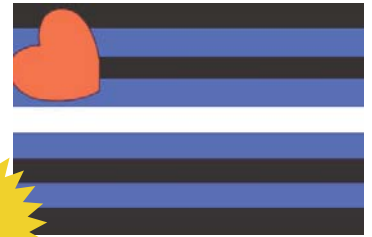


THE BRAND



RSVP!
IML
PARTY
FORMS
INSIDE

A PUBLICATION OF THE CHICAGO HELLFIRE CLUB

IML 2013 SPECIAL

Opinions expressed here do not necessarily reflect the official position of the Club. © 2013.

FROM THE CHAIRMAN PROGRAM

Where Will You Be IML Weekend?

Greetings.

I don't know about you but it seems like this year has just been flying by. Summer is coming, the red coats are coming, the leather men are coming, oh my god, I'm cumming!!!!

Well, SMU 2013 just came and went by in a fast blur. It was extremely well supported and attended. IML is just around the corner. Where will you be for it? As Program Director for CHC I hope you will consider cumming with us for our parties during IML.

A Wednesday CHC Bar Night at Touché

IML Week starts off with a Welcome to Chicago bar night at Touché on IML Wednesday, May 22nd beginning at 9 pm.

Touché will have a shuttle running from the IML hotel to the bar that night.

We will have a violet wand demo by Brent M.

Touché will also serve up tastings of Berghoff Beer and free Chicago Red Hots to munch on. Note: This is not a typo. It is Wednesday

night and not Thursday night.

Friday the IML market opens and our booth is bound to have someone bound and something going on in it right until market closes on Sunday (The CHC booth is not open on Monday). It's a space to meet some CHC folks, see who's tied up this time and get sponsored to attend our famous IML parties that week and get your tickets.

How do you get tickets?

- Guests: fill out the form and get your sponsor's John Hancock on it and send it in with your donation check.
- Associate members: Fill out the form and send it in with your donation check.
- Full, Emeritus, & Honorary: To RSVP, fill out the forms and send them in.

Tickets will be available for pickup at the CHC booth and at club events during the weekend.

Three Themed Parties

1. Friday night is the Smoking Hot Cigar & Boots party. Come bring your boys, cigars & boots to have some fun in them.

2. Saturday night is the Hard, Hot Non-Smoking Leathermen party. Our non-smoking parties have been extremely popular so make sure you get your ticket early. It will be a smoke free zone with lots of hot play.

(For those smokers needing the nicotine fix, limited non-smoking supplies will be available).

3. Sunday night is the Blow Off party. Come and join us after the contest for some chill out time and find a hot bit of meat to blow and be blown by.

Cocktail party

What about during the day? We've got that covered, too. Come and join us for our cocktail party Saturday afternoon:

- 3pm-5pm in the Marriott ballroom located on

the 4th floor of the hotel.

- 2 Bars/Bartenders
- Bootblacks
- Be sure to check out our Surprise Table at the cocktail party.
- Ticket distribution for the weekend parties will move from the market to the cocktail party so ticket volunteers won't miss out on any fun.

Ben V.,
Program Director 2013



Ben V.,
Program Chairman 2013



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SUMMER ISSUE DEADLINE:
June 15, 2013

EDITOR:

Kevin B.

Send news to:

news@hellfire13.net

MORE FROM THE PROGRAM CHAIR

VOLUNTEER

Your Club Needs You

All this fun needs your help to keep it going.
We need you to volunteer.

Guests can help, too.

Guests, there are things you can do to help keep the parties going. You can volunteer to help us with food, beverage and cleanup at our parties. If you volunteer for us, the club shows its appreciation and thanks by helping to cover your donation to the party you are a volunteer for.

Members, need hours?

Members, your help is very much needed! Fill out a volunteer form. Please send it into us or contact the volunteer chairman of each CHC program event by emailing your volunteer information to program@hellfire13.net.

We need help covering a lot of positions for the weekend. For full members needing to make their volunteer hours quota, the June deadline is quickly approaching. IML offers many opportunities to work. And you may meet some new guys in the process.

Leather Market Booth and Party Staffing

We need folks willing to help out in the Market. Keep our booth interactive and fun. And encourage folks to come and join our parties. Have fun, be the club's Leather Market outreach. Introduce yourself and CHC to the curious. We need your help especially before during and after our parties. You can work on space setup, delivery and stocking of supplies, or staff the house during the party/cleanup.

