ISC 2020 Atlanta

Vote for your IBRBS Board

Stumpy, A Christmas Tale

First Woman Chapter President

Ms. Santa, You Look Like Me

His Name Was Andre

More Member Features Inside

Santa Dave Strom reflects on the magic of the season with a young believer.
Be Our Next Cover!

Santa Dave Strom (TX) reflects on the magic of the season for this issue’s cover. Submit your seasonal photo for the Spring Newsletter by April 15, 2019, and you may find yourself on the cover of the next Christmas Connections. See page 24 for photo requirements.

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.

Cover Photo: Santa Dave Strom photographed by Julie Paurus Olly View Photography

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Spring Newsletter Deadlines
Submit by April 15, 2019
Publish Date May 2019

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

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and Eileen Turner

The Newsletter Team thanks all who contributed their stories and photos for this edition of Christmas Connections.
## Regional Representatives and Affiliated Chapters

### Regional Representatives

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### 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 ~ SoCal Santas ~ Surfside Santas

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

#### North Central
- Great Lake Santas ~ Midwest Santas ~ Santas of the Ozarks

#### 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 ~ Georgia Metro Santas ~ Long Leaf Pine Santas ~ Palm Tree Santas ~ RBS of North Georgia ~ South Carolina Santas ~ Triangle Santa Buddies

#### Mid-East
- Colonial Santas ~ New Jersey Santas ~ Santas of the Mid-Atlantic ~ You Sleigh Me

#### North East
- Lower-Hudson Valley Santas ~ The New England Santa Society ~ North East Santas

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February 2019
Dear Members:

Whew! I don’t know about you but what a year! I’m bushed. I hope you had a wonderful and productive Christmas season and that, in some measurable way, IBRBS played a part in your success.

IBRBS had many advancements in 2018. We began the year with a major milestone that our President Emeritus had set as one of several goals during his tenure—over 2,000 members, and excitingly, IBRBS continued its growth during the balance of the year. We were able to raise our Santa School Scholarships from a count of four to six awards, benefitting even more of our members with educational opportunities to enhance your professional skills. IBRBS sponsored our second ISC (International Santa Celebration) in Broomfield, near Denver, CO in April, hosting over 420 of our members and fellow Christmas performers at a terrific social and educational event. We distributed two educational scholarships to relatives of our members to aid their expenses at their schools. Santa’s Heart Program, now in its third year, honored more of our members for their great charitable contributions to both local communities and regional or national needs. We introduced a revised Officer structure, adding a new position of Communications and Marketing Executive, and with the changes, better defined each Officer’s responsibilities for important member support functions within the organization, and expanding the concept of more of you to volunteer to manage our expanding committee needs. Over 1,700 of our members took advantage of our ClearStar background checks, and we had a more than fifty percent growth in the use of our personal liability insurance.

We have now begun another year of promise with the mantra of “Focused on our Future,” representing our hopes and plans for the next five years or so. We have our biennial Face-to-Face meeting scheduled in April 2019 in Atlanta, the host city for our next International Santa Celebration, ISC 2020 Atlanta. During that three-day meeting of your Board, we will have the opportunity to meet and greet new Board members and celebrate with those who return from the current Board, all while testing out the capabilities of our host hotel, the Grand Hyatt Buckhead, and finalizing some of the details for 2020. Each Core Officer will make a presentation to the assembled Board members about their personal plans of action and goals for the balance of 2019, and on into 2020 and beyond. These plans will be discussed and suggestions will be made to enhance the success of each proposal. We have found these meetings, taking place every other year, to be quite productive since all our other Board and Committee meetings are conducted via Skype audio and some meaning is lost without the one-to-one interface.

ISC 2020 Atlanta’s theme will revolve around our theme, Focused on our Future, and has been planned to allow a one hundred percent increase in attendees from the original Denver plan, and a fifty percent growth from its final number, with facilities to feed 600 people, and have large rooms for educational presenters and vendors. We expect that this event will sell out early, and the hotel is already accepting room reservations at a substantially discounted rate for the main days of the event, Friday and Saturday, April 24th and 25th, 2020. As soon as our costs are established for entertainment, audio-visual, food and beverage, and incidentals, we will launch our celebration support website.

I again thank you for the opportunity to serve you now as President/CEO, taking the mantle in June 2018 from our previous President, Bob Elkin, who remains on the Board and has the title of President Emeritus, as does Hall of Fame Santa, Ron Robertson. Negotiations are about to begin with the new owner of our personal liability insurance broker and underwriter, and we will again secure an intense, quality background check program. Trust that your Board spends a tremendous amount of time and talent in support of you and the organization, and we appreciate your involvement whenever and wherever you can contribute.

Sincerely,

From the Desk of Your President

Stephen lives in Memphis, TN, and is a Founding Member and Director of the affiliated MidSouthern Santa Society and member of the affiliated Diamond State Santas Chapter.
I hope you all had a wonderful Christmas season. Each year seems to have its own special memories, and this time around was no different.

