

Until the Next Issue:
Bar Night & Party - Mar. 9&10
Party - Apr. 14
April Showers Party - Apr. 22
Party - May 12
IML Weekend - May 24 to 27
Party - Jun. 9
Obedience Schl. Party - Jun. 24

EXCITING PROGRAMS PLANNED

For 2012, we have put together an exciting calendar of events. The attendance at our monthly parties

and the excitement has grown during the last few years since we introduced and start each party with an hour long demonstration and discussion of various BDSM techniques. Each month on the second Saturday (except during September when we are all at camp), the clubhouse doors will be open for our parties from 8pm until 11pm, and the



dungeon will be open from 9pm until 2am. This year, there will be some awesome demonstrations including scarification, single tails, predicament bondage, interrogation, humiliation, and caning.

In addition to those parties, we've also scheduled three additional "themed" Sunday parties this year. If yellow is your color, the "April Showers" party on April 22 is for you. Handlers, puppies, and dogs will take over the clubhouse on June 24 for "Obedience School". Finally on October 21, bring your favorite athletic, motorcycle, military, and other gear for the "Get in Gear" party.

To expand our circle of friends even more, we will have four bar nights this year: March 9 at Touché,

May 24 at The Hole, July 13 at The Hole, and August 10 at Touché. The dates of these bar nights were scheduled to augment special party weekends to entice even more participation. Bring your gear and show the bars what we're about! We won't have formal demos during the bar nights; instead, everyone is encouraged to play at the bar and give those with an interest in our club a glimpse and a taste of what we do. During these bar nights, for the benefit of charities we support including the McAdory Fund, there will be some great raffles for prizes you won't want to miss. Details will be included in email announcements prior to each event. Be sure to watch for them.

(Cont'd on Page 2)

10 IML Weekend Volunteer Form

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From Our Vice President

Exciting Programs Planned (Cont'd from Pg 1)

We welcome our club brothers and their guests from around the world as they arrive for IML May



24 - 27. On
Thursday night
we will kick off
the weekend
with dinner at
The Deluxe Diner
on Clark &
Devon, then
head across the
street to The
Hole for our IML
bar night. During

the weekend, be sure to visit the CHC booth at the IML Leather Market, mingle with your club brothers and guests at our IML Cocktail Party and help raise money for the McAdory Fund, and find hot play at the clubhouse during our four play parties. Further details are included in the article on page 8 in this issue and in the calendar of events on page 3.

Our Triple Play weekend is scheduled for July when we have a Friday night bar night, a Saturday night party, and a Sunday afternoon brunch and party. We're planning some special events for this weekend and hope to enjoy the company of many

THE BRAND

Jack S., Editor
Summer 2012 Issue Article Deadline
June 23, 2012

Send articles, news, and correspondence to:

E-mail (preferred):

<u>Jacks46@rocketmail.com</u> or <u>news@hellfire13.net</u>

Regular Mail:

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

In November we have the annual homecoming weekend known as Associate/ Applicant Weekend when we all get to know the new applicants better and have three parties, Sunday brunch, and another awesome banquet at Marcello's. It is always well attended and a very special weekend.

The Program Committee is still working on some additional events; keep an eye out for email notices throughout the year and check the newsletters regularly to keep up-to-date on what is happening! Because this is an all-volunteer club, we know none of this can happen without your support as members and guests. Whether you live in Chicago or elsewhere across this nation and world, there are many ways you can help us. Participate in club events and volunteer your time and ideas to keep the club vibrant. Your Program Committee wants your ideas for other events and your feedback on what we have scheduled already. The best way to reach us is by e-mail at program@hellfire13.net.

Finally, as your new Program Director, I want to



take this opportunity to say that I am honored to have been elected to serve in this capacity for 2012. I want to thank my predecessor, JW R., and the entire 2011 Program Committee for the great work done during last year. With the support of the 2012 Program Committee and all of our members, I hope to

continue their efforts, and hope that 2012 will prove to be as successful.