Looking for a Space to Play

IML is always super busy for everyone and finding a space to have some fun can be a challenge. For you members who are in town visiting with us, don't forget that you can enjoy the clubhouse when it's not being used for official club events (and perhaps make a very nominal donation to cover the deposit for the access key). Contact vp@hellfire13.net to make arrangements.

For our guests, you can talk to your member sponsor see if they will take you for some fun. Private parties in the dungeon have great energy and can be a ton of fun as well. This includes the holiday on Monday for those that are looking for ways to blow off the last bits of steam before heading out of town.

Are you interested in joining CHC?

All of us at one time were in your shoes. Find folks on our membership committee wearing a membership badge. They will be available at our parties to talk to you about the details of becoming a member.



WELCOME TO THE HOUSE

A few notes about coming and going

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 maintain a good relationship with our neighbors, dress appropriately when you and your guests arrive and depart. This means:

1. 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.

2. Arrive and depart quietly.

● All attendees are required to show their valid, government-issued ID. When you arrive, we like to get everyone in-side 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 IS STRICTLY PROHIBITED IN THE CLUB-HOUSE** except by club designated photographers – Don't risk getting caught! Just don't take pictures of that hot scene you were watching or involved in. Keep everyone safe.

● 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.

Reminders for the last one out the door

THINK "G.E.T. L.A.I.D."

GARBAGE Have you picked up trash, emptied all the garbage cans, relined them and taken the trash to the alley?

ELECTRIC Have you turned off all electric appliances—coffee pot, fans, smoke eater, etc.?

THERMOSTAT Have you turned off all air conditioners?

LIGHTS Have you turned off all the lights, including the bathrooms and back halls?

AMPLIFIERS Are you sure you've turned off all amplifiers (CD player, radios, tape players, TV, etc.)?

INSIDE DOORS Have you locked the office door and checked all back doors?

DOOR Will you be sure to check the front door and make sure it is locked securely after you have gone out?

Thank you for helping us help you have fun!

MORE FROM PROGRAM SMU 2013

A Very Successful Weekend

I heard and have been reading a lot of feedback about the event and all of it has been very positive.

We had more than 80 who registered for the weekend and on both days the classes were full. We learned a lot from the weekend and managed to accomplish a lot. It is very clear that good education and guidance are very much needed in our community. Participants were excited about coming to learn from people with great experience.

Nationwide Participation

Attendees from as far as NY/NJ took planes, cars, trains and buses. Some of our attendees had never been to a CHC event and made SMU 2013 their very first one.

We are very glad they made the choice to make an educational weekend their first experience.

There was certainly plenty of good natured humor during the weekend. At one point one person was teaching two classes at the same time. (Our apologies to Master Michael. We made an editing error in the program guide.)

Both classes were well-attended and well-received.

We started to worry about running out of food but everyone had plenty to eat and there was plenty of salad to spare!

Thank You Sponsors

While we are still digging through all the event feedback, the Program Committee wants to show special appreciation for all the support that we received for SMU 2013. When you see these folks and patronize their businesses, be sure to extend your thanks. They made SM University 2013 possible.

(SMU continues on Page 4)