I’m impressed with how quickly IBRBS is growing. Our organization has tremendous leadership, which is extremely important as we grow. It’s one of the reasons we are growing and able to handle that growth. But, it takes volunteers with commitment and energy to lead, and help ensure our successful future.

To make sure we have balanced leadership, we need members from around the country/world to continue to move us forward. The next time there is an opportunity for you to volunteer for an IBRBS position, whether on a committee or the Board, please give it your full thought and consideration, and become part of the IBRBS team.

We have an election for four open Board of Directors seats. Fortunately, some members stepped up to the plate and are running for a Board position. But, new blood and new ideas will keep IBRBS moving forward in the direction we need to be moving in. So, give it some serious thought and offer to help in an area of interest. Or, next election, throw your hat into the ring. Please look closely at each of the candidates and vote with your heart.

See you in Atlanta 2020!

Steve Southard, Santa “Cause”
IBRBS Election Committee
2016 Santa’s Heart International Award Recipient

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**ISC 2020 Atlanta: Focus on Our Future**

**By Howard Graham, External VP, Officer, and Director**

**IBRBS is throwing a party!** All members are invited to the **ISC 2020 Atlanta**, our International Santa Celebration. Planning is well underway to bring you one of the best Christmas Conventions ever. Mark your calendars for **April 23-25, 2020 at the Grand Hyatt Buckhead Atlanta, GA**. Our brothers and sisters in the Christmas Community who may not be members are also welcome to attend this terrific event.

The ISC will be two full days of exciting workshops, camaraderie, the ever popular Vendor Showcase, a Fashion Show, receptions, awards, and celebrations. We are also pleased to announce that all meals (breakfast, lunch, and dinner) are included for Friday and Saturday, the primary event days. We are planning top-notch entertainment for Friday evening’s dinner and our Saturday Gala promises to be a very special holiday event.

The Hyatt reservation system is accepting early reservations **by phone only**, until after March 23, when online reservations become available. To make your reservations, call 1-800-233-1234, and bypass the computer options to speak with a representative. You must be specific that you are registering as an **exception** for the **International Brotherhood of Real Bearded Santas** event at the Grand Hyatt Buckhead for April 23-25, 2020 to receive the negotiated rate of $129 per night. Your rooms will be reserved under your name and guaranteed with a credit card, but your card will not be charged until you check-in.

Early arrivals will have the opportunity for a number of on-your-own activities, like the Aquarium, Coca Cola headquarters, College Football Hall of Fame, and other Atlanta sites. More information to come!

The ISC website and registration system should be open by late Spring 2019, and we will announce the registration fee at that time.

For the latest news on ISC 2020 Atlanta, please visit the **ISC Facebook page**. We have also published the first ISC Bulletin with more details about reservations, registration, transportation, and a peek inside the activities that await all who find their way to the ISC 2020 Atlanta. You can read the Bulletin from the ISC Facebook page.

**VOLUNTEER!** Want to be closer to the action? We are looking for committee members with event management experience. Send a note to **ISC.Info@IBRBSantas.org** to find out more!
According to the Urban Dictionary, an Unsung Hero is “someone who does a great job yet receives little or no recognition for that. An unsung hero usually refrains from claiming too much in return for his/her efforts.”*

Without the unsung heroes in our lives, there is simply no easy way we can do what we do, or do it well. While we are in the limelight at our visits, our unsung heroes are waiting in the wings, keeping everything else going for us so we don’t have to worry about much during our seasons.

Who is your unsung hero?

My husband may not be my Santa, but he is most definitely my number one supporter. He took care of the house, drove us to our events, called with our secret ring tone as the event neared its end so Santa and I wouldn’t have to keep looking at our watches, made sure I had something to eat while I was getting ready, got me up on time, and kept the house running so I could be Mrs. Claus.

Louise Gonzales Ethington, elf extraordinaire from CA drives Santas and Mrs. Clauses in the Fresno area to their events in an awesome red Corvette, complete with antlers, nose, and tail. She still finds time to host events, be an elf herself, and take care of her husband.

Julie Engelhardt from KY knows her husband and son are her unsung heroes, who made the choice easy for her to travel and stay away on weekends. Spending time away from her family wasn’t easy, and without their understanding, she couldn’t do what she does.

Family may not quite understand exactly what we do or why it has become so important to us, yet they encourage us, ask questions, and change their own plans to accommodate our calendars. They even scour thrift shops and yard sales to find Christmas goodies for us.

Many of us have someone to manage the phone, the calendar, the leads, the marketing, the troubleshooting, to keep our supplies of goodies and giveaways replenished, and so much more.

Who is your unsung hero?

Let’s be sure to let our unsung heroes know how much we appreciate them for all they do, to help us do what we do.

