



# THE OFFICIAL NEWSLETTER OF IBRBS CHRISTMAS CONNECTIONS

Latest news and updates from your Board and Committees

SUMMER 2020



ISC2020 Atlanta  
Rescheduled



Officer Election  
Results



Christmas School  
Scholarships



Renewal Season  
Almost Here!

## The Inside Stories

How a story of the north  
pole evolved

*Yeah, but who's that  
little guy by the hearth?*

Christmas is the season  
for all ages

Walking the walk:  
making a difference

Santa selfies



*Santa Pat de Haan takes a friend to Hawaii*



# 2020-2021 BOARD OF DIRECTORS

Stephen Arnold (TN)—Director and President/CEO  
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Fred Selinsky (AZ)—Director, Chair and Governance & Operations Officer  
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Tom Carmody (CO)—Director and Membership Services Officer, International Santa Claus Hall of Fame 2019  
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Don White (CA)—Director and Membership Services Liaison  
[DWhite@IBRBSantas.org](mailto:DWhite@IBRBSantas.org)

Ron Robertson, (CA)—President Emeritus, International Santa Claus Hall of Fame 2013

Robert "Bob" Elkin (FL)—President Emeritus, International Santa Claus Hall of Fame 2017

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### Be Our Next Cover!

Submit your seasonal photo for the Fall Newsletter by September 15, 2020 and you may find yourself on the cover of the next Christmas Connections.



[Click the camera to email your photo](#)

*The fine print—a photo release is required for images taken or owned by any professional photographer; we can provide a release form if needed.*

Welcome to Tom Harrington and Doug Billings as our newest members of the Christmas Connections Editorial team!

### Fall Newsletter Deadlines

Submit by September 15, 2020  
Publish Date October 2020

Send your stories and photos to:  
[Newsletter@IBRBSantas.org](mailto:Newsletter@IBRBSantas.org)  
Newsletter Editorial Team

**Stephen Arnold, Pat de Haan,  
Steve Eastis, Deanna Golden,  
Tom Harrington, Doug Billings, Lance  
Skapura and Eileen Turner**

**The Newsletter Team thanks all who  
contributed their stories and photos for  
this edition of Christmas Connections.**



# CONNECTIONS

Regional Representatives	
<b>North West</b> Jim Lunn (WA) <a href="mailto:JLunn@IBRBSantas.org">JLunn@IBRBSantas.org</a>	<b>PacWest—International</b> Eileen Turner (AZ) <a href="mailto:ETurner@IBRBSantas.org">ETurner@IBRBSantas.org</a>
<b>Rocky Mountain</b> William “Mac” McPherson (CO) <a href="mailto:WMcPherson@IBRBSantas.org">WMcPherson@IBRBSantas.org</a>	<b>North Central</b> Randy Greenfield (IA) <a href="mailto:RGreenfield@IBRBSantas.org">RGreenfield@IBRBSantas.org</a>
<b>South Central</b> Bob McMasters (TX) <a href="mailto:BMcmasters@IBRBSantas.org">BMcmasters@IBRBSantas.org</a>	<b>Mid-Central</b> Margie Wolczak (IN) <a href="mailto:MWolczak@IBRBSantas.org">MWolczak@IBRBSantas.org</a>
<b>South East</b> John D. Williams (MS) <a href="mailto:JDWilliams@IBRBSantas.org">JDWilliams@IBRBSantas.org</a>	<b>Mid-East</b> Tom Bailey (VA) <a href="mailto:TBailey@IBRBSantas.org">TBailey@IBRBSantas.org</a>
<b>North East</b> Howard Bristow (MA) <a href="mailto:HBristow@IBRBSantas.org">HBristow@IBRBSantas.org</a>	
To learn more about our Regional or District Representative program, send an email to <a href="mailto:VolunteerCoordinator@IBRBSantas.org">VolunteerCoordinator@IBRBSantas.org</a>	

## Affiliated Chapters

If you are not yet a member of a local Chapter, we encourage you to join or start one. Our Membership Team can help.

### North West

NorPac Santas ~ Santa’s Pack

### Pacific/West/International

Arizona Santas ~ Inland Empire Santas ~ NorCal Santas ~ S.C. Santas & Co. ~ SoCal Santas ~ Surfside Santas

### Rocky Mountain

Enchanted Santas of NM ~ Idaho Santas ~ Pike’s Peak Santas ~ Rocky Mountain Santas ~ Utah Santas

### North Central

Great Lakes Santas ~ Midwest Iowa Santas ~ Ozarks Santas

### South Central

Diamond State Santas ~ Krewe of Kringles ~ Midsouthern Santa Society ~ Nashville/Middle Tennessee Santas ~ Oklahoma Santas ~ Texas State Santas

### Mid-Central

Bluegrass Santas ~ Heart of Ohio Santas ~ Hoosier Santas ~ Northern Illinois Santas ~ The Indiana Santa Claus Society ~ Wisconsin Santas

### South East

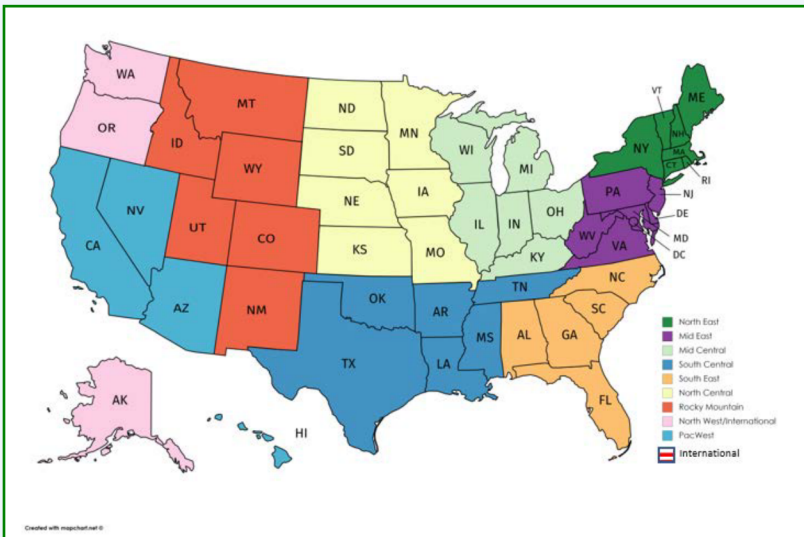
Cotton State Santas ~ Dixie Coast Santas ~ Florida -Georgia Santas ~ Georgia Metro Santas ~ Long Leaf Pine Santas ~ Real Bearded Santas of North Georgia ~ Palm Tree Santas ~ Peachtree Santas of GA ~ South Carolina Santas ~ Triangle Santa Buddies

### Mid-East

Colonial Santas ~ Garden State Santas ~ Heart of Virginia Jolly Old Elves & Friends ~ New Jersey Santas ~ Pocono Santas ~ Santas of the Mid-Atlantic ~ South Shore Santas ~ You Sleigh Me

### North East

Lower Hudson Valley Santas ~ New England Santa Society ~ New York City Santas ~ North East Santas



**DID YOU KNOW?**

You can form an affiliated IBRBS Chapter with five active IBRBS members? To start the process, fill out an application from your Members Dashboard, or send an email to [Membership@IBRBSantas.org](mailto:Membership@IBRBSantas.org).



## FROM THE DESK OF

**Stephen P. Arnold, President/CEO**



I don't know about you all, but my crystal ball is a bit darker in color these days, and seems to have only eight answers with the most often response being, "Ask again later." Obviously, it doesn't have the answers either. However, I cannot see any reason to give up the spirit of Christmas for the 2020 Season, nor to fret that we'll be without any work, or joy.

Most important to each of our continued success is staying healthy, and safe, and keeping our loved ones that way too. Follow the science: the CDC guidelines, and state and local instructions. We should apply all of their suggestions, including wearing a mask to help protect others and social distance whenever possible.

A wise man (my father, and at least I always thought him wise except when I was between the ages of 16 and 22) once told me that when it looked like storms were approaching, that I should prepare for the worse and plan for the best – be creative. Like many of you, we've seen a plethora of actors in the Christmas Community offer their insights into making the most of 2020, many with particular focus on "virtual visits." Unfortunately, script or no script, being properly prepared to provide an outstanding performance takes a great deal of self-confidence, knowledge about all aspects of our craft, and – in most cases – expenditure of some hard-to-find cash to properly equip ourselves to portray our characters from a remote location, in a convincing, casual manner. For those of you who may need more help, several of the online Santa visit companies offer both financial assistance by supplying some or all of the items needed to provide clients with a winning style visit, and hints on how to develop better technique.