CALENDAR

DATE	EVENT	PLACE	TIME
May 11 (Sat)	Monthly Party	Clubhouse	9pm - 2am
IML WEEKEND			
May 22 (Wed)	Bar Night	Touché	10pm - 1am
May 24 (Fri)	CHC Booth	IML Market	12am - 7pm
May 24	Cigar & Boots Party	Clubhouse	9pm - 2am
May 25 (Sat)	CHC Booth	IML Market	11am - 7pm
May 25	CHC Cocktail Party	IML Hotel	3pm - 5pm
May 25	 Party	Clubhouse	9pm - 2am
May 26 (Sun)	CHC Booth	IML Market	11am - 5pm
May 26	Party	Clubhouse	9pm - 2pm
June 8 (Sat)	Monthly Party	Clubhouse	9pm - 2am
June 14 (Fri)	Bar Night with Windy City Boys Troop	Touché	10pm - 1am
TRIPLE PLAY WEEKEND			
July 12 (Fri)	Bar night	Touché	10pm - 1am
July 13 (Sat)	Monthly Party	Clubhouse	9pm - 2am
July 14 (Sun)	 Sunday Brunch Party	Clubhouse	10am - 3pm
Aug. 10 (Sat)	 Monthly Party	Clubhouse	9pm - 2am
INFERNO XLII (SEE PAGE 8 FOR MORE INFO)			
Aug. 23-24 (Fri)	Clubhouse dismantle for Inferno*		
Aug. 23- Sept. 18	Clubhouse closed (limited equipment available)*		
Sept. 2-5 (Mon)	On-site set-up		
Sept. 5-8 (Thu)	Session A		
Sept. 8-11 (Sun)	Session B		
Sept. 11-12 (Wed)	On-site tear-down		
Sept. 17-18	Clubhouse reset post Inferno*		
*Subject to change depending on needs of the Club.			
Sept. 28 (Sat)	Cigar & Boots Party	Clubhouse	9pm - 2am
Oct. 12 (Sat)	Monthly Party	Clubhouse	9pm - 2am
AAW — ASSOCIATE APPLICATIONS WEEKEND			
Nov. 8-10	Including Sat., Nov. 9 AAW dinner and Sun, Nov. 10 AAW brunch and party. Details to come.		
Nov. 9 (Sat)	 Monthly plus AAW Party	Clubhouse	9pm - 2am
Dec. 13 (Sat)	Bar Night	Touché	10pm - 1am
Dec. 14 (Sat)	Holiday Play Party	Clubhouse	9pm - 2am
Dec. 31 (Sat)	 NYE Play Party	Clubhouse	9pm - 2am
smoking permitted after 12:15am, Jan. 1, 2014			

HOW TO RSVP To reserve a place at a party, send email to program@hellfire13.net. Include your name and phone number, and if you're a guest, include the name of your sponsor. Also include the date and time of the party you wish to attend.

For IML events, see Page 5 for IML Party Reservation forms

For IML events, see Page 6 for IML Party Volunteer forms



(SMU continued from Page 3)

SMU 2013 Sponsors:

- Teaching supplies – Touché (from Chicago)
- Non-smoking supplies - Trident Windy City (from Chicago in honor of their 20th Anniversary run Neptune 3 "Fantasy Island" July 26-28, 2013)
- Water & Soda – Louis L, Huei N, & John B (Chicagoland)
- Chairs - Aaron P & David Y (Chicagoland)
- Towels - Ben V & slave dan (Chicagoland)
- Antibacterial soap - Scott G (Chicagoland)

Thanks to the following for sponsoring the program guide:

- Mr S. Leather (San Francisco & online)
- Keystone boys of Leather (New Jersey)
- Trident Windy City (Chicago)
- Leather Rose Association (Chicago)
- Touche' (Chicago)

Special Thanks:

- Will M for designing and putting together the Program Guide for SMU
- Jack M for organizing registration.
- The Program Committee for pulling it together.
- Many thanks to the demo bottoms/subs that stepped up in front of every one to have things done to them.
- Huge thanks to the volunteers that helped with classes and setup/ cleanup and everything in between.
- Lastly thanks to the instructors, especially those who traveled from out of town, to make it all work.

Next Year?

The most common inquiry I hear is when are you doing it again? I told everyone it depended on how successful SMU 2013 was. We're working hard and we look forward to bringing SMU back again in Spring 2014. Keep an eye peeled in the Brand for more information!

Ben V.,
Program Director 2013

VOLUNTEER FOR THE HOUSE CLEANING PARTY

Gentlemen,

Volunteer now!

Every year the House and Program committees need your help with a special deep cleaning of our house. We will be washing walls, floors, equipment and moving equipment as needed so that we look our best for IML.

Remember: Time is running out for you to make your volunteer hours for this cycle. Made your hours already? Come help out too! Many hands makes the work load lighter.

**May 18, 2013 from 10 am - 3 pm
Cleaning Chair: Jeff J.**

We need a small army of us to help as a deep cleaning is a lot of work. Food, snacks & drinks will be provided. Send your "Yes I can volunteer!" to program@hellfire13.net Put it on your calendar now!!!!