* Source: UrbanDictionary.com

Deanna lives in Cave Creek, AZ, and is a member of the affiliated Arizona Santas, Mrs. Claus and Elves Chapter. She serves as IBRBS’ International Secretary.

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Santa Spreads Christmas Cheer and Receives So Much More

By Santa Richard Knapp

IBRBS member Richard Knapp of Ravenna, MI, made a splash in The Columbus Dispatch. Here is a snippet from the article, and the link below where you can read the entire piece.

Story by Mike Wagner
Photos and Video by Courtney Hergesheimer

The strands of Lorena Knox’s long blonde hair blend in with the white, bushy beard as she disappears into Santa’s massive red coat and warm embrace. In his husky yet honeyed voice, Santa Claus asks her what she would like for Christmas.

“I would like a $50 gift card to Walmart so I can buy my mom something,” says the 9-year-old girl from Quincy, near Bellefontaine. “I got everything I need.”

Santa removes his wire-rim glasses and wipes his brown eyes. He quickly composes himself as the line of children grows at the Columbus Zoo and Aquarium.

Another little girl soon takes up residence on Santa’s lap and points to her pregnant mom.

“I don’t need anything Santa, because I am hoping to get a baby brother for Christmas,” said 7-year-old Morgan Melchi. (That baby brother, Evan Lee Melchi, was born about two weeks later in Springfield.)

Eleven-year-old Kaitlyn White climbs onto Santa’s lap and simply hands him her two-page note written in red marker.

“All I really wanted for Christmas for six years is to go on a sleigh ride to the North Pole,” it reads. “But that never happened and I was upset. Now all I want is to get my mom a ring and I don’t have any money.”

Kaitlyn, who lives in Marysville, tells Santa her mom deserves to have something pretty.

Santa again has to take a little break in what is just the first hour of his first appearance of the holiday season. Over the next six weeks, Richard Knapp would interact with thousands of children and adults throughout central Ohio as he traveled to schools, nursing homes, private parties, homeless shelters and other places. Almost everyone he sees calls him The Real Santa.

To read the entire article, visit: http://gatehousenews.com/santa/home/site/dispatch.com?
When members make local and national news, we want to share that! If you have been featured in the media, send your story and link to Newsletter@IBRBSantas.org for an upcoming edition. Click on the hyperlinks below for the whole story.

**Press Release**

On Saturday, January 26, 2019 the Peachtree Santas of Georgia voted to elect Betty Mocik Motter as the new President of the group. Mrs.B., just B.Claus, as she is known in the Santa Community. She has been bringing the joy and magic of Christmas to young and old alike, coast-to-coast, for 13 years, with her husband Santa Ron, aka Santa Cobb, with other Santas needing a Mrs. Claus for an event, and as a solo performer herself. Betty was interviewed by Rose Scott on NPR’s “Closer Look” last season, representing Mrs. Clauses everywhere. Now she takes her talents to the Santa group that has been around about as long as she has been Mrs. Claus. She is excited to work with a new Board of Directors for the group, bringing positive and experienced leadership to the Peachtree Santas, a group of new and seasoned holiday performers including Santas, Mrs. Clauses, Elves, as well as non-performers who support the Christmas Community.

Betty's successful business background qualifies her to effectively oversee the new Executive Board of the Peachtree Santas and to develop and implement the activities and operations of the Peachtree Santas group. Her track record as a successful entrepreneur, senior management consultant, international sales trainer, professional speaker and MC bring invaluable resources to the group, which has over 200 members, half of whom attend the regularly scheduled meetings.

As one of the founders of the Peachtree Santas, Stephen Tzarphati Bailey said in his post to the group on their Facebook page: “This is not just a first for Georgia or the Southeast, but for the United States and perhaps the world. The Peachtree Santas were the first organization to welcome Female Members with full membership standing. We were also one of (if not the first org. to allow membership for others who support the Santa Community).” Now that decision to welcome female members has materialized into one of those women being elected as the new President of the group!

**Members in the Press**

When members make local and national news, we want to share that! If you have been featured in the media, send your story and link to Newsletter@IBRBSantas.org for an upcoming edition. Click on the hyperlinks below for the whole story.

**Bo Turner** and **Stephen Arnold** were interviewed for this Wall Street Journal article: Sad Santas Confront Empty Malls: ‘Do I Have Something in My Beard?’

**Deanna Golden, Judi Broderick, Stephen Arnold, Renate McIntosh, and Rick Rosenthal** were interviewed for this National Public Radio article: This Year, Mrs. Claus is Coming to Town—and Not as Santa’s Sidekick

**Bo Turner** rallied the troops, featured in this News 9 clip: Local Santas Rally Around Injured Norman Santa
This is the story of how an old, discarded log became a Christmas tradition that united a community. Our tale takes place at Sonoran Mountain Ranch, a quiet residential area nestled in the foothills north of Phoenix, far from the hustle and bustle of the city. It’s a place of cactus and Palo Verde trees. Eagles and hawks fly overhead.

