

THE BRAND



IML 2014 SPECIAL EDITION

A publication of the Chicago Hellfire Club

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PROGRAM

Where Will You Be IML Weekend?

I don't know about you but it seems like this year has just been flying by. Summer is finally coming.

Well, SMU 2014 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 invite you to join us for our parties during IML.



Ben V.

Program Director 2014

Wednesday CHC Bar Night at Touché

IML Week starts off with a Welcome to Chicago bar night at Touché on IML Wednesday, May 21st beginning at 9 p.m. We will be doing a violet wand demo and doing some fund raising for McAdory this night. It promises to be a fun electric night!!!

Note: This is not a typo. It is Wednesday night and not Thursday night. On Friday, the IML Leather Mart opens and our booth is bound to have someone bound and something going on in it right until market closes on Sunday. It's a space to meet some CHC folks, see who's tied up this time, get sponsored to attend our famous IML parties that weekend 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.

Bring your boys, cigars & boots to have some fun in them.

A Bootblack or two will be on duty to take care of your boots and leathers. Come to one of the few places in Chicago where it's still okay to smoke a cigar and have a great scene while doing it.

2. Saturday night is the Wet n Wild W/S Non-Smoking Party. This party and is always a fully packed house. We will have our watersports area fully ready and open for use and service. Bring on your rubber gear and come get wet!

3. Sunday night is our Non-Smoking Fetish Gear party. Found that new gear in the IML market and can't wait to try it out? Bring it with you after the contest and try it

out. Our doors will stay open a little later so that those at the contest can get back to join us at the house for some fun.

Please Note: Our non-smoking parties have been 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).

Cocktail party

What about during the day? We've got that covered, too. Come have a drink and hang out with us for our cocktail party Saturday afternoon.

- **3pm-5pm in the Marriott ballroom located on the 4th floor of the hotel.**

- **2 Bars/Bartenders**

- **Our Leather Mart booth will move to the party during this time so our volunteers will not miss out on the fun.**

The cocktail party is a great time for any interested newbies to come meet and chat with our members. This party always has something fun going on and we plan on doing more entertaining centerpieces on the tables. It's a great time to meet and mingle with brothers and sisters in leather, have a few drinks and help out raising money for charity. This year's charity fundraiser is for McAdory.

In Brotherhood,

Ben V.



Program Director 2014

program@hellfire13.net

INSIDE

From the Program Chairman	1
From the Inferno Coordinator.....	2
Notes about the Clubhouse.....	2
From the McAdory Chairman.....	3
IML Parties Reservation Form.....	4
IML Weekend Volunteer Form.....	5

WEEKEND SCHEDULE

SAT	May 17	-----	House Cleaning	-----	Clubhouse	-----	TBA
WED	May 21	-----	IML Bar Night	-----	Touché	-----	TBA
FRI	May 23	-----	Cigar and Boots Party	----	Clubhouse	----	9pm - 2am
SAT	May 24	-----	Cocktail Party	-----	4 th fl Ballroom	----	3pm - 5pm
 SAT	May 24	-----	Wet n Wild W/S Party	----	Clubhouse	----	9pm - 2am
 SUN	May 25	-----	Fetish Gear Party	-----	Clubhouse	----	9pm - 2am*

INFERNO

In Training for Inferno 43

I sent out sponsorship forms to our members in March. If you're a guest interested in attending Inferno this year, ask your favorite CHC Member if he'll sponsor you. It's not too late to get an invitation. Guest registration packets will be available for download by e-mail on June 1st. Check your spam folders!

Fellow members, your invitations went out May 1st, as they do every year. Yours were sent by e-mail as well. Check your spam folders if you haven't received it yet!



John 'Skip' Reddy
Inferno 43 Coordinator

We will still be sending out postal mail registration packs for members and guests without email for now. However, getting your registration packs via postal mail is costly and slow. Men who give us their email address will get their registration first.

Yours in leather and almost anything that will lock,

John 'Skip' Reddy
Inferno 43 Coordinator
inferno@hellfire13.net

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 CLUBHOUSE 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!

Visit our booth at the LeatherMart for more information regarding this and other CHC events including all of our other parties.

come hang with us at IML

The men of CHC invite you to the
CHC Cocktail Party.



IML Host Hotel
Marriott Downtown
4th Floor Ballroom
Saturday, 24 May 3-5pm



McADORY

at IML 2014 - join us

All weekend long, McAdory is going to be part of the Chicago Hellfire Club's celebration of International Mr. Leather.

Join your brothers at Touché Wednesday night, May 21, for the CHC Welcome to Chicago! Bar Night. Besides the electrifying violet wand demo, there will be fundraising for McAdory. We made over \$8500 in grants last year; these fundraisers help us put some money back in the kitty so we can continue to help those members of the leather community in financial distress.

Copy Berg Art for Auction

At the Clubhouse for the parties Friday, Saturday, and Sunday nights, you will be able to get an up-close look at one of the Copy Berg pieces that will be up for auction at Inferno 43. It will be hanging at the start of the downstairs hallway – check it out on your way up to the main playspace.