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

THE CHICAGO HELLFIRE CLUB

CALENDAR OF EVENTS

Special Event Group	2012 Date MM/DD	Event	Place	Time	Additional Information
	03/09	Bar Night	<u>Touché</u>	10 pm - 2 am	
	03/10	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	04/14	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	04/22	"April showers" Party	Clubhouse	1pm - 5 pm	See Note A & B, below.
	05/12	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	05/24	Pre IML Dinner	Deluxe Diner (6349 N Clark)	8pm - 10pm	
	05/24	Bar night	The Hole	10pm - 2am	
	05/25	CHC booth	The IML market	11am - 3pm	
	05/25	Party	Clubhouse	9pm - 2am	
IML	05/26	CHC booth	The IML market	11am - 3pm	See articles on pages <u>1</u> and <u>8</u> and forms on pages <u>9</u> and <u>10.</u>
	05/26	CHC Cocktail Party	IML Hotel	3pm - 5pm	
	05/26	Party	Clubhouse	9pm - 2am	
	05/27	Party	Clubhouse	1pm - 5pm	
	05/27	Party	Clubhouse	9pm - 2am	
	06/09	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	06/24	"Obedience school" Party	Clubhouse	1pm - 5pm	See Note A & B, below.
T: 1 D	07/13	Bar night	The Hole	10pm - 2am	
Triple Play Weekend	07/14	Party	Clubhouse	9pm - 2am	See Note A, below.
VVCCRCITA	07/15	Brunch and party	Clubhouse	11am - 3pm	See Note A, below.
	08/04	DM Training	Clubhouse	1pm - 4pm	See Note C, below.
	08/10	Bar Night	<u>Touché</u>	10pm - 2am	
	08/11	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 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.

Note B: This is a special themed party being held on a Sunday afternoon.

Note C: DM Training is open to members only.

(Cont'd on Pg 4)

CALENDAR OF EVENTS

(Cont'd from Pg 3)

Special Event Group	2012 Date MM/DD	Event	Place	Time	Additional Information	
	09/04-06	On-Site Set-Up				
Inferno	09/06-09	Session A			See article on page 7.	
XLI	09/09-12	Session B			see article on <u>page 7</u> .	
	09/12-13	On-Site Tear-Down				
	10/13	Monthly Party	Clubhouse	8pm - 2am	See Note A, on page 3	
	10/21	"Get in Gear" Party	Clubhouse	1pm - 5 pm	See Note A & B, on page 3	
	11/09	Meet and greet	Clubhouse	7 pm - 9 pm		
AAW	11/09	Party	Clubhouse	9pm - 2am		
	11/10	Banquet	Marcello's	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, on page 3	

NOTICE TO ALL CLUBHOUSE ATTENDEES

In order for the Chicago Hellfire Club to continue to be successful and full of hot sex and play during all of our events, it's important to remember some items so that problems won't interrupt our fun:

- 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 or toys are to be worn or displayed outside the club: No bare asses or chests, hoods, masks, leashes, or boys on their knees. Keep your toys and tools out of sight until you are inside the club-house.
- Arrive and depart quietly.
- All attendees are required to show their valid, government-issued ID. 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.
- Photography in the clubhouse is forbidden at all times, except by club-selected official photographer(s).
- Drug use will not be tolerated.
- We take our members' and guests' safety seriously. DMs are on duty to ensure someone is watching, but it is the
 responsibility of all members to enforce the club's safer sex policies, listed in our Standing Legislation, Attachment
 19. Prohibitions include, but are not limited to: unprotected anal intercourse; fisting without rubber gloves; needles, pins, catheters, sounds, or other devices intended to break the skin or invade a body orifice used on more
 than one individual without sterilization between uses; sharing of sex toys which come in contact with any bodily
 secretions

Thank you for helping us help you have fun!

A MESSAGE FROM OUR PRESIDENT

Greetings All!

Our 41st year is off to a running and great start. This year's programs and events are shaping up to be as exciting and rewarding as always. Included in this edition of THE BRAND you will see our calendar of events on pages 3 and 4. This year's Program Chair with help from his predecessor has lined up a great time including a few new events that are sure to be exciting. In short, we have a variety of events that are sure to appeal to all of our members and guests.



Paul Cantrell President

Whether you've been involved as a guest of CHC for a while or for a short time, we look forward to seeing you at our events throughout 2012, and, if any of you have any thought about becoming a member, please let your sponsor know or ask any of our club members and/or Board of Directors either in person or by emailing info@hellfire13.net or membership@hellfire13.net

Since 2012 is an election year here in the USA, I would like to remind and encourage each of you who are citizens here to do your part in educating yourselves on the candidates in this year's national election. Regardless of your party affiliation or your candidate of choice, please take the time to educate yourselves properly on the candidates and not rely solely on commercial influenced media for your basis of information. As we move into our future, its more important than ever that our LGBTQ communities do all we can do to make wiser and more responsible choices and decisions when it comes to those who represent us on all levels of government but particularly on national levels. Each of our votes count and our votes can make a significant difference!

We celebrated our 40th Anniversary throughout the year last year - at all of our monthly play parties, quarterly bar nights and annual events. Our club has entered its second year under the Board of Directors governance structure and with the help of its much larger base of local Full Members. CHC has embraced some rather difficult challenges over the past couple years and with each new challenge, the club and its members have ral-

lied together and reinforced the club's long standing reputation for integrity, respect and trust within the leather-kink-fetish communities.

