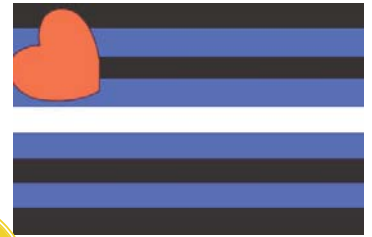


THE BRAND



A PUBLICATION OF THE CHICAGO HELLFIRE CLUB

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See
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Page 5

SUMMER 2014

FROM THE INFERNO COORDINATOR

Preparing for Inferno 43

We need volunteers for setup, teardown and more

Inferno 43!

I don't know about you, but I'm fairly anxious for Inferno to get here already.

Summer is here and Inferno is a less than two months away. Slots are filling up so if you haven't sent in your application, send it in now. (Seriously! Stop reading, go get your application, fill it out and mail it, then come back. We are filling up!) There is still much to do for the run to be successful.

Men needed for setup and teardown

If you can work setup or teardown, email me at inferno@hellfire13.net. Setup starts on Tuesday, September 2nd at 8:00AM at the run site and finishes on Thursday September 4th. Meals and housing are provided during setup.

Teardown begins early morning on Wednesday, and usually finishes up early on Thursday morning. Meals and housing are provided during teardown.

As in years past, we will try to find housing in Chicago for our volunteers who are from far away and arrive in Chicago a few days early.

If any Chicago-based members or guests can put someone up for a few days, let me know: inferno@hellfire13.net. Teardown starts immediately after closing ceremonies of Session B and usually finishes the next day around noon. Any teardown volunteers flying home should arrange for a late Thursday afternoon flight. We house and feed our volunteers during teardown.



John "Skip" Reddy, Inferno Coordinator 2014 and a friend

on or after September 1. The folks at the run site cannot be responsible for anything that arrives before September 1.

Transportation

Anyone needing a ride to the run site for setup or the event should contact David K. at switchbear@aol.com. Anyone with room in their car for passengers should also contact David.

We will be tearing down the clubhouse and packing up on Saturday, August 23 starting at 1PM. We need volunteers to help. If you are available, please let me know.

Helping your brothers

The charity for Inferno 43 is the McAdory Fund. Founded over 20 years ago, the McAdory Fund provides immediate direct financial aid on a temporary basis to members of the

leather/SM/fetish community who demonstrate a financial need they cannot meet. If you have any donations for the silent auction or the McAdory table at the flea market, contact the McAdory board at mcadory@hellfire13.net.

Volunteer

The CHC is an all-volunteer organization. We rely on volunteers for everything we do. Inferno, our parties, SM University; none of it would happen if we did not have men to help us put these events on. Thank you to all of you for the work you've given in the past, and thank you for the effort you'll put forth in the future.

John 'Skip' Reddy, Inferno Coordinator
Chicago Hellfire Club 2014
Inferno 43
inferno@hellfire13.net



Shipping items to Inferno

Look for shipping information in your Inferno Confirmation Packet when it arrives. Please make sure that your shipment arrives at the run site

Inside

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October 25, 2014

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EDITOR: Kevin B. Send news to: news@hellfire13.net

FROM THE INFERNO 43 TEARDOWN CO-CHAIRS

Volunteer: Give Us a Hand With Inferno Teardown!

We need volunteers for setup, teardown and more

Greetings.

We're seeking some solid men to join the phenomenal team that dismantles and packs up Inferno at the end of the run.

If you can give us a day, your Session B playtime can be unfettered – because, in most instances, you'll have no duty assignment during it!

And you get to bask in the Inferno after-glow while working and sharing camaraderie with a great group of guys.

Just give us your time and energy on Wednesday, Sept. 10, plus the next morning. The Club picks up the tab for a night's lodging, meals, snacks, and refreshments. Many hands make light work — so, with focused effort, we get the job done quickly

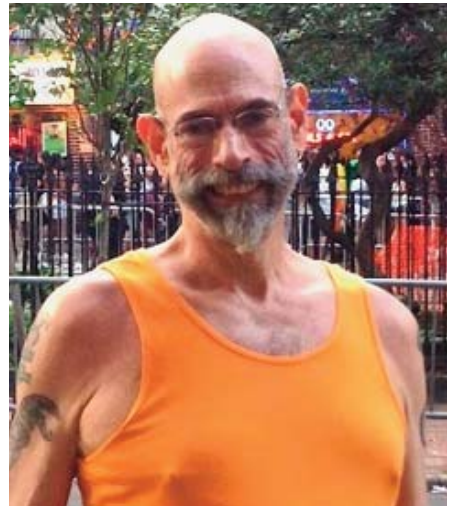
and head out by lunchtime on Thursday. And we'll take care of anyone who needs a ride to the airport or Chicago.