But let's not limit ourselves by putting all our eggs in one basket. Last week I was able to discuss another novel idea with a young school teacher who has written a child's book and surrounding it with an interesting idea: *Snow Globe Santa*. Her idea immediately brought to mind the unique way that one of our own, Jacki Chamberlain, had sold a local Ohio business on the idea of providing her with a storefront window and a way to communicate with passersby – a visit with Mrs. Claus in July with total safety through social distancing. What if companies could hire Santa to appear inside a rented, climate controlled globe so he (or Mrs C) could visit with children safely too? And, wrap the idea up with a targeted children's storybook that the parents could purchase and read to their children in preparation. Hopefully, I will soon have more information on her project, how it is progressing, and how you may be able to sell the idea of your appearing in such a fashion in many places: car dealerships, small strip mall parking lots or grassy areas, indoor malls without the usual photo operations, and inside larger box stores – perhaps other locations, if not this year, but in years to come too.

Renewals for the 2020/21 membership year are about to start. We are launching a new IBRBS website to make navigation of the plethora of options for information and programs much easier. You'll find the renewal process will allow you to update your profile and upload a more current photo as you complete the procedure. Good news on the insurance front – for the fifth year in a row, we've had no increase in our premiums for our two liability options, and our policies will be compliant with Bass Pro/Cabela's requirements too. We are returning to the use of the outstanding IntelliCorp background checks which provide you and your clients the most thorough, in-depth search both national and localized databases available. And IBRBS continues to negotiate a substantially discounted base price from the \$22.95 value to \$15, and we then provide an additional 50% subsidy from your dues. On top of this member base price of \$7.50, there will be supplemental fees for any additional search costs added by localized government entities, something that has become a more common "hidden tax" fee by some city, county, and state governments.

Keep yourself mentally fit, as well as physically healthy, and we will hopefully see each other on the other side of this difficult year.



## REPORT FROM THE CHAIR *by Fred Selinsky*



I wanted to highlight the June activities of the IBRBS Board of Directors. Every June, the Board elects officers for a two-year term. There were no challenges this year to any of the following positions; each were reelected:

- Stephen Arnold—President CEO
- Deanna Golden—Secretary
- Tom Carmody—Membership Officer
- Howard Graham—Events Officer
- Frederick Selinsky— Governance/ Operations Officer
- Fred Lueck—Chief Technology Officer
- Lance Skapura was elected for the first time as an IBRBS officeholder and will serve as Communications and Marketing Officer.

The aforementioned Officers are the leadership of IBRBS and report to the elected IBRBS Board of Directors and IBRBS membership. It is the job of the Officers to ensure all the committees are operating effectively. They report to the IBRBS President and the IBRBS Board of Directors. It is not necessary that an Officer be an elected Board member. In fact, in many cases, the Board will choose to appoint an Officer to a position because of his or her professional background and unique managerial traits.

As every member knows, we need volunteers. We are an all-volunteer organization and as we grow our needs become greater. IBRBS President, Stephen Arnold and myself do not look at IBRBS as just a fraternal group. We treat this as a corporation and the membership as our stockholders. Every Officer takes his or her responsibilities very seriously and devotes many unselfish hours working diligently to improve and propagate our organization.

I would also like to reach out to all the volunteers who work countless hours in support of this great organization. I am so very proud of the leadership and volunteers who comprise the corporation called IBRBS.

Respectfully,

Frederick Selinsky

IBRBS Board Chair and  
Governance and Operations Officer

*Fred lives in Sun City, AZ with his wife Chery, and dogs Lucy and Chance. He is on the Board of the affiliated Arizona Santas, Mrs. Claus and Elves Chapter and has been an IBRBS member since 2013.*

**2021 Board of Director Election** candidate applications will open September 1. We invite you to get involved by representing the membership and taking an active part in shaping the future of your IBRBS.

Watch for email announcements and Facebook posts with more details.



## RENEWAL SEASON IS ALMOST HERE

### Greetings from your Membership Committee

As September is rapidly approaching, we on the IBRBS Membership Committee want to thank each of you for your ongoing support of this great organization during what has been some unanticipated and difficult times. As last year's season closed, we had no idea what was lurking in the year 2020. It will surely go down as the "year of adaptability" because nobody has any idea what this upcoming season may hold for any of us.

During this past year, the IBRBS leadership team has tried to increase the value of your membership by adding to the already great scholarship benefits. This year, we expanded the number of Christmas School scholarships from the previous six to eight, continuing our efforts to encourage new and old (seasoned) Christmas performers to enhance their abilities in keeping the spirit and magic alive. Because many of the 2020 Christmas schools had to be canceled and/or rescheduled, the Scholarship Committee, under the guidance of Ginny Scott and the Board of Directors, has extended the use of the up-to \$250 grant monies past the end of 2020 and the recipients of those grants will have until June 1<sup>st</sup> of 2021 to apply those funds to their school of choice. We also increased the amounts of the Scholastic Scholarships from \$500 to this year's level of \$750. We also modified the deadline dates for the applications to September 30, 2020 so that the education system has a chance to figure out what to do within this Covid-19 environment.

Our IBRBS leadership team continues to preserve the already generous benefits of members as well as enhance our relationship with the Christmas Community. As you all well know, we need your support to continue offering you the best programs and benefits. We are working on making substantial improvements to our IBRBS website, adding a much better new member application which will now include Associate members, and greatly improve the renewal process by introducing a more "user-friendly" navigation for all kinds of devices. We hope to introduce these enhancements before September 1<sup>st</sup>, 2020. The new website should make the renewal process less frustrating to the majority of our members and ease it for those looking to become new members.

Thank you,

Tom Carmody – Membership Officer and Board Director

Bob McMasters – Chair, Membership Committee and Regional Representative

Ginny Scott – Chair, Scholarship Committee

**Membership Renewal**  
begins mid-August, at the same  
annual rate of just \$32.50.

Watch for announcements with  
more details in email, on the  
website and on Facebook.



## ISC 2020 ATLANTA CANCELED...RESCHEDULED

On July 17, we announced the regrettable cancellation of the ISC for September. This unpredictable global health crisis has substantially impacted all of us, and the health and safety of our attendees, presenters, vendors, and sponsors remains our number one priority.

You can [read the full announcement here](#), on the ISC Facebook page, or look for the email dated July 17 from IBRBS. We are working through the hundreds of parts to be reviewed and decisions to be made, so we appreciate and thank you in advance for your support and patience. We will work through this together, and shift planning for ISC2022 Atlanta.

Thank you, and be safe.

Howie Graham	Stephen Arnold
ISC Events Officer	IBRBS President/CEO
IBRBS Director	



## NEW MEMBER RESOURCES COMMITTEE ANNOUNCED

At the June meeting, the Board of Directors approved the formation of a Member Resources Committee. Its mission is to support the growth of the organization through innovative and beneficial resources. The committee is responsible for building knowledge about IBRBS, its organizational structure, and how to access benefits for members, at all levels of the organization. Our first set of resources will support members with the renewal process and navigating the enhanced website, and we are eager to help raise awareness about all the fantastic programs and services that IBRBS offers members.

Committee members:

Ginny Etienne, Chair (OH), Deanna Golden, Board Liaison (AZ), Dana Kovach (AZ), Lance Skapura (PA), and Eileen Turner (AZ)

Advisors: Stephen Arnold (TN), Tom Carmody (CO), and Fred Selinsky (AZ)



## Christmas School Scholarships

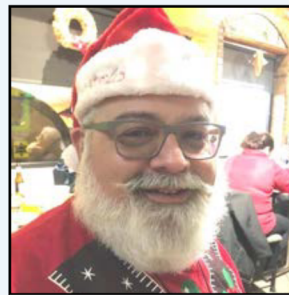
Join us in congratulating your fellow IBRBS members on their selection as a 2020 Scholarship recipient. IBRBS awards up to \$250 to these members toward attendance at a qualified Christmas School.



Rob Becker (OH)



John Bradford (NJ)



Salvador Cid (MI)



Stephen Lucero (CO)



Kenneth McKenzie (OH)



Dan Million (IN)



B. Scott Smith (CO)



James Tucker (NC)





## THE WALMART, THE SOCK, THE CHICKEN COOP AND THE QUARANTINE; HOW A STORY OF THE NORTH POLE EVOLVED

by Jocelyn Whitney (with Bob Bulick)



During his second season as Santa, Bob took on an out of town contracted gig at the Bentonville, Arkansas Walmart. It was sheer chaos. He had trouble with the agent who placed him and then the store wasn't ready for his two-day visit! However, when needed, Bob is skilled at improvising. With a lounge chair off the floor, a tree behind him, and employees wielding camera department equipment straight off the shelf, he began an adventure with the people of Walmart.

During his visit, Bob heard many languages and saw many families with nothing in common except that most prevailing attribute—a love of Christmas and a love of Santa. At some point, a couple with a preteen ambled by and Bob heard the young man muttering under his breath something about not believing in and disliking Santa Claus because, “He pollutes the air by giving coal.”

Well, Santa couldn't just let that comment go by unchallenged. So, as did the Grinch, Bob thought up a story and he thought it up quickly. “Oh, but I don't really use coal any longer. You are right about the coal,” said Santa.

The boy stopped and asked, “Then what do you do?”

“Well, we are now using mismatched socks!”

“Socks?” the boy asked, looking confused.

“Do you have time for me to tell you about the

socks?” asked Santa.

The boy nodded.

“You see, the socks get lost in the clothes dryer. They escape out of the dryer into the upper atmosphere and are carried to the North Pole.”

Well, suffice it to say, this prompted an intriguing conversation, which ended with astonished parents seeing their happy twelve-year-old son perching on Santa's knee for a photo.

Bob and I spent months fleshing out the story, giving the characters names and really building it into our North Pole backstory. We copyrighted the story. We continued to develop it as we learned more of the Claus craft in classes such as the Christmas Performer Workshops, (CPW); or in storytelling, with a trip to Denver's International Santa Celebration, (ISC); and hosting SNHU to see other aspects of performance. In the meantime, the story sat idle, only told on occasion when in storyteller mode.

During the summer of 2019, a neighbor needed to seriously upgrade a chicken coop, but she had a very limited budget. Without hesitation, Bob said, “Yes”, when she asked for him to help mentor her through the construction process. As things worked out,

*(Continued on page 10)*



North Pole (Continued from page 9)

Bob ended up building the coop where I even held up walls on occasion for him!

During construction of the chicken coop, Bob and I had shared the story of the boy and the coal with the neighbor. We felt she would appreciate a 'Santa Story' since her two daughters had played elves for us a couple of times.

After sharing the story, our neighbor came up with an idea. She was so grateful for the work on the chicken house; she offered her artist mother's skills to illustrate our story of the socks. Her mother liked the tale very much and we collaborated on how this might pan out into a full-fledged book. I began editing and layout so she would know what images we really wanted.

Then we waited and waited, squirming through the fall of 2019. In late February 2020, we received the most charming illustrations for the book. I looked forward to a distant day when we could edit and look at self-publishing, as I had seen a fellow Oklahoma Santa's family do. I was energized.

As Spring 2020 approached, I traveled out of



town to visit and enjoy some quality time with my grandchildren. The day I came home, COVID-19 hit in earnest, followed by a lengthy, self-administered, stay at home isolation period. When we learned that we would receive federal stimulus funds, we thought, *Well, if we are potentially relegated to virtual visits this season, we could take this time and money preparing the publishing of this book!*

Needless to say, that was easier said than done. We spent about six weeks working continuously, eventually sending it to the publisher Memorial Day weekend. We passed the work by a couple of our Claus friends who were very complimentary in their reviews. The rest is history.

Through this long drawn out process, we have made new friends, have stayed very busy, and have learned so much more than we could ever imagine. June, our neighbor with the chicken coop, just added three new pullets into her enclosure. We have books on order and are sharing permission with the Claus community to use them in virtual visits. So, we have come full circle and are standing atop MOMMS: The Mountain of Mis-Matched Socks.

*Illustration © Sandy Hall*

*Jocelyn Whitney and Bob Bulick live in Tulsa, OK. They are members of the affiliated Oklahoma Santas Chapter. Jocelyn has been a member of IBRBS since 2017, and Bob since 2015.*



## YEAH, BUT WHO'S THAT LITTLE GUY BY THE HEARTH?

by *Lance Skapura*



During the holiday season of 2018 my guise, The Real Beard and Belly Santa, had been asked to do a segment for a local, live, morning television chat show. Wonderful!

I did a pre-interview call with the segment producer, got the email of the host's questions, and rehearsed my answers with my wife on a long drive to pick-up our new puppy. On the day of the broadcast I was seated in the studio, was greeted by the host, and we had a short conversation to make sure I was comfortable with the segment. I mentioned the species muddle in the poem, *A Visit from St. Nicholas* (AVSN), commonly called, *'Twas the Night Before Christmas*, and that notion astonished her enough that she improvised it as a question near the end of the interview.

You know, in the 1898 book *Gotham: A History of New York City to 1898* AVSN was called "arguably the best-known verses ever written by an American." I'll take their statement as true, (at the time of the book's publication) but in the 120 years since then Allen Ginsburg has written *Howl*, Robert Frost penned *Stopping by the Woods On A Snowy Evening*, and Don Felder, Don Henley, and Glenn Frey co-wrote "Hotel California" (Come on, I bet most of us can't quote a line of *Howl*, but I know you can sing, "On a dark desert highway, Cool wind in my hair.") However, because of the annual readings of AVSN by celebrities, politicians, families, and members of the holiday performer community it is still one of the most recognized American poems.

However, many paradoxes in the text of the poem and what readers and audiences have come to believe about verses shows us... Well, multiple recitations does not create understanding.

One of the biggest paradoxes is the species muddle.

I have seen a large number of picture books of AVSN and most of the illustrations show us what we've come to call a traditional Santa Claus. I know him. You know him. Many of us have him (or his wife) as an alter ego. The only problem... In the text of the poem, St. Nick is not human.

Let's take a look. Lines 15-19 say,

*"When what to my wondering eyes did appear,*

*But a miniature sleigh and eight tiny reindeer,*

*With a little old driver so lively and quick,*

*I knew in a moment he must be St. Nick."*

We've all read it, but do we grasp its meaning? Let's try again...

*"When what to my wondering eyes did appear,*

*But a **miniature** sleigh and eight **tiny** reindeer,*

*With a **little** old driver so lively and quick,*

*I knew in a moment he must be St. Nick."*

What? Could our traditional Santa fit in a **miniature** sleigh? And if he were somehow able to fold himself into that small vehicle would eight **tiny** reindeer be able to power said overburdened sleigh? Of course not.

Well, maybe St. Nick is a very small person? Maybe. But line 45 comes right out and tells us who St. Nicholas (in this poem) is:

**"He was chubby and plump, a right jolly old elf"**

*(Continued on page 13)*



## CHRISTMAS IS THE SEASON FOR ALL AGES TO COME TOGETHER AND CELEBRATE BELIEFS AND BLESSINGS

*by Kam Breitenbach*



**I**n my eyes Christmas is a time for families and friends to come together and celebrate the hope and good things in life, while remembering Jesus—the Reason for the Season! I would like to share with you a fundraising event I set up last year for my community to get together and count their blessings.

I am a member of the Parker Senior Center and Rotary located in Parker, Colorado. I approached both organizations with my idea to hold a Breakfast with Santa and Mrs. Claus to bring our community together. I asked the senior center to donate their space, tables, chairs, and their kitchen. Once that was set in place, I wrote a Rotary District Matching Grant. It was time to start planning!

First and especially important was checking the school calendar to find the first Saturday that schools were closed for the holidays. My plan was to make this a community event through attending and/or volunteering your time. Sponsorships were kept at a reasonable cost so that more small businesses could be involved. Businesses were asked to assist by being a sponsor of the event. For a \$25 donation to the Parker Senior Center, businesses sponsored a table for two different seating times. Each sponsor also donated a party favor for everyone at their tables to take home! Table sponsors SOLD OUT almost immediately. To involve more businesses, we then offered a \$50 sponsorship to sponsor the Library (our Town Library jumped on that sponsorship!), for the Letters to Santa area, and the Simple Crafts area. At the low cost of sponsorships, they all sold immediately.

This Mrs. Claus is the founder and advisor for an adult special needs group and wanted to be sure they were involved. Items for the baskets were collected through donations and clearance sales. This group put together 30 large gift baskets. A \$2 donation was asked for one drawing ticket or you could donate \$10 for 6 drawing tickets. Everywhere I went for any meeting, I took some sample baskets and entry forms to fill out with name and phone number. A date was set for when the drawing would take place. We called each winner and they came to the senior center to pick up their basket.

Christmas is a time for the young, middle ages, adults, and especially our senior citizens. To make this work, we asked for a \$5 donation for attendees and had two separate seating times of 100. Each ticket was for a specific seating time. Tickets were sold in advance through the senior center website or at the Senior Center. It sold out long before the event! So many of our senior

*(Continued on page 13)*



*Christmas is the Season (Continued from page 12)*

citizens, who are on a limited income were able to treat their families to breakfast and activities. Why charge at all you ask? If you donate, you show up and we know how many to expect at each seating time.

The Parker Task Force is our local food bank and more. There was an option for ticket donations, to be paid for and donated to the PTF to allow families with children to attend for free. There were 60 tickets donated for



those during a difficult time.

As families entered the breakfast, each child was given a free ticket to go to the Kid's Only drawing table. This set a positive tone for the rest of the morning! Santa had a free gift for every child. Everyone went home happy! The Parker Senior Center received a donation of \$2,800 for their programs.

I believe in Jesus and that family and friends need to come together to celebrate their beliefs in their own way, without breaking the bank! Many senior citizens came alone since they had no family. They enjoyed watching the

children, sitting with other families, and enjoying the time with others.

This year I am planning the event and hope it will happen. Due to Covid 19, I am planning four seating times for 60 people at each seating time to be able to spread out. Crafts are being done by volunteers where you can make your craft on site or take it home. I'm praying that we can have a Merry Christmas for all ages! If the Parker Senior Center is still closed, I'm thinking of somehow doing a drive-through type of celebration where you stay in your car, visit with Santa and have Mrs. Claus serve a boxed breakfast to take home, and gifts for the children.

I wish everyone a Merry Christmas and let's begin planning now for the possibility of a different type of event. I am open to suggestions and ideas from others!

*Kam lives in Parker, CO. She is a member of the affiliated Rocky Mountain IBRBS Santas Chapter and has been a member of IBRBS since 2017. To learn more about this event, you can reach her at MrsKamieClaus.com.*

*Little Guy by the Hearth (Continued from page 11)*

This line is not a metaphor. The author of AVSN (and I am not going to get into the writer controversy) is describing the title character as a mythical creature who is typically represented as a small humanoid, like Dobby (from the *Harry Potter* series), the ubiquitous Elf on the Shelf, or Ernie Keebler (the head baker of Keebler snacks).

"Is your mind blown," the host asked the television audience after I answered that St. Nick of AVSN was an elf. I decided not to tell her the real meaning about the line, "And laying his finger aside of his nose." I'd caused enough consternation for one 4-minute interview.

*Lance lives in Mt. Oliver, PA. He is the Chief Executive Kringle of the affiliated You Sleigh Me Chapter and has been a member of IBRBS since 2016.*



# WALKING THE WALK: MAKING A DIFFERENCE

by Robert Seutter



In IBRBS, we have the “Santa’s Heart” awards to help recognize folks who do good works both in and out of season. The depth and breadth of what our community does is amazing. Thousands of hours and lots of work are donated by our community every year to all sorts of worthy causes. In fact, the committee had to create a whole new category for “Christmas Themed Non-Profit Organizations” because we have many. Now looking at 2020, we cannot help but notice that it is turning out to be a year FULL of challenges.

On January 21, just as most of us were starting to wind down after a successful Christmas season, the world was changing. For those of us in the U.S., the first case of Corona virus was reported in Washington state. In the space of only a few months, it changed our nation, and our immediate future, in ways none of us fully expected. Events and meetings were cancelled, dates postponed, and as a community we have had to deal with the very scary fact that this disease had us in its cross hairs, being both older and many with pre-existing conditions.

Despite all that, our community continues to step up and make a difference, even in such “interesting times.” Our artform is inspired by a central idea: Giving. And nothing was going to stop that.

Our members are out there making a difference. And, just like St. Nikolas did in days of yore, some folks wished to remain

anonymous. Fortunately, we can also point out a few wonderful people specifically.

Some folks worked quietly behind the scenes to get donations and equipment to organizations and people hard hit by the virus. Many doctors, nurses, and frontline support people were surprised when suddenly boxes of precious protective gear, including N95 masks, showed up. As PPE supplies dwindled everywhere, many of our community are mad-crafty. And they got BUSY!

Cortney Lofton (Red Sled Santa) created and donated aerosol shields (special intubation boxes) that are used to protect medical workers during the dangerous intubation of Covid-19 patients. Not only did he design, make, and deliver dozens of the boxes to frontline hospitals and emergency response people, he even made customized models for neo-natal doctors working on the tiniest of patients.

People make the odd joke about our community having its share of “Peacocks and Divas,” but behind those amazing costumes are some truly talented costumers and seamstresses. A veritable army of elves went to work. Heather Gabriel, of Singing Seamstress fame, made and donated over 2000 masks herself (with many folks donating fabric and resources to make that happen.) Ellen Smith Streich made over 682 masks. Santa Jim Holliger and his wife Barbara donated over 1000 cloth masks, and working with others and their 3D printers, helping to create 400 hard, re-usable masks for police, EMS, and fire teams. The sewing machines of the Christmas community sprang to life, and have been



*Nurses displaying their “Ear Savers” 3D-printed extensions*



*Red Sled Santa, Cortney Lofton*

*(Continued on page 15)*



Walking the Walk (Continued from page 14)

whirring ever since folks realized that cloth masks were going to be an important part of disease prevention. Even something small, like a piece of plastic designed to take the stress off of tired ears (ear-savers), were printed up and donated, making a big difference for a weary medical or support person who are not used to wearing masks for long shifts.

As schools closed and gatherings were no longer allowed, people, and children in particular, started to feel afraid and isolated. The Christmas community started reaching out in new and innovative ways. In real life, social distancing requirements mean it is not business as usual. Santa has to stay at least six feet away, just like everyone else, thus was created the drive-through “Birthday Parades” and “Graduation Day celebrations.”

Many Santas and Mrs. Clauses started recording messages and meeting with folks over the internet in live meetings. Santa Michael G. Uva recorded messages that were fun and off-the-cuff to help folks find some humor. Dave Callender has been doing virtual Santa chats. And the jolly Jeff McMullen appeared as Santa at online birthday parties, leaving a merry message for folks who could use them. Santa Bill Kenney has a regularly scheduled story time, every five days, for folks sheltering at home.

Our community adapts, and with the upcoming season up in the air, technology like green screens or live chats using apps like Zoom, means that Santa is getting a tech upgrade at the North Pole.

More Christmas performers are even now helping support folks, or are frontline themselves, as truck and bus drivers and other essential service providers, through making donations, and delivering groceries to shut-ins. Santa Charlie Johnson works as a volunteer for the Feeding America food truck. Santa Christopher Finch is volunteer Chairman for **two** hospitals, while his wife is

making masks for the hospitals, a senior complex, plus friends and family.

There are so many people who are doing great things that to list them all would take a much longer article. But suffice to say, whether it is done anonymously (either in-character or out-) or if our silver hair is noted out there doing good works, it’s a sign of what our professional working or volunteer Christmas community is all about. Not just putting on a suit during the holidays, but trying to bring joy, model volunteerism, and share generosity all year round.

People sometimes wonder why our Christmas characters are so beloved. Anybody who has been a part of the magic will tell you it’s a two-way street. We that take our commitment to our audience seriously. When we see folks in our Christmas community making magic happen, it’s not so much about pride, as it is about letting our friends and peers know.

*“We see, we hear, we bring the love throughout the year!”* That, and the quiet nod, the extra hug (eventually), and the very sincere, “Thank You.” Keep up the good work! And share what you do, so we can inspire others! – **Santa’s Heart Committee, IBRBS**

*Robert and his partner, Cat Ellen, live in Westlake Village, CA. He is a member of the affiliated Surfside Santas Chapter and has been an IBRBS member since 2014.*



**Santa Adam Woodworth**  
*ready for a rolling visit!*



**The Singing Seamstress,**  
**Heather Gabriel**



## SANTA SELFIES

by Pat de Haan



**T**HE HISTORY—Contrary to what you might think, selfies are not a recent invention created by Millennials; they go back 180 years almost to the dawn of photography. The earliest surviving photograph was taken in 1826 and the first known selfie was taken in 1839. The original selfie technique was simply to take a picture of your reflection in a mirror.

Although these were popular, the large cameras, complex development requirements, and expense involved limited the number of photographs taken. That is until Kodak invented the Brownie camera in 1900, providing access to the general public. The Brownie was small, inexpensive, and used rolls of film that could be easily loaded and developed.

Post WWII, the baby boom sparked another surge in the popularity of photography. The demands for personal photography continued to increase for the next several decades, resulting in virtually every home in the country having a camera and actively using it to photo-document their community and their own family story. Then, technology made some huge breakthroughs that totally changed the concept of photography as it was previously known.

In 1981, Sony produced the first digital camera available to ordinary consumers. It was a tremendous success and had a major impact on the industry. In 1997, for the first time, a picture was transmitted through a cell phone. The digital revolution had taken hold.

By 2004, Kodak stopped making film-based cameras. Sony and Canon followed suit in 2006. The end of film photography finally came in 2009 when Kodak discontinued the production of Kodachrome film. It was now a digital world, with cheap cameras small enough to make selfies not only easy to take, but irresistible; after all, selfies are fun.

**THE BIG LEAP**—While it was an explosion of new products and businesses driven by technological advancements in photography, the actual change from film to digital occurred quietly, in such a subtle way that it had taken over before we were even aware it had arrived. The reality of the scope of the change hit me in November 2006 when I went to purchase film for our December events.

Costco had been our film source for several decades. They were cheap, well stocked, and conveniently located. I was in for a rude awakening, however, when I entered the store and discovered they had discontinued film. That year, I had to order our film directly from Fuji. The first thing I did in January was to order a brand new Sony digital camera. We made the leap and never looked back.

**THE NEXT STEP**—To say the change to digital was beneficial would be an understatement. The elimination of film was a substantial savings in both cost and time. It also resulted in better options for viewing proofs, selecting pictures, ordering prints, and storage of our raw data. It seemed perfect; that is until about five years ago. We noticed a change.

*(Continued on page 17)*





*Santa Selfies (Continued from page 16)*

Each year, more people wanted to take their own pictures using their cell phones. In response, two of our largest events eliminated photographers and allowed visitors to take pictures using their own cameras or cellphones. They also provided volunteers to assist the visitors as they took their pictures. The system worked well and received positive feedback from everyone involved. It also opened the door for customer-taken selfies.

**SELFIES ARRIVE**—There is more to the universal popularity of selfies than just the fact that they are easy to take and fun. As mentioned, today’s technology has created cellphone cameras that not only rival expensive 35mm digital cameras, quite often the quality of their pictures is superior. In addition, most cellphones now offer a wide selection of editing options and the ability to immediately share the photo with family and friends. And, of course, they are free.

**SANTA SELFIES** – Virtually any child today who is two or older will know what a cellphone is and how to use it to take a picture, especially a selfie. Three years ago, we invited visitors to also take a selfie as they visited Santa. This proved to be an immediate hit and the practice was expanded in our 2018 season. Not only are they popular, they proved to be a valuable tool to calm frightened children, turn frowns into smiles, crying into laughter, and to get noncompliant children involved and participating.

It’s obvious that Santa selfies are here to stay. The challenge to the Christmas community is to develop new and creative ways to incorporate selfies into our appearances so that they enhance the services we provide and are a benefit to our business. This is an opportunity that we can choose to embrace or ignore from a distance. It’s a choice we each must make. As Bob Dylan said, “The times they are a changing.”

**FACTOID**—Each day, 95 million pictures are uploaded to Instagram, but this is nothing compared to Facebook, which daily receives 350 million photos. That number is so large that it’s difficult to grasp. It amounts to 4,000 pictures being uploaded every second of every day.

*Pat and his wife Bobbi live in Glendale, AZ. He is a member of the affiliated Arizona Santas, Mrs. Clauses and Elves Chapter, and has been a member of IBRBS since 2014.*

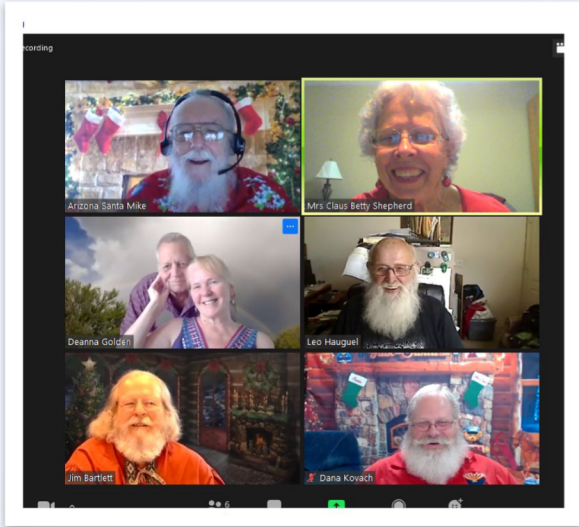
*The oldest surviving photograph was taken by French inventor Joseph Nicéphore Niépce in 1826. It captured the view outside his window in Burgundy. It was shot with a camera obscura by focusing it onto a pewter plate, with the whole process taking him about eight hours.*



*In 1839, American photographer Robert Cornelius took the first ever self-portrait photograph of a person. He removed the lens cap, ran into the frame and stood still for ten minutes, before returning the cap to its position.*



# MEMBERS AND CHAPTERS



July 18, 2020

### Arizona Santas, Mrs. Clauses and Elves

We had our first Zoom meeting to catch up and hear everyone's plans and ideas for the summer and season. Looking forward to our next virtual visit.



**Santa Joe Kapp (VA)** Mrs. Claus prepped the children asking them what they wanted for Christmas. That way they immediately knew what to tell Santa. As a result, our chat and pictures went much quicker without pushing anyone out. We talked to around 200 children in two hours (usually 3 or 4 at a time). Also, an adult "Elf" and helpers helped them write a Christmas List which was placed in Santa's bag to ensure it would get to the North Pole. A team of Elves responded to each letter individually on behalf of Santa within a few days. Along with many other activities for kids of all ages, this homeowners association had their act together for a first class Christmas Event!



July 18, 2020

### MidSouthern Santa Society

It might be 100° F outside, but these were some cool cats, enjoying a lively exchange of ideas regarding coronavirus, virtual visits, face masks, general health of our Chapter members, and changes in plans for our summer BBQ meet up.



**Santa Mike Ridder (AZ)** made a special visit to a special lady who has Alzheimer's/Dementia...he made her day and reminded her of many happy memories.



# MEMBERS AND CHAPTERS



July 10, 2020

**Stephen Arnold's (TN)** Christmas in July visit was a Birthday visit with Santa and the Grinch with five-year old twins. No hat, tenting, and a giant airplane hanger-styled rotary fan helped keep Santa and the Grinch a bit cooler, even in the 100° F temperatures. This "drive-by" birthday party was a big hit and mom, being an emergency room nurse, took many precautions.



**May 9, 2020: A (Virtual) Claus Rendezvous.** A special event hosted by You Sleigh Me (the IBRBS affiliate chapter in the western third of Pennsylvania, the northern third of West Virginia, and the Western third of Ohio,) took place via a Zoom virtual meeting. The special guest was Wayne Green, one of the top Santas in Australia who enlightened the group about Christmas Down Under.

**Peachtree Santas.** Covid-19 may have postponed Peachtree Santas' Second Annual Mid-Summer Lake Event & Membership Drive until 2021, but it can't take away the memories of our Inaugural Event this time last year! The event was complete with Pontoon Boat rides for our over 100 attendees captained by our own Santa Ron Motter. Back at the lodge, members and families enjoyed a live band, food from the grill, lawn games, and a group even went swimming at the roped-off beach! The Summer Santa and Mrs. Outfit Contest was enjoyed by all, too! We even had an Elf!!! There were many outfit changes, and the ceiling fanned patio area was just lovely to enjoy the sounds of the Etowah River Band's Rock & Roll music of our day, after having lunch in the air-conditioned lodge! Summer of 2021, God-willing, will be our Second Annual summer event at the same location!



L-R: Betty, Ron, Elf Jan

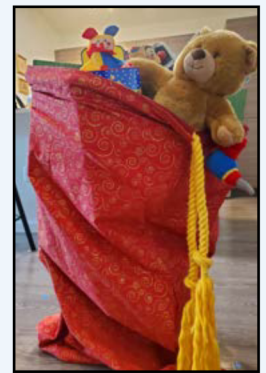


## First-Year Santa Scott Paulsen Shares His "Look"

This being my first official year as Santa, I wanted to play around with some suit ideas, so I decided to use the Simplicity Pattern #4923 that I already had from a previous project and make the Santa vest. I purchased double the fabric needed since this would have only been my second time making this vest, I wanted to be sure I had enough for a redo if needed. I also made a couple of modifications to the pattern, like adding the pockets and taking the back of the vest lower so it will be even with the front. Because the first try came out fairly good, I was left with a little over 3 yards of fabric. I thought about making a second vest, but I realized that I needed an official Santa Bag. The bag measures around 33"W x 39"H, the size of a 33-gallon trash bag and has double stitched seams. I did not have a pattern for the bag, so It took me a few afternoons of pinning and unpinning to get it right. Since the fabric stores were closed due to COVID I couldn't run out and purchase the fabric for the liner, so I commandeered a bed sheet that my wife hasn't noticed missing yet, and the yellow rope was something that I also had left from a past project that I was able to put to good use.

I had a great time making this and I will most likely make the frock coat and pants from the pattern to have a sort of colonial Santa look. But most of all I am looking forward to reaching into the bag and pulling out a Christmas gift only to be rewarded with the magical smile of the child that Christmas brings.

*Scott lives in Lutz, FL with his wife Rosie. He is a member of the affiliated Palm Tree Santas Chapter and has been an IBRBS member since 2019.*



**Santa Mike Ridder (AZ)**  
is ready for the lake.

## In Memoriam: Last Sleigh Ride

Visit or request to Join the [Santa's Last Ride](#) Facebook page to pay tribute, honor and light a candle for those we have lost across our extended Christmas family.





# HONORABLE MENTION COVER PHOTOS



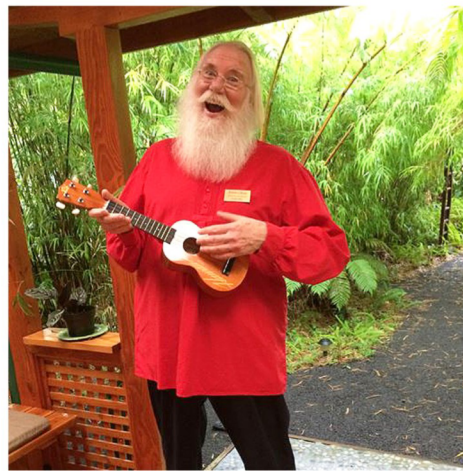
Santa Glenn Burkett (OK)



Santa Paul Goodell and visitor (MI)



Santa Michael Ricci (CO)



Santa Pat de Haan (AZ)



Santa Bob Middlebrook and Mrs. Claus Linda (WA)



Santa Jerry Tinsley and friend (AL)



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Being Santa is much more than just passing out Candy Canes and Sugar Cookies and promoting consumption with the “what do you WANT for Christmas” line.

Weekly Ads placed in local papers and on posters at Farmers market stalls highlighting the Immune System Boosting ability provided in their “Real Food” products offered for sale.



Join with **The Kale Rider** in Killing Covid’s Kill Rate. Researches find those dying are deficient in Vitamin K which you get from Spinach and Kale.

**Eat Real Food to boost your immune system.**

Sponsored by **The Sustainable Santa Foundation**

Help us change the “message” of Santas to one promoting kids getting OFF the SAD (Standard American Diet) of Fast, Junk and Processed “food” and ON to the joy of Eating Real Food and living a Sustainable Lifestyle.

That has been the mission of the Sustainable Santa Foundation formed in 2016 to continue the efforts of Sustainable Santa® and Lady Santa Helen Nielsen (of Danish decent) who understands the positive efforts of the many Women Christmas Icons of Europe whose focus is on promoting Children’s health, education and general welfare through a host of positive – not consumption based

efforts. Thus in 2017 **CLaS** – the American **Corps** of **Lady Santas** was formed.

We’re not here to compete. We want your help to **help American Kids Become Healthy Again**. Ladies you don’t have to grow a beard, and fellows you don’t have to achieve a healthy weight. But you will learn to do things which help our kids become Healthy, Happy and Fit for Life. Please see our 1 page ad in this newsletter. It will give you more information. Everyone is welcome. Contact us at hrecknielsen@att.net.

The Kale Rider ad above (whose message changes weekly) is just one of many ways we work with Healthy Food vendors, schools and likeminded groups to encourage **Eating Healthy = Being Healthy**. That week’s message refers to studies in Netherlands finding those dying from Covid-19 deficient in Vitamin K. Our Masked Santas have great fun helping kids and parents understand what they can do “for themselves” to improve their health and eliminate those pesky “Underlying Health Conditions” brought on by the SAD diet we eat.



Read Helen’s article <https://northcountydailystar.com/farmers-market-and-santas-team-to-take-on-covids-ability-to-do-harm/>



**We're Advertising again because America needs YOU now more than ever to address some fundamental challenges.** First a huge "thank you" to the amazing group of women who responded to last issue's ad. It's crystal clear that many women are more than ready to independently take on the tasks associated with helping American Kids become Healthy once again. So far it is equally clear that the guys want to ignore the realities of the **UNICEF Report on Child well-being in the 29<sup>th</sup> richest countries where the USA places 26<sup>th</sup>,** or the **UN World Happiness Reports** for 2017 and 2018 where the USA is far behind - they're all in the last newsletter. 99% of the respondents were from women. Which confirms our observations: Women care, Women are nurturing and Women do not want to put children at risk of unnecessary exposure to germs, viruses, etc. such as happens via Santas Gloves.

**Don't be a FOMITE Santa!** We now have a pronouncement from our County Health Department instructing Santas to NOT wear gloves (of any color) as they are "fomites" (a new word for many – Google it) which spread all types of childhood and other illnesses between children. We started this effort to get the Health Department to intervene, where the Santas would not, when a small but despicable group of Santas here in Southern California began promoting wearing RED Gloves "because they do not show the soiling" aka illness spreading potential, that White gloves do. Thus "visually" they don't need laundry as often. Our Real Santas United go bare handed and use a hand sanitizer between each encounter with a child. We all have learned real lessons in good hygiene during this Coronavirus Pandemic. **Now let's apply it to all Santa behaviors.** Let's end the Fomite Operations of some Really Bad Santas. **That germ/virus/pathogen spreading connection is so obvious we believe other health departments nationwide will follow suit.**



Speaking of "suits," as your Google search of "Fomite" will have told they are anything from door knobs to hand rails, to clothing which are touched by many people (especially kids who are huge germ carriers) which are "not cleaned between each touching." While it is impossible to suggest in just a 1 page ad in the IBRBS newsletter ALL the things Santas (both women and men) might do to curb their virus/germ/ etc. spreading potential, we suggest wearing a Santa outfit which you can laundry **EVERY DAY** at the end of each day. The ones we wear we call "workshop Santa" outfits which are machine-washable. Thus at the end of each day they go into the laundry. The more elaborate, with the fur, etc. clearly have more germ spreading potential and often get laundry only once a week. For many independent Santas it can be only ONCE A YEAR – which is a clear child health hazard. Again, "**Don't be a Fomite Santa.**" As what to do about social distancing? **All this is good discussion material for the next ISC convention.**

Most of you are aware of the programs sponsored by **the Sustainable Santa Foundation. Deploying Healthy, Health Promoting Santas into Farmers Markets** where they carry out a 3 part program: **Santa's Food Rules** (which IBRBS helped sponsor for 3 of the past 6 years) designed to get the kids OFF the SAD diet of Fast, Junk and Processed "food"; the **Santa's Garden Bites** where farmer-vendors introduce kids to tastes of Real Food which they likely are not familiar with; and the **Eat The Rainbow Game** which teaches them the nutritional values of each of the 5 color group of foods and selecting and preparing tasks which makes them healthy eaters, forever. **The Kids Art Smart workshops** teaching kids to "make their holiday gifts" from locally sourced material grown or gathered from the Garden / Forest / Sea shore / or Kitchen. **The Nature's Candy** substituted for the sugar-loaded commercial candy promotions conducted from Halloween through the Holidays. Plus a variety of important regional and local events.

To this line up we have added several others driven **by both the huge response of women wanting involvement in CLaS** (the American Corps of Lady Santas – modeled after the Women Christmas Icons of Europe who also focus on child wellbeing and health): these include a series of information/training aids to help Lady Santas explain to children (and parents) terms we all have heard, but few really understand what they are: Free Radicals, Antioxidants, Flavonoids, and working with our many "concerned with children's declining health" partner organizations: Alerts to foods dangerous for children's consumption i.e. High in pesticide content, etc. And now includes a BAN on ever eating French Fires = the "Gateway drug/food" to consumption of the SAD diet.

Plus are our efforts in direct response to the Covid-19 (it's real, not a hoax) pandemic. **Which does not mean we are powerless!** Defensively there are all those measures like Mask Wearing, Social Distancing, Washing hands or using a hand sanitizer between any and all encounters with fomites, Contact Tracing and Quarantining all aimed at eliminating the spread. **Our Masked Santa** efforts are aimed at that. See these News stories: <https://northcountydailystar.com/santa-makes-an-early-visit-to-vista-farmers-market/> <https://www.thecoastnews.com/commentary-masked-santas-strike-up-meditative-music-at-moonlight/> <https://northcountydailystar.com/getting-closer-the-farther-we-stand-apart-a-covid-19-reality-reflection/>

Offensively we have morphed our Eat Real Food message to emphasize how "**Eating Healthy = Being Healthy.**" Lost in the American political postulations of "soon to be discovered vaccines" is discussion of how Immune System boosting foods can eliminate those "Underlying Health Conditions" which accompany most all USA Covid Death and Hospitalization statistics. Again places like Europe, New Zealand etc. do a far better job of doing this. With the help of a "New Hero" – **The Kale Rider** who is taking on **Covid's Hero: The Pale Rider** = the horseman of Death in the Apocalypse, we have Real Food Providers remind the public – Let's Beat Covid thru healthy eating. We feel like Jor-El and Lara on Krypton: but you are the "Super men and women" who can make this "good" all happen. Please do!







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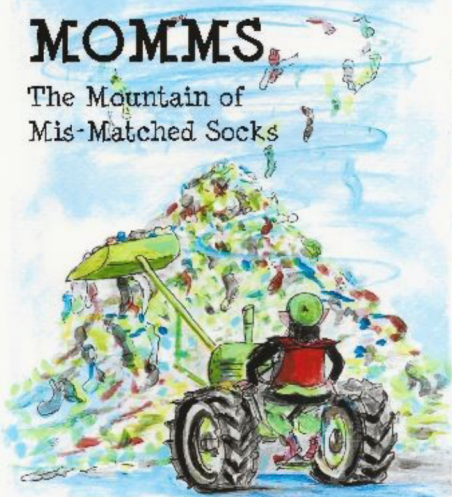
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### Christmas Carol Book Test



A paperback edition of the famous "A Christmas Carol" by Charles Dickens is displayed. The book contains almost 170 pages. The performer rifles the pages of the book with the pages facing the spectator. The spectator stops the performer at any page and remembers the first word on that page. The performer can divine the every word.



### Santa Claus Book of Secrets & Year Glass (Naughty or Nice?)



All of the miraculous happenings that contribute towards making Christmas the most remarkable time of the year are finally to be revealed to the world. In this beautifully illustrated book many mysteries are answered by Santa Claus himself, as he finally decides to unlock the startling truth behind one of the worlds most marvelous mysteries...Christmas.

The Year Glass is a replica of your child's from the Hall of Records at the North Pole. Use the Year Glass to monitor their Naughty and Nice balance and ensure their name appears on the nice list.



### Vanishing Coke Bottle

The bottle disappearing in a tube has been on the market for a long time, but this NEW model has liquid inside (you see it splashing) and it even has the real, rounded closed bottom. You cannot see any difference from an ordinary bottle even from one meter away, and even if you see it from below. Yet, it disappears in the traditional way! The bottle is made from an original 1/2 litre Coke bottle.



### Color Changing Silk Scarf



This four foot scarf changes instantly from multicolor to black and back again. This works amazingly when used with "Twas the Night Before Christmas, a Magical Presentation!" when pulled though the book while making your pictures appear! Use it in reverse to take the color out of the book and extend your presentation.

### The Grinch's Nuts and Bolts



Santa has a hard enough time making sure that all the toys are put together for all the children in the world without having to worry about the Grinch! That mean green fella sent a supply of nuts and bolts to the elves that just won't stay together. It does not matter how many times a person puts the bolt on it, it just continues to fall apart. A really funny story about the problems Santa has to deal with at the North Pole. Exceptionally easy self working magic that will amaze children and adults alike at your home visits.

### Santa's Rings

The Christmas Wizard helped Santa out on this one!

You show a link of golden chain rings in your hands. You drop the top ring, and it falls all the way down to the bottom! You can hand the chain to the spectator, and eventually, they may be able to do the same if they are lucky! You take the chain back, and repeat the effect, but this time the ring falls completely off and you place this in your pocket. You keep repeating this several times, then hand the chain back to the spectator. He will be unable to get the ring to fall off at all!



### Deluxe Change Bag

This is a great change bag that works well with any type of magical production. Whether you want to change a coin into a matchbox car, or a lump of coal to a candy cane, this will handle all of it! It looks exactly like a Christmas stocking. I use it with shrinking mittens for that last reduction of size along with an elf that magically appears to help me.



### Coal to Gold

Coal to Gold (Ash to Ember) delivers the world's first color changing finger ring. Nothing like it has ever been seen in magic until now. Take your black coal ring off, and with a slight blow the color shifts from coal black to a burning, ember gold at your fingertips. Or reverse the colors for a jolting gold to black change. The Coal to Gold ring was engineered by Zach Heath, Jason Brumbalow and a team of experienced ring designers to deliver a flawless moment, with durability to last thousands of performances.



### Santa's Thumb Tips



Imagine having a point of brilliant red light appear at your fingertips. You toss it freely from hand to hand; it twinkles and shines red, vanishes and reappears at your fingertips. Dream it and Believe it! All this and much more is possible, with the amazing Santa's Thumb tips! This item comes with 2 finger tips. ...Put them on under your gloves to be more magical at your visits.



- These work great for putting a little Magic in "Twas the Night Before Christmas, a Magical Presentation".

### Santa's Oreos



Santa loves cookies, but Mrs. Claus tries to keep him on a diet until his big ride. Pull a back or pack of Oreo cookies out of you Santa Bag, take a big bite of one then think better of it, afraid of what the Mrs. will say if she caught you. Blow the bite back onto the cookie, fully restored! Fun easy trick you can do with gloves on. Perfect for home, malls, and school visits.

### Santa's Magic Snow

How do you make a true Christmas Miracle occur? Well ask no more, now that you have Santa's Magic Snow! Take two Styrofoam cups out of your bag. While stacked ask for it to be filled with ice, since it is cold in December and for a glass of water. Pour the ice into a second Styrofoam cup to show that it is just ice and add water. As they sing, or you tell how you met Jack Frost, the ice starts to rise in the cup and fall out. You flip the cup over, and snow, not water, falls all over the table. They can touch it and it even feels icy cold!



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## Holiday Magic by Jessica Rosa



Contact Jessica to schedule your photo session at her exclusive studio set in Springfield, MO. Purchase 10 digital images and receive a 15 second video promo!



There are several photographers to choose from but few come close to the quality and creativity of Jessica Rosa's photos. Through the use of real sets and props, she helps you to dive deeper into your character. Like a movie director, she coaches you to look more authentic and natural for the camera.

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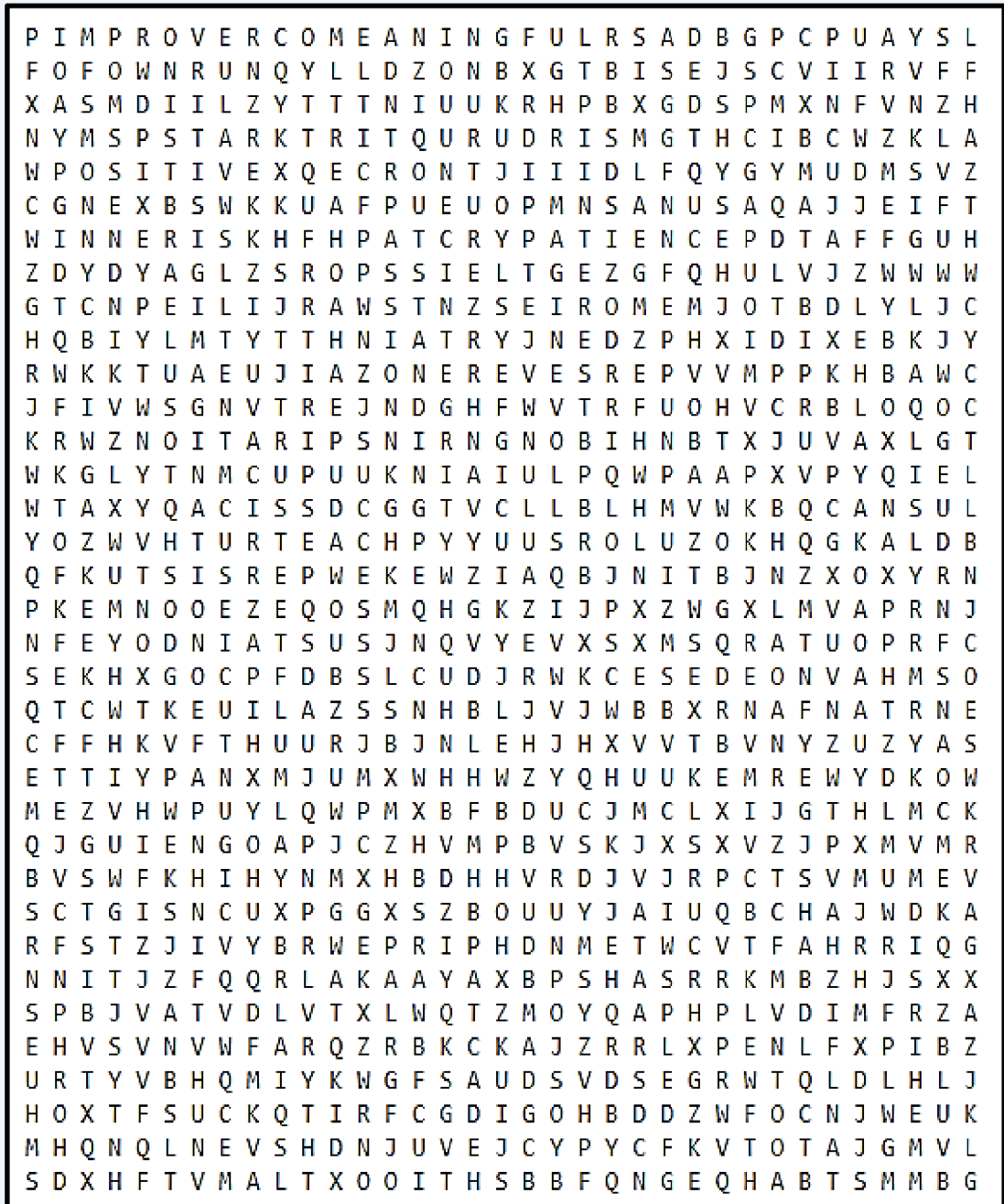


# 2020 WORD SEARCH PART TWO



## Positive Words for Chaotic Times

- Imagination
- Imagine
- Improve
- Inspiration
- Inspire
- Integrity
- Interest
- Joy
- Kindness
- Love
- Meaningful
- Memories
- Nurture
- Opportunity
- Optimistic
- Outstanding
- Overcome
- Passion
- Patience
- Peace
- Persevere
- Persist
- Plan
- Positive
- Possibilities
- Power
- Prioritize
- Rise
- Risk
- Safety
- Satisfaction
- Security
- Spirit
- Strength
- Success
- Sustain
- Teach
- Trust
- Truth
- Understand
- Value
- Willpower
- Winner
- Wisdom





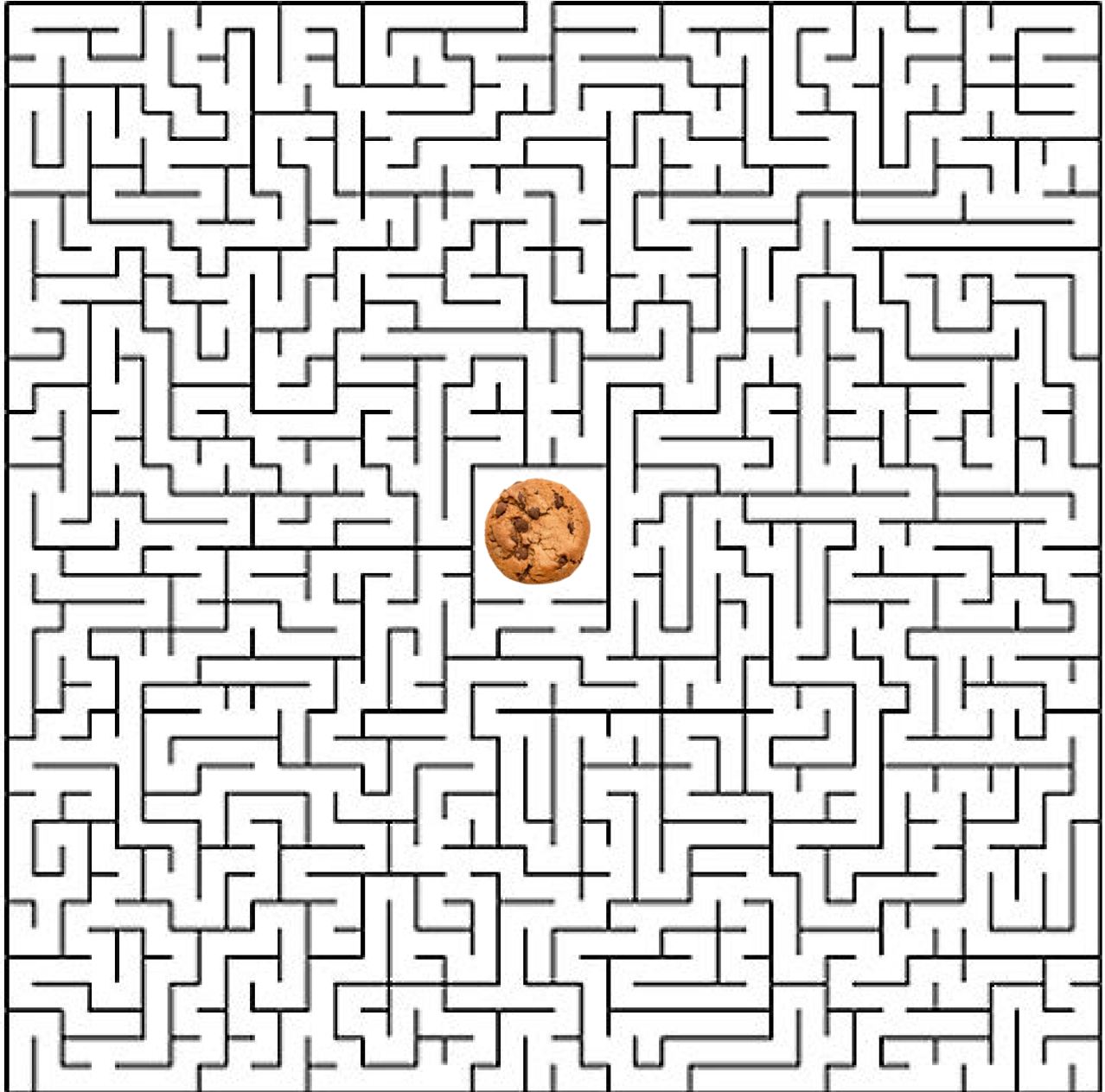
Help Santa Keith  
Carson find his  
Chocolate Chip  
Cookie



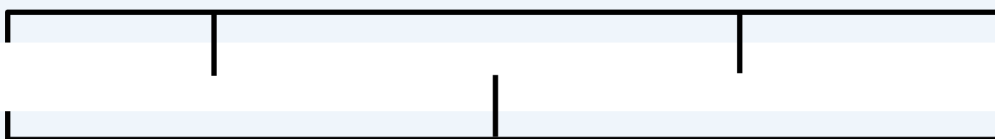
# IBRBS is a-MAZE-ing



**WARNING: THIS IS AN  
ADVANCED, DIFFICULT MAZE**



**WARNING: THIS IS AN EASY, REMEDIAL MAZE FOR BEGINNERS**





# The Official Newsletter of IBRBS CHRISTMAS CONNECTIONS



SUPPORT • SHARE • INSPIRE



## Official Per Issue Rate Sheet 2018/19

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES	FULL YEAR
Full Page - Color	\$100.00	\$85.00	\$75.00	\$65.00
Half Page - Vertical or Horiz.	\$65.00	\$55.00	\$45.00	\$40.00
Quarter Page	\$45.00	\$40.00	\$30.00	\$25.00
Business Card (2x3.5"Horiz.)	\$25.00	\$20.00	\$15.00	\$10.00
Classified Ad - 3 Lines of text	\$10.00	\$8.00	\$6.00	\$5.00

ISSUE	AD/ARTICLE DEADLINE	PUBLISH DATE
SPRING.....	APR 15.....	MAY 1
SUMMER.....	JUL 15.....	AUG 1
FALL.....	OCT 15.....	NOV 1
WINTER.....	JAN 15.....	FEB 1

**READERSHIP & CIRCULATION:** Our quarterly newsletter, which ranges from 12 to 16 pages in size is distributed to all OPT-IN IBRBS current members (more than 2,200) as well as others who use our website, IBRBSantas.org to request to be added to the distribution list. Our readers are very interested in the Christmas community and all things directly related to Santas and Mrs. Claus. Our rates are reasonable, and we pay attention to our advertisers and will do everything we can to promote and publicize our sponsors across all our available media outlets.

**DISCOUNTED RATES:** Verified current members will be billed at a 10% discount from the official posted rates.

For more information, please contact us at [Newsletter@IBRBSantas.org](mailto:Newsletter@IBRBSantas.org)

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## HELPFUL LINKS

### LEARN

Charles W. Howard Santa Claus School

[Santaclaussschool.com](http://Santaclaussschool.com)

Christmas Performer Workshops

[Christmasperformerworkshops.com](http://Christmasperformerworkshops.com)

Legendary Santa University

[LegendarySantaUniversity.com](http://LegendarySantaUniversity.com)

Northern Lights Santa Academy

[Northernlightssantaacademy.com](http://Northernlightssantaacademy.com)

Professional Santa Claus School

[Amerevents.com/santa-claus-school](http://Amerevents.com/santa-claus-school)

Santa Claus Conservatory

[The-Santa-Claus-Conservatory.com](http://The-Santa-Claus-Conservatory.com)

Santa and the Business of Being Santa

[Satbobs.com](http://Satbobs.com)

Santa Nana's Holiday University

[SantaNana.com](http://SantaNana.com)

Saint Nicholas Institute

[StNicholasInstitute.org](http://StNicholasInstitute.org)

School4Santas

[School4santas.com](http://School4santas.com)

### BUY AND SELL

Adele's of Hollywood

[Adelescostumes.com](http://Adelescostumes.com)

Awesome Santa Belts

[Santabelts.com](http://Santabelts.com)

Little Darlin's Creations

[LittleDarlinsCreations.com](http://LittleDarlinsCreations.com)

North Pole Clothiers

[ASanta4you.com](http://ASanta4you.com)

SantaSCents

[SantaScents.com](http://SantaScents.com)

Santa's Clauset

[SantasCluset.org](http://SantasCluset.org)

Santa's North Pole Outlet

[SantaNPOutlet.com](http://SantaNPOutlet.com)

Santa's Wardrobe

[SantasWardrobe.com](http://SantasWardrobe.com)

Sew Santa

[SewSanta.com](http://SewSanta.com)

The Sewing Elves

[TheSewingElves.com](http://TheSewingElves.com)

Sleigh Master Beard Products

[Sleighmaster.com](http://Sleighmaster.com)

Seats for Santa

[SeatsforSanta.com](http://SeatsforSanta.com)

Toys for Santa

[ToysforSanta.com](http://ToysforSanta.com)

Upscale St. Nick

[UpscaleStNick.com](http://UpscaleStNick.com)

Wolek's Famous Moustache Parlour

[Mustacheparlor.com](http://Mustacheparlor.com)

### JOBS

AmuseMatte

805-306-1285

[AMEventPhotos.com](http://AMEventPhotos.com)

Cherry Hill Program

800-969-2440

[CherryHillPhoto.com](http://CherryHillPhoto.com)

HireSanta

855-799-5225

[HireSanta.com](http://HireSanta.com)

Nationwide Santas

702-988-9494

[NationwideSantas.com](http://NationwideSantas.com)

How are we doing with your Newsletter? Send your comments to: [Newsletter@IBRBSantas.org](mailto:Newsletter@IBRBSantas.org)



[www.CleanMemes.com](http://www.CleanMemes.com)

**It's ok, they will just think Santa ate them.**



Didn't see your Chapter or group photo in this issue? Send pictures of your gatherings, meetings, workshops, press events, seasonal photos and other fun to [Newsletter@IBRBSantas.org](mailto:Newsletter@IBRBSantas.org). Don't miss your chance to show your beautiful faces in the next issue of Christmas Connections!