

THE BRAND

SUMMER 2012

Until the Next Issue:

Triple Play Weekend - Jul 13-15
DM Training (Members Only) -
Aug 4
Bar Night - Aug 10
Party - Aug 11

A MESSAGE FROM OUR PRESIDENT

Summer Greetings Gentlemen,

As we move into the Summer months, the men of CHC have been busy planning and coordinating various club activities...usual as well as some new activities too. Our monthly play parties are being well attended by members and their guests and we've also had some great turnouts for our themed parties this year too.

IML was yet again another success and CHC's annual IML Cocktail social was a great hit and proved very successful for both the club's McAdory Fund as well as a special fundraising effort by the CHC Preservation Committee who pitched in to sell sponsorships necessary to provide funding for framing many of the club's pieces of art work that were selected to hang in the club full time.

Special THANKS to all the many volunteers and donors who gave so generously to make these two fundraising tasks such a tremendous success. This year's Board and our local membership base have been doing a great job at coordinating and collaborating together to keep our club's various programs moving forward and successful. Great job to each of them.

As we start moving full on into the heat of Summer, the club is once again gearing up for our annual event...Inferno. This year's Inferno XLI is sure to be as



Paul Cantrell
President

awesome and incredible as always. If you are interested in attending, you should plan to reach out to your club sponsors for a guest invitation if you haven't already done so. You can read more about Inferno XLI in the Inferno Coordinator's article on page 4 in this edition of **THE BRAND**.

Speaking of reaching out to your sponsors, if membership in CHC has been of interest to you and you have questions about the membership process, again you should reach out to your sponsors or anyone of the club's Board of Directors...especially the Membership Chair. You can email him at membership@hellfire13.net. We continue to be a vibrant part of the fetish/kink community and our

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

IN THIS ISSUE

Pg	Article	Pg	Article
1	A Message from Our President	4	Inferno XLI Coming Fast
1	In This Issue	5	Give Us A Hand - Teardown
2	President's Message (cont'd)	5	From the Program Chair
2	From Our Vice President	6	Volunteer; Be a Sponsor
3	Calendar of Events	6	Inferno Sponsorships

A Message from Our President [\(Cont'd from Pg 1\)](#)

membership continues to flourish with continued interest and growth from many who attend our events as guests.

Soon after you receive this edition of **THE BRAND**, the club will be ready to play its way through the CHC Triple Play Weekend which continues to be successful year after year. If you have never attended, give it some thought and come check it out...you may find another way to see fireworks!

Hope to see as many of you as possible over the remaining months leading up to Inferno especially at our monthly play parties and hope to see you at Inferno XLI too!

As this year is an election year in the USA, I encourage each and every one of you in this country to get out and vote! Make your voices be heard. This is an important year and it would be a shame if the momentum initiated thus far comes to a screeching halt. Regardless of your political party or candidate, just do your homework and ask those ever important questions about where each of the candidates stand so you can educate yourselves and make wise and responsible choices at the polls this year!

In closing, please continue your support of your local and national charity organizations. The economy is still

struggling and agencies that provide goodwill programs and services know this best. CHC has its McAdory Fund as well as our CHC/LA&M Archive and Preservation Fund. Your local HIV/AIDS charities are also a good place to donate your resources as well as any of the local and national charities near and dear to your heart. Thanks to all who help keep CHC's charities thriving and successful!

In Brotherhood,
Paul Cantrell - CHC President 2012

FROM OUR VICE PRESIDENT

They need me to write something for this? Okay then... Last year was the club's 40th year in existence. That means the club is older than many of its members and we want and need more fresh meat, err..., members to keep the club going another 40 years.

If you've been a guest at a party and have been wondering about how to join, ask your sponsor about the perks, requirements, and obligations of being a member of one of the longest running leather clubs on the planet. Join us at one of our public bar nights in Chicago, and look for the CHC back patch.

(Speaking entirely for myself, an aggressive bondage top or twelve would a treat!)