One night in December 2013, someone decided to secretly decorate an inconspicuous stump that was by the side of the only access road into this secluded community. The next morning, everyone was amazed to see the transformation. The stump was now covered with pretty ornaments.

During the next few weeks, residents from all over the development clandestinely added more decorations. Everyone looked forward to driving past the stump to see what new adornments had been added. Everyone smiled at how the ugly old stump had become not only beautiful, but seemed to capture and reflect the spirit of the season. And that’s how the tradition of “Stumpy, the Christmas Stump” was born.

Even though the stump had been a complete success and was totally accepted by the community, it unfortunately has had to be replaced several times over the years. The original stump was removed by landscapers. In following years, it was replaced with other stumps, a real Christmas tree, and once with a wooden tree made out of pallet slats. In 2017, Stumpy received its current incarnation, a four-foot
As a little girl growing up in rural Mississippi, my grandparents were the ultimate lovers of Christmas, and I inherited their love for the season, year round. Their spirit of giving to and serving others were their calling cards. On meager means, my grandparents taught their grandchildren how special the most wonderful time of the year is by the lives they lived daily. When I became a young adult, I ventured off to New Orleans where I fell in love with the sights, sounds and palates of a city rich in culture at every turn. It is in Crescent City where I had my very first Christmas experience away from my rural upbringing. I encountered the Christmas legend, the Seventh Ward Santa, Fred Parker; an experience that left me filled with awe and wonderment! Fred Parker, ‘Nawlins’ world famous Chocolate Santa’, took my breath away when I stumbled upon him at an event. Even now, I can visually recall his beautiful brown skin and silvery silky beard in a red Santa suit as if it was yesterday. I stared at him for hours it seemed watching one young child after another sit on his lap and smile while taking their photo with the Seventh Ward’s Chocolate Santa. I literally wanted to jump in line as well but I was all too aware that most of the children were not much more than seven years old. With me standing at 5’10, I would never be able to explain myself to the mother and her children behind me I thought to myself. As I continued to stare from my perch, I wanted to touch his suit and tell him how much he reminded me of my grandfather with his kind words and jolly laughter. My view of Christmas and Santa Claus had just expanded several galaxies at the point. I could not wait to tell my grandparents about the man in the red suit who looked like me.

The heart stopping exhilaration I felt that momentous day is how I feel each time I don my red Christmas suit in the timeless tradition set by thousands of bearded Santas who have helped usher in Christmas with countless children as they pose for photos and hear their wishes worldwide. As Ms. Santa, I live for each opportunity to share the goodness of mankind that can be seen during the most wonderful time of year. And beyond.

As many children who have sat on my lap for nearly two decades and stared at me in amazement, I, even as Ms. Santa, swell with pride and get goose bumps whenever I see Texas’ Larry Jefferson, California’s Langston Patterson and several others in the news for being Santa Claus. I know the story is about being a Santa Claus but the focus is on the rarity of being a person of color in the high profile role. I share often with my media colleagues that I have learned from my travels as Ms. Santa that there are diverse Santas throughout communities visiting schools and churches sharing the joy of Christmas with children; they just may not be on the evening news. Thankfully, through the lens of social media, the national narrative of who is portrayed in the red suit in the media is beginning to change because we are visually seeing Santas from various backgrounds in the spotlight for doing good deeds in and out of their red suits.

Whenever the spotlight is on me, I am usually asked what is

(Continued on page 21)
Many of us have heard the question “What does Santa do after Christmas?” Well, we have found that traveling, vacationing and attending classes or conventions to be fun times. We now check to see if there is a Santa on or near our route or destination.

Last year, Santa Duffy and Nina Britt were headed to Arizona for a business trip. She posted on Facebook, and a few of us gathered for dinner at a local Mexican restaurant to meet and share our experiences. In the Fall, we reconnected with them, enjoyed a tour of the naval base in Newport, Virginia, and had dinner on a pier by the ocean. This was planned because we were attending “Smart Santa” presented by Stephen Gillham.

In the Spring we planned a trip to Alaska. I posted in a Facebook group asking if any Santa or Mrs. Claus would be on the cruise. A response was posted to look up Santa Mark Brooks, who would be in Alaska. We enjoyed visiting with him in Skagway, and learned about his off-season fun there. On the same trip I was talking with a store clerk in Fairbanks and he sent me to a jewelry store where we had the pleasure of meeting Santa Tim Staten. He greeted us in his red workshop smock and recognized Wes immediately as a “Brother in Red.” We later enjoyed dinner with him and learned more about his Christmas season in Fairbanks. He also shared the neatest story I had heard.

(See page 21 for continued story.)
Are you still on Facebook?

The “Closed” IBRBS Facebook page is a privilege and benefit for active IBRBS members only, and does not require you to “Friend” anyone in order to post or read others’ posts. Our Facebook team is actively cleaning up the IBRBS account and removing inactive members. If you lost your access to the IBRBS Facebook page, you must renew your membership and then request to Join from the Facebook page.

