



# THE BRAND

A PUBLICATION OF THE CHICAGO HELLFIRE CLUB

AUGUST | SEPTEMBER 2017

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## FROM THE INFERNO 46 COORDINATOR

### Almost there!

It's summer and the days until Inferno 46 are getting fewer and fewer. Preparations are in full swing and we're eager to get to another great Inferno.

#### We are almost full!

If you or any of your guests haven't registered yet, do it now! I can't promise we'll have space if you wait much longer!

We have a few spots left in both sessions but all are either dunes rooms or economy. There are more spots available for session B, so if you can, I would recommend going during session B. Just send us their information. If we don't get them in this year, they can still be on your initial list for next year.

Members should contact [inferno.registration@hellfire13.net](mailto:inferno.registration@hellfire13.net) immediately if they or any of their sponsored guests have not seen the email from Eventbrite with the application!

#### Charity

The charity for Inferno 46 will be the McAdory Fund. For those that don't know, the McAdory Fund was set up 30 years ago to help those in the leather community who are having financial difficulties. To find out more about the McAdory fund please visit our website at [hellfire13.net](http://hellfire13.net). If you have any ideas to help us raise money for the fund or items that you would like to donate to the silent auction for this year please contact Chris S at [McAdory@hellfire13.net](mailto:McAdory@hellfire13.net).

Thank you to everyone who's been working on getting Inferno 46 running.

Can't wait to see you all at camp!

Joe D, Inferno Coordinator, Inferno 46



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NEXT ISSUE ARTICLE DEADLINE:  
**September 30, 2017**

Editors: Kevin B, Jack S and Tawse  
Send news to  
[news@hellfire13.net](mailto:news@hellfire13.net)

## FROM THE PROGRAM DIRECTOR

# An Enpurpling Demo and a Party

### August Saturday Night Demo and Party

Our August demo and dungeon party is on Saturday night, August 12, from 8pm to 2am. The doors will be open from 7:45pm to 11pm. The party is non-smoking and is open to registered members and guests. Demo attendees should plan to arrive at 7:45pm to complete check-in.

### Demo

The demo begins at 8pm, and the title is "Cane! You're Able!" Our presenter is none other than Terence O. Terence has been enpurpling bottoms for over a decade with whatever was handy. He's gotten wood with paddles, saw his way through to fiberglass, and given boys their licks with acrylics.

This demo will be relaxed and friendly. We will discuss safety, techniques, and limits of the mind and limits of the flesh. Questions and participation welcome. Bring a cane, or bring your butt!

### Party

After the demo, the dungeon party begins at 9pm. Continue the caning fun with Terence or feel free to start any other scene you have planned. Please keep conversation to a minimum so all players can enjoy their scenes without being distracted.



*Terence O, Doing a demo on "Cane! You're Able!"*



*Jack M, Program Director 2017*

### Dungeon Masters

Our Dungeon Masters wear an orange vest and are in charge of all play in the room. Please give them your respect and remember that their decisions about play are final. And, if you're preparing to do a scene that might be seen as overly intense, it's always wise to let the DM know.

### Social Area

Our social area is downstairs, and this is where you can sit and enjoy a snack and a beverage, and watch a video.

### CHC Party Dynamics

Some members and guests attend our parties already having a scene in mind. Others attend without having anything planned, just to see what opportunities the evening presents. One way you can increase your chances of future play is to engage members and guests in conversation in our social area downstairs. Introduce yourself and ask questions to get the conversation going. Remember, Hellfire Club is your opportunity to meet players and get to know them before you approach them about playing.

**Jack M**  
CHC Program Director

All Clubhouse parties are non-smoking except those marked Smoking Permitted.

# CALENDAR

For more information on public CHC events, check our Facebook Page at:  
[facebook.com/chicagohellfire](https://facebook.com/chicagohellfire)

DATE	EVENT OR DEADLINE	LOCATION	TIME	NOTES
Aug 12 (Sat)	Demo: Caning   Monthly Party	Clubhouse	8pm   9pm - 2am	
	<b>Inferno 46</b>			
Aug 26 (Sat)	House Packing	Clubhouse	9am	
Sep 2 (Sat)	Pre-Inferno BBQ	Skip R's Home	3pm to 7pm	
Sep 4 (Mon)	Truck Load	Clubhouse		
Sep 5-7 (Tue-Thur)	Set-up	Run Site		
Sep 7-10 (Thur-Sun)	Session A	Run Site		
Sep 10-13 (Sun-Wed)	Session B	Run Site		
Sep 13-14 (Wed-Thur)	Teardown	Run Site		
Sep 14 (Thur)	Truck Unload	Clubhouse		
Sept 23 (Sat)	House Reset	Clubhouse	9am	
Oct 14 (Sat)	Demo: TBA   Monthly Party	Clubhouse	8pm   9pm - 2am	
	<b>AA Weekend</b>			
Nov 10 (Fri)	AAW Friday Party	Clubhouse	9pm - 2am	
Nov 11 (Sat)	AAW Banquet	TBA	YBA	
Nov 11 (Sat)	AAW Saturday Party	Clubhouse	9pm - 2am	
Nov 12 (Sun)	AAW Sunday Brunch & Play Party	Clubhouse	11am - 3pm	
Dec 9 (Sat)	Monthly Party	Clubhouse	9pm - 2am	
Jan 13 (Sat)	Monthly Party	Clubhouse	9pm - 2am	

## CLUB CONTACTS

### Mail Address

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

Telephone: 773-486-2452

### Email Addresses

Party Reservations: [program@hellfire13.net](mailto:program@hellfire13.net)  
Roster Changes: [address.change@hellfire13.net](mailto:address.change@hellfire13.net)