In leather brotherhood,
Ben V, Program Director 213

CHICAGO HELLFIRE CLUB CONTACTS

Mail Address

CHC/Fireside Club. Ltd., P.O. Box 577618, Chicago, IL 60657-7618

Telephone Numbers

General Telephone: 773-486-2452

Fax: 773-486-4026

Party Reservation Line: 773-486-2436

Email Addresses

Party Reservations: program@hellfire13.net

Roster Changes: address.change@hellfire13.net

President: President@hellfire13.net

Vice President: VP@hellfire13.net

Secretary: secretary@hellfire13.net

Hours: hours@hellfire13.net

Treasurer: treasurer@hellfire13.net

Membership: membership@hellfire13.net

Inferno Registration: Inferno.registration@hellfire13.net

McAdory Requests & Information: mcadory@hellfire13.net

Newsletters (Brand/Cicatix): news@hellfire13.net

Program Chair: program@hellfire13.net

Inferno Coordinator: Inferno@hellfire13.net



SPONSOR OUR IML COCKTAIL PARTY

\$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, email us at program@hellfire13.net or contact us at:

CHC Treasurer: IML Sponsorship, CHC/Fireside Club, Ltd, PO Box 577618, Chicago IL, 60657-7618

IML WEEKEND PARTY RESERVATION FORM

MAY 24-26, 2013

Please complete this form in order to reserve your tickets for Chicago Hellfire Club private parties being held during IML Weekend. Use one form per individual. Amounts shown are suggested donations. NOTE: When attending CHC parties, a government-issued photo identification is required. Party tickets are available to CHC members and their invited guests and are not transferable or refundable. A guests must have his CHC member sponsor sign and submit the guest's party form and donation to CHC.

Guest or Member (check one)

If you're a guest, check here if this is your first time attending a CHC party or event

Name (who is attending) _____

Street address _____

City _____ State _____ Zip _____

Email _____ Phone (mobile preferred) _____

CHC Sponsor Name Printed (If you're a guest) _____

CHC Sponsor Signature (Required if you're a guest) _____

CHECK THE BOX FOR GUEST/MEMBER, SUGGESTED DONATION AND A TOTAL

Guests: Fill out the form and get your sponsor's John Hancock on it and send it in with your donation check. Associate members: Fill out the form and send it in with your donation check. Full, Emeritus, & Honorary: To RSVP, fill out the forms and send them in. Tickets will be available for pickup at the CHC booth and at club events during the weekend. Send this form and your donation check before **May 12, 2013** to CHC/Fireside Club Ltd., Attn: IML Weekend, P.O. Box 577618, Chicago, IL 60657-7618. If **donating by check, make it payable to Fireside Club, Ltd.** If you'd like to **volunteer** to help with IML events, see Page 6.

I am a	<input type="checkbox"/> Guest	<input type="checkbox"/> Associate Member	<input type="checkbox"/> Full, Honorary or Emeritas Member
Full Party Package	<input type="checkbox"/> \$90 (\$25 Savings)	<input type="checkbox"/> \$75 (\$25 Savings)	
Friday Night, May 24	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35	
Saturday Night, May 25	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35	
Sunday Night, May 26	<input type="checkbox"/> \$35	<input type="checkbox"/> \$30	
Total Amount	\$	\$	



IML WEEKEND VOLUNTEER FORM

MAY 24-26, 2013

CHC is an all volunteer club. Your help is needed and appreciated. If you can volunteer, complete this form and include it with your reservation form (Page 5). **Use one form per individual.**

Guest or Member (check one)

If you're a guest, check here if this is your first time attending a CHC party or event

Name (who is volunteering) _____

Email _____ Phone (mobile preferred) _____

CHC Sponsor Name Printed (If you're a guest) _____

CHC Sponsor Signature (Required if you're a guest) _____

Responsibilities marked with an asterisk (*) are open to members and non-members. **Freely mark 1st, 2nd and 3rd choices.**
 All other responsibilities are open to members only. You may volunteer by email. Please put IML Volunteer in the subject line of your email to program@hellfire13.net, and be sure to include your name, sponsor, phone and the shift your requesting. You must still mail your party reservation form (Page 5).