Complete your "summer camp" experience with the satisfaction of knowing your volunteer service helps ensure Inferno will be there for all of us the following year.

If you've already mailed your run app, no problem! You can easily change your duty preference by dropping an email to aharwin@earthlink.net or calling Andrew at 646-265-7827.

Many thanks!

**In Brotherhood,
Dan B. and Andrew H.
Teardown Co-Chairs, Inferno 43**
aharwin@earthlink.net



Inferno 43 Sponsorship - Support Your HOUSE of KINKS

Individuals:

- Sponsor an event or beverage
- Announce a marriage, anniversary, or collaring with a run book ad

Clubs:

- Promote your events with a run book ad

Businesses:

- Reach your target customers cost effectively with Inferno ads & sponsorship

Sponsorships include:

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

SPONSORSHIP CONTACT:

For application and availability see: www.HelloBob.Net/inferno
Contact: Bob Goldfarb, Inferno@HelloBob.Net
or 415-255-1388 (between 9am –and 9pm Pacific Time)
Please call or email regarding the ad deadline

SPONSORSHIP OPPORTUNITIES

(partial list – see website for complete listing)

- SODAS: \$120
- WATER COOLER JUGS: \$120
- PREMIUM COFFEE: \$120
- KEGS (Beer or Non-Alcoholic): \$180
- HEINEKEN KEGS: \$360
- DUNGEON MUSIC: \$205
- MEDICAL TEAM: \$250
- EYE OPENER COCKTAILS: \$180
- PRE-DINNER COCKTAIL PARTY (Well Liquor): \$485
- AFTER DINNER COCKTAILS: \$215
- SNACKS (Afternoon or Midnight): \$330
- WINE WITH DINNER: \$515
- SATAN LEVEL
(DUNGEONS, TENTS OR STOCKADE): \$605



RUN BOOK ADVERTISEMENTS

- Inside Cover (Front or Back): \$275
- Full Page: \$210
- Half Page: \$120
- Quarter Page: \$85

FROM THE PROGRAM CHAIRMAN

Volunteer!

The more hands on the bucket make it easier to carry

Greetings.

Everyone seems to have tons to do during the summer and in Chicago it's an especially busy time. We had June as Pride month, and time at the beaches, concerts in the parks, Market Days, BBQ parties, pool parties, the 4th of July, and the list goes on. CHC also has a fair bit going on.

In August we have our nonsmoking party on August 9th. These parties have been a big success and have brought folks from all over to play. The energy and play that occurs at these are something to experience and be involved in. Be sure to be there and join in.

Inferno 43 Preparations

Toward the end of August, CHC takes the clubhouse apart and gets ready to put on our Premier Event: Inferno. The Inferno committee works year round to get ready for this event and to get things setup. The only way to attend is to be invited and the only way to be invited is to talk with your sponsor. Men from around the world attend this event and for many it's a big home coming event. It is often a eye opening and life changing event (at least it was for me).

I highly encourage our guests to talk with their sponsors about Inferno.

That wraps up our summer with CHC and planning is fully underway for Fall where we have a full schedule to keep things hot and heavy. October, play party, November AAW, December Holiday weekend parties and NYE. More details on those will be in the next issue of the Brand.

Volunteers are always wanted, needed and appreciated

A huge thank you to our guest volunteers who helped us out at IML. It was truly a great thing to see our guests finding a lot of value in our events and be willing to step up and help out. Some of you I got to say thank you to in person and some of you I didn't and I truly apologize for that, but please know your help and assistance are greatly appreciated and major kudos to you and a major Thank You!