President: [President@hellfire13.net](mailto:President@hellfire13.net)  
Vice President: [VP@hellfire13.net](mailto:VP@hellfire13.net)  
Secretary: [secretary@hellfire13.net](mailto:secretary@hellfire13.net)  
Hours: [hours@hellfire13.net](mailto:hours@hellfire13.net)  
Treasurer: [treasurer@hellfire13.net](mailto:treasurer@hellfire13.net)  
Membership: [membership@hellfire13.net](mailto:membership@hellfire13.net)  
Inferno Registration:  
[Inferno.registration@hellfire13.net](mailto:Inferno.registration@hellfire13.net)

McAdory Requests & Information:  
[mcadory@hellfire13.net](mailto:mcadory@hellfire13.net)  
Newsletters (Brand/Cicatrix):  
[news@hellfire13.net](mailto:news@hellfire13.net)  
Program Chair: [program@hellfire13.net](mailto:program@hellfire13.net)  
Inferno Coordinator:  
[Inferno@hellfire13.net](mailto:Inferno@hellfire13.net)  
Volunteer Coordinator:  
[Volunteer@Hellfire13.net](mailto:Volunteer@Hellfire13.net)



# The Power of the Vest

You know....people say that when you wear the Chicago Hellfire Club vest as you travel all over the world you will meet people that know the club. I have heard this for many years but never really had any personal experiences. It turns out that this is actually true! Let me tell you a story.

My husband and I were recently in Amsterdam. It is an amazing city. If you have the opportunity I strongly recommend spending several days in the city. There is a lot to see and do. (And yes....there are still 'Coffee Shops' on every corner.) Amsterdam has a thriving gay community and a fun leather scene. Amsterdam still has leather bars with dark back rooms and slings, and they are filled with hot men. Unfortunately these places don't really exist here in the states any more.

We had the opportunity to spend QUALITY TIME at both Dirty, Cuckoo's Nest and The Web, all I would rate highly on Trip Advisor.

Our first night in Amsterdam we went to Dirty Dick's. I am in my CHC vest, an INFERNO tee shirt, jeans and boots. After a few minutes at the bar, I began to explore the back room. I strolled through the back looking at the guys; a cruise here and there. I spent a little time in the dark corner....just to grope a little and get up my confidence. Eventually I returned to my stroll and, after a few unsuccessful attempts with a few guys, I started to play touchy feely with a very hot guy. We were making out and his mouth was all over me when he stood up and mo-

tioned to a small private stall (they call a cabin). It is not very large but a small bench is mounted on the wall. We moved into the stall and he locked the door. We were all over each other as we tore each others clothes off. We had barely spoken yet. He picks up my vest, looks at me in the very dim light, and says "aren't you a dentist from Chicago?" My jaw dropped to the ground. I said close...a physician from the Chicago burbs. He was from Philadelphia and he remembers we had played together previously in Chicago at a party. WOW!

We had an amazing time!

Afterwards when we were up at the bar we talked. We went to exchange numbers and his number was actually in my phone. It turns out we had played in 2011 at a party and had exchanged telephone numbers. That was the only time he was ever in Chicago. He said when he saw the vest he knew I looked familiar and after a while he figured it out.

So, I recommend to my brothers that you take your vest with you when you travel and wear your colors with pride. One never knows what will cum of it!

**Scott Z**  
**CHC Vice President 2017**  
[vp@hellfire13.net](mailto:vp@hellfire13.net)

## THINK : G.E.T. L.A.I.D.

Did you visit the Clubhouse? Clean up after yourself.

Before leaving the Clubhouse, keep these things in mind:

**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?





# Inferno 46 Sponsorship

## Hot Guys Notice Inferno Supporters

### Individuals:

- Sponsor sodas, coffee, cocktails, snacks or...
- Commemorate your anniversary, or... 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, Pool and Dish Hill sponsors
- Custom signage: Port-a-Potty, Puppy Cage, & Pillow mint sponsors

### SPONSORSHIP CONTACT:

See availability: <https://inferno46sponsorship.eventbrite.com>

Contact: Bob Goldfarb, [Inferno@HelloBob.Net](mailto: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: \$130

WATER COOLER JUGS: \$130

PREMIUM COFFEE: \$130

KEGS (Beer or Non-Alcoholic): \$195

TAKE-DOWN / KIDNAP HOOD: \$195

DUNGEON MUSIC: \$220

JAIL CELL: \$200 Sold Out

MEDICAL TEAM: \$270

EYE OPENER COCKTAILS: \$195

PRE-DINNER COCKTAIL PARTY: \$515

AFTER DINNER COCKTAILS: \$230

SNACKS (Afternoon or Midnight): \$355

WINE WITH DINNER: \$550

SATAN LEVEL – includes your banner

(DUNGEONS, TENTS OR STOCKADE): \$645



### RUN BOOK ADVERTISEMENTS

Inside Cover (Front or Back): \$295

Full Page: \$225

Half Page: \$130

Quarter Page: \$90

## 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 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 and video recording 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.

Thanks for helping us help you have fun!

## FROM THE PRESIDENT Surprise Donation

### Greetings brothers

The club received a donation from Larry S, of Galesburg, Illinois. Larry, who has never been to the CHC, first reached out to the Leather Archives & Museum who kindly redirected him to us. The donation consists of a variety of play paraphernalia, gear, and even included a sling and mobile massage table. This donation will be put towards raising money for the McAdory fund. The McAdory fund provides immediate direct financial aid on a temporary basis to any members of the leather/SM/fetish community.

Full member Bret R put in the hours to drive from Chicago to Galesburg and back to pick up the donation.

### In brotherhood,

**Skip Reddy**

**President, Chicago Hellfire Club 2017**