As we move through this 41st year, we say thank you to our club brothers for their service on the 2011 and 2012 Board of Directors and to the Full Members and others for their dedication and service to the club and its programs. Our club's membership continues to grow and our programs and events are successful because of the significant voluntary time commitments of so many of our club members.

Finally, I would also like to encourage each of you wherever you are in the world to continue to support your local and national charities. These past few years have been hard on us all and these charities are no exception. Resources come in various forms... money, volunteer hours and skills. Regardless of the resource you are able to provide, just be sure to provide what you can when and as you can.

Regards,
Paul Cantrell – CHC President 2012

FOLSOM STREET FAIR DATE MOVED

As a favor to our members and guests who may be considering going to the Folsom Street Fair in San Francisco this year, please be aware that the date of the Fair has been changed from the last Sunday in September to a week earlier - September 23, 2012 - due to a conflict with another large convention in the city. If you would like further information, please see the Folsom Street Fair website - www.folsomstreetfair.org



FROM OUR VICE PRESIDENT

I try to keep my notes short here. I'm a fan of brief and to the point.

What do I need?

Members and guests to ensure we have up to date con-

tact information. Any changes should be sent to address.change@hellfire13.net

Memories of our Brothers: We have several volumes of Memory Books in the Clubhouse. They are reminders of the men who have come before us, arrived with us, and in some cases after us. They all helped make the club what it is today. Next time you are at Clubhouse, take a moment to remember some of the men who have moved on. There are more than a few in the Memory Books for whom we do not have pictures. Please share with us your memories and your pictures. You can send them to me via email to vp@hellfire13.net or via mail to our official mailing address: Fireside Club. Ltd., P.O. Box

577618, Chicago, IL 60657-7618

Who am I?

I'm the CHC VP for 2012. I've been an associate since 2002, and became a Full Member shortly after moving to Chicago in 2010. I co-chaired Satan Station for 5 years or so and was masochist enough to accept the nomination for VP at the meeting this past October. I've been a member in the NY Renegades, GMSMA, Delta, and CHC and been in the scene since I was 21, over 15 years ago.



John "Skip" Reddy **Vice President**

What do I do?

Primarily? Member dues. There's a whole load of other stuff in the Bylaws & Standing Legislation that's also on my plate, but I see the member relations as the primary job.

John "Skip" Reddy Vice President, 2012

PRESERVING OUR PAST

This Spring issue of the Brand starts the beginning of a new year for the Chicago Hellfire Club newsletter which is distributed to our guests and members . While we all look forward to the future and the fun to be experienced with our brothers and friends, please consider the importance of preserving our history; how we have come to be and all that we have accomplished during our 40 years. The CHC-Fireside Archives Preservation Fund, in conjunction with the Leather Archives and Museum is meant to help with that effort.

CHC-Fireside Archives Preservation Fund

CHC has 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.

NFERNO XLI PLANNING UNDERWAY

David Katzenberg

Inferno Coordinator

We have now begun our journey to Inferno XLI. Session A begins on September 6 and ends September 9. Session B begins on September 9 and ends September 12.

Members:

In the next few days you should be receiving your guest sponsorship forms. Please fill them in and return them as soon as possible. New this year - member invitations will be available by an email link (similar to the way a link is provided to this newsletter) on May 1 and more information will be provided about this later.

Guests:

Guest invitations will be mailed out on June 1. If you want to receive an invitation to Inferno XLI, please let your

sponsor know that you want to be included on their invitation sponsor list. Do this as soon as possible because even though it may seem early, our preparation for the invitation process has already begun.

Members and Guests:

Don't forget that for the past few years we have been totally sold out so plan ahead.

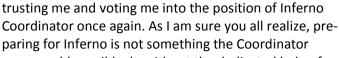
Artwork: If you are interested in submitting artwork to be considered by the Inferno Committee for use as our Inferno logo on the banner, mugs and tee-shirts, please submit it to me on or before April 30.

Charity for Inferno XLI: The Committee is also looking for suggestions for an organization to be our Inferno Charity for this year. In order for the organization you suggest to be considered, you must be willing to head up the fundraising effort at Inferno or arrange for someone to do it.

New Equipment: If there is a piece of equipment you would like to suggest that the club obtain for use at Inferno, please let us know and we'll see what we can do.

Demos and/or Lectures: If you have suggestions for demos or lectures you would like to see us put into our Inferno program, please let me know.

