A Question of Belief
Hot Day for a Cool Workshop
A Casual Visit Leads to a Job

Santa Moose and Mrs. Claus Paula Shattuck light up this edition’s cover...you can be next! Details inside.
President’s Message

Message from the Communications Officer

Expanded Regional Map

A Question of Belief

The Mrs. Claus Corner

A Casual Visit

Hot Day for a Cool Workshop

Meetings and Gatherings

In Memoriam

Veteran’s Corner

Word Search

New Ad Rates

Helpful Links

Winter Newsletter Deadlines

Submit Stories by January 15, 2019
Publish Date February 2019

Send your stories and photos to:
Newsletter@IBRBSantas.org
Newsletter Editorial Team

Stephen Arnold, Johnathan Burton, Pat de Haan, Steve Eastis, Deanna Golden, and Bo Turner

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

Be Our Next Cover!

Be a star! Just like Santa Moose and Mrs. Claus Paula Shattuck of Colorado, you can find yourself on the cover of an upcoming Newsletter. Submit your seasonal photo by January 15, 2019 to be considered for the Winter Newsletter, set for publication in early February.

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.
I thank you for your investments in time and talent in IBRBS! We hope you are as excited about the fast-approaching holiday season as we, your Board, and our other volunteers are. We are all filled with joy and good feelings as we strive to provide our members – fellow Santas, Mrs. Clauses, and spouses – with all the support you need from this vibrant, growing, and focused member-driven organization.

Our previous President and now President Emeritus, Bob Elkin, like one of his Emeritus predecessors, Ron Robertson (both now International Santa Claus Hall of Fame inductees), set the bar high for those that follow in their footsteps. Our phenomenal growth challenges us to work collaboratively to make sure that IBRBS remains a healthy, financially sound, member-focused group. Our past leaders and the current Board work to continue setting an example to remain humble in our approach, to serve and to lead with humility.

Your IBRBS leaders work selflessly, each contributing hundreds, if not thousands of hours of their time to keep the machine well-oiled and focused on our future. We do our best to help you be the most professional Christmas character portrayers possible. Each of us must remember to stay humble and to act with humility. A caveat for us all: “Remember, we are only a person!” This concept is an homage to the ancient Roman conquerors’ cry when returning from their triumphs to their home cities – “Remember, you are only a man.” Consider this as you bring your best to your clients. Also apply this jewel of personal growth: learn to own up to your faults and stop worrying about how others might perceive a little failure. You are not defined by your successes or failures. I hope you accept every little embarrassing moment as a reminder that Jesus was humiliated too, and he endured it patiently, out of love to win your heart.1

We don’t think less of ourselves, but rather strive to think of ourselves less, while thinking more about our members.

Looking ahead, we recently announced what we plan to be a spectacular International Santa Celebration from April 23-25, 2020 in Atlanta, at the fabulous Grand Hyatt – Buckhead. Your ISC Committee will be seeking assistance from area locals to help fulfill the need for “boots on the ground.” We have already had some terrific responses and hope to create a local committee which will elect its own chairperson and work hand in hand with the core committee to smoothly execute every detail. Visit our ISC Facebook announcement page at https://Facebook.com/groups/IBRBS.ISC for more information as it becomes available.

You help make IBRBS a truly great organization. Thank You!

1Faith concepts are excerpts from a Sept 2017 article, courtesy of Nathan Miller.
A Message from the Communications and Marketing Officer, Bo Turner

"True humility is not thinking less of yourself; it is thinking of yourself less."
Rick Warren, The Purpose-Driven Life: What on Earth am I Here for?

This summer, after the fun and entertaining ISC in Denver, your Board of Directors noticed that we needed to change up our operations slightly to make better use of the talents of our Membership, and to find new and better ways to serve each of you. One of those changes was to create the Officer position of Communications and Marketing, to which I was humbly elected by the Board.

With the amazing and swift growth of IBRBS, the Marketing team and I saw a need to become more focused in our communications. We started with the Summer Newsletter (available here), by giving it a cleaner, more professional look. We started a contest for members to submit photographs for our covers, and we have asked for you to become more involved by submitting your news and pictures of local gatherings and events.