Yours in leather (or rubber, spandex, ropes, chains...)
Skip Reddy, CHC Vice-President for 2012



John "Skip" Reddy
Vice President

THE BRAND

Jack S., Editor

Fall 2012 Issue Article Deadline

August 9, 2012

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

CALENDAR OF EVENTS



Special Event	2012 Date MM/DD	Event	Place	Time	Additional Information
Triple Play Weekend	07/13	Bar night	Touché	10pm - 2am	See Program Chair article on page 5 (and for parties, note A, below).
	07/14	Party	Clubhouse	9pm - 2am	
	07/15	Brunch and party	Clubhouse	11am - 3pm	
	08/04	DM Training	Clubhouse	1pm - 4pm	See Note C, below.
	08/10	Bar Night	Touché	10pm - 2am	See Program Chair article, page 5
	08/11	Monthly Party	Clubhouse	8pm - 2am	See Program Chair article, page 5 and note A, below.
Inferno XLI	09/04-06	On-Site Set-Up			See Inferno Coordinator article on page 4 .
	09/06-09	Session A			
	09/09-12	Session B			
	09/12-13	On-Site Tear-Down			See articles on page 4 and 5 .
	10/13	Monthly Party	Clubhouse	8pm - 2am	See Note A, below.
	10/21	"Get in Gear" Party	Clubhouse	1pm - 5 pm	See Note A & B, below.
AAW	11/09	Meet and greet	Clubhouse	7 pm - 9 pm	
	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, 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.

TRIPLE PLAY WEEKEND

JULY 13-15

INFERNO XLI COMING FAST

About this time every year, it seems like the first half of this year has just flown by. As of July 1 we have only 72 days until Inferno XLI, so if you have not yet returned your Inferno application, I suggest you do so at once. If any of our guests have not received an invite yet and are interested in attending this years Inferno, I suggest you get in touch with your Chicago Hellfire Club friends to have them sponsor you asap. We are filling up fast, so don't delay! Just as in other years, I expect Inferno to be a magical and life-changing event for first timers and seasoned veterans alike.

Gentlemen, here is a rundown of the important information regarding Inferno preparations and where I would very much appreciate you to volunteer your help if you can:

- In July: Inferno confirmation packets will be sent in July with all of the details including information on how to ship luggage to the run site.
- This year's leather store will be Shel-Don Chicago.
- If you are driving to Inferno from Chicago and have space in your car for passengers, please contact me or Ben V. at bearcubby@gmail.com. Don't worry about space for your luggage or theirs. We can put your luggage on the truck leaving from the clubhouse.
- On Thursday, August 23th at 7 pm, I need volunteers to help tear down the gear in the clubhouse and pack it to get ready for the trip to Inferno. Please let me know if you can help by sending an email to Inferno@Hellfire13.net or call me at 312-208-3074.
- Anyone willing and able to work setup or teardown please contact me at Inferno@Hellfire13.net. Setup starts Tuesday, September 4th at 8 am at the run site. Remember, we house and feed you while at setup. As in years past, we will try to find housing in Chicago for our volunteers who are from distant places and who arrive in Chicago a few days early. Speaking of which, if any Chicago-based members or

guests can put someone up for a few days, please let me know. Teardown starts immediately after the closing ceremonies of Session B and usually finishes up the next day around noon. Any teardown volunteers flying home should arrange for a late Thursday afternoon flight. Of course, we house and feed our volunteers during teardown.

Pre-Inferno Labor Day Weekend Events

Saturday, September 1: This year we are holding the Inferno BBQ Kick-off picnic at Mel A. and Greg H.'s home from 5 pm - 10 pm. It is always a fun evening where we get to see old friends in Chicago with lots of good food and good cheer. Please RSVP to Melinferno@aol.com or by phone at (773) 665-2050.

Sunday, September 2: At 4 pm, we are having our short pre-Inferno monthly meeting (at the clubhouse) to go over some last minute Inferno business and finalize 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 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 people who will be here for the first time (sick evil grin).

Monday, September 3: We need a lot of volunteers to load the truck and get us on our way to the run site to set up Inferno XLI. Please be at the clubhouse by 10 am if you can help. Coffee, bagels & donuts will be provided.

As you all know, the Chicago Hellfire Club is an all-volunteer organization. We rely on volunteers in order to put on all of our events, including Inferno. It would not happen if we did not have volunteers to help us put this event on. If the club had to pay a company to do the work, the vast majority of us would never be able to afford to attend. To all of you who have volunteered in any way, thank you for all the hard work you have done over the past several months or will do in the days to come and at the event, itself. Your hard work enables us to continue presenting what I believe is the best all-male SM event in the world. Thank you one and all.

