

THE OFFICIAL NEWSLETTER OF IBRBS CHRISTMAS CONNECTIONS

Latest news and updates from your Board and Committees

SPRING 2021

Christmas School
Scholarship
Recipients

Higher Education
Scholarships Open!

ISC2022 Updates

Member
Connections Survey
Results



Inside:

Celebrating Ron Robertson

Thank you Steve Eastis

Story...Leave More
Than Just Footprints

2023 Cruisin' with Santa

More!

Santa Ron Robertson (1943-2021)



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

Be Our Next Cover!

Submit your seasonal photo for the Summer Newsletter
by August 31, 2021 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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Summer Newsletter Deadlines

Submit by August 31, 2021
Publish Date September 2021

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

Newsletter Editorial Team
**Stephen Arnold, Pat de Haan,
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.

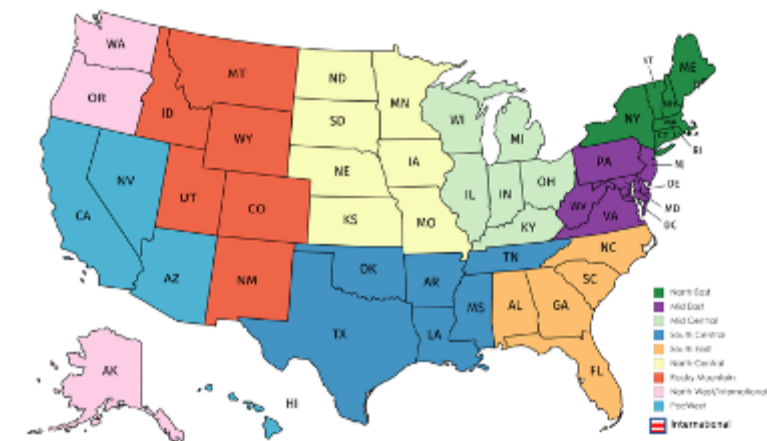


CONNECTIONS

Regional Representatives

North West Jim Beidle JBeidle@IBRBSantas.org	PacWest Eileen Turner (AZ) ETurner@IBRBSantas.org
Rocky Mountain William "Mac" McPherson (CO) WMcPherson@IBRBSantas.org	North Central—OPEN
South Central—OPEN	Mid-Central—OPEN
Smoky Mountain Region Stephen Price SPrice@IBRBSantas.org	Mid-East Tom Bailey (VA) TBailey@IBRBSantas.org
North East Howard Bristow (MA) HBristow@IBRBSantas.org	South East Randy Greenfield (IA) RGreenfield@IBRBSantas.org

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



Welcome North Carolina Friends of Santa,
our newest affiliated Chapter!

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.

Affiliated Chapters

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

North West

NorPac Santas ~ Santa's Pack

Pacific/West/International

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

Rocky Mountain

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

North Central

Great Lakes Santas ~ Midwest Iowa Santas ~ Ozarks Santas

South Central

Diamond State Santas ~ Krewe of Kringles ~ Midsouthern Santa Society ~ Oklahoma Santas ~ Texas State Santas

Mid-Central

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

South East

Cotton State Santas ~ Dixie Coast Santas ~ Florida -Georgia Santas ~ Georgia Metro Santas ~ Real Bearded Santas of North Georgia ~ Palm Tree Santas ~ Peachtree Santas of GA

Smoky Mountain

Long Leaf Pine Santas ~ Nashville/Middle Tennessee Santas ~ North Carolina Friends of Santa ~ South Carolina Santas ~ Triangle Santa Buddies

Mid-East

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

North East

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



From the Desk of

Stephen P. Arnold, President/CEO



I pray each of you can see some light at the end of the tunnel. I feel a thick fog is slowly lifting, and I am encouraged by discussions with clients, photo operations, schools, and fellow Christmas Performers about a much more enjoyable Christmas season 2021 and beyond. The tragedy, illness, and depression that has been rampant, and too close to many of us, will undoubtedly leave its mark upon our "norm," but we have learned that we can overcome the most difficult of issues when we all pull together.