With this issue, we take yet another step forward. We have decided that as we all get prepared to begin (and some have, like me, already started) our seasons, we wanted a theme for you to carry with you as we all make our visits. We have chosen a theme of “Humility.” Our President’s message and that of our International Secretary will echo this theme and we are so fortunate to have a short story penned by one of the great mentors, Santa Cliff Snider. I hope you enjoy the newsletter as much as we have enjoyed watching the contributions of our members coming forward for inclusion. Get ready, for in January, we start it all over again.

Thank you!

Your Communications and Marketing Officer
Santa Robert “Bo” Turner

Bo lives in Norman, OK, and is President and a Founding Member of the affiliated Oklahoma Santas Chapter.

We are looking for your Winter Newsletter Material, Now!

Let us see you, your IBRBS friends, and your local Chapter in print. If you have news, recent press, photos, art, or an announcement you would like to share with our growing Christmas community, please submit it now for inclusion within the Winter newsletter.

Need to promote products or a paid event? We offer you the opportunity to advertise to your fellow 2,300 plus IBRBS members.

Please email your news to Newsletter@IBRBSantas.org by January 15th, 2019
Expanded Regional Map Opens Door to More Representation

Regional Representatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Representative</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest—Open</td>
<td>Pacific—Int’l</td>
<td>Jonathan Rich (CA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:JRich@IBRBSantas.org">JRich@IBRBSantas.org</a></td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>William “Mac” McPherson (CO)</td>
<td><a href="mailto:WMCPherson@IBRBSantas.org">WMCPherson@IBRBSantas.org</a></td>
</tr>
<tr>
<td>Northcentral—Open</td>
<td></td>
<td>Midcentral—Open</td>
</tr>
<tr>
<td>Southcentral</td>
<td>Bob McMasters (TX)</td>
<td>Margie Wolczak (IN)</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:BMcMasters@IBRBSantas.org">BMcMasters@IBRBSantas.org</a></td>
<td><a href="mailto:MWolczak@IBRBSantas.org">MWolczak@IBRBSantas.org</a></td>
</tr>
<tr>
<td>Southeast—Open</td>
<td>Mideast</td>
<td>Tom Bailey (VA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:TBAiley@IBRBSantas.org">TBAiley@IBRBSantas.org</a></td>
</tr>
<tr>
<td>Northeast</td>
<td>Howard Bristow (MA)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:HBristow@IBRBSantas.org">HBristow@IBRBSantas.org</a></td>
<td></td>
</tr>
</tbody>
</table>

With IBRBS’ continual growth comes the need to increase your representation. The Membership Services team took a closer look at where members and affiliated Chapters are located throughout the country. The result—we expanded the number of regions to nine, including an International region. This allows Regional and District Representatives to be more available to you, and also opens the door to add Regional and District Representative positions.

If you would like to learn more about these opportunities, send an email to: VolunteerCoordinator@IBRBSantas.org

Congratulations to Santa Tom Bailey (VA), who was recently appointed by the Board as Regional Representative for the Mideast region.

Deadline for submitting your nomination is November 15. Start today to Focus on Our Future!
A QUESTION OF BELIEF
A SHORT STORY BY SANTA DAN GREGORY,
SHARED BY SANTA CLIFF SNIDER

Jonah Nordstrom was a nonbeliever, and at thirteen he thought he knew all of the answers to just about everything. He had quit believing about three years before, when he had seen just too many Santas in too many places. He has queried his friends, and some still believed but as many who didn’t. This led to his conclusion that for the first decade of his life he had been adroitly conned by his parents and friends. He did not feel cheated; however, for he had always gotten what he wanted, and that was what truly counted.

He sometime recollected Christmas Eves past, and they had been good evenings. He especially remembered being at his Aunt Louise’s and being on the driveway before departing. The day had been clear, the stars brilliant witnesses to all things below, and he had had felt glad it was such a lucid night, because Santa would certainly find his house. And then his cousin Herman had come into the picture, shooting bottle rockets into the dark dome of the sky. This may frighten Santa away he was told. Jonah felt rattled, and he went home to build the Christmas present his aunt and uncle had given him: a complete HO scale village of printed cardboard for a foreseeable train set. This went up at the base of the stairs, and he marveled at it before going to bed to wait for Santa and the joy of the morning.

This was the beginning of the great disillusionment, for he did not get exactly what he asked for the following morning, and there was no train set. Father explained to him that there simply was no room for a layout, but this offered little consolation. He got some rather nice games and models, but the Christmas tree seemed to laugh at his disappointment. Several days later he confronted his mother at the breakfast table for explanations.