I also want to express a huge thank you to the members who worked the event. It was truly a daunting task to fill in some 80+ volunteer positions during IML. Your willingness to prompt your guests and to volunteer yourselves is very highly appreciated. For those of you who worked more than one shift (including some of our guests) your willingness to serve was certainly noticed by several people and we really can't say thank you enough. We want to encourage you to keep doing it.

Being an all volunteer organization, things don't get done without people willing to help out and pitch in and make it work. The more hands on the bucket make it easier to carry and you all have shown that to be very true.

We have volunteer positions open for everything that is going on this summer. If you can volunteer for one of our events please speak up and do so. Members RSVP (and previously registered guests in good standing), email program@hellfire13.net and let me know your availability. Guests make sure you let your sponsor know and make sure they pass that information on when they setup your RSVP. The club appreciates your volunteer support and as a guest we show our appreciation in a number of ways.

Volunteer opportunities include:

Setup: Responsible for opening the house. Turning on the lights, water heater, music, dungeon spaces, unlocking doors, verifying play stations are stocked, getting guest lists and supplies setup. There is a setup checklist available to verify that every thing is setup correctly.

Food & Beverage Host:

Makes sure the snack bowls stay full. Works out of the pantry to supply and keep the food table stocked and full for folks to grab something to munch on. Also, light cleanup including emptying and disposing of poor, abandoned cans and bottles; keeping tables clean. May include shopping for food or food

preparation for party.

Clean up: What it sounds like. Clean up the remaining food and put it away. Gather and dispose of trash and make sure it gets taken out of the house. Close the clubhouse and make sure that everything gets shut down, closed and locked up.

Miscellaneous volunteer time: These volunteers fill in as needed during special events. Often these positions include assisting with Work Parties, SMU, CHC Bar Nights, the IML Market, AA Weekend, Brunches, and other club events. Responsibilities may range from selling raffle tickets to helping repair items around our club house or something as simple as restocking our drink cooler.

Thank you to all volunteers over the past 43 years and especially those who have made the first half of my year as Program Director a lot easier to deal with. You make this club tick! Please keep volunteering! If you haven't yet, please do so and feel free to come talk to me (or email me) about how you can.

Ben V, Program Director

program@hellfire13.net



Ben V, Program Chairman



FROM THE VICE PRESIDENT

How to Join the Club

Hello, Gentlemen.

It must be summer in Chicago. Program committee is busy planning parties, house is busy doing repairs, & the Inferno committee is all sorts of busy. I know my materials are in and I can almost hear the sounds of moaning, yelling, & cracking whips as I fall asleep.

Join the party!

If you haven't joined the club, let me invite you to consider it. Here is a mostly complete list of the responsibilities and benefits of membership:

If you're from out of town, you can join as an associate member. Associates pay yearly dues and are invited to volunteer for events. The benefits of being an associate include a reduction in the price of Inferno, getting your Inferno application before they are sent out to guests (giving you a better chance at getting the room you want and a spot at the run during busy years), the ability to invite guests to events (monthly parties, Inferno, etc), sponsor new members, & the ability to rent a key to the house if you're in Chicago (giving you 24 hour access for you and guests).

If you're from Chicagoland, things are a bit different. You join as an associate for one year, getting the same benefits as an out of town associate. However, you'll be expected to be more active in the club, including doing some volunteer hours. At the end of your first year as an associate, you will be given a choice to apply for conversion to full member or to walk away from the club.

As a full member, you'll pay higher dues than associates. You'll also be expected to maintain a certain level of volunteering and

attendance at Inferno. Likewise, you will get more benefits. You will be given a larger reduction in the price of Inferno and you will be sent your application first, before associates and guests. You will be allowed to invite guests to events, sponsor new members, and you will be given your own key to the clubhouse.



Bob S., VP

Come for the kink, stay for the brotherhood

There are multiple benefits, but I believe that the biggest ones are fellowship. There's something special

VP continues on Page 5

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/Cicatrix):

news@hellfire13.net

Program Chair: program@hellfire13.net

Inferno Coordinator: Inferno@hellfire13.net

Volunteer@hellfire13.net

House Rules

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, 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 clubhouse.

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.

Thanks for helping us help you have fun!