To Join the IBRBS Facebook page, visit https://www.facebook.com/groups/IBRBSantas/ click the “Join” button below the IBRBS logo, and our Admins will process your request.
His name was Andre, but no one knew a neighbor donated three new remote control cars and fire engine to me for the children of this apartment complex. One adult living at the complex was a professional magician and was standing in front as Andre approached Santa Mike Williams. His parents taking pictures, Andre hands Santa Mike a wish list on a 8-1/2” x 11” piece of paper; the list covered both front and back. Ho Ho Ho what a list! Santa Mike asked Andre what he wanted for Christmas and would you know it, he asked for a Fire Truck! HOHOHOHOHO! Santa Mike told Andre, MY-MY Santa knew that and reached into his bag up to his shoulder, deep into the bag and pulled out this Remote Controlled Fire Truck about three feet long. You could have just melted seeing the smile on Andre’s face, the shock on his parents’ faces, and the magician who commented – NOW THAT’S THE BEST MAGIC TRICK I’VE EVER SEEN! Santa Mike handed out candy canes and other toys to the children that night, but this story was not over. Later that night, Andre came to Santa Mike’s residence with a thank you note. (See the note to the right.)

Santa Mike lives in Santa Barbara, CA.
LONG NIGHT LEADS ELF HOME AT CHRISTMAS
SUBMITTED BY SANTA ART HOFFMAN

IBRBS Member Art Hoffman of Louisville, KY, found this gem in his local newspaper, reported by Tim Sullivan.

Louisville Courier Journal USA TODAY NETWORK

Through the snow, ankle-high, with the wind in his face
On a dark, twisting trail toward a small, secret place
A weary old elf trudged along with his sack
Unsure of the way or, in fact, the way back.
The path was too narrow for reindeer to tread
And too serpentine for an overpacked sled.
So he climbed from his seat and he set out on foot,
His suit nearly blackened by ashes and soot.

He’d filled all the stockings from Sydney to Nome,
Been tangled in tinsel a half-world from home,
Got stuck in a chimney; ate cookies that crumbled
Delivering gifts to the glad and be-grumbled.

He’d hit every house, every flat, ships on seas,
Straightening stars left askew atop trees,
Fixing those lights lately losing their glow
While seeking, discreetly, to hang mistletoe.

He’d made all his rounds, with a single exception,
Uncertain of the way or, in fact, the direction.
Adrift without maps, without compass or clues,
Hoping, in vain, that his plight was fake news.

Fearful of frostbite and foraging bears,
He stumbled ahead; alone, unawares.
Then laying a finger aside of his nose,
He blurted, bewildered: “I can’t feel my toes.”

Arriving, at last, at a fork in the road,
He emptied his sack so to lighten his load.
He stood there and shivered, so cold and so lost,
Through chattering teeth he cursed Robert Frost.

Unsure of the way or, in fact, of the why,
He followed the road that was more traveled by,
Looking for light, and listening for sound
– He searched for a sign someone else was around.

Surrounded by silence, encircled by gloom,
The weary old elf then imagined his doom.
He’d freeze or he’d starve or be eaten alive,
A single stop short of a chance to survive.

’Twas then that he heard it: a voice in the distance,
A siren soprano defying resistance.
He followed the sound, which led into the light,
To find comfort and joy at the end of his night.

For the long, twisting trail had led him back home,
After filling the stockings from Sydney to Nome.
Back to sweet Mrs. Claus, who inquired, with a grin,
“We’ve missed you, dear Santa. Just where have you been?”

Credits: Tim Sullivan: 502-582-4650, tsullivan@courier-journal.com; Twitter: @TimSullivan714. Support strong local journalism by subscribing today: courier-journal.com/tims.
Santa Dutch Bryant is a new member to IBRBS from Cumberland Furnace, TN, and tells us about his fundraising this past season.

I just recently joined IBRBS, thanks to meeting a fellow member in my community. I am an unusual Santa, as I am tattooed (though my Santa character does not show them). I am a local artist and tattooist. I’ve been Santa for years. Recently I started using my talents to raise money and awareness to local groups and non-profits. Last year, I did tattoos for toys and photo sessions by any dollar amount donation, which raised $1,000 worth of toys for our local families in need through the Help Center of Dickson. This year, I raised money with a coupon sale on my tattoo service ($20 for a $50 coupon generated $1,000). This year, I offered photos with Santa by any dollar amount donation every Sunday. My wife took photos and my kids helped warm other children who were unsure about Santa. It was magic! The photo donations brought in another $1,044! In total, we raised $2,044 for the local developmental services program of Dickson County, TN.