“I remember waking when I was three or four,” he said, “and there was sleigh bells ringing in the air on Christmas Eve.”

His mother laughed. “Your father and I were at a Christmas party in the apartment above. There was much drinking, and someone broke the bells out.” Her voice trailed off.

Jonah began moping, and she tried to soften the blunt words and terrible revelation, but it was to no avail. He could not and would not ever look at Christmas again in the same way.

It was on his thirteenth Christmas Eve, when he set out to walk to the nearest drugstore in his neighborhood, for he was a terrible procrastinator, and he had yet to get his mother a present. The day was as perfect as a crystal. The sky was a pale blue, and the air was laced with a wintery chill. In spite of his loss of belief in Santa, the walk was wonderful for him, for as he went along the boulevard leading to the drug store, he could still admire the many decorations of the homes he ambled past. He especially liked the animated Santa Claus who at night pounded out carols on a red piano. He bid it hello in a playful kind of way, and he was halfway there. Leaves of gold and brown crunched beneath his feet, and the houses that were the last in his journey came into view.

He went through the doors that his father and he saw every Christmas Eve, for it had grown into a tradition that would continue until his father’s (Continued on page 16)

Cliff lives in High Point, NC, and is a member of the affiliated Long Leaf Pine Santas Chapter.
I am a Trekkie. Especially for the original *Star Trek* and *The Next Generation* series and the first few movies. In one pivotal scene in *The Wrath of Khan*, Mr. Spock puts himself in a position where he will surely die in order to save the ship and crew, and his reason was: “The needs of the many outweigh the needs of the few.” Captain Kirk replies: “Or the one.” It has become one of the most iconic phrases ever to come from a Star Trek movie. It occurs to me this is a driving force as to why many of us have found ourselves here in the Christmas community.

As individuals, we try to make memories, and we bend over backwards to do what will make everyone happy. We put our personal plans to the side, giving up a family gathering for an event. We stay longer at a venue if we can, just to be sure every child can meet us. We smile when our faces and feet hurt. Our payment is often a thank you or hug. We go home sore and tired, go to work Monday morning, and psych ourselves to do it all over again. Neither for glory nor for money, but for the memories and because we try to keep a heart for helping others. The needs of the many. It is quite a commitment to service.

As a community, we try to create a network of peers where we can learn, teach, encourage, and support each other. We remember that who we are today is in large part because someone once taught and mentored us—and we willingly pass that along. With respect for each other, we are a collective, with the same purpose, core values, and heart. We are one group with a goal to serve the needs of the many. It is quite a commitment to service.

As a member of this Board of Directors, the needs of the many is the single underlying and driving mission of what IBRBS stands for. We volunteer our time and talents to represent your voice. We are keenly aware there are differences among us, and we never stray from keeping the needs of the many at the forefront. It is quite a commitment to service that we do not take lightly.

I have had the pleasure of meeting many of my peers this year. I am filled with humility to call myself a member of the Christmas community. Your personal sacrifices are evident and have one purpose—to serve the needs of the many. Thank you for inspiring your peers, your communities, your families, and all those who are watching.

Something else occurs to me about those who are watching. As we enter this season, I hope we realize that some of the children we see will be future Santas, Mrs. Clauses, Elves, and members of our community. They will watch us, see everything and miss nothing. We have a commitment and obligation to create the best memory possible, and to be mindful of the impression and legacy we leave with that child. It can be daunting and overwhelming, or it can be inspiring and motivating to consider that child as the one who will remember what they saw, heard, and experienced from that single interaction. It is a commitment to this community and to the next generation. Keeping in minds the needs of the many.

Merry Christmas, and God Bless.

---

*Deanna lives in Cave Creek, AZ, and is a member of the affiliated Arizona Santas, Mrs. Claus and Elves Chapter.*
A CASUAL VISIT LEADS TO A JOB
BY SANTA MARK HOTCHKISS

This year is my second year as a professional Santa and also my second year with IBRBS. I started late my first year, but filled my calendar with home events and corporate parties, as I was learning from the many experienced Santas that participate in the IBRBS organization. This year, I decided that I wanted to try something different.

