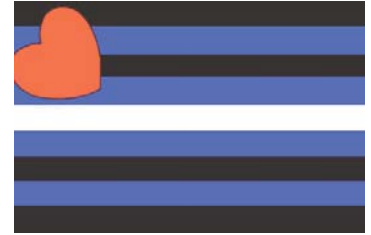


# THE BRAND



A PUBLICATION OF THE CHICAGO HELLFIRE CLUB

AUGUST-SEPTEMBER  
2018

Opinions expressed here do not necessarily reflect the official position of the Club. © 2018.



## FROM THE INFERNO COORDINATOR

# Camp is almost here!

Greeting everyone! I hope you have enjoyed your summer so far. By now everyone should have received their confirmation for Inferno 47. If you have not received your confirmation please contact our registration chair, David R. He can assist you. [inferno.registration@hellfire13.net](mailto:inferno.registration@hellfire13.net).

### Pre-Inferno BBQ

Our annual pre-Inferno tradition continues! Mel A. will be hosting a BBQ at his home in Chicago on Saturday, Sept. 1 from 5pm to 10pm.

A big thank you to Mel and his partner Greg for hosting us!

**Where:** 3540 N Fremont #2., backyard, Chicago, IL 60657

**When:** Saturday, September 1, 2018, 5pm-10pm.

**What:** Food and Drinks/Beer provided.

If you're attending, RSVP to Mel: [melinferno@aol.com](mailto:melinferno@aol.com)

And for those who wonder, we (the Board of Directors) still consider this event to satisfy the membership application requirement of attending an in-town event.

### Google Group

Everyone who was confirmed for Inferno this year should have received an email invitation to join the Inferno 47 attendees group. So far, the discussion has been quite lively. It's a great way to set up that scene with the hot Sir or Boy you want to make sure is on your dance card this year. Also, it's a great way for first time guests to get to know a few people before arriving on site.

### Leather Shop

As many of you already know our leather shop for Inferno 47 will be Twin Cities Leather out of Minneapolis, MN. Our club brothers Tynan and Karri will be on hand with a variety of leather goods as well as those little odds and ends you may have forgotten. Don't forget to bring items you need repaired. Karri will have his sewing machine with him.

### Clubhouse Breakdown and Truck Load

For those of you who will be in Chicago the weekend of August 25th we will be breaking down the clubhouse in preparation for Inferno. If you have some time, please stop by and lend a hand. We will start at 10am.



Joe D — Inferno Coordinator

Also, we will need lots of help to pack the truck on Labor Day Monday, Sept. 3 at 10am. If you are planning on being in Chicago for Labor Day weekend and can lend a hand please stop by even if it is only for an hour.

### Tear Down

Please consider helping us prepare for Inferno 48. Start thinking now: If you're attending Session B, can you stay until Thursday? We can always use a few extra hands in tearing down. The people who help us disassemble and store the equipment and supplies from this year's Inferno are the first step in getting next year's Inferno ready, and we can use all the same skills as we need for Setup.



®

## Inside

OCT-NOV BRAND DEADLINE  
Sept. 21, 2018

EDITOR: Kevin B. Send news to [news@hellfire13.net](mailto:news@hellfire13.net)

From the Inferno Coordinator.....1	
<b>Calendar</b> .....2	
Inferno Sponsorships.....3	
A New Inferno Charity.....4	

McAdory at Inferno Flea Market.....4	
Program Director.....5	
From the President.....6	
Club contacts and house rules.....7	

Inferno continues on Page 2

# MORE FROM THE INFERNO COORDINATOR

*Inferno continued from Page 1*

We need men willing to get hot and sweaty, to do a little lifting. More men make it easier for all. We need men willing to work in a team. We also need men who know their hands and power tools. We need men who can organize and men who can take direction. Working Teardown counts as at least one session's duty of Inferno. Like

Setup, Teardown does not count for both sessions, but we'll take it into consideration when working up duty rosters. At the end of Inferno, even if you've done your official duty, we really appreciate if you can give us even an extra 30 minutes of help.