This agency helps our special needs community with all sorts of things—emotional and physical needs, transportation, and more. They also do art classes and other things to enrich the ones they serve. I had a throne crafted by a local wood artisan who also has some learning disabilities.
Meetings, Gatherings, and Features

Utah Santas: Santa Travis Norman, President of the Utah IBRBS Chapter shares: “The Chapter was featured in a KSL news special. Some of us always get together on Christmas Eve at Denny’s Restaurant around 10:00 pm to talk and enjoy each other’s company, and tell stories about what went on through the season. KSL showed up and started doing interviews with us on camera. We are also having a meeting on March 16, 2019.” Click HERE to see the video posted on Facebook.

MidSouthern Santa Society: Our meeting of the MidSouthern Santa Society was held on January 19 at the White Station Church of Christ for the annual blood drive and country breakfast. We discussed memorable 2018 season experiences, our plans for our first annual dinner in February, the at least 20 of us who will be in Gatlinburg for the Santa Family Reunion in March, the need to make reservations for rooms for the ISC 2020 Atlanta celebration, and a big welcome to Charlie Barnett and John Warmath for their recovery and return to our group.

Rocky Mountain Santas: We’ve grown since October, with over 47 members at the January meeting.

Rocky Mountain Santas: The Chapter met for its October meeting at Highlands Church. We gathered to have a luncheon, and we hired a photographer to come in and take "head shots" for the new web page that is being developed.

Long Leaf Pine Santas: Mark your calendars for February 23, at 3:00 pm. Come celebrate the end of the season with your Santa colleagues. Food, fellowship, and fun. Have Santa stuff you no longer use? Now is the time to clean out that Santa closet! Bring items to sell. We will have a table and clothes rack. Label all items with your name and price. Members’ personal items only. No vendors, please. RSVP to Jac and share widely with Santa groups you are a member of. Location: Golden Corral, 4404 Landview Dr., Greensboro, NC.

Utah Santas: Santa Travis Norman, President of the Utah IBRBS Chapter shares: “The Chapter was featured in a KSL news special. Some of us always get together on Christmas Eve at Denny’s Restaurant around 10:00 pm to talk and enjoy each other’s company, and tell stories about what went on through the season. KSL showed up and started doing interviews with us on camera. We are also having a meeting on March 16, 2019.” Click HERE to see the video posted on Facebook.
Meetings, Gatherings, and Features

The Real Bearded Santas of North Georgia: The Chapter gathering was held in Cumming, GA on January 19 at the Golden Corral. Thank you to all who braved the rain and joined us. We had just under 80 members show up for the fellowship and food. Our March gathering will not take place due to the number of members attending the Santa Family Reunion in Gatlinburg, TN, so the next scheduled gathering will be in May.

Arizona Santas, Mrs. Claus and Elves: January 19 brought together new members and old, sharing highlights of our season, enjoying a great potluck, and bringing everyone up to date with what IBRBS has going on. We again met at Santa Joe McKiernan’s clubhouse in his community. Always great to get together.

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February 2019
**Meetings, Gatherings, and Features**

**Cotton State Santas:** The Chapter had its first luncheon for the new year on Saturday January 26 at the Sunliner Diner in beautiful Gulf Shores AL. In attendance were 51, which included 28 Santas. Great food and fellowship was had by all.

**SoCal Santas:** SoCal Santas had a busy 2018, with several Malls, Home, Corporate and TV appearances. Here are links to some appearances:
- Lethal Weapon [https://www.fox.com/watch/fa26372796f79b1d4cd40398125f8dba/](https://www.fox.com/watch/fa26372796f79b1d4cd40398125f8dba/)
- Shark Tank [https://www.youtube.com/watch?v=p97XLMfs30U](https://www.youtube.com/watch?v=p97XLMfs30U)

**Heart of Ohio Santas:** Members of Heart of Ohio Santas met with a number of guests at The Nutcracker Family Restaurant on January 26, to enjoy some post season tale telling, share a meal, and have a little fun. Folks shared about inspiring moments, the things they learned during visits and appearances and their hopes for continued growth. We also had the opportunity to share our vision for upcoming meetings and club growth.
tall palm stump that has been painted bright green and equipped with an array of solar lights.

Today, as in the past, local residents add ornaments and leave items under the stump. Then, at noon on Christmas Day, Santa makes his annual visit to Stumpy to pose for pictures and greet people. Families bring their children. Everyone walking or biking past Stumpy stops to visit and take pictures. Almost every car that passes honks and waves. Although everyone obviously loves Stumpy, what they love even more is the message Stumpy represents. Christmas is not about being pretentious. It’s not about the glitz and glamour. It’s about people, often complete strangers, coming together to celebrate the hope and promise of life. It’s about family and community. Merry Christmas, Stumpy.

Santa Patrick de Haan lives in Glendale, AZ, and is a member of the Arizona Santas, Mrs. Claus and Elves Chapter. He is also a past recipient of the Santa’s Heart Award.
Our Alaska plans included a wonderful experience with reindeer at the Running Reindeer Ranch. We did their tour and visited with Jane, the owner. We learned about reindeer, their habits, training, and her visits to other countries that had reindeer. She graciously provided us extra time to take pictures with the reindeer. This added a totally new presentation to our visits this year.