Yours in S&M Leather
David Katzenberg, Inferno XLI Coordinator



David Katzenberg
Inferno Coordinator

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 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



The leather store of Inferno XLI, making sure men have clothes, toys and other kinky things so their time at camp is fun!



FROM THE PROGRAM CHAIR

IML 2012 is now behind us, and it was great to see so many members and their guests. Our Leather-invasion dinner at Deluxe Diner, bar night at The Hole, cocktail party at the Hyatt, and the clubhouse parties were all well attended and I want to personally thank everyone who came to our events.

There's still another half of 2012 to come, and CHC has a lot more planned before the end of the year! Get ready for our Triple Play weekend starting with a bar night at [Touché](#) (6412 N. Clark St.) on Friday, July 13. The weekend will continue with two play parties. Saturday, July 14 doors will be open from 8pm – 11pm, and play will continue until 2 am. This party will start with a demonstration of single tails featuring Ian T. and Ray B. The second party will begin midday on July 15, doors will be

open from 11 am – 1 pm. Come early for brunch and play until 3pm! Summer wraps up with another bar night on Saturday, August 10 at [Touché](#), followed by our monthly party on Saturday, August 11, and Inferno XLI in September.

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. You can reach me at program@hellfire13.net.

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

VOLUNTEER, BE A SPONSOR

When we first learned about the Chicago Hellfire Club, we all focused on the outstanding play and the fantastic guys we were meeting – their expertise, their friendliness, the joy they exuded doing what they enjoyed most.

Because of that, we offer to help where we see an opportunity and we find a calm peace inside ourselves working alongside the men we admire and befriend and play with. We cherish and protect and grow their friendships.

Then we become associates and/or full members of the club, and we continue to help in whatever way we can to make the club as good as it can be; to make the events fun and successful. And we bring new men to the club.

If you are not yet a member of the club, consider volunteering to help during set-up or teardown at Inferno and you will learn more about the club and the men who make up the club than in most other circumstances.

Regardless of whether you are a member or not, the club needs sponsors as described below, to help make Inferno the success it has come to be known for. If you can sponsor one of the listed items by yourself, that's great - please contact Bob asap. But don't overlook the possibility of forming a group to share a sponsorship.

The club members appreciate all of the volunteer and sponsorship efforts from our members, guests and sponsoring companies. Thanks you.



Inferno Sponsors are Hot! SUPPORT INFERNO XLI

I
N
F
E
R
N
O

X
L
I

Individuals:

- Sponsor an Inferno event
- Place a run book ad to announce:
Amarrriage, anniversary, collaring or ?
- Groups welcome, try a 3 way sponsorship
- Tell us about a business or club you know that would benefit from an Inferno sponsorship

Businesses and Clubs:

- Inferno's men regularly buy BDSM gear, videos and toys and attend fetish events
- Inferno ads & sponsorship reach your target customers cost effectively

Sponsorship recognition includes:

- Listing on beverage tent signs
- Run book listing
- Announcements at dinner
- A banner for Satan Level & Barber sponsors
- Custom signage for Port-a-Potty, Puppy Cage, & Pillow treats sponsors

SPONSORSHIP OPPORTUNITIES

(partial list – see website for complete listing)

SODAS: \$115
WATER COOLER JUGS: \$115
UPGRADE OUR COFFEE: \$115
CELEBRATION OF LIFE: \$115
KEGS (Beer or Non-Alcoholic): \$175
EYE OPENER COCKTAILS: \$175
POOLSIDE COCKTAIL PARTY (Pre-dinner): \$460
AFTER DINNER COCKTAILS: \$205
SNACKS (Afternoon or Midnight): \$315
WINE WITH DINNER: \$495
SATAN LEVEL: DUNGEON, TENT or STOCKADE: \$580
NAME BADGES: \$580
PORT-A-POTTIES: \$175
DUNGEON MUSIC: \$195
BARBER AREA: \$200
TENT HEATERS: \$115
MEDICAL TEAM: \$240

RUN BOOK ADVERTISEMENTS:

Full Page: \$200
Half Page: \$115
Quarter Page: \$80

To apply to be a sponsor and check availability see: www.HelloBob.Net/inferno
Contact: Bob Goldfarb, Inferno@HelloBob.Net or 415-255-1388, 9am – 9pm Pacific Time
Please call or email regarding ad deadline.