Calendar

DATE	EVENT OR DEADLINE	LOCATION	TIME
August 9 (Sat)	 Monthly Party	Clubhouse	9pm - 2am
Inferno 43			
August 23 (Sat)	Inferno 43 House Breakdown	Clubhouse	1pm
September 1 (Mon)	Inferno 43 Truck Loading	Clubhouse	10am
September 2 (Tue)	Inferno 43 Setup Begins		
September 4 (Thu)	Inferno 43 Session A Begins		
September 7 (Sun)	Inferno 43 Session A Ends Session B Begins		
September 10 (Wed)	Inferno 43 Session B Ends Teardown Begins		
September 20 (Sat)	Inferno 43 Rebuild House		TBA
October 11 (Sat)	 Monthly Party	Clubhouse	9pm - 2am
Associate Applicants Weekend PUT THIS ON YOUR CALENDAR			
November 7 (Fri)	AAW Party	Clubhouse	9pm - 2pm
November 8 (Sat)	 AAW Party	Clubhouse	9pm - 2pm
November 9 (Sun)	 AAW Sunday Brunch and Party	Clubhouse	11am - 3pm
December 13 (Sat)	 Monthly Party	Clubhouse	9pm - 2am
December 31 (Wed)	 New Year's Eve Party	Clubhouse	9pm - 1am

How to RSVP To reserve a place at a party, send email to program@hellfire.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.

VP: continued from Page 4

about being a band of kinky brothers. Watch how people say hello and goodbye at camp. You'll see that we have a bond. I invite you to consider joining our brotherhood.

Tell me more....

In order to join, you must have attended at least one session of Inferno and another CHC event. Applications can be accepted

after one year has passed since you attended your first CHC event. We do this for a reason. The Club wants to be sure that you are a safe player who can work with our brotherhood. We also want to make sure that you know us and truly want to join our brotherhood. Toward that end, you will need three current club members to sponsor you and at least one of those must be a full member. To know more about membership, feel free to contact me VP@hellfire13.net or the membership

chairman at Membership@hellfire13.net.

If you haven't already, get to know us. Come to our house parties and Inferno. Ask your sponsor to invite you around. Make a friend or two in that special way we have.

In brotherhood,

Bob S., VP
vp@hellfire13.net



New members, more fun

Welcome new members

Greetings.

To new members, I say, "Gentlemen, welcome to what I consider to be one of the greatest brotherhoods I've ever known! I hope you find your membership in CHC to be a fulfilling and rewarding experience."

To our guests, if you're considering membership, read the VP's article on Page 4. It explains how CHC levels of membership work.

Getting ready for Inferno

I hope many of our Associate Members, both here in the U.S. and abroad, will be able to make it to Inferno this year.

In addition to all the great BDSM fun we get to have, it gives us a chance to reconnect with many of our brethren whom we sadly don't get to see often enough. It's kind of like a big family reunion, (although this one is actually fun to attend).

So, if you are "on the fence" about whether to attend or not this year, please consider this a plea from your Membership Chair — I want you there!!!! Thanks guys!

Our first SoFo Tap Bar Night

Thanks to all of the local in-town members, (Full, Associate, & Honorary) who showed up for our very first Bar Night at The SoFo Tap on Saturday, June 28th.

It was great seeing so many guys there wearing our colors. Not only did it give many of us a chance to mingle and socialize with one another, it gave us opportunities to speak to non-CHC folks who were curious and had questions about the club.

I guess it's true when folks say there is power in numbers...I think we made quite an impressive gathering. I counted at least 17 members.

And thanks to those of you who made my "vanilla" husband feel com-

fortable. He seems to be recovering just fine, even without recurring nightmares of "scented" bearish men in leather all around him.

A big shout-out to Chad M for meeting with the owners of SoFo and organizing this night. I hope, and look forward to future bar nights at The SoFo Tap.