PARTIES

SHIFTS (1 TO 2 HOURS)	SETUP* 8PM TO 9PM	CHECK-IN	DUNGEON MONITOR	CLEAN UP*
Friday Night, May 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday Night, May 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Night, May 26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LEATHER MART BOOTH SHIFTS

SHIFTS	11AM TO 1PM	12 TO 3PM (FRI) 1PM TO 3PM	3PM TO 5PM	5PM TO 7PM
Friday, May 24	No shift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday, May 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Cocktail party	<input type="checkbox"/>
Sunday, May 26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No shift



LEATHER ARCHIVES & MUSEUM

Events for IML Weekend 2013

International Mr. Leather Weekend is a great time to take advantage of the fact that you're in the same town as the United States' only museum and archives dedicated to Leather history.

Here's what's happening with the Leather Archives & Museum during IML weekend:

Visit the Leather Archives & Museum

LA&M - 6418 N. Greenview Ave.

Stop by the Leather Archives booth in the IML Leather Market for directions and a 50% off coupon.

Hours

Thu 5/23 11a - 9p

Fri 5/24 Closed

Sat 5/25 11a - 5p and 10p - 1a

Sun 5/26 11a - 5p

Mon 5/27 11a - 5p

Tue 5/28 11a - 5p

Roast of IML 2012 Woody Woodruff and IMBB 2012 Nick Elliott

Thursday, May 23rd

LA&M - 6418 N. Greenview Ave.

Doors open at 8p.

Program begins at 9p.

Free seating available (limited, come early).

Free shuttle leaves Marriott at 7p and 8p.



CLAW Nation Silent Auction

Benefiting the Leather Archives & Museum

Friday, May 24th

Marriott hotel. 10p - 1a outside the 4th Floor Halsted ballroom (San Francisco party).

No worn out leathers here. New gear, leather, framed art and more. We'll ship it home for you!

Interior. Leather bar. film screening

Saturday, May 25th

LA&M - 6418 N. Greenview Ave. Doors open at midnight.

Private event for Members of the Leather Archives & Museum / invitation required. Shuttle drop off and pick up at Touché (bus pass required).

Sexual Outsiders: Psychology, Therapy and Kink

Sunday, May 26th

Marriott hotel. 4th floor Belmont Room. 12p.

David Ortmann, LCSW and Richard Sprott, Ph.D. are the authors of the newly released book "Sexual Outsiders: Understanding BDSM Sexualities and Communities".

This presentation highlights some of the themes of the book, including coming out as kinky, shame and sexuality, using BDSM as a means to heal old wounds, and psychological danger signs when it comes to play.

The presentation will also present some of the recent research on the psychobiology of SM.

Author book signings

Friday, Saturday and Sunday

Marriott hotel. Leather Archives & Museum booth.

12p - 4p.

Meet authors Laura Antoniou, Mark Zubro, Richard Sprott and David Ortmann.

Check in at the Leather Archives booth in the Leather Market for specific times and schedules.



FROM THE CHAIRMAN

MEMBERSHIP

Leaving Marks

IML and CHC—Historic bonds both in Chicago and around the globe

Over the U.S. Memorial Day weekend, May 24-27 in 2013, approximately 20,000 leather clad and kinky men and women will descend on Chicago's Magnificent Mile for the 35th annual International Mr. Leather (IML) and 21st annual International Mr. Bootblack Contests.

Along side this event, the Chicago Hellfire Club (CHC) will open its doors for several play parties. In addition, the Club will sponsor a cocktail party and a vendor booth at IML's host hotel. Refer to the program committee's report (Page 1) for the details on the Club's events during IML weekend.

Safe outlets for Gay Leathermen

Both IML and CHC have a long history of providing a safe outlet for gay leathermen to express their sexuality and gather as a community. Both organizations were born from Chicago's rich leather scene in the 1970s.

A tumultuous time following counter-culture, freedom-seeking haze of the 1960s, the 70s might be considered a time of lost innocence. The rise of liberal advocacy was met by powerful conservative new right entrenchment. Women, African-Americans, gays, lesbians and other marginalized people amped up their fights for equality—often facing dangerous opposition and personal risks to express themselves in ways we take for granted today.

The Stonewall riots in late June of 1969 illustrate the socio-political backdrop from which emerged two of the leather world's premier organizations.