I have read a lot about mall Santas and their bad experiences, and I know the pay is never as good. But I decided to try something along that route. My wife (Mrs. C) and I were at the San Antonio Zoo to pick up our yearly passes. This is the first year we purchased these, as we have lived here only 3 1/2 years. Lots of friends visiting and wanting to go to the zoo, so this is a cheaper way to go. I was testing out one of my "casual" Santa outfits that day...

Well, while we were there, the people at the ticket office suggested that we go down to the zoo offices and talk with the HR department. As it is getting close to the Christmas season, they are starting to look for their Santas.

We drove over to the office building and walked in, not knowing where to go, when we heard a voice calling from one of the offices, "Santa!" I wasn't surprised, I get spotted a lot, and more now as the season nears. We turned and looked. On the office door it said, "HR Department." We had found them... or... they had found me! As it turned out, they had just posted the position on their website that same morning, and were thrilled that we had come in.

The attached photo is with the ladies in the HR department. The next day I had an appointment with the department that manages the Santas and has the final decision. It wasn't much of an interview. Mrs. C and I showed up in our full outfits ready to impress. We were both hired immediately. The door was shut because, they said, they didn't want others looking in and seeing the Santa they had hired. It was to be a surprise for the other employees. We then spent the next 45 minutes talking, as they took pictures and sent them to the zoo executives. We found out that they usually fill the position with existing employees because professional Santas are out of their price range, especially ones with real beards. (They usually use an "off the shelf" suit and fake beard.) I agreed that my normal price was out of their price range, but explained that I wanted to do something different.

It wasn't about the money, I want to make as many people smile and as many kids excited as possible.

Although I will be making only 1/10th of my normal fee, I am excited to be hired by the San Antonio Zoo (Texas) as their Santa for the 2018 Christmas Season.

Santa Mark lives in San Antonio, TX
A HOT DAY FOR A COOL WORKSHOP
BY SANTA BO FRIEND

When its 120 degrees during the summer months in Phoenix, we (Santas) try to stay in the comfort of air-conditioning. When we leave those comforts during the hottest part of day to start our vehicles and journey into the Sonoran desert, we don’t dare touch anything until the interior of our car has time to cool off, then we are safe to drive. Arriving at our destination we search out a parking spot that is in the shade of a tree or building. Finding a shady parking spot is worthy of a shout-out of, Ho-Ho-Ho!!! I sometimes find myself driving around in circles to find one.

None of that had any impact when we knew that Santa True (Robert Seutter) was coming to Phoenix and bringing along his vast knowledge for a two-day Christmas Performer Workshop, or known as CPW.

We gathered up the reins of our summer sleighs and dashed off to a classroom with a hunger for learning compared to that of a giant chocolate chip cookie. Who wants to become a better Santa? Well, by the amount of Santas that showed up, almost every Santa in Phoenix.

On the first day of CPW, I was 15 minutes early and I walked into a room full of Santas ready to learn. We took a few minutes to catch up among ourselves, then promptly on time, Santa True and his CPW class was in full speed mode. For the next two days we were taught the skills on how to become a better performer. Vocal tips, Character Movement, Facial Expressions and Mojo to become a Rock Solid Santa. We covered Story Telling and Story Reading; I didn’t even know there was a difference. Now I do. He challenged us to develop our back story to the finest details. Who is in charge of the reindeer (besides Santa)? Who is in charge of accounting? Who is your senior elf, and who is your wacky elf? He brought in an Improv instructor from a local community college. Zygomatic Facial Exercise, WHAAAT?? We learned a wealth of knowledge and this Saturday will be AZ Santas first, of many I hope, Santa Mentoring classes. Each one of us has a special talent and this is a way to teach among ourselves and get to know our brothers in red.

October is right around the corner; the Santas of Arizona are getting ready for the Christmas season. We are polishing our boots and detailing our belt buckle and practicing our Ho-Ho-Ho’s. This year will be special because we are prepared with a deeper understanding of being a Christmas performer.

Santa Bo lives in Gilbert, AZ, and is a member of the affiliated Arizona Santas, Mrs. Claus, and Elves Chapter.

Nearly 50 Arizona Santas, Mrs. Claus and Elves members attended Santa True’s Christmas Performer Workshop in July.
Members of the North East Santas raised $8,655 for St. Jude Children’s Research Hospital and attended the Walk/Run to end childhood cancer on September 22. The event took place on Boston Common and was a fun time for all.