We drove from Arizona to Florida. We met up with Lori Red Ventimiglia at Robert’s Christmas Wonderland in Clearwater, Florida. We had met at the inaugural class of Santa Nana’s Holiday University. We had fun visiting, reconnecting and shopping after our weekend class in Ohio. We enjoyed lunch, included our husbands, and learned more about our plan for the season ahead.

On the same trip we stopped in Santa Claus, Indiana. I had heard about Santa Claus, Indiana, but didn’t realize it was an actual town until I naively asked what the hours of operation were. I had posted on Facebook that we were there, and next morning we had the pleasure of Trish Schuler showing us around the town and learning more about her experiences and plans for the upcoming season. We saw the outside of the Christmas Candy Castle and a monastery located very close to town. The town is a memorable stop as all the streets seem to have a Christmas-related name, and we stayed at the Inn. Dodging the rain, we managed to find time to shop in the Christmas store before heading back on the road.

So, the next time someone asks you the age-old question about your off season, stop and think “Oh the Places We Can Go,” the Santas and Mrs. Clauses you can meet, and the sights you will see to enhance your Santa experience!

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

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

it like to portray Ms. Santa. I always share there is nothing like trying to make a difference in someone’s life at Christmastime. Uplifting the spirits of a family of a deployed member of the Armed Forces or creating a memory for a family that will have more meaning in years to come is truly soul stirring. It IS a blessing to be a blessing. And, I cherish the experience of a melanin child looking into my eyes while touching my red suit and breathlessly saying, “You look like me Ms. Santa.” I know all too well what that child is experiencing especially when it is a first photo session with me.

I also love to encourage little girls that they too can grow up and wear a red suit whenever I am asked if she can be a Ms. Santa or a Mrs. Claus one day. “You can be whatever you want to be when you grow up. As a matter of fact, I cannot wait for you to apply for my job as Ms. Santa. I am going to retire when you get your red suit,” was my response to a little blonde blue eyed five-year-old with a pony tail who could not stop hugging me at one of my school visits this year. After our photos were taken, she whispered with glee to her grandmother, “I am going to be Mrs. Santa Claus when I get real old.” Children really do say the darnedest things!

I can hardly wait to see where she will be in a few years and I look forward to the next generation of Santa Clauses, Mrs. Clauses, and Ms. Santas in their red suits with great expectation. I know they will come from diverse communities from around the globe so every child will be able to say with awe and wonderment, “Hey Santa, you look like me!”

Genna lives in Hermitage, TX
VA Awards Community Care Network contracts to increase health care access
VA partners with The Independence Fund to help prevent Veteran suicide
Little Rock, Arkansas, becomes latest community to declare effective end to Veteran homelessness
VA and the American Physical Therapy Association form partnership to support Veterans’ health
Secretary Wilkie: VA not affected in the event of partial government shutdown
Holiday wreaths honor Veterans at VA national cemeteries
Senior VA leader receives prestigious presidential award for service
VA hospitals outperform private hospitals in most markets, according to Dartmouth study

For more information, visit: https://www.va.gov/

IN MEMORIAM: LAST SLEIGH RIDE

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

Lloyd Anderson (WI)  
Nov. 26, 2018

Dennis Bradley (IL)  
Dec. 15, 2018

Edward G. Welsh, Sr. (PA)  
Jan. 5, 2019

Robert W. Handley (OH)  
Jan. 14, 2019

Andy Boothby (VA)  
Nov. 26, 2018

Charles John Fitzsimmons (HI)  
Dec. 27, 2018

William A. Merrill (NE)  
Jan. 6, 2019

Jack Warren (TX)  
Jan. 24, 2019

Clyde H. Jaynes (MD)  
Dec. 7, 2018

Richard G. Desmond (NJ)  
Jan. 3, 2019

Walter Scott Blomeley (FL)  
Jan. 10, 2019

I wish there were visiting hours in Heaven.
HONORABLE MENTIONS FOR PHOTO COVERS

Thanks to everyone who submitted a photo for the Cover. You made the decision tough for the editorial team, and we enjoyed celebrating your season with you. Here are the Honorable Mentions.

Rob Antwine

Bill and Kathy Armstrong

Bill Asher

Dave Bell

Paul Bradley

Jacki Chamberlain

Genma Holmes

Debbie and Bob Hartsell

Dave and Dianne Bell

Bill Dendy

Bill Himes

Nancy Hopkins
Be our next star! Submit your seasonal photo to Newsletter@IBRBSantas.org for the Spring 2019 Newsletter and you may find yourself on the cover. 

Photo Requirements: High Resolution (300 dpi), professional-styled photo to fit in an approximate 7.5” wide x 10” high frame.