IBRBS has strived to provide each member with opportunities to share our skills and mentoring. We maintained our support programs, including the eight Christmas School Scholarships and the three Higher Education Scholarships for both 2020 and 2021. The 2021 Educational Scholarship program is quickly coming to a close, so please take advantage of these \$500 awards to help offset some expenses for schooling. Visit the website for more information and be sure to view the terrific video contributed by Santa John Chilson and his two granddaughters discussing their use of scholarships awarded in previous years.

We continue to add to our newly redesigned IBRBS website, <https://IBRBSantas.org>, and expect to see even more enhancements. Our annual Early Bird program for new members started on April 1, 2021, but this year we added the ability for existing and recently expired members to renew and have their membership extended until Sept 30, 2022. Just log into your IBRBS Dashboard and you will be presented with that opportunity.

We expect to add insurance and background checks for our Canadian members, and Associates will also have access to our discounted background rates. We continue to seek to expand our Chapter participation, and we hope to broaden our scope and grow more internationally.

Thanks to the many of you who stuck with the ISC event, now rescheduled to April 28 to May 1, 2022 in Atlanta, and soon we will be publishing new information on our ISC website about the workshops and entertainment.

Many of you have asked about the repercussions of a major shift in the status of Christmas performers working with photo operations and malls. Be sure to read the article supplied by Cherry Hill Programs (an ISC2022 Atlanta sponsor), describing this process and their note on adding free training for any interested performer, not just their hired workers. Take advantage of these opportunities to hear from trained professionals in a variety of fields.

May you have a most wonderful 2021 Christmas season!

Stephen lives in Memphis, TN with his wife Kate. He is a member of the Mid-Southern Santa Society and has been an IBRBS member since 2013.




CELEBRATING RON ROBERTSON

Ron Robertson leaves an indelible mark on the Christmas Community. Those who knew him and had the privilege of working along side him understood his dedication and vision to build a truly international group.

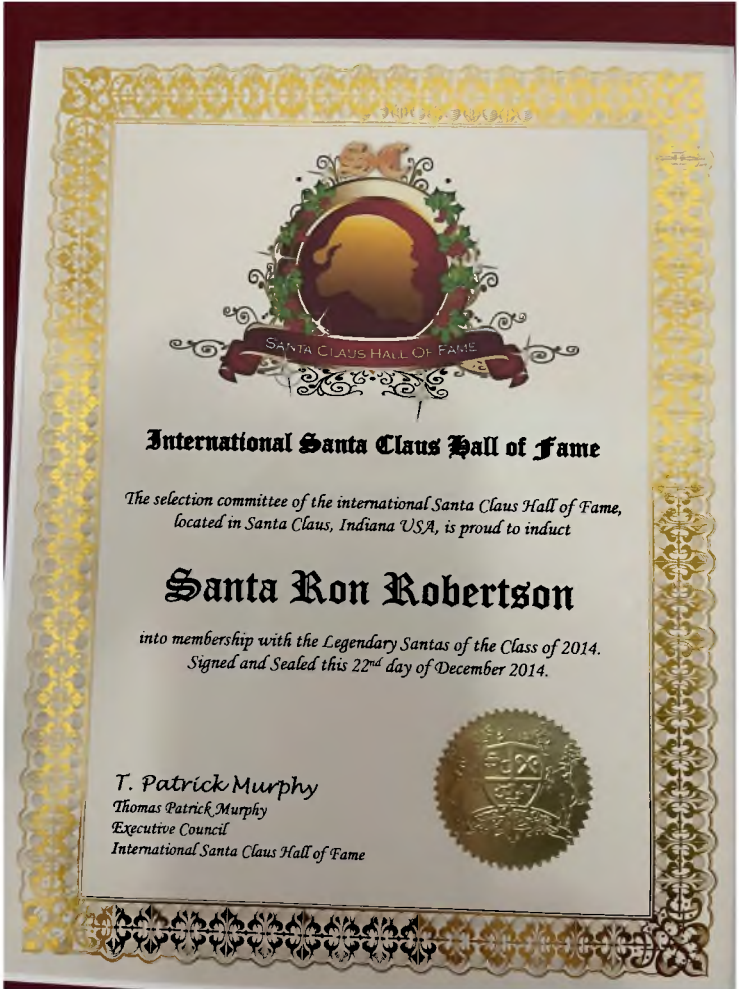
Barbara shares: "Ron was a detail-oriented individual, the perfect committee member who dots the "i's and crosses the "t's" and stays on task. He was a dedicated Santa, so I gladly share his obit and info regarding his Hall of Fame induction. He never wanted IBRBS to stay "local CA," as he was a visionary, wanting to take the organization to an International level. In Aug.2013 he and the other founders realized their dream."