Totals included auction and other monies raised at the North East Santas Gathering on Cape Cod. The 16th 2019 North East Santa Gathering will be held at The Cape Codder Resort Hotel from May 3-5, 2019. Information can be found on the web page at www.thenortheastsantas.com. St. Jude Children’s Research Hospital has been our charity of choice. This new venue promises to be a wonderful change, with large meeting rooms and a large vendor room. A big thank you to all who helped and donated time and money to the cause.

Walkers included:

- Santa Dave Banks
- Santa Rick Banks
- Mrs. Claus Annie McCormack Banks
- Santa Walter Bizon
- Jo Ann Bizon
- Elf Joy Boronski
- Brenda Boronski
- Eric Boronski
- Mrs. Claus Wendy Ferra
- Santa Howie Graham
- Santa Dan Greenleaf
- Santa George Martin, Team Organizer and Captain
- Judy McMorrow
- Santa Bob Murphy
- Santa Rick Rielly
- Mrs. Claus Becki Stratton
- Santa Lenny Stratton

Santa Patrick Meehan (KY) enjoys Christmas in July at the library.
Meetings and Gatherings

The Cotton State Santas held its final quarterly luncheon meeting for 2018 on October 6th. We had 29 Santas in attendance, with four being first-time visitors. Along with us were 21 Mrs. Clauses. A silent auction was held that raised $1060.00. These funds will be distributed to several children’s charities.

On September 15, Arizona Santas, Mrs. Claus and Elves met at the Old Country Buffet in Glendale, and hoped none would melt like Frosty in the Valley of the Sun’s triple-digit summer.

Santa Tom Heeter (NC) celebrates Christmas in July with his wife Shirley and a local police officer in Gibsonville, NC.

855-799-5225
Gigs/Jobs ~ HireSanta.com
Santa David Shuman reports that the Real Bearded Santas of North Georgia had its last gathering of the year at The Great Smokey Mountain Railroad in Bryson City, NC. We had a good group join us for our last meeting, and enjoyed a train ride through the mountains to the NOC center. The weather was beautiful and Santa Tim Thompson joined us for the first time since having a stroke several years ago. It was great to see him join us. We will meet again in January 2019 as we talk and share our 2018 season adventures.

“Is your group ready for the next level?”

Great Performers share more magic, plus land better gigs and money. Book a training workshop unlike any others: Christmas Performer Workshops.

Now Booking Workshops for 2019
We Focus on Performing!

818-762-9075
santa@santatrue.com
christmasperformerworkshops.com
On Saturday, September 22, Santas and friends of the Colonial Santas Chapter gathered at the Artibus Town Hall to feast on crabs and a full buffet. The benefit was for the Santa House in Artibus, MD, which opens for the Christmas Season.

"Santa Yogi," aka Mark Nettleship from the Baltimore area, was the host for the event. Santa Tom Bailey, Santa Rick Hillary, Santa Greg Miller and many others in the IBRBS organization attended and brought a touch of Christmas to the festivities. This is an annual event and Santa Yogi hopes many more will attend next year!

The MidSouthern Santa Society meets monthly, from January to October each year. We had a great turnout for September 2018, and we made plans for our last meeting of the year, to be held on October 20th, 2018, at 9:30 am at the Whitestation Church of Christ in Memphis, TN. We will have an ASL instructor in preparation for the Christmas season, and once again we will help the church quilting group prepare dozens of quilts for final sewing. These quilts are destined for patients and family of St. Jude Children’s Research Hospital.

Santa’s Pack held its September meeting in Southeast Portland, with some new Santas joining in the fun. Their last meeting of the year took place October 3. Check in at santaspack.com if you are in the area and interested in connecting with the group.
How are we doing? The Newsletter has a new look and a new focus, with even more contributions from members. We would like to hear from you with your feedback and suggestions. Send your comments to: Newsletter@IBRBSantas.org

The inaugural class of Santa Nana’s Holiday University launched August 10-12 in Canal Winchester OH; the first school completely dedicated to the female performer (Santas and Elves welcome!)
Congratulations to the graduates!