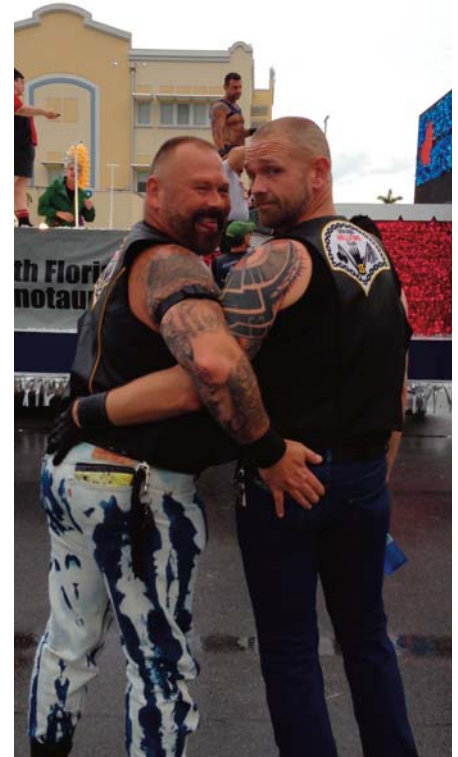
In Brotherhood,

David R.
CHC Membership Chairman 2014
membership@hellfire13.net



David R., Membership Chairman

Pride Pix



Mark and Don represent CHC at the Fort Lauderdale/Wilton Manor Pride Parade



FROM THE MCADORY COMMITTEE

McAdory Fund's 30th Anniversary

Providing assistance to our community

Greetings.

Marking the 30th anniversary of the McAdory Fund's creation, the Inferno Committee has designated the McAdory Fund as the charity at Inferno 43.

Michael McAdory died in October 1984, of complications from AIDS. While HIV+, Michael took part in experimental drug and other medical programs to help doctors learn about AIDS and its treatment. He also worked tirelessly to promote dignity and services to those infected with HIV. The Chicago Hellfire Club mourned his passing, but also recognized that the fight for dignity and respect had not ended with his death. We established McAdory Fund in late 1984 to memorialize Michael, and to provide financial assistance to those who, like Michael, were HIV+. Since that time, the

McAdory Fund has distributed over \$165,000 to help pay the bills of those in need.

The McAdory Fund evolved over the years, and now confidentially helps pay the bills of anyone in the leather community who is suffering financially – whether from medical, job-related, or other setbacks. So long as the need is genuine and attested to by a Chicago Hellfire Club member in good standing, we provide help while encouraging the applicant to work to fix the situation.

We limit this assistance to \$300/month, \$1200/year, providing a hand up, not a hand out. However, this long dry spell in our nation's economy has meant that McAdory has been needed more and more – and over the past five years, we have paid



A sample of Copy Berg's art. Proceeds from the auction support the McAdory Fund.

out close to \$35,000.

We'll be auctioning off three pieces of Copy Berg's artwork, running raffles for great prizes, and having a great silent auction. And, of course, we will again have our tables at the Flea Market, with lots of gear and clothing available at great prices.

Looking forward to great Inferno – and with your help, a successful fundraiser!

John B.

McAdory Administrator
mcadory@hellfire13.net

Helping McAdory Raise Money at Inferno

We all want this to be a great fundraiser for the McAdory Fund. While the McAdory Committee will be coordinating things, here's some ways you can help:

- We need raffle prizes! While the grand prize – a session at the following Inferno – is a big draw, we like to have other prizes available to build up to the big moment. You can provide gift certificates or products from your own business or you can ask a kink-friendly retailer for support.

- We need silent auction items! During the formal banquet at each session, we like to have 40-50 items up for sale at our silent auctions. Passes to your club runs, products

from your own business or kink-friendly suppliers in your community, new DVDs, subscriptions, etc. are all good.

- We need items for the Flea Market! Gently used gear, DVDs, t-shirts, pants, toys all help us raise money at the McAdory Table during the Flea Market during each session of Inferno.

- We need you! Opportunities to volunteer during Inferno include the Flea Market (setting up, staffing the booth, tearing down), selling raffle tickets (during the cocktail parties and before and after dinner each day), Silent Auction set up, and help during the live auction of the largest Copy

Berg piece.

- And we need your enthusiasm and financial support! The McAdory Fund has helped many members of the leather community over the years – every bit you contribute or convince your friends to contribute allows the McAdory Fund to continue to be a hand up to those in need.

If you'd like to help out, drop me a line at mcadory.administrator@hellfire13.net or send your contributions to me at:

Fireside Club, Ltd., Attn: McAdory, P.O. Box 577618, Chicago, IL 60657-7618