Ron Robertson
"Santa Claus Emeritus"
San Juan Capistrano, California
1943-Current



Santa Claus Hall of Fame
Class of 2014 – December 22, 2014

With a resume as long as Santa's List, Ron Robertson has been the embodiment in every type of media from print to film. In advertisements for Best Buy, Pet Smart, Rosetta Stone, and the Travel Channel to guest spots in series such as "Castle," "The Mentalist" and "The Tonight Show", Ron's natural, gentle manner and jovial smile are perfect for the camera and on screen. But there is a deeper side of Ron, a man who holds such high regard for the role of Santa Claus and the traditions linked to him that he is willing to share and to educate his fellow Santas. Ron is Director and President Emeritus of the International Brotherhood of Real Bearded Santas. In that capacity he has stood not only for excellence in the portrayal of Santa Claus among that body of Kringles, but for excellence throughout the entire Santa Claus community. An advocate for the traditions of Santa Claus, Ron is willing to share his love and attention to the character with all who wear the red suit.



International Santa Claus Hall of Fame

The selection committee of the international Santa Claus Hall of Fame, located in Santa Claus, Indiana USA, is proud to induct

Santa Ron Robertson

into membership with the Legendary Santas of the Class of 2014.
Signed and Sealed this 22nd day of December 2014.

T. Patrick Murphy
Thomas Patrick Murphy
Executive Council
International Santa Claus Hall of Fame



CELEBRATING RON ROBERTSON



Robertson, Ronald "Ron"

Ron was born on February 22, 1943, in San Francisco, CA, and passed away suddenly from a heart attack on January 20, 2021, in Mission Viejo, CA. He was born to Robert S. Robertson and Betty Suzanne Coy Robertson Fox. Ron is survived by his loving wife Barbara, married 38 years, sister Kimberley Fox- Spann, brother Gar Fox (deceased) (Pat), cousin John (Libby) Brady, sons Scott (Wendy) Edmunds and Bryan Edmunds, brother-in-law, George (Robyn) Danhoff, grandsons Harrison, Hayden, and Hudson Edmunds, and many nieces and nephews.

Ron spent his childhood living between the Bay area and Seattle. He attended Menlo-Atherton High School for 2 years then completed high school at King George V International School in Bangkok, Thailand. Returning to the States, he attended the Univ of WA, played Husky Football, and participated in Intercollegiate Wrestling Championships.

Ron enjoyed various careers including Sales, Civilian Ballistic Test Contractor at Fort Hunter Liggett Army Base, Farming and Raising

Goats, Trucking, Restaurant Manager, and Electrical Contractor. His dream job was as Field Superintendent for tunnel-boring machines assembly in Germany, Australia, Great Britain, and Romania. He loved to travel and became a friend to many.

He returned to the States and settled in So. CA. He was a dedicated family man, attending every Sunny Hills High School football game and wrestling matches. He was an avid 49ers fan, enjoyed family vacations, and Sunday night movies.