The other two Copy Berg pieces up for auction at Inferno 43 will be



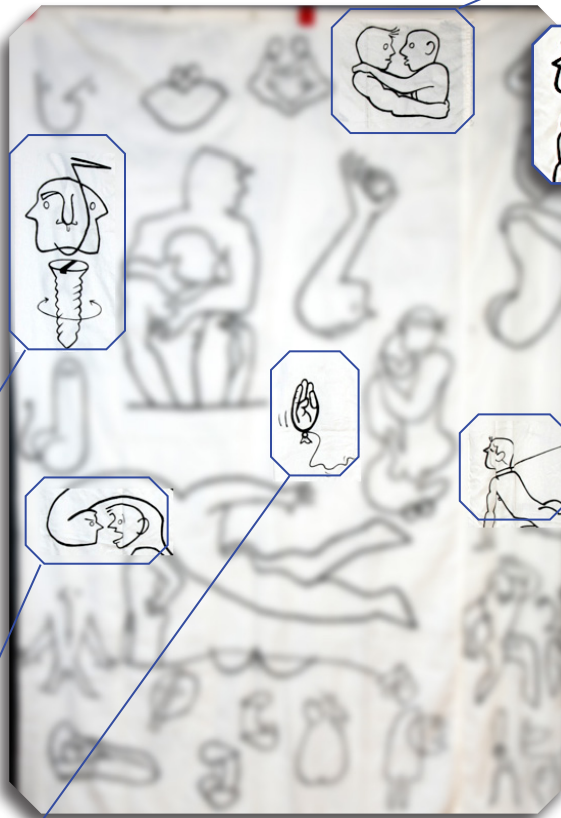
Copy Berg Artwork Close-up

on display at the CHC Cocktail Party, Saturday from 3 – 5 pm. This weekend is your last chance until September to view the artwork before you make your bids at Camp!

the McAdory Fund! If you'd like to help, drop me a line at McAdory@hellfire13.net.

At the Cocktail Party, too, you'll have the chance to meet all three members of the McAdory Committee, myself, J.C.L., and Michael S., will take this opportunity to congratulate Master Michael and his slave Angie, they were chosen International Master and slave at South Plains Leather Fest this March!

John B.,
McAdory Administrator
mcadory@hellfire13.net

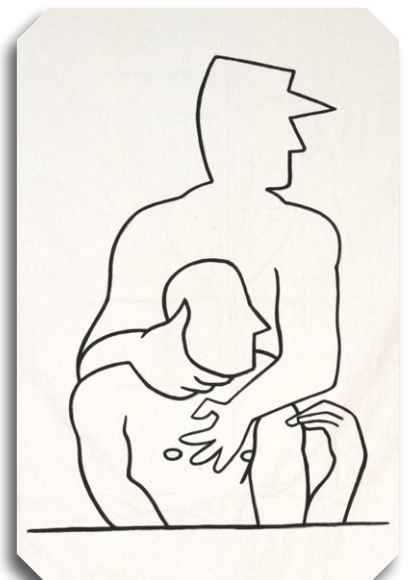


Copy Berg Panel

As well as showing the Copy Berg drawings, the Cocktail Party will feature drawings for exotic prizes. We are recruiting people to help us flog the tickets in fun and kinky ways, while raising money for



Copy Berg Artwork Close-up



Copy Berg Artwork Close-up

IML WEEKEND RESERVATION FORM

MAY 23-25, 2014

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 ☐ Member (check one)

☐ If guest, is this your first time attending a CHC party or event?

Name (attendee) _____

Street address _____

City _____ State _____ Zip _____

Email _____ Phone (mobile preferred) _____

If Guest, CHC Sponsor Name Printed _____

If Guest, CHC Sponsor Signature (required) _____

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 11, 2014 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 Emeritus member
Full Party Package	<input type="checkbox"/> \$90 (\$25 Savings)	<input type="checkbox"/> \$75 (\$25 Savings)	
Friday Night, May 23	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35	
Saturday Night, May 24	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35	
Sunday Night, May 25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$30	
Total Amount	\$	\$	

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 VOLUNTEER FORM

MAY 23-25, 2014

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 4). **Use one form per individual.**

☐ Guest ☐ Member (check one)

☐ If guest, is this your first time attending a CHC party or event?

Name (attendee) _____

Street address _____

City _____ State _____ Zip _____

Email _____ Phone (mobile preferred) _____

If Guest, CHC Sponsor Name Printed _____

If Guest, CHC Sponsor Signature (required) _____

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 4).

PARTY SHIFTS

SHIFTS (1-2 HRS)	SETUP* 8-9P	CHECK-IN	DUNGEON MONITOR	CLEANUP*
Friday Night, May 23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday Night, May 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Night, May 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LEATHER MART BOOTH SHIFTS

SHIFTS	11am - 1pm	12n - 3pm (Fri) 1 - 3pm	3 - 5pm	5 - 7pm
Friday Night, May 23		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday Night, May 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Night, May 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

