



# THE BRAND

A PUBLICATION OF THE CHICAGO HELLFIRE CLUB

JUNE | JULY 2017

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## FROM OUR VP

# Camp and Colors

### Inferno Pride

When I think about summer, I think about summer CAMP. Not Camp Tamarack in Northern Michigan where I spent my summers as a kid, I think about my week at camp on the eastern shores of Lake Michigan where I end my summer as an adult.

This will be my 18<sup>th</sup> consecutive year attending INFERNO. I spend my year thinking about my week of play. A week of 'relaxation', a week of S&M education, and a week of new experiences. It has become my *Same Time Next Year* where I see friends I see just once a year. I realize how lucky I am to participate in this amazing experience.

The Chicago Hellfire Club is proud to host this annual event. We are the premier international S&M Leather Club. We are known around the world. As a member of the club, I wear my colors with pride. Whether at home in Chicago or in a bar in Europe, people know the club. People know of INFERNO.

### Triple Play Weekend

In other club news, if you can be in Chicago in July do not forget about our Triple Play weekend. Enjoy a bar night, a demo, and two parties. What a great way to combine a weekend of play and comradery with a chance to experience Chicago in the summer.

### In Brotherhood

Scott Z, Vice President 2017

[vp@hellfire13.net](mailto:vp@hellfire13.net)

## ART FROM CLAW

# CHC at CLAW



CHC Brother Wearing Club Colors at CLAW.

Photo Courtesy of CLAW taken by Steve Givens at Rock the Hall Party

## In This Issue

Camp and Colors .....	1	Inferno 46 Ahead.....	4
Triple Play Weekend is Coming .....	2	Inferno Sponsorship .....	5
<b>Calendar.....</b>	<b>3</b>	House Rules.....	5
Club Contacts .....	3	Passing of a Hellfire Friend .....	5

NEXT ISSUE ARTICLE DEADLINE:  
July 29, 2017

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

## FROM THE PROGRAM DIRECTOR

# Triple Play Weekend is Coming

Watch for your July Triple Play Weekend Eventbrite invite at the end of June.

### July Triple Play Bar Night

Our Triple Play Weekend begins on Friday night, July 7, at 9pm, at Cell Block, 3702 N. Halsted Street, Chicago.

The bar night is listed on our website as a public event, so, members, be sure to wear your colors and be ready to answer any inquiries about the club.

### July Triple Play Saturday Night Demo and Party

Our Triple Play demo and dungeon party is on Saturday night, July 8, 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 sponsored guests.

### Demo

Our Triple Play demo and dungeon party is on Saturday night, July 8, with the doors open from 7:45pm until 11pm. We have a demo from 8pm until 9pm, and the party is from 9pm until 2am. The party is non-smoking and is open to registered members and sponsored guests.

Ron has been involved with fisting for over 25 years as a bottom and a top, and part of that time attended a fisting dungeon in Montreal. Paul learned about fisting from Ron and other play partners, and has his own fisting wisdom to share. The demo will cover mild to wild fisting interactions and will discuss the roles of the top and bottom. The presenters encourage you to bring your questions and feel free to ask them.

### Party

After the demo, the dungeon party begins at 9pm. A perfect opportunity to try out those new fisting techniques!

### July Triple Play Sunday Puppy Brunch and Play Party

Our Sunday party will be a Puppy Brunch and Play Party from 11am to 3pm. Doors are open at 11am and close at 1pm. The brunch will begin immediately and members and sponsored guests alike are welcome to enjoy.

The wrestling mats upstairs will be set up and there will be other mats downstairs for a Puppy Chill-Out Zone. Handlers and puppies alike will have a friendly space to play.



*Jack M, Program Director 2017*

There will be a special contest to see who can guess how many puppies and handlers can fit in the puppy cage, with a prize going to the winner. Woof! Also, there will be a medical examination table where puppies can be inspected. Woof! Woof!

As always, CHC Members are invited to play as well and I wish everyone a great Triple Play weekend!

**Jack M, CHC Program Director 2017**

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

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
<b>Triple Play Weekend</b>				
Jul 7 (Fri)	Bar Night	Cell Block	9pm	
Jul 8 (Sat)	Demo: Fisting   Monthly Party	Clubhouse	8pm   9pm - 2am	
Jul 9 (Sun)	Puppy Brunch & Party	Clubhouse	11am - 3pm	
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			
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	

## 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)



## FROM THE INFERNO COORDINATOR

# Inferno 46 Ahead

Inferno 46 is only a couple months away, and we are all looking forward to this year's summer camp.

### Registration is great!

Member run application emails went out April 1 and sponsored guest applications went out April 15. As was the case last year, registration was gang busters the first several days but remained steady for the next several weeks. We're filling up fast.

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!

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 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**  
[inferno@hellfire13.net](mailto:inferno@hellfire13.net)



*Joe D., Inferno Coordinator, Inferno 46*

# 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!

## Passing of a Friend of Hellfire

Chuck Renslow, a recipient of the "Friend of Hellfire" award, and noted member of the gay leather community around the world, has died at the age of 87 on June 29, 2017. This founder of International Mr Leather, publisher of the old GayLife newspaper, political activist, and more was an out business owner since 1950s.

Though I only met him in person a few times, the impact his efforts had on my personal development as a gay leather man are indisputable. His contributions were necessary, and his passing is a loss.

**In brotherhood,**  
**Skip Reddy,**  
**President, Chicago Hellfire Club 2017**