### Shipping

Hopefully by now you have received your confirmation packet. Inside that

packet are details regarding shipping items to Inferno. Please make sure that your shipment arrives at the run site on or after Sept. 3 (Labor Day). The folks at the run site cannot be responsible for anything that arrives before Sept. 3. I look forward to seeing you at Inferno 47!

**In Brotherhood,**

**Joe D  
Inferno Coordinator 2018 | Inferno 47**

## CHC 2018 Calendar

For more information on public CHC events, check out <http://facebook.com.chicagohellfire>

DATE	EVENT	LOCATION	TIME
August 10 (Fri)	Bar Night	SoFo	10pm - 1am
August 11 (Sat)	Monthly Demo and Party	Clubhouse	8pm - 2am
August 18 (Sat)	SMU Sounding Play with Tony and Steve	Clubhouse (lunch included)	10am - 3pm
<b>Inferno 47</b>			
August 25 (Sat)	Clubhouse Breakdown	Clubhouse	10am
September 3 (Mon-Labor Day)	Truck Load	Clubhouse	10am
<b>Session A — September 6 (Thu) - 9 (Sun)</b>			
<b>Session B — September 9 (Sun) - 12 (Wed)</b>			
September 13 (Thu)	Truck Unload	Clubhouse	Approximately 4:30pm
September 22 (Sat)	Clubhouse Reset	Clubhouse	10am
October 12 (Fri)	Bar Night	Touché	10pm - 1am
October 13 (Sat)	Monthly Demo and Party	Clubhouse	8pm - 2am
October 27 (Sat)	SMU Kink Intensive: eStim with Steve D	Clubhouse (lunch included)	10am - 4pm
<b>AAW Weekend</b>			
November 9 (Fri)	AAW Friday Party	Clubhouse	9pm - 2am
November 10 (Sat)	AAW Banquet	Petterino's 150 N. Dearborn St., Chicago, IL 60601	6pm - 9pm
November 10 (Sat)	AAW Saturday Party	Clubhouse	9pm - 2am
November 11 (Sun)	AAW Sunday Brunch and Play Party	Clubhouse	11am - 3pm
December 8 (Sat)	Monthly Demo and Party	Clubhouse	8pm - 2am

Watch this space and your email for updates on Demos, Bar Nights and more. All parties are non-smoking unless otherwise noted.



# New Opportunities For Sponsorship

Inferno sponsorship and run book advertising is vital to ensure this community tradition continues for future generations.

Sponsorship provides features and upgrades that our attendees enjoy, everything from beer kegs to upgraded coffee to a leather pillow for the dungeons. Our offerings change from year to year in response to attendee requests. Some sponsorships allow us to purchase or provide new items that have been requested which this year includes:

- New 4 Wheeled Luggage Carts (\$160)
- Earplugs in All Run Packets (\$160)
- Leather Bondage Table Pillows (\$200)

We also have some new upgrades to offer this year. Last year, we enjoyed upgraded beer and soda due to an unexpected supplier situation and to keep that going this year we are offering both beer and soda upgrade sponsorships. Upgrades this year include:

- Deluxe Beer Upgrade (\$365) i.e. ShockTop or 312
- Name Brand Soda Upgrade (\$160)
- Stockade Chair Upgrade (\$570) nice padded chairs in the dining area/Stockade

There are also opportunities that include promotional signage for your club or business such as:

- Port-A-Potties (\$160), includes your custom sign on each Port-A-Potty.
- Dance Cards (\$160), includes your logo on everyone's dance cards.
- Jail Cell (\$225), includes your custom sign on Jail Cell.

To check current availability or to sponsor an item with a credit card payment, go to: <https://inferno47sponsorship.eventbrite.com>. For payments by check, or other information, contact Bob G at [Inferno@Hellobob.net](mailto:Inferno@Hellobob.net).

If there's an item or feature you'd like to see us add or upgrade at Inferno or there's something existing that you'd like to sponsor that isn't currently an offered sponsorship, just contact Bob.