Finally, I would like to thank my full member brothers for



could possibly do without the dedicated help of many, many volunteers. Making the major decisions about the Inferno planning and helping me coordinate the volunteer efforts is the primary responsibility of the Inferno Committee. I would like to congratulate and thank this year's Inferno Committee. In addition to myself, these are the men you have voted to be on the Inferno XLI Committee: Tony K. (Honorary), JW R. (Full), Jon E. (Honorary), Jon B. (Honorary), Brent M. (Full Member), and Paul C. (President). As in years past I am always looking for volunteers and happy to receive offers from you to help with various projects. I look forward to seeing and talking with you all soon.

David Katzenberg, Inferno XLI Coordinator

MCADORY HERE TO HELP

After CHC member Michael McAdory passed in 1984, a fund was created in his name to provide financial assistance to members of the leather community whose health left them short of funds to pay for housing, utilities, medical care, and other necessities. In the years since, leather men and women sponsored by our members have received over \$120,000 in aid from this fund. And today, that fund remains open and available to any member of the leather/fetish/kink community with an urgent financial need.

We provide a hand up, not a handout. We can only offer limited support - \$300/month, up to \$1200/year under normal circumstances to any person, and each request for aid must be sponsored by a CHC member. But that small amount of aid can mean the difference between insolvency and survival.

If you or someone you know needs assistance, speak to any CHC member about sponsoring the request for the McAdory Fund. Or you may choose to contact us directly at McAdory@hellfire13.net – we can only help if we know help is needed.

John Bradford, McAdory Committee

CHC ACTIVITIES DURING IML

IML weekend kicks off on Thursday, May 24, with CHC's pre-IML Dinner at the Deluxe Diner at Clark & Devon and continues with a bar night right across the street at The Hole at Jackhammer. CHC Treasurer, Rob W. will be glad to be your Holetender!

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 the application form for party tickets on page 9 of this newsletter. Please note the deadline date for pre-ordering your party tickets is May 13, and all pre-order forms must be sent by a CHC member. Guests, please make sure your member-sponsor knows which parties you want to attend and submits your form for you as soon as possible. Space is limited!

If you miss the May 13 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 to a CHC party must have a member-sponsor for the parties.

You are encouraged to pick up your tickets for the

CHC parties during IML weekend at our booth in the IML Leather Market (Friday, between noon and 6pm; Saturday, between 11am and 3pm, and Sunday between 1pm and 5pm).

The CHC booth at the IML Leather Mart is closed Saturday between 3pm and 6pm so 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 and we encourage everyone interested in the club to attend. A cash bar will be available and clubhouse party tickets will be available for pick up or purchase.

Of course, we really need and appreciate your help to make this all happen! You can use the form on page 10 of 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!

J.C. L., 2012 Program Chair



2012 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 13 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 nan Guest or Member	ne (tickets should be picked	up at the	CHC booth in the Leather Mar	t):	
Name (who is attending):					
Street Address:					
City:			State:	Zip:	
Phone Number (mobile phone preferr	ed):				
Check the box of either Guest or CHC I	Member and then the b	oxes in	that column of the partic	es you wish to attend	
I am a:			☐ Guest*	☐ CHC Member	
So Chicosint M	Full Party Package		☐ \$105 (\$35 Savings)	□ \$85 (\$35 Savings)	
A MARIE MARI	Friday Night, May 25		□ \$40	\$35	
9,00000	Saturday Night, May 26		□ \$40	\$35	
	Sunday Afternoon, May 27		□ \$25	□ \$20	
If donating by check, please make it	Sunday Night, May 27		□ \$35	\$30	
payable to Fireside Club Ltd.	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 sub-			Sponsor Signature:		
mit this form for you (along with your donation) to CHC.			Sponsor Name Printed:		
If a guest, please check here if this will be your first time attending a CHC party or CHC event:					

BE A SPONSOR FOR THE CHC TRADITIONAL COCKTAIL PARTY DURING ML

\$100, \$250 and \$500 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

2012 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)	Leather Mart Booth Shifts
Friday Night Party Check-in	Friday (noon to 2 pm)
Friday Night Party Dungeon Monitor	Friday (2 pm to 4 pm)
Friday Night Party Clean Up*	Friday (4 pm to 6 pm)
Saturday Night Party Check-in	Saturday (11 am to 1 pm)
Saturday Night Party Dungeon Monitor	Saturday (1 pm to 3 pm)
Saturday Night Party Clean Up*	Saturday (3 pm to 5 pm) at cocktail party
Sunday Afternoon Party Check-in	Sunday (1 pm to 3 pm)
Sunday Afternoon Party Dungeon Monitor	Sunday (3 pm to 5 pm)
Sunday Afternoon Party Clean Up*	
Sunday Night Party Check-in	
Sunday Night Party Dungeon Monitor	
Sunday Night Party Clean Un*	

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 9. You do not need to print and mail this volunteer form if using email.

Indicate any special notes here: