

THE OFFICIAL NEWSLETTER OF IBRBS CHRISTMAS CONNECTIONS

Latest news and updates from your Board and Committees

FALL 2020

Membership is More
than a Background
Check

Higher Education
Scholarship
Recipients

ISC2022 Updates

Prepare for Santa's
Heart 2019



*Santa Cal Brown and Mrs. Dianne Claus (AL)
ready for the holidays*



2020-2021 BOARD OF DIRECTORS

Stephen Arnold (TN)—Director and President/CEO
SArnold@IBRBSantas.org

Fred Selinsky (AZ)—Director and Chair
FSelinsky@IBRBSantas.org

Tom Carmody (CO)—Director and Membership Services Officer,
International Santa Claus Hall of Fame 2019
TCarmody@IBRBSantas.org

Lance Skapura (PA)—Director and Communications & Marketing
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LSkapura@IBRBSantas.org

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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

Be Our Next Cover!

Submit your seasonal photo for the Winter Newsletter by
December 31, 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.*



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Winter Newsletter Deadlines

Submit by December 31, 2020
Publish Date January 2021

Send your stories and photos to:
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

North West—OPEN	PacWest—International Eileen Turner (AZ) ETurner@IBRBSantas.org
Rocky Mountain William "Mac" McPherson (CO) WMcPherson@IBRBSantas.org	North Central Randy Greenfield (IA) RGreenfield@IBRBSantas.org
South Central Bob McMasters (TX) BMcmasters@IBRBSantas.org	Mid-Central Margie Wolczak (IN) MWolczak@IBRBSantas.org
South East—OPEN	Mid-East Tom Bailey (VA) TBailey@IBRBSantas.org
North East Howard Bristow (MA) HBristow@IBRBSantas.org	

To learn more about our Regional or District Representative program, send an email to VolunteerCoordinator@IBRBSantas.org

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 Santos ~ Santa's Pack

Pacific/West/International

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

Rocky Mountain

Enchanted Santos of NM ~ Idaho Santos ~ Pike's Peak Santos ~ Rocky Mountain Santos ~ Utah Santos

North Central

Great Lakes Santos ~ Midwest Iowa Santos ~ Ozarks Santos

South Central

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

Mid-Central

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

South East

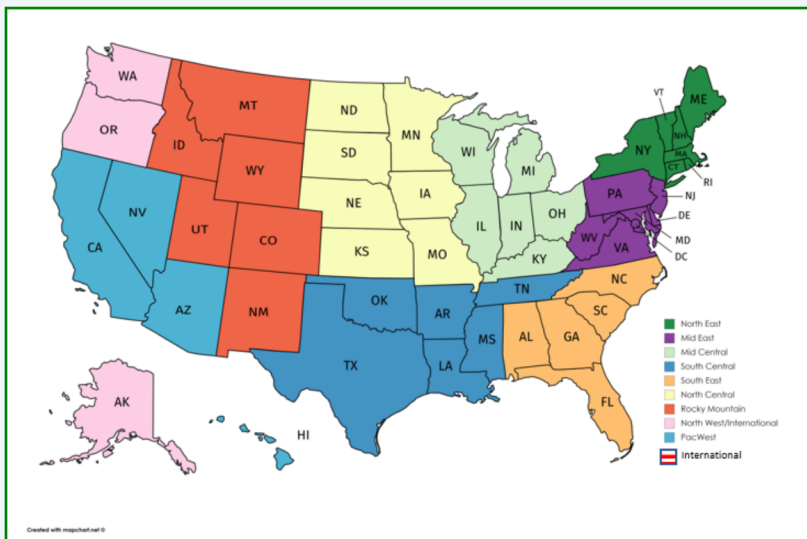
Cotton State Santos ~ Dixie Coast Santos ~ Florida -Georgia Santos ~ Georgia Metro Santos ~ Long Leaf Pine Santos ~ Real Bearded Santos of North Georgia ~ Palm Tree Santos ~ Peachtree Santos of GA ~ South Carolina Santos ~ Triangle Santa Buddies

Mid-East

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

North East

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



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.



From the Desk of

Stephen P. Arnold, President/CEO



I am so excited, and hope you are too! Six months ago, I was displaying one of the longest faces I can recall, thinking that the dearth of promising gigs might just be an omen for a year where Christmas just didn't come. Halleluia! What a difference a few weeks can make. I'm hearing that those who want to work some "regular gigs," but practicing an abundance of COVID caution, are receiving more and more last-minute inquiries every day. Too, we now have a plethora of virtual visit businesses vying for Christmas Performer talent. I feel confident when I meet a child who asks if everything will be OK that I can say, "You need not worry. Santa, Mrs. Claus, and the elves are preparing for a marvelous Christmas and I will be coming to your house on Christmas Eve."

Most important to each of our continued success is staying healthy, safe, and keeping our loved ones that way too. Follow the science: the CDC guidelines, as well as state and local instructions. We should apply all of their suggestions, including wearing a mask to help protect others and social distance whenever possible. But if you are like me, you are finding your clients, working hand in hand with you, are discovering creative methods to keep participants as safe as is possible.

As you read this newsletter, we hope you will be able to experience the new IBRBS website. Moving into the 21st century, we have made navigation more obvious and easier. We have improved logins, which now will display tabs and information that casual, non-member visitors won't be able to see. And we will have finally added an "Associate" category, long authorized by our Bylaws, but only just now welcoming them to join and volunteer on committees.

Just as our own schedules have been constrained by the virus, we're sure that many of you have had the amount of charitable work you are able to perform hampered too. However, we will still conduct the IBRBS Santa's Heart Survey beginning in mid-January, and we ask you to participate by submitting your hours donated to your communities. Each year, IBRBS has had significant growth in total hours and we're sure that, as we've already seen, many of you are reaching out to assist, bringing broad smiles to children's faces, and bringing new programs to your communities.

We all need a little hope to break out of our anxiety, but we certainly have begun to have good news, leading the world to a better, healthier place. Use the loving nature of our characters to help those with whom we interact to break through the darkness and remind those we serve what the real reason for the season is.

Renewals for the 2020/21 membership year are well underway. You may have decided you don't need insurance or a background check this year, but IBRBS generates its revenue only from dues, to keep our member-supporting programs in place. As an all-volunteer organization, IBRBS benefits from the thousands of hours your brothers and sisters in red donate each year to keep it running smoothly. There are four open Board of Director positions, and we have some talented members who have offered their time and talents for these jobs. You will have the opportunity to vote your choices at the beginning of February. Consider contributing your best efforts to IBRBS committees too. Keep yourself mentally fit, as well as physically healthy, and we will hopefully see each other on the other side of this difficult year.

Stephen P. Arnold
President/CEO



REPORT FROM THE CHAIR

by Fred Selinsky



Ladies and Gentlemen, from the IBRBS Community to all Christmas performers, this has been a year like no other with the question "What's Next?"

I dreamt that I would turn on the news and hear Godzilla was headed for the western shores. While that was going on, the IBRBS Board of Directors had a unique challenge: putting on the grandest ISC we have ever had. It never happened, and as in many other cases the outcome was not pretty. I watched the Events Chair struggle, our President sweat candy canes, and a portion of our membership make nooses. We tried to reschedule into September, but alas, it was not to be. Again, I watched these men and women tirelessly work to satisfy everyone.

I am a longtime supporter of IBRBS and the Christmas Community, so I just rolled my registration over to 2022 in hopes the Godzilla thing didn't pan out. I am very proud of our Board of Directors, who are the representatives of the membership, for their tireless love, patience and work they put into their assignments. And backing them up are our volunteers who also work endless hours in areas of Membership, Communications, Governance, and Finance. Without these men and women, we would fall on our face. From

the very beginning of my Santa career some 20 odd years ago, I felt that there should be a way Santa, Mrs. Claus and Christmas Performers could get together and share ideas and their talents. We learn from each other and our mistakes. Different organizations sprang up from those ideals. But, the one to outshine all the others was the International Brotherhood of Real Bearded Santas. We changed that to IBRBS in keeping with our original start, but also to respect our Mrs. Claus, who do not have beards.

I am asking everyone out there to continue your support for IBRBS and the men and women who work tirelessly to make it the greatest Christmas Performers Organization in the world. With a strong membership we can do more for you.

Respectfully,

IBRBS Board Chair

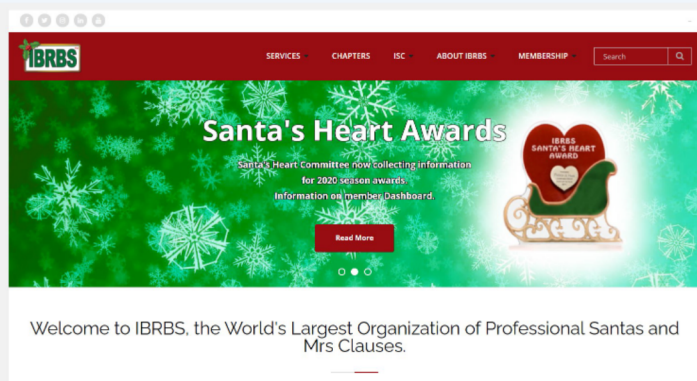
Fred lives in Sun City, AZ with his wife Chery, and dogs Lucy and Chance. He is on the Board of the affiliated Arizona Santas, Mrs. Claus and Elves Chapter and has been an IBRBS member since 2013.



*Happy Thanksgiving and Merry Christmas from the
entire Board of Directors, Regional Representatives,
District Representatives and Volunteers*



IBRBSANTAS.ORG WEBSITE—COMING SOON!



We are proud to announce the new IBRBSantas.org website will soon go live. You can watch a brief video called [“Well, Who Knew?”](#) available from the official IBRBS YouTube channel, highlighting the improvements, easier navigation, and expanded content.

IMPORTANT DATES ON THE IBRBS CALENDAR

January	February	March
<ul style="list-style-type: none"> ⇒ Santa's Heart Survey Opens ⇒ Registration Opens for ISC2022 Atlanta ⇒ Board of Directors Ballot Published ⇒ Christmas Connections Published ⇒ Christmas School Scholarships Open 	<ul style="list-style-type: none"> ⇒ Board of Directors Election 	<ul style="list-style-type: none"> ⇒ New Board Seated



MEMBERSHIP IS MORE THAN A BACKGROUND CHECK

It's an unexpected year. Many across the international Claus community made the difficult decision to sit out the 2020 season, hoping that 2021 will bring new opportunities and calm the waters of a difficult year. Many others will transition to virtual visits to meet the needs of their clients in a safe way. Still others will plan in-person visits, adding social distancing guidelines. During these times, IBRBS is still here for you.

You may be asking, why should I renew if I won't have much of a 2020 season, if any season at all? It's a fair question, and we wanted to offer some things for you to consider as you make your decision about renewing membership with IBRBS.

Even if you do not portray or support your favorite Claus this season, your eligibility for membership remains. If you've chosen to step away this season and won't need the subsidized background check or discounted insurance, your renewal still gives you access to all the other member benefits and programs, and keeps you connected with your colleagues around the globe.

IBRBS membership does not require a background check or insurance.

IBRBS is a year-round, member-supported, volunteer-managed organization that uses its only revenue source, annual dues, to provide and fund the entire scope of member benefits: a website, quarterly newsletters, Chapter support and liability insurance, scholarships, recognition awards, private Facebook groups, International Santa Celebration (ISC) planning, mentoring, and much more. Its team of dedicated volunteers give tirelessly of their time and talent to support each member's professionalism.

Simply put, IBRBS cannot afford to maintain the level of its operations, nor continue to provide the level of benefits you have come to expect and value, without the annual support of members like you. As a 501(c)(7) Not-for-Profit organization, IBRBS operates with neither profit nor significant reserve to carry through challenging times such as these.

Please visit IBRBSantas.org/Renew today and log into your member dashboard. Thank you for being a part of IBRBS – the world's largest member-driven organization of professional Santas, Mrs. Clauses, and supporting wives. You are our most valuable asset

Membership Services

2020-2021 Membership annual dues remain \$32.50



ISC2022 ATLANTA: APRIL 28-MAY 1, 2022

The ISC Committee and the entire Board of Directors thank everyone for their understanding and patience as we transitioned from the cancellation of ISC2020. We appreciate your support during what has been a most unusual year and we are pleased with the overwhelming number who have chosen to roll over their registration to 2022. We have processed refunds for those who requested them—it was an arduous task for an all-volunteer team. We are now looking forward to taking all the hard work the team has done and moving forward to 2022. Here are some things to look for in the coming weeks:

Registration for ISC2022 Atlanta

We plan to open registration for ISC2022 Atlanta in January. Those who rolled over their registration have a confirmed spot, and we will invoice for the minimal difference in registration fees due to the increased food costs. We will also open registration to new attendees. Remember, you do not need to be an IBRBS member in order to attend the ISC. We hope to secure workshop presenters and vendors by March or April.

If You Purchased 2020 Merchandise

We received all the merchandise for the ISC2020 to be on hand ahead of time, before we had to cancel. Those awaiting 2020 merchandise can expect to receive their orders well before Christmas. Our Georgia team has pulled the orders and are now boxing, weighing, and labeling them, with a goal to have them all posted before December 1.

If You Reserved Time with George Allan

The team will begin the refunds for any photo session registrations. The team will be in touch with those individuals.

Reservations at Grand Hyatt Buckhead and Hyatt Place

We are working with the hotels on making online reservations available and will announce as soon as we have those details available.

Again, thank you for your understanding, and we hope to see you in Atlanta in 2022.

Howie Graham, Events Officer

Stephen Arnold, President/CEO



Christmas Fun Fact:

“Jingle Bells” was written for Thanksgiving, not Christmas. The song was written in 1857 by James Lord Pierpont and published under the title “One Horse Open Sleigh”. It was supposed to be played in the composer’s Sunday school class during Thanksgiving as a way to commemorate the famed Medford sleigh races. “Jingle Bells” was also the first song to be broadcast from space.

<https://www.pastbook.com/txt/12-fun-christmas-facts/>



HIGHER EDUCATION SCHOLARSHIP RECIPIENTS

Join us in congratulating each of these relatives of members on their academic achievements. Each has been awarded a \$500 scholarship toward the furtherment of their higher education



Holly Chilson

granddaughter of Santa John Chilson (CO)
Visible Music College: Acting Certificate



Ashley Gianni-Bradford

daughter of Santa John Bradford (NJ)
Simmons University: Masters of Science in
Library and Information Science



Elizabeth Presnol

granddaughter of Santa Peter West (FL)
Savannah College of Art and Design: Film and
Television

**Congratulations to
the 2020 recipients
of the IBRBS Higher
Education \$500
Scholarship**



SUPPORT • SHARE • INSPIRE

"A Visit from St. Nicholas"

Contributed by Santa Lance Skapura

more commonly known as

"'Twas the Night Before Christmas"

By Henry Livingston (feel free to discuss).

Condensed into a limerick.

There once was a fellow who spied
St. Nicholas taking a ride.
Who went down the flue,
Then exited too,
Exclaiming, "A happy Yuletide!"



Lance Skapura (the Real Beard and Belly Santa) is the CEK (Chief Executive Kringle) of the IBRBS affiliate Chapter, You Sleigh Me, Member of the IBRBS Board of Directors, and is the IBRBS Communications & Marketing Officer.



SOME THINGS DON' T CHANGE

by Santa Patrick de Haan



It was December 23, 1940. It was the middle of Hitler's blitzkrieg of London, the bombing that killed over 43,000 civilians and wounded 139,000 more. It was a time of terror and grief; a time of fear and loss. Into this angst, strangers appeared all over the city.

They were dressed from head to toe in crude red coats trimmed with white fabric and each wore makeshift white beards. On their heads they wore tin helmets instead of hats and over their shoulders they carried bags full of presents. Regardless of what people called them, Father Christmas, Papa Noël, Santa Claus, they were instantly recognized by everyone.

More important, what they stood for was also instantly recognized. And although their bags were full of presents, the true gifts they brought were not contained in the small packages in their bags. The true gift was the Spirit of Christmas. It was about new life and hope. It was about how love survives and will overcome even in the worst of times.

Today, eighty years later, we are at war again. This time the enemy is not Nazi bombs but instead something much deadlier, a killer virus. This viral blitzkrieg also kills indiscriminately and has the potential of destroying the very fabric of our society, threatening many of our most cherished traditions. As a result, some members of the Christmas community are considering going dormant this season. This

response to the challenges facing us is just the opposite of what we need. Now is the time to put on our tin helmets (masks) and be more visible than ever before.



Photo by Life

The times might have changed, but the message we represent remains just as true today as it did eighty years ago. It is about new life and hope. It is about how love survives and will overcome even in the worst of times. We give the gift of the Spirit of Christmas and that is desperately needed today possibly more than ever.

Merry Christmas.

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.



Not a Claus

by Carol Crosby Baker/Mrs. Carol Claus



Early this morning I wished the husband of another solo Mrs. Claus a "Happy Birthday to another man who is not a Santa." Then I began to think about all the partners in the lives of solo Clauses. While many may be like my husband, who is referred to by the attendees of the C.W. Howard Santa Claus School as the 'Man Who Is Not Santa,' they need to be recognized as also sharing in that spirit of giving and love that we represent.

They may not wear the red suits or the cookie aprons, but they sew, clean, mend and care for those who do. Calendars are kept and organized by the 'not a Claus.' Assistance is given with technology to create memorable experiences for children. Our homes are overtaken with Christmas and Claus stuff, and they smile benignly. Rooms, closet space, and bathroom counters are commandeered for all of our accoutrements. Detours are made so that Christmas shops, yard sales and thrift stores can be explored so we can add to our Christmas stashes. We revel in the over-the-top assistance that many of us receive. Wallets are emptied for the purchase of small tokens for little ones to enjoy, new attire, technology and more. Props are imagined and built by them. Vacations either become trips to Santa Schools, or they stay home while we go without them so we can become better at what we are doing. They become the vehicle packers and chauffeurs to get us to events and meetings where they always remain patiently waiting until we are finished. Elves at the North Pole

have never worked as hard as our partners do in creating Christmas magic.

Our partners champion us when others might think what we do is odd. They explain our absences at family events, community meetings, etc. The keepers of the home fires, they stay in the background and allow us to enjoy the accolades garnered by being a Claus. When we are feeling overwhelmed by our commitments, difficult and heartbreaking experiences, or suffering from the after-season blues, they are there. They help us solve problems, console us when

Being a solo Claus can be a challenge, and yet the challenge of being our supporters can be greater and much less recognized by us and others.

we are sad, and encourage us to look back on the joys of past Christmases and to look forward to future Christmases. And most importantly they love and trust us enough to say, "Have fun," as we leave to spend time with someone else; someone that the people attending the event view as our Claus spouse.

Being a solo Claus can be a challenge, and yet the challenge of being our supporters can be greater and much less recognized by us and others. As we approach this holiday season,

(Continued on page 12)



Not a Claus (Continued from page 11)

with all of its new requirements and limits, we need to thank our partners. Therefore, I would like to take this time to say a special thank you to my 'not Claus' husband Don. Through these seven seasons of my being a solo Mrs. Claus, he has done many of the aforementioned items. I'm not sure that he knows how much I have appreciated it all. And if you have a partner who has supported you through your Claus journey, stop reading this, go give them a hug and tell them how much they mean to you. Without their spirit of giving and love, we could not go out into the world as a representation of them; true Clauses in all but name.

Carol Baker lives in Newton Falls, Ohio and has been a solo Mrs. Claus since her retirement as a public librarian in 2014. A member of IBRBS since 2017, she belongs to both You Sleigh Me and Heart of Ohio Santas, and likes to peek on NYCSanta zoom meetings.



Photo Credit: Susan Weeks Children's Portraiture



Carol and 'not Claus' husband Don at CW Howard

Countryliving.com



YANKEE

When Santas Get Together | The New England Santa Society

The current issue of Yankee Magazine features the New England Santa Society's gathering from earlier this year. Read the fantastic article and learn more about your fellow Christmas brothers and sisters.

[ARTICLE IN YANKEE MAGAZINE](#)



Members and Chapters



August 22, 2020 | You Sleigh Me

The You Sleigh Me IBRBS affiliate Chapter in The Thirds, (the western third of Pennsylvania, the northern third of West Virginia, and the eastern third of Ohio,) got together for A Summer Steak Fry with Social Distancing at Moraine State Park near Butler County, PA.



November 7, 2020 | Rocky Mountain IBRBS Santas

We met at Stratford Park in Westminster, CO. We were small in number, which allowed us to socially distance. We were able to mentor several of our newer Santas and helped them understand how to stay safe during this crazy season. We also discussed the options available for virtual visits. Santa Tom brought his sleigh out for a couple of great photos with Mrs. Claus's family as well as herself.



Members and Chapters



October 17, 2020 | Idaho Santas

The Chapter has grown to 19 Santas and Mrs. Claus! We met in-person at a local Pizza Parlor where we all practiced social distancing and wore our masks, which are required here, when we were not able to stay a reindeer's length away from others. We had about 17 show up, which was good, as we didn't have much space with the facility being in a restricted state as to the number of people allowed and all the other issues associated with the COVID pandemic.

Still, we were able to share our ideas and our concerns about this upcoming holiday season. One couple has teamed up with a local horse and buggy company and are promoting horse-drawn carriage rides with Santa and Mrs. Claus in their own neighborhoods. A hearty price is associated with it, but they've already got a half dozen bookings. They are also setting up toy deliveries from Santa and Mrs. Claus where they will deliver presents to a family curbside. Some pre-arranging for the gifts are done in advance.

Another Santa is limiting his family visits, another is staying home, another has contracts with four photo studios for pre-scheduled visits with Santa in a studio setting. Another Santa is working a mall with reserved appointments required.

Virtual visits were discussed. We had one Santa and his wife celebrating their anniversary come to our meeting and another Santa shared his 75 birthday at our meeting. Mrs. Claus "Ellen" donated a "Trunk Load" of Santa suits along with a half dozen wigs and beards and Mrs. Claus dresses and other accessories. We had a new Santa attend so he was able to score his first suit free and hear and meet us all.

Santa Gempler and his wife Kelly were there and he shared pictures with me of his new Santa suit based on the Kurt Russell look from the "Christmas Chronicles." All in all a great meeting.

GET YOUR CHAPTER NOTICED!

It's easy to promote your Chapter in the next issue of Christmas Connections. Send your photos, member highlights, maybe a screen shot of your online meeting, when you met, etc., and show your IBRBS spirit with your Chapter logo or banner!

Mail to: Newsletter@IBRBSantas.org



Members and Chapters



Santa Doug Berr (NJ)

Santa Doug celebrates Christmas in July in Wildwood, NJ.



Santa Mike Tindall (TN)

"Sometimes you just have to see and listen." Best season photo ever; this young man was showing Santa his skills.

Utah Santas

The Utah Chapter enjoyed its summer gathering.



I'm a Claus Because...

by IBRBS Members

The Fall Newsletter challenge was for you to finish the sentence: "I'm a Claus Because..." Thank you to all who sent in your answers.

...my Grandfather was (Joe Kapp-VA)

...it brings me joy (Carol Baker-OH)

...bringing the joy (William Maney-PA)

...of a child's belief (Doug Billings-TN)

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 Mike Uva (CA)



Santa Cal Brown (AL)

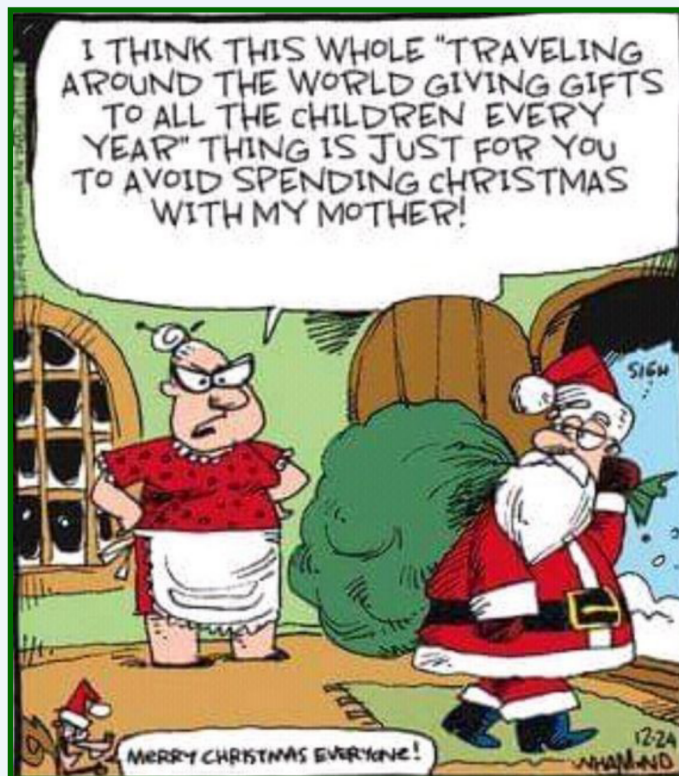
'Tis the season for those great Christmas photos of Santas, Mrs. Clauses, Elves, and the reindeer.

Send your seasonal photos for the next cover of Christmas Connections. If the photo was taken professionally, include a release that you can share the photo for the purpose of this publication. If your photo includes children, you need permission to submit that as well for this publication.

*Send your .jpg, .png, .gif, or .pdf to
Newsletter@IBRBSantas.org*

Get Ready for Your Santa's Heart Survey

Now's the time to start recording your charitable hours. Santa's Heart is not about promoting the good work you do, but promoting the impact to the communities our members serve. Your volunteerism with pro bono and discounted visits shows how much the Christmas community goes above and beyond to help make the lives of children better. You can download a form to help track your time from your members portal, and you can learn more about [Santa's Heart](#) on the IBRBSantas.org website. The survey will open in January.



Courtesy: Countryliving.com



EVER WONDER...

Who is the Real Santa Claus?

Written by Santa Claus Len
Design by Christopher Dall

Order
Your Copy
Today!



Jake was so excited as he entered the kitchen. "Sit down and eat your breakfast," said his mother, as she gave him a kiss on the head. Jake ate his breakfast and thanked his mother before running off to his bedroom to get dressed. Today his mother was taking him to the mall to see Santa Claus and he could hardly wait. Jake loved Santa Claus.

Jake was confused as he saw his mother's behavior. He heard her talking to him and he heard her saying "Santa Claus is real" and he heard her saying "Santa Claus is real" and he heard her saying "Santa Claus is real".



Find out at
whoistherealsantaclaus.com

**CHRISTMAS CLASSICS
TO AMAZE!**

Santa Magic Presents:

Items to add Mystery
and Magic to your Holiday Season

4 Silks into One

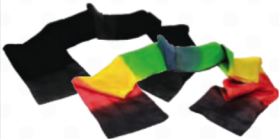


Four silks change into a beautiful Santa Photo by David Ginn.

You show with four 9-inch silk scarves. All different colors. In a wink, they blend into a 36-inch full color Santa Claus. This is the most beautiful Santa Claus silk ever in the magic market! Use it with the children change the silks to the Santa using a change bag.



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 through the book while making your pictures appear! Use it in reverse to take the color out of the book and extend your presentation.

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.



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!



'Twas the Night Before Christmas, a Magical Presentation



"Twas the Night Before Christmas - A Magical Presentation" allows the storyteller to add another dimension to this classic tale. Children will see first-hand the magic of this book, as they watch blank pages transform before their eyes, first with words, and then with images as they appear on the page. And at the end of the story, just as they appeared in the beginning, the words and images will disappear before their very eyes. If you are a Santa, Mrs. Claus, or an Elf who wishes to enhance your storytelling repertoire and become the highlight of the night with a magical presentation of "Twas the Night Before Christmas", order your copy today... before they disappear! Everyone will say, "The only thing more magical than this book is the spirit of Christmas itself!"

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.



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.

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.

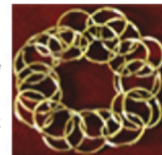
Vanishing Coke Bottle

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.



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!



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 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.



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MARIAH CAREY WORD SEARCH

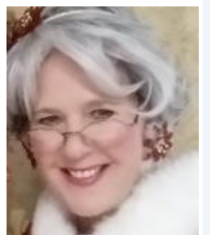
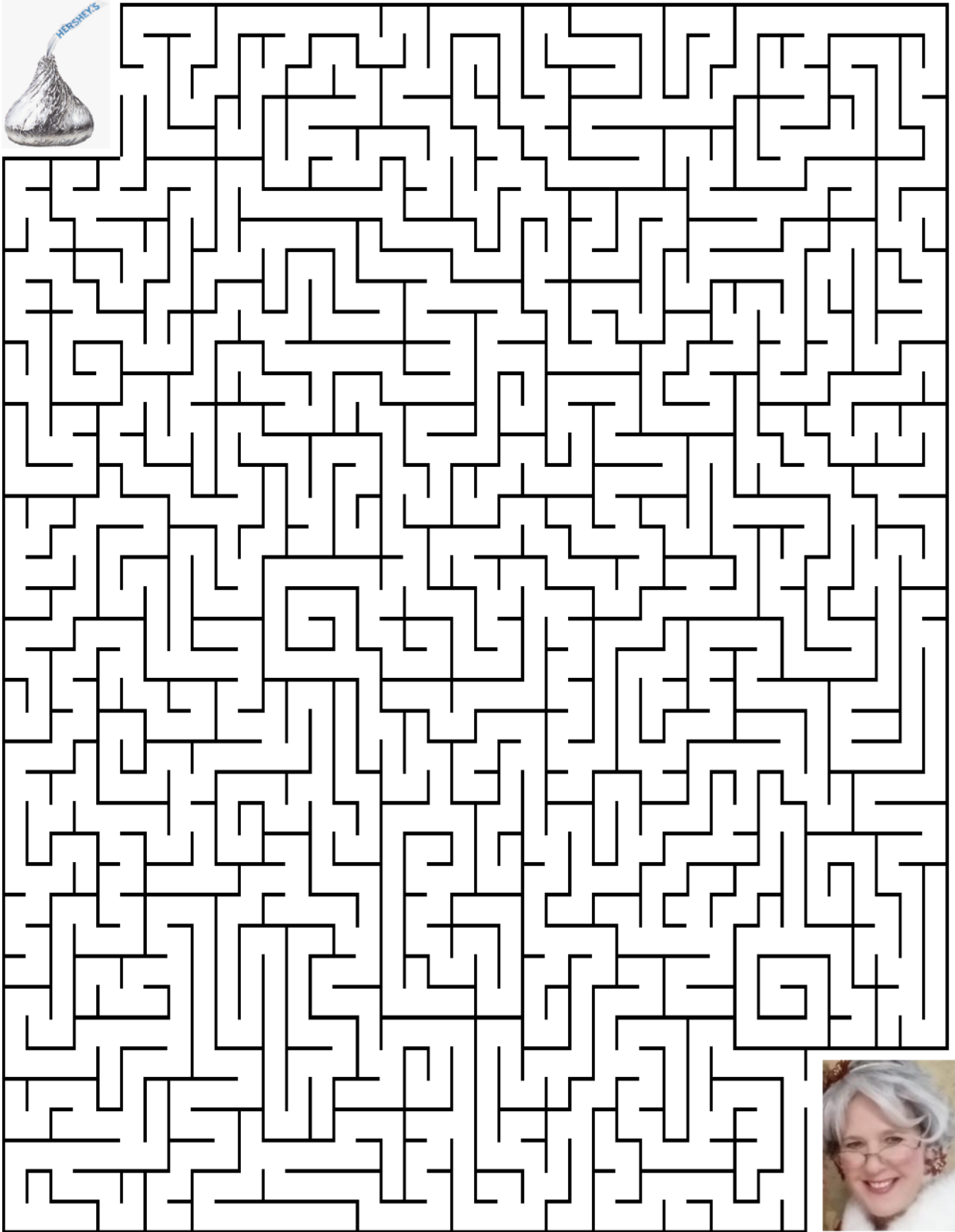
Lyrics: "All I Want for Christmas is You"

ASKING
 AWAKE
 BABY
 BRIGHTLY
 CARE
 CHILDREN
 CHRISTMAS
 CHRISTMASTREE
 DOOR
 EVERYONE
 EVERYWHERE
 FIREPLACE
 HANG
 HAPPY
 HOLDING
 KNOW
 LAUGHTER
 LIGHTS
 LIST
 MAGIC
 MARIAH CAREY
 MISTLETOE
 MUCH
 NEED
 NORTHPOLE
 OWN
 PRESENTS
 PRESENTS
 QUICKLY
 REINDEER
 RINGING
 SAINTNICK
 SHINING
 SINGING
 SLEIGHBELLS
 SNOW
 SOUND
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ISSUE	AD/ARTICLE DEADLINE	PUBLISH DATE
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SUMMER.....	JUL 15.....	AUG 1
FALL.....	OCT 15.....	NOV 1
WINTER.....	JAN 15.....	FEB 1

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