Remember men at Inferno notice those who help make Inferno possible! Become an Inferno Sponsor today!

**Bob G - [Inferno@Hellobob.net](mailto:Inferno@Hellobob.net).**

## Inferno 47 – We Want You Hot Guys Notice Inferno Sponsors

### 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, & Pillowmint sponsors

### SPONSORSHIP CONTACT:

See availability: <https://inferno47sponsorship.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
- SODAS – BRAND NAME: \$160
- PREMIUM COFFEE: \$130
- KEGS (Beer or Non-Alcoholic): \$200
- PREMIUM KEGS (i.e. Shocktop/312): \$365
- TAKE-DOWN / KIDNAP HOOD: \$200
- JAIL CELL or DANCE CARDS: \$200
- DUNGEON MUSIC: \$225 / MEDICAL TEAM: \$275
- EYE OPENER COCKTAILS: \$200
- PRE-DINNER COCKTAIL PARTY: \$530
- AFTER DINNER COCKTAILS: \$180
- SNACKS (Afternoon or Midnight): \$360
- WINE WITH DINNER: \$565
- SATAN LEVEL – includes your banner (DUNGEONS, TENTS OR STOCKADE): \$660

### RUN BOOK ADVERTISEMENTS

- Inside Cover (Front or Back): \$300
- Full Page: \$230
- Half Page: \$130
- Quarter Page: \$90



## MORE ABOUT INFERNO

# A New Charity for Inferno

### Greetings

For many years, the CHC maintained a cycle of three standard Inferno charities: the Leather Archives & Museum, the McAdory fund, and the CHC Preservation Fund. We always had an option to work in a fourth recipient. This year, the Inferno Committee has selected a new designated charity for Inferno 47: the Broadway Youth Center (BYC).

The BYC is a safe haven for LGBTQ youth that aims to provide at-risk young people with culturally competent options for

healthcare. It caters to young people who often have experienced challenging life circumstances.

The services provided by the BYC are essential for supporting positive growth in youth who have experienced trauma. As they grow into young adults, the BYC helps them learn ways to engage in positive social and working relationships, and to develop their values and identity. Through their services and a harm-reduction framework, the BYC supports young people in self-determining their needs for growth and personal success.

These services include:

- Medical care
- Crisis intervention counseling
- Behavioral health services
- Basic needs drop-in services
- Youth leadership opportunities
- HIV/STI testing and prevention programs
- Educational and Vocational services

The Chicago Hellfire Club is proud to be able to support the Broadway Youth Center. You can find more information about the organization at their web site:

<https://howardbrown.org/byc/>

**Skip R - Full Member --**  
[skip@reddywhip.org](mailto:skip@reddywhip.org)

---

## FROM THE McADORY COMMITTEE

# The Inferno Flea Market is Our Big Ticket

### Greetings

The summer is in full swing and I hope you all are having a great time. There are always soo many things to do here in Chicago that it's hard to get things done.

### De-cluttering

I am finally going though some gear and figuring out what I cant use anymore (yes there is a point where you just need to let someone else have things).

It may be hard to let things go, but its not like I am putting them in the garbage but to a better use. I am donating them to the McAdory Fund to sell at camp.

Most of us never like to get rid of things. But let's face it: how often have you really used all the toys you have? Yes i know some of you would say all the time, but some of

you also would have to stop and think on that too.

Think about it, it's great to have that toy collection just to have it. But sometimes passing things on can really help a lot more then you think.

### Your old toys can help

Donating them to McAdory is a great way to help your old toys find a new home and help the fun keep going. Many of you have helped over the years bringing things to donate.

In case you don't know, this is the biggest way the fund stays alive and healthy to continue helping others. We also get donations from others here and there but the flea market table at Inferno each year is the big ticket, as are the years that we do the silent auction at camp.

As you continue to enjoy the summer and start getting ready for camp, think about making a little extra space. Bring those extra items with you to camp and donate to McAdory.