"One of the things that makes Chicago Hellfire Club's history famous is that it was one of the first two organizations in the United States to form for the purpose of sadomasochistic sex," according to Rick S.,



A Symbol of Pride

THE LEGACY OF TONY DeBLASE (1942-2000), ONE OF THE GREAT INNOVATORS AND LEADERS OF THE LEATHER COMMUNITY, CREATOR OF THE LEATHER PRIDE FLAG—OWNER OF DESMODUS, INC. WHICH PUBLISHED DRUMMER AND DUNGEON MASTER MAGAZINES—AND EARLY MEMBER OF CHICAGO HELLFIRE CLUB LIVES ON TODAY.

DR. DeBLASE WAS A MAMMALOGIST SPECIALIZING IN THE BIOLOGY OF BATS AND WAS ENGAGED IN MUSEUM ADMINISTRATION AND DEVELOPMENT FOR MUCH OF HIS PROFESSIONAL LIFE. HIS CAREER IN MUSEUMS INCLUDED AT LEAST TEN YEARS AT CHICAGO'S FIELD MUSEUM. HE WAS INVOLVED IN THE FOUNDING OF THE LEATHER ARCHIVES & MUSEUM AND SERVED AS ITS VICE PRESIDENT OF THE BOARD OF DIRECTORS FROM 1992 UNTIL 2000. DeBLASE WAS A MAJOR CONTRIBUTOR TO THE DEVELOPMENT OF CHC'S INFERNO. FOLLOWING HIS DEATH IN JULY OF 2000, MEMORIAL EVENTS WERE HELD ACROSS THE WORLD IN HIS HONOR INCLUDING A CELEBRATION OF HIS LIFE AND ACCOMPLISHMENTS AT IML 2001. SOURCE: LA&M.

Executive Director of the Leather Archives & Museum (LA&M) and CHC full member.

"In 1971, The Eulenspiegel Society (TES) and The Chicago Hellfire Club (CHC) were chartered to educate and promote sado-masochistic sex—a mission not explicitly expressed by the previously organized leather motorcycle clubs," noted Rick.

TES was founded in New York City and was originally a masochists' organization, whereas CHC organized in the Windy City as a club dedicated to gay BDSM sex. Both organizations continue to thrive today.

Just eight years after the founding of

CHC, Chuck R., CHC friend, organized the first International Mr. Leather contest.

Mr. Gold Coast

IML's forerunner was Mr. Gold Coast contest, an event held at Chicago's Gold Coast leather bar owned by Chuck and his then-partner. According to IML archives, as Mr. Gold Coast grew beyond the capacity of the bar, it moved to the grand ballroom at the Radisson Hotel in 1979. Along with the venue change, the contest was branded

(Membership continues on Page 9)



(Membership continued from Page 9)

International Mr. Leather.” In 1993, International Mr. Bootblack competition was added to the IML weekend.

The first IML had 12 contestants—half of them from countries other than the United States. According to organization officials, IML today ranks as one of Chicago’s largest conventions and generates an estimated \$15 million in tourism revenue for the city every year. The Leather Archives and Museum is the sole beneficiary of IML weekend.

Fighting AIDS

Both organizations joined the fight against the AIDS crisis that arose in the late 80s, a tragedy that hit the gay leather community possibly harder than any other.

IML and CHC responded with educational and support programs that continue today. As we moved into the new millennium, both CHC and IML began evolving their programs to serve the interests of a new generation of pervy men.

Few men illustrate the organizations’ interconnections better than Jon K., IML coordinator and CHC member emeritus.

Community Leadership

Jon noted that “Over the years, many CHC members have participated both in leadership roles inside of IML organization as well as served as judges, tally masters, contestant handlers and contestants. In fact, several CHC members went on to win

the title of Mr. International Leather.”

At the heart of both of these organizations are the countless number of officers, members and volunteers that do everything from organizing the event and keeping

it running to mopping the floors and recording the history after. Each of them add another mark to our community’s future.

Jon put it this way, “To me, working with IML is as much about the community as about building friendships. CHC is about that, too, with brotherhood being the key. Both organizations, although different in focus and purpose, matter a great deal.”

Bring Your Kink

As a guest of Chicago Hellfire Club we invite you

to share your kinks with others as well as learn new skills at our events. Our hope is that many of you will consider taking that next step toward membership.