The Computer Hero™
844-321-HERO (4376)
Push Option 1

Jim & Ginny Saul
Santa Jim & Mrs. Claus
www.mastersanta.com

Santa’s #1 Choice for Computer Sales and Repairs
MEETINGS AND GATHERINGS

A Merriment of Santas gathered for the 4th quarter meeting of Oklahoma Santas at Oklahoma Joe’s BBQ in Tulsa October 14. Over 50 Santas and Ms. Clauses turned out for our last meeting of the year. Santa Bob and Ms. Jossie Claus opened the meeting with a rousing call and response as well as an upbeat sing-along of Rudolph the Red Nosed Reindeer. Our President, Bo Turner, updated the group regarding the national IBRBS news, and gave a very enlightening presentation on working with photographers. Good food, good fellowship, and a fun time for all in attendance.

IN MEMORIAM: LAST SLEIGH RIDE

Our Christmas Community honors those who have taken their last sleigh ride.

“Papa Claus” Grady Bryant (AL)  Santa Tommy Godwin (AL)  Santa Larry J. “Joe” Iosbaker (WA)
Santa Lewis Chapman (GA)  Santa John Hamilton (OH)  Santa John Rappach (OH)
Mrs. Claus Kathy Despain (VA)  Santa Graham Harding (VA)  Santa Melvin Seitz (IN)
Santa Ray Fallin (WI)  Santa Jim Hudson (OH)  Santa Wilfred "Freddie" Sergent (MT)
Santa Billy ‘Sandy’ Strickland (VA)

Thanks to Carlo Klemm for your contributions to this page.
demise. He headed he knew not where, for he knew not what he wanted. Perhaps a bottle of perfume; he wasn’t quite sure. He wandered about aimlessly and eventually drifted to the long gondola where the scents were. He pondered the rows of colored and oddly-shaped bottles, and he scratched his head.

“Can I help you?”

He started and turned to face a man who seemed to be the personification of Santa Claus himself. He chuckled, for perhaps this was a special salesman or stocker for just this day, and he brushed him off with a noncommittal, “just looking.”

The man snorted. “I think not. You’re in the woman’s beauty section. What are you looking for? Last minute gift for Mom?”

“I suppose,” Jonah quipped, and he watched as the man began pulling several bottles from the shelves. Jonah knew nothing of perfumes, so the suggestions were welcome. He accepted the bottles readily, and rotated each to discover the price.

“I can’t afford this,” he said with a shake of his head. “I only have six dollars, and these start at twenty.”

“Is that so? Perhaps we could work out a deal.”

“What would that be?” Jonah asked, his interest piqued. The man bent to tell him, and Jonah left the store with something much more than he could have afforded.

The walk home was as interesting as the walk up had been, and he was happy to get home. He kept the bottle sequestered beneath his shirt, and snuck to his room to wrap it. The job was not done well but with heart, and he went out to slip it beneath the flocked boughs of the tree. Multicolored lights winked in merry lengths as they spiraled around the tapered boughs, heralding the night to come.

He went to the couch, and flopped upon it, remembering his earlier conversation with the man who seemed as Santa. He remembered it well.

“Who do you think I am?” the man asked softly, glancing around the store to make sure they were alone.


“It’s quite real; I can assure you. You have six dollars?”

The boy nodded, and relinquished the money. The man counted it out and reached to fetch his own wallet from somewhere behind him. No good deed went without notice. He opened it, and Jonah could swear that he saw a thick wad of hundred dollar bills. The man withdrew one and handed it to the boy.

“That should suffice,” he was told. Jonah stood there in disbelief for a moment.

“Did you really think that because you don’t believe, I would simply disappear? That point of view is a bit solipsistic.” Jonah had no idea of what that meant and he looked puzzled.

“That if you didn’t believe I would simply vanish like a wisp of smoke in the wind because you want it to be. That’s rather selfish and unheedful of what others wish.” The old man paused to laugh lightly. “I’m far more than that. I’m made real by the belief of countless millions. I am as real as you are. I eat, sleep, pull my pants on one leg at a time as you do. God made it so.”

“And you have a shop at the North Pole?” Jonah asked with a raised eyebrow. 

(A Question of Belief: Continued from page 6)
“Yes, but no explorer will ever find it. It’s sort of a Brigadoon sort of place made, again, of belief. You can stroll down its lanes and in its shops as surely as you walk though the mall, if you believe.”

Jonah looked down at his shoes.

“Belief, my boy, is the most powerful force in the world. It is the foundation of love, and joy, and of miracles yet to be. It makes the world go round. Isolation is not the only reason for my home to be at the top of the world. I have to have it revolve around and beneath me to see all that happens.”

“If you say so,” Jonah conceded.

“If you didn’t believe or didn’t want to believe, I wouldn’t exist now would I? If you don’t trust me, then touch me to make sure I exist. I am as real as you, Jonah.”

“How do you know my name?”

“How do I know anything?”

“Beats me,” the boy admitted, and he sashayed off to the counter with his new money and the gift for his mother. He was simply glad.

He briefly wondered, if he was to get what he wished: those new slot cars fast and bright in the display at the hobby shop. But in those he had belief despite his mother’s misgivings. He ate a merry little meal with his parents and younger brother, and went to bed at the time of ten after the Christmas special he had looked forward to. He went to bed with a strong belief that his very dreams would come true.

He awoke in the morning as his brother awakened and bounded down the stairs in haste before him. He climbed from bed and followed suit, and there was a good many presents wrapped beneath the tree for him. His brother had already littered the floor with twisted paper, and he tore open the presents with gusto. His parents rested in robes on the sofa behind him.

When he got down to the last present his parents acted baffled, and looked to each other. He pulled away the wrapping so unlike that which had concealed his other presents. It was a large box with the Eldon slot cars he had wanted, and he whooped with joy.

Did you buy him that” Father asked in a low aside to his wife. She shook her head and wondered.

“It’s precisely what I wanted,” Jonah said. “You did well.” He opened the box and the fast cars sat quiescent but beckoning.

“Such are the powers of dreams, and beliefs,” the old man at the top of the world laughed.
News Releases

VA awards up to $9M in Adaptive Sports Program grants to aid disabled Veterans - WASHINGTON — The U.S. Department of Veterans Affairs (VA) on Sept. 26 awarded up to $9 million in grants to eligible recipients for adaptive sports programs that will benefit disabled Veterans and disabled members of the armed forces. (9/28/18)

VA marks Gold Star Families Remembrance Week - This week, the U.S. Department of Veterans Affairs is commemorating Gold Star Families Remembrance Week, designated to honor families affected by the loss of a service member who died while serving in the U.S. armed forces. Beginning this week (Sept. 23-29) and over the coming months, commemoration plaques to pay tribute to those who sacrificed their lives and the families they left behind are being placed at VA national cemeteries across the country. (9/27/18)

VA Releases National Suicide Data Report for 2005-2016: Analysis Is Part of VA’s Data-driven Approach to Suicide Prevention - WASHINGTON — Today, the U.S. Department of Veterans Affairs (VA) released national and state-level findings from its most recent analysis of Veteran suicide data, from 2005 to 2016. The analysis is part of VA’s ongoing examination of non-Veteran and Veteran death records that is being used to evaluate and improve VA’s Suicide Prevention Program. (9/26/18)

VA researchers work to create 3D-printed artificial lung that may revolutionize treatment of Veterans with lung disease - WASHINGTON — U.S. Department of Veterans Affairs (VA) scientists at the VA Ann Arbor Healthcare System in Michigan recently announced that they are working to create a 3D-printed artificial lung that could potentially revolutionize treatment of Veterans affected by lung disease. (9/24/18)

VA national cemeteries welcome nonprofit volunteers providing tree-and landscape-care services - WASHINGTON — Today the U.S. Department of Veterans Affairs announced that its National Cemetery Administration is partnering with more than 2,000 green-industry professionals across the country Sept. 19 to host “Saluting Branches: Arborists United for Veteran Remembrance,” an opportunity for tree-care professionals to help maintain and beautify VA cemeteries. (9/18/18)
The Sustainable Santa Foundation, a California based 501-c-3 non-profit charity founded by Dr. Richard Eckfield and Helen Nielsen is looking for some Santas, (both men and women) willing to help parents help their children abandon the SAD (Standard American Diet) of Fast, Junk (now called “Snack”) and Processed “foods” in favor of “Eating Real Food” and living a sustainable lifestyle.

The Foundation continues the efforts begun by Sustainable Santa® in 2013 to address the health crisis facing American kids.

The Foundation’s program are intended to utilize the Santa persona to assist parents, who face a host of challenges presented by the direct marketing of unhealthy food-like substances to their children– helping parents introduce kids to the joy of “Eating Real Food” and living a sustainable lifestyle.

**We deploy Santas to Farmers Markets** where they carry out a 3 part program:

1. pass out Santa’s 3 Food Rules designed to ween the kids OFF the harmful elements in the SAD diet.
2. Send kids into the market on a “Treasure Hunt” looking for “Santa’s Garden Bites” = tastes of Real Food which they likely are not familiar with, which are supplied by the Farmer Vendors.
3. The “Eat the Rainbow” where kids’ select 2 veggies of their favorite color and at home parent shows them how to prepare them for maximum flavor and nutritional value.

The following week they select 2 veggies of a different color, etc. and learn to prepare them. Through this routine Kids learn how to research recipes and prepare and eat nutritious meals. Eventually they are “Eating the Rainbow” and enjoying a lifetime of good health.

**Natures Candy:** This past October the Foundation successfully launched a program where the Farmers Markets offered “Nature’s Candy” as the healthy alternative to the sugar-loaded commercial trick-or-treat handouts at Halloween. Nature’s Candy is dehydrated fruit such as Persimmons, Mangos, Blood Oranges, Honey sticks, fresh Apples, Oranges, Strawberries, Nuts of all types, and bars made from “Ancient Grains.” Most Farmer’s experienced an over 400% increase in sales. Nature’s Candy is now being promoted as the alternative for ALL Christmas candy gift giving (including candy canes) A healthy alternative to the toxic sugar loaded fare which has been marketed to Americans by the sugar industry for Christmas, Easter and Halloween.

Interested Santas please mail us with your contact information. You do not have to have a “healthy” body mass index to participate. But do have to have a willingness to “Stand UP” to the task of helping America overcome its current kids’ health crisis, where now 2 of 3 kids are overweight or obese and 40% of those others who “look healthy” have some form of diet driven metabolic illness.

Contact Sustainable Santa Foundation. 7040 Avenida Encina, Suite 104 PO Box 1225 Carlsbad, CA 92011 or Email us at hrecknielsen@att.net
Word Search: Thanksgiving Menu

By Santa Pat de Haan

We wish each of you a blessed, safe, and wonderful holiday season, spent with friends, families, and all those you love.

IBRBS Board of Directors
Official Per Issue Rate Sheet 2018/19

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>3 ISSUES</th>
<th>FULL YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page - Color</td>
<td>$100.00</td>
<td>$95.00</td>
<td>$90.00</td>
<td>$85.00</td>
</tr>
<tr>
<td>Half Page - Vertical or Horiz.</td>
<td>$65.00</td>
<td>$60.00</td>
<td>$55.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$45.00</td>
<td>$40.00</td>
<td>$35.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>Business Card (2x3.5”Horiz.)</td>
<td>$25.00</td>
<td>$20.00</td>
<td>$15.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>Classified Ad – 3 Lines of text</td>
<td>$10.00</td>
<td>$8.00</td>
<td>$6.00</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD/ARTICLE DEADLINE</th>
<th>PUBLISH DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>APR 15</td>
<td>MAY 1</td>
</tr>
<tr>
<td>SUMMER</td>
<td>JUL 15</td>
<td>AUG 1</td>
</tr>
<tr>
<td>FALL</td>
<td>OCT 15</td>
<td>NOV 1</td>
</tr>
<tr>
<td>WINTER</td>
<td>JAN 15</td>
<td>FEB 1</td>
</tr>
</tbody>
</table>

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

FULL PAGE

NO BLEED ALLOWED
7.125” x 10”
Your ad will print with a white space surround.

1/2 PAGE HORIZONTAL
7.125” x 4.875”

1/4 PAGE VERTICAL
3.562” x 4.875”

BUSINESS CARD
3.5 x 2”

Our rates are based on your artwork being web-ready in 300DPI PNG or JPEG format. We may help, but you will pay additional fees. All advertising must be prepaid via check or PayPal.
KEEP YOUR MEMBERS-ONLY FACEBOOK ACCESS!

Members connect with each other on the “Closed” Facebook page. Not only does Facebook give you immediate access to important updates about IBRBS activities, it offers a place to ask questions, get advice, and stay connected throughout the year. Facebook is a privilege and benefit for **active members only**, and does not require you to “Friend” anyone in order to post or read others’ posts.

Visit [https://www.facebook.com/groups/IBRBSantas/](https://www.facebook.com/groups/IBRBSantas/) if you have not yet joined, click the “Join” button below the IBRBS logo, review the guidelines to ensure we maintain an environment of respect for each other, and our Admins will process your request.