Please do not crop—our editorial team will edit as needed.
WORD SEARCH: PINE TREES
BY SANTA PAT DE HAAN

Apache
Apulco
Arizona
Bigcone
Bishop
Bristlecone
Chihuahua
Colorado
Coopers
Coulter
Cuban
Digger
Durango
Estevezs
Foothill
Foxtail
Gordons
Gray
Greggs
Hartwegs
Herrera
Jeffrey
Johann
Knobcone
Lawson
Limber
Lodgepole
Lumholtz
MexicanPinyon
Michoacan
Monterey
Montezuma
Nelsons
Orizaba
Papershell
Parry
Patula
Ponderosa
Potosi
Pringle
Radiata
Rzedowski
Singleleaf
Sugar
TecunUman
Teocote
TexasPinyon
Torrey
Tropical
WeepingPinyon
White
Whitebark
Santa is known by many names as he travels around the world delivering toys to children wherever he goes. Can you match the countries listed below to the name Santa is called in that country?

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Swiety Mikolaj</td>
</tr>
<tr>
<td>Chile</td>
<td>Agios Vasilis</td>
</tr>
<tr>
<td>China</td>
<td>Babbo Natale</td>
</tr>
<tr>
<td>Denmark</td>
<td>Ded Moroz (Grandfather Frost)</td>
</tr>
<tr>
<td>Finland</td>
<td>Dun Che Lao Ren (Christmas Old Man)</td>
</tr>
<tr>
<td>France</td>
<td>Hoteiosho (A god or priest bearing gifts)</td>
</tr>
<tr>
<td>Germany</td>
<td>Joulupukki</td>
</tr>
<tr>
<td>Greek</td>
<td>Julemanden</td>
</tr>
<tr>
<td>Holland</td>
<td>Julenissen (Christmas gnome)</td>
</tr>
<tr>
<td>Hungary</td>
<td>Mikulas (St. Nicholas)</td>
</tr>
<tr>
<td>Italy</td>
<td>Mos Craciun</td>
</tr>
<tr>
<td>Japan</td>
<td>Noel Baba</td>
</tr>
<tr>
<td>Norway</td>
<td>Old Man Christmas</td>
</tr>
<tr>
<td>Polish</td>
<td>Pai Natal</td>
</tr>
<tr>
<td>Portugal</td>
<td>Papa Noel</td>
</tr>
<tr>
<td>Spain</td>
<td>Papai Noel</td>
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<tr>
<td>Romania</td>
<td>Père Noël</td>
</tr>
<tr>
<td>Russia</td>
<td>Sinterklaas</td>
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<tr>
<td>Turkey</td>
<td>Weihnachtsmann (Christmas Man)</td>
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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>
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<tr>
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<td>$100.00</td>
<td>$85.00</td>
<td>$75.00</td>
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<td>Half Page - Vertical or Horiz.</td>
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<td>$55.00</td>
<td>$45.00</td>
<td>$40.00</td>
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<tr>
<td>Classified Ad – 3 Lines of text</td>
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<td>$8.00</td>
<td>$6.00</td>
<td>$5.00</td>
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</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD/ARTICLE DEADLINE</th>
<th>PUBLISH DATE</th>
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</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”

1/2 PAGE VERTICAL
4.875” x 7.125”

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.
HELPFUL LINKS

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Santaclausschool.com
Christmas Performer Workshops
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Legendary Santa University
Legendarysantauniversity.com
Northern Lights Santa Academy
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Professional Santa Claus School
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Santa Claus Conservatory
The-santa-claus-conservatory.com
Santa and the Business of Being Santa
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Santa Nana’s Holiday University
SantaNana.com
Saint Nicholas Institute
Stnicholasinstitute.org
School4Santas
School4santas.com

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Santabelts.com
Little Darlin’s Creations
LittleDarlinsCreations.com
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ASanta4you.com
SantaScents
SantaScents.com
Santa’s Clauset
SantaClauset.org
Santa’s North Pole Outlet
SantaNPOutlet.com
Santa’s Wardrobe
SantaWardrobe.com
Sew Santa
SewSanta.com
The Sewing Elves
TheSewingElves.com
Sleigh Master Beard Products
Sleighmaster.com
Seats for Santa
SeatsforSanta.com
Toys for Santa
ToysforSanta.com
Upscale St. Nick
UpscaleStNick.com
Wolek’s Famous Moustache Parlour
Mustacheparlor.com

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Cherry Hill Program
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CherryHillPhoto.com
Nationwide Santas
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NationwideSantas.com

How are we doing with your Newsletter? Send your comments to:
Newsletter@IBRBSantas.org

IBRBS Santa School Scholarships Now Open!
Visit IBRBSantas.org and download your IBRBS Santa School Scholarship application. Each of the six scholarships will cover costs up to $250.

Please, only complete applications will be considered for one of the six Santa School Scholarships. Must be submitted by March 31, 2019.

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February 2019