Men wishing to join CHC must have three member sponsors—one of whom must be a full member of the club at one must have been a play partner. Your sponsors will help you through the other parts of the application process as well as explaining the minimum requirements which include attending at least one Inferno and visiting our clubhouse at least once in the twelve months prior to your application.

Jon started his membership process back in 1994. “I was interested in CHC long before moving to Chicago. Many of my friends in New York City, where I lived at the time, were associates. They introduced me

to many other brothers from outside of the City. In fact, it’s how I first met Tony DeBlase. From these meetings, I learned much about CHC and learned how this amazing group of men belonged, participated and contributed to a very remarkable brotherhood.”

“I had seen a clip from the infamous Inferno XV video that was passed around way back then. I knew that Inferno was something I HAD to experience,” he added. “I was first invited to Inferno in 1990, but to my disappointment, I wasn’t able to attend until the 1994—Inferno XXIII, as a guest. I applied for membership right after that Inferno.”

Attending Inferno

Take full advantage of the Club’s events planned during IML weekend. If you’re considering applying for membership we encourage you to attend Inferno in the year you intend to apply, even if you’ve attended this event in the past. In addition, we always suggest applicants attend our Associates Applicant Weekend in the fall.

More details on all of these events are presented in the program sections of The Brand.

Making History

The legacy of CHC is still being written. With a current membership roster of more than 1,400 men worldwide, our Club is preparing for the next generation of kink.

CHC members today are doctors and lawyers, farmers and truck drivers, business men and teachers, scholars and firemen, retirees, students, security guards and many more.

We are all shapes and sizes, have different kinky skills and come in all shades of humanity. But this Club and our lust for BDSM play unite us in brotherhood and in service to our community. While most of us won’t leave a leather legacy as long as our Club brother Tony DeBlase, our contributions do have an impact both now and into the future. We welcome you to leave your mark on us. Talk with your CHC sponsor about taking the next step in your membership journey.

Jeff J., Membership Chairman 2013
Mark S., Associate



IML’s first winners, 1979

CENTER: DAVID KLOSS, INTERNATIONAL MR. LEATHER 1979; RIGHT: DURK DEHNER, FIRST RUNNER-UP; LEFT: JESSE CAPELLO, SECOND RUNNER-UP.

PHOTO BY BOB MADDOX OF MALE HIDE LEATHERS.
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FROM THE CHAIRMAN

INFERNO

Getting Ready For Inferno XLII

Greeting gentlemen,

Spring is here, and Inferno preparation is fully underway.

Sponsorship forms were sent to members in March, and registration emails for members should already be in your inbox. Guest invitations will be going out after Memorial Day. If you have not yet sent in your guest lists, please do so soon. You have until the end of May to get your guest list in.



Gene M.,
Inferno XLII Coordinator

healthcare services and education to history preservation through the Leather Archives & Museum. We have provided much needed assistance to our CHC brothers in times of need through our own MacAdory Fund.

A charity has not yet been chosen for Inferno XLII. Gentlemen, we are asking that you submit your suggestions for a designated charity for Inferno XLII. Please submit your charity to inferno.committee@hellfire13.net. Include the charity's name, charitable purpose, and contact information.

If your charitable organization is chosen as the Inferno XLII official charity, you will be asked to be the designated point of contact while at Inferno XLII. What does that mean? It means that you will need to provide Inferno with the necessary information about the charity, (mission, purpose, etc.) which can be read to the men of Inferno by the Emcee at mealtimes. You will also need to be able to answer questions about the charity from the men at Inferno XLII, and be re-

Artwork for Inferno

We are still seeking artwork submissions for Inferno XLII. Get your ideas in to:

inferno.committee@hellfire13.net for Inferno XLII and you could see your artwork on the run banner, t-shirts, and mugs.

Designated Charity for Inferno XLII

Every year, a designated charity is chosen by CHC to benefit from the generous nature of the men of Inferno. Over the years, Inferno has raised money for numerous good causes, from AIDS

responsible for coordinating fundraising for the charity. Of course, you won't be alone in this. Inferno staff will be there to assist you in the fundraising efforts.

In Leather Brotherhood,
Gene Mar, Inferno XLII Coordinator