Boots, T-shirts in good condition, leather, whatever you think we can sell. You can also ship things if needed to avoid the extra luggage fees.

If you have any questions about donating something, please reach out to me and I will be happy to answer your questions.

### In Brotherhood

Chris S

**McAdory Committee 2018**  
[mcadory@hellfire13.net](mailto:mcadory@hellfire13.net)





## FROM THE PROGRAM DIRECTOR

# August Days and October Haze

Our next two party weekends frame Inferno like matching bookends.

August brings a demo and play party plus another SMU Kink Intensive. It's a perfect opportunity for you to learn some new skills before you head off to Inferno!

### AUGUST

#### Friday Bar Night and

#### Saturday Demo and Play Party

##### Friday, Aug. 10 – SoFo Tap, 10pm to 1am

Come join your kinky brothers at one of the friendliest bars in Chicago! Wear your colors, introduce yourself, and get the conversation going!

##### Saturday Aug. 11, Demo and Play Party

The demo presenter will be our Membership Chair, Rob D, and the topic is "Impact Play."

Rob writes, "Toys are lots of fun, but play opportunities sometimes happen when we aren't expecting them or when we can't readily get to our toys. What to do? How can we make that play opportunity happen? I often say that the two most important toys are the ones you bring with you everywhere – your hands.

"In this session, you'll learn to be creative with your hands. There are many different ways the hands can be used to hit the body and its various parts. We'll also explore the use of arms and other body parts in impact play. I'll show you how to use your hands to inflict gentle sensations all the way to the most intense pain.

"This is a "hands-on" workshop in which participants will experience impact from both sides. Bring a partner or find one there."

##### Saturday August 18, 10am to 3pm CHC SMU Presents "Sounds like Fun!" with Tony W and Steve D.

Curious about sounding scenes? Been afraid of sounds? Have you've seen sounding in movies and wondered what it feels like inside your cock? In this class we will explore the basics of sounding.

We'll introduce you to male anatomy, specifically the urethra, and review the different types of sounds, how to use them and how to sound safely.

And once that silver rod hits your prostate, you'll see stars (good, happy stars). We'll follow up with a live demo which will also cover combining e-stim with sounding.

This Kink Intensive will consist of two sessions back to back, 10am to noon, and 1pm to 3pm. Suggested donation for members and guests is \$40. Lunch will be served from noon to 1pm. More information and an Eventbrite invite to follow.

### OCTOBER

#### Friday Bar Night and Saturday Demo and Play Party

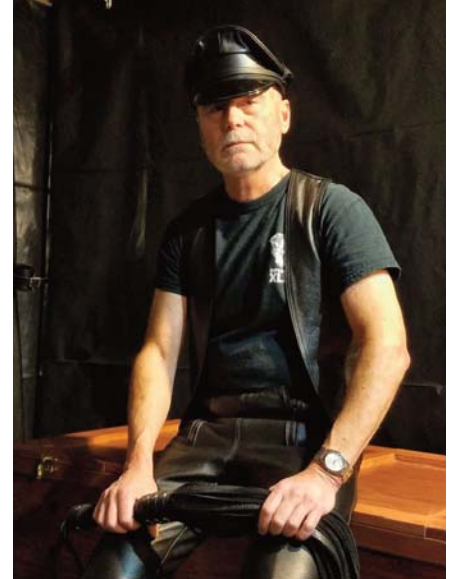
October brings a demo and play party plus another SMU Kink Intensive.

##### Friday Oct. 12 – Touché, 10pm to 1am

Come join your kinky brothers at Chicago's leather bar. Wear your colors, introduce yourself, and get the conversation going!

##### Saturday Oct. 13, Demo and Play Party

The demo presenter will be Brent McGuinness and the topic is Paddling. More information to come.



Jack M - CHC Program Director

##### Saturday Oct. 27, 10am to 4pm CHC SMU Presents eStim with Steve

Steve D, CHC Member and e-stim expert will present two sessions back to back on e-stim play, 10am to noon, and 1pm to 4pm. Suggested donation for members and guests is \$40. Lunch will be served from noon to 1 pm. More information and an Eventbrite invite to follow.

### Jack M

Program Director 2018  
[program@hellfire13.net](mailto:program@hellfire13.net)



## FROM THE PRESIDENT

# A Feeling of Inclusion

### Greetings, Members and Guests.

As Inferno draws near, I wanted to send out a little reminder to one and to all about inclusion and unity.

Attending Inferno as a first-time guest, or even as a returning guest, can be an intimidating and overwhelming experience. We as members need to make sure that our guests feel wanted and included. That means when you see someone by themselves, please approach them and talk to them.

If you see someone in the stockade looking lost as to where to sit, or whom to sit with, help them out. Offer them a seat across from you or near you. Introduce them to the group of guys you sit with, so they meet more people.

Let's remember that flipping chairs over to save seats can send a negative message to newcomers – it says, "you're not welcome to sit here," "you're not wanted here", or "you don't belong with us."

### Break Bread with the New Guys

I do understand that for many of us, the chance to break bread with brothers that we only see once a year is important and meaningful, and I would not want to take that reunion away from any one.

That said, I do want each and every one of us to be aware that by always sitting at the exact same table with the exact same guys, makes guests and "newbies" feel left out. I want us to take steps toward inclusiveness, while at the same time, eliminate this perception that there is a certain elitism based on being a long-time member or a long-time Inferno attendee.

Guests and first-timers, put yourself out there. Don't be afraid to introduce yourself

to people. Don't be afraid to socialize with folks you don't know. Don't be afraid to sit next to, or across from, a group of people in the stockade. Mix, mingle, and insert yourself with others.

If you do see chairs saved, don't take it as "you're not wanted." Look at it as an opportunity to sit at the very next seat so you can meet a whole group of guys at once. Turn it into a positive. Members, please be aware of our new guests. Please notice and then do something if you see someone looking lost or alone. These are our guests. Collectively, we all have the responsibility to look out for them. Invite them to sit with you and your established friends. Introduce them to people.

### Look After Your Guests

If you are a member who has sponsored a guest at Inferno, your role as his sponsor does not end after first-timers orientation. You should be looking out for him the whole time, especially in the stockade. Don't let one of your sponsored guests flounder in that sea of established cliques. It is inconsiderate, and it is disappointing. You invited him, you look after him, you introduce him to folks. It really is that simple.

Board members and Inferno Committee members, I ask you to go the extra mile – please make an effort to reach out to newbies. If you see them floundering in the stockade, approach them. Maybe sit down and have a meal with men you have never met before. They could learn stuff about Inferno and the club, just by having a meal and some conversation with you. The BoD and the Inferno Committee need to be ambassadors of this event.

We always talk about the closing ceremony and how powerful that can be. I think we need to lay the seeds for that well before that last brunch. Let's include everyone



David R - CHC President

from the minute they walk up to check in.

### Lead By Example

Let us be inclusive to and for all. Let us lead by example with our actions and our words. I want our guests and especially our first-time guests, to leave with a feeling that they belonged here, that they were welcomed here, that they were a part of this magic.

I want them to share their experiences and their feelings with their kinky friends when they get back home. I want them to feel like they too have found a family.

We do that through inclusiveness.

David R

CHC President 2018  
[president@hellfire13.net](mailto:president@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 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 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.

# Clean Up

Clean up after yourself. Think G.E.T. L.A.I.D.

Before leaving the clubhouse, keep these things in mind:

## GARBAGE

Have you picked up trash, emptied all the garbage cans, re-lined 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?

# Club Contacts

## Mail Address

CHC/Fireside Club Ltd.  
P.O. Box 577618 | Chicago, IL 60657-7618  
Telephone: 773-486-2452

## Email Addresses

Party Registrations: [program@hellfire13.net](mailto:program@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)

House Committee: [house@hellfire13.net](mailto:house@hellfire13.net)

