our day to day operations and support of such wouldn't be possible if it weren't for the dedicated men who commit to volunteer

year after year to help keep our Club and its programs successful! A Huge Thank You to each of them! Enjoy what's left of your Summer and I look forward to catching up with you again soon!

Regards,  
Paul Cantrell – CHC President 2012

## EXTENSION OF INFERNO'S SPIRIT



As some of us begin our travels to Inferno to share our Brotherhood, we will not forget our members and guests who are not able to join with us because of job and family responsibilities, financial considerations, health issues and many other reasons. We hope you know our spirit is with you and we hope that you will be able to join with us in the coming years.



# AA WEEKEND RESERVATION FORM

November 9-11, 2012

Send in Your Reservation Early -Space Is Limited!

Person Submitting Reservation	
Email	
Phone	
CHC Sponsor Name (Guests Only)	

## AA Weekend Banquet Attendance

Please print name(s) below of (all) Banquet attendees covered by this form and indicate their price in the next column:	Member or Applicant Price: \$20 Guest Price: \$35
	\$
Total	\$
Please indicate any special dietary needs here and who, in the list above, this applies to:	

## AA Weekend Party Attendance

List names of anyone covered by this form who will be attending one or more parties. Indicate the donation amount if a guest. In the far right columns indicate which parties will be attended by each person.	Suggested Donation for Party Ticket(s): \$25/party or \$65 for all three parties for Guests only. (No Donation Necessary for CHC Members or Applicants)	Friday	Saturday	Sunday
	\$			
Total Donation and total number attending each party				

<b>Grand Total of Banquet Tickets and Party Donations</b>	\$
Reservations for the banquet must be received by <b>November 1, 2012</b> . Send checks or money orders payable to <b>FIRESIDE CLUB, LTD.</b> with this reservation form to Fireside Club, Ltd., P.O. Box 577618, Chicago, IL. 60657-7618.	