In 1998 he joined the Clan Donnachaidh Society to pursue his Scottish heritage. He served the Clan as a Board member and truly enjoyed the camaraderie of fellow Scotts, participating in the annual Scottish games, dancing in his kilt at the Annual Scotsman's Ball, and "aye, sampling the haggis, along with a wee- bit of single malt".

In 2002 he joined a Santa group and worked as a Mall Santa for 5 years. As Santa Ron, he appeared in TV commercials, radio, and print ads. He co-founded the International Brotherhood of Real Bearded Santas (IBRBS) and served as its 1st President, later becoming a Board Director and President Emeritus.

Santa Ron was inducted into the 2014 International Santa Hall of Fame. He stood for excellence in the portrayal of Santa Claus among his fellow Santas and throughout the entire Santa community. He was a Santa for 18 years, bringing the Spirit of Christmas to all ages.

Santa Ron took his "Last Sleigh Ride" and is now resting peacefully in Heaven with his Creator. Due to COVID protocol, a Private Family Memorial was held on February 20th to toast, roast, and honor a Remarkable Man.

Interment: Private for Family Members.

View a video of Santa Ron at <https://youtu.be/5CRAy0k43bs> Courtesy of the City of Fountain Valley.



IBRBS NEWS AND UPDATES

ISC2022 ATLANTA—APRIL 28—MAY 1, 2022



The ISC Committee and IBRBS are excited to announce the Grand Hyatt Buckhead is now open to book your reservations for ISC2022. There is limited availability for early arrival (April 26) and/or extended stay (May 2), and is a first-come basis. You can book your rooms at the link below, and your credit card will not be charged until check-in.

If you previously reserved a room for ISC2020, all reservations were canceled by Hyatt and you must make another reservation. Don't delay—ISC2022 promises to be a great event. If you haven't joined the [ISC Facebook page](#), you can catch all the updates there as well.

Link to reserve your rooms: <https://www.hyatt.com/en-US/group-booking/ATLGH/G-SA22>

Regards,

Howie Graham, Events Officer

Stephen Arnold, President/CEO

NOW ACCEPTING HIGHER EDUCATION SCHOLARSHIP APPLICATIONS

Each year, IBRBS awards up to three \$500 scholarships for members or their direct family members to apply toward higher education. This year, we feature John Chilson and his two granddaughters; each of whom were awarded past Scholarships. Visit your [member dashboard](#) to learn more about this amazing member benefit.

Applications close July 31, 2021

Watch their story on the official IBRBS YouTube channel at:

https://www.youtube.com/watch?v=4S_7DvsToXw

IBRBS THANKS STEVE EASTIS FOR HIS YEARS OF SERVICE AND DEDICATION

Since IBRBS' beginning, Steve has been an integral part of building and supporting the organization. As Steve and Linda transition to their new life in Florida, we all say "thank you" Steve, and we wish you wonderful memories ahead.





CHERRY HILL NEWS: SANTA CLAUS IS NOW AN EMPLOYEE



Recent changes in employment laws have prompted Cherry Hill Programs' decision to change its Santa Claus position from 1099 contractor status to seasonal, hourly employee status. Therefore, NEW for Christmas 2021, ALL Santas hired by Cherry Hill Programs will be seasonal, hourly employees. What does this change mean for you as a Santa in the chair with Cherry Hill Programs?

Pros of becoming an employee with Cherry Hill Programs:

- PAID Training & ALL hours worked.
 - [Cherry Hill Programs covers ALL Santas under workers compensation insurance.](#)
 - TRAINING! We offer ongoing Santa training prior to and throughout the season.
 - Commemorative Santa Pin - NEW for 2021 for ALL Santas.
- Santa Appreciation & Mentor Programs

Some helpful articles to learn more:

<https://www.ssa.gov/pubs/EN-05-10069.pdf>

<https://www.aarp.org/retirement/social-security/questions-answers/when-does-earnings-limit-expire.html>

Also NEW for C'21, Cherry Hill Programs offers monthly FREE Online Tech Training to ALL Santas! Our next free, online tech training will be held:

July 22—Staying Connected - Santa Groups

August 19—Texting 101

1pm EST on: Social Media Navigation, Networking & Privacy!

Please pre-register by June 9th to join us at

<https://cherryhillprograms.wufoo.com/forms/santa-tech-staying-connected-santa-groups/> All registrants will be invited to this informative ZOOM chat. These sessions are held monthly with Santas from all over the United States & Canada. Interested in learning more about Cherry Hill Programs? Please visit us at: www.cherryhillprograms.com and follow us on social media!

IMPORTANT DATES ON THE IBRBS CALENDAR

You can see what's ahead on the IBRBS Calendar from your Member Dashboard.

May	June	July
⇒ Board of Directors Face-to-Face Meeting	⇒ Higher Education Scholarship applications accepted	⇒ 07/31 Higher Education Scholarship applications end
⇒ Higher Education Scholarship applications accepted	⇒ ISC2022 Atlanta hotel reservations open	⇒ ISC2022 Atlanta hotel reservations open
⇒ 2022 Election Committee forms		⇒ Vote for member-recommended Bylaws edits



CHRISTMAS SCHOOL SCHOLARSHIP RECIPIENTS

Congratulations to this year's recipients of a scholarship up to \$250. Each of these members has taken a step toward continuing their professional development, and the IBRBS Scholarship program is pleased to support them.



Charles Adler (NY)



Mark DeMonbrun (WA)



Steve Dodd (MS)



Matt Emde (OK)



Wayne Gross (OH)



Larry Shaw (IN)



Tim Taylor (OH)



Scott Waarvik (WI)

YOUR SURVEY RESULTS

Earlier, the Board of Directors asked for your feedback on a number of topics, and we appreciate and thank you for your input. We learned that:

- ◆ 42% of members belong to an IBRBS affiliated Chapter.
- ◆ 57% belong to the members-only IBRBS Facebook Group. If you haven't yet Joined, [visit the site](#) to connect with other members and stay up-to-date with IBRBS news.
- ◆ You access the website mostly for background checks, insurance, and reading the Newsletter.

We will continue to work to keep you aware of all the benefits and programs that IBRBS offers its members. With the redesigned website, it's easier to find and access your member benefits, and we encourage you to explore IBRBSantas.org.

We will periodically send surveys so that your interests and needs remain front and center. IBRBS values you as a member and the Board of Directors thanks you.



LEAVE MORE THAN JUST FOOTPRINTS

BY SANTA PAT DE HAAN



After experiencing 2014, it became obvious that when I am out in public, no matter how hard I try to disguise myself, the public recognizes me as Santa Claus. It doesn't matter what I'm wearing, where I am, or how hard I attempt to blend into the background, people spot me and the word spreads, "Santa Claus is in the building!" I finally gave up and surrendered my privacy. My decision was to embrace my alter ego and bring it out of the Christmas closet, permanently. From that day forth, I became Santa.

The first thing I did during my metamorphosis was to replace all my old "Clark Kent" clothes with casual Claus apparel. My newly emptied closet was quickly filled with Renaissance shirts (red, green, and white are my favorites), vests, jackets, and suspenders. There were several different styles of boots, numerous hats, and various Christmas-themed shirts. Santa was all set for 2015.

As it turned out, 2015 was a very special year. It marked our 25th anniversary. To celebrate, we wanted to go to someplace exotic. We honeymooned on Maui and loved Hawaii, so we started to search for possible destinations. We found a wonderful house we could rent on the Big Island (Hawaii). The Bamboo Guest House is located in a tropical rainforest at the secluded Volcano Rainforest Retreat. It was perfect and to say we were excited would be an understatement. We immediately booked it for a week and arranged for our airfare and a car rental. We were ready!

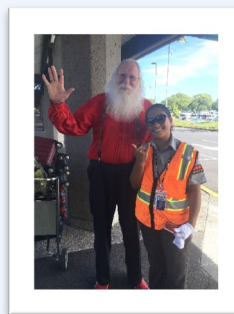
We forgot one thing. We had no idea what Santa Claus would do while he was on vacation or how he would act. I am confident when portraying Santa in my own community. I know the area, I know the people, and I know the customs. Our vacation was going to take us well outside of our comfort zone into the unknown. We had no idea of the Christmas customs we were about to encounter in crowded airports and from people isolated on an island three thousand miles away.

The Airport

Most people in an airport are focused on their destination and have no interest in the crowds that surround them. In order to prevent their becoming

overwhelmed and stressed, they typically do not make eye contact or interact with anyone. We quickly discovered that was not the case for Santa Claus. We were constantly greeted with waves, broad smiles, and "Hi, Santa!" People were also asking if they could take a picture. (Note: Although I was not wearing my Santa hat, I did have it in my briefcase in case there was a picture request.) While we were sitting at the gate waiting for departure, people continued to approach us to take pictures and share their own Christmas memories. During the six-hour flight, a dozen of the passengers either approached me for pictures or asked for one as I walked to the back of the plane. They were all smiling and excited about flying with Santa Claus. I had been concerned about how TSA would react to Santa, but they were great. They were all smiles, several took pictures, and usually would help me speed through the check-in process. The rental car staff were very excited to see us. Not only did they give us an amazing upgrade, but they also had all their staff come up to the desk and pose for pictures.

Picture request –
Honolulu International
Airport



TSA Hilo Airport



Alamo –
Hilo Airport

(Continued on page 12)



CLAUS IN THE NEWS!

Mountain View Elementary is housed in buildings that had been used as an emergency hospital during WWII and it appeared there had been few if any improvements made to the facility since then. They met all our criteria for service. 85% of their 500 students are from low-income families and the school's reading scores are in the bottom half of all schools in Hawaii. We presented our proposal to the principal and she approved the project. Volcano Rotary identified two additional schools and negotiated with their principals. My nonprofit (PNA) agreed to fund the project. Our goal was to distribute 1,000 reading books to the students at the three target schools. I ordered the books and had them shipped to Mountain View, where they would be stored for us until the book fairs.

Bobbi and I returned to Hawaii in September 2017 to participate in our first free book fair at Mountain View. The theme was "Santa in September." The students would each get a picture with Santa and choose a book they would like to keep. The project was a lot of fun. The teachers and students were very appreciative. Class by class filed through. Volcano Rotary took the pictures and worked at the book tables with other volunteers. The community was aware that we had returned and quite a few people wanted to meet us and support the reading project. This was a complete success!



Update 2021

We have maintained contact with the friends we met in Hawaii. Strangers became friends who in turn became extended family. We have done free book fairs every year since 2017 with an annual goal of reaching 1,000 students. The Rotary Clubs of Tempe Rio Salado (AZ) and Volcano (HI) continue to work well together. Thanks to Zoom, they have been able to attend each other's meetings. In February 2021, they signed papers making them official "Sister Clubs."

Personally, we have been unable to make a return visit since 2017, but most definitely we will be back. I'm told the Bamboo House is waiting for us whenever we get there. We wanted to return in 2018, but Kilauea erupted destroying a large portion of the Southeast tip of the island. Our focus that year was to support several of the schools that had been affected by the fierce lava flows. One school, which was a historic site, is now under 40 feet of lava. As much damage as the eruptions did to the



residents and economy of Hawaii, the free book fairs continued. In 2019, we had a previous commitment to be in Alaska that prevented our reunion on the Big Island, but the free book fairs continued. 2020 brought the pandemic and a year of isolation. Much of Hawaii was quarantined to the mainland, but the books shipped without a problem and the free book fairs continued. We already have the funding necessary for this year's book fairs and are looking at 2022 for our return to Volcano for an extended stay.

Bottom Line

Many environmental organizations urge tourists to "leave nothing but footprints." While that might be good advice, think about bringing your Santa Claus persona with you on vacation. You are blessed with the Magic of Christmas, a certain kind of power that helps people smile and laugh again. It's the ability to help people to talk, and to share, and to heal. Look around. These are all simple things that the world needs much more of and you have been given the gift of Claus. Don't hesitate to use it. We must leave more than just footprints.

Santa Patrick de Haan



Bamboo Guest House

We left the historic old harbor town of Hilo and headed out to our destination about 45 minutes away. The entire trip was up hill, as we climbed the side of the volcano and drove through the beautiful Fern Forest. Finally, we arrived at the Bamboo Guest House and it was nothing short of amazing. We checked in, unloaded the car, and relaxed as it had been a very long day and we were understandably exhausted. Fortunately, the Bamboo House proved to be the perfect place for relaxation. Not only did both the interior and exterior of the house look like it had been featured in a fashion magazine, it was surrounded by dense tropical forest that was so thick, you could only see part of the driveway. We were alone in this beautiful place and enjoying the sounds of silence and birds chirping. To add to this Zen-like



experience, there was even a private Japanese soaking tub next to the house. We ate the fruit and muffins that were left for us and quickly fell asleep. We had to be up early in the morning to visit a local Rotary Club. I had been asked to speak at their meeting.

Rotary Club of Volcano Hawaii

At 6:30AM, we left for the Rotary meeting. Although they were only a few miles away, we wanted to make sure we arrived on time. Their meetings were held in the banquet room of the Volcano House Hotel. Established in 1866, the hotel is perched on the edge of the caldera of Kilauea, an active volcano that has been erupting constantly since 1983. Smoke rising from the crater is clearly visible through the huge windows covering one entire wall of the meeting room.

The subject of my talk was "Santa Claus as a

Community Leader." I discussed ways our nonprofit (PNA) has successfully used the Santa Claus theme to serve those in need and how we have frequently collaborated on these projects with my own Rotary Club. In fact, we have done this so much, my Rotary Club started using the nickname "The Santa Claus Rotary Club." At the end of my presentation, I gave each member of the Volcano Rotary Club a certificate making them an "Honorary Santa Claus." During a Question/Answer session, we discussed ways we could help Volcano Rotary achieve their service goals and help them develop new opportunities to serve their communities. These discussions have actively continued for the past six years now.

Return to the Big Island – 2017

The conversation about mutual service projects with the Volcano Rotary Club continued through 2016 and by early 2017, we had developed a plan. We decided to support reading proficiency by providing schools serving low-income families with free book fairs. I was in communication with a school I had spotted during our 2015 visit.





Members and Chapters

All Christmas Performers are Invited to Join Our Christmas Family on May 16, 2023
Aboard the Norwegian Sun for a 9 Day Alaskan Cruise

Cruzin' With Santa



For cruise information, visit www.ncl.com and search for Alaska Cruises, departing Seattle, WA on 5/16/23, on the Norwegian Sun.

Fares starting at \$1,245.00 per person (plus taxes and fees)

Contact Lucas Morikawa, Personal Cruise Consultant

Phone: 877-416-9722 Ext 44311

Email: Lmorikawa@ncl.com

If you have questions, contact Santa Tom Bailey

Phone: 703-798-3689



There will be a "Plan for the Future" dinner on the last sea day. This will be the only formal gathering and looks to be a fun evening. There will be other impromptu events announced prior to the cruise.

**Sponsored by
The Mid-East Region
of IBRBS**



Arizona Santas, Mrs. Claus and Elves

April 17, 2021 brought the long-awaited reconnection of the Chapter in Scottsdale.



Members and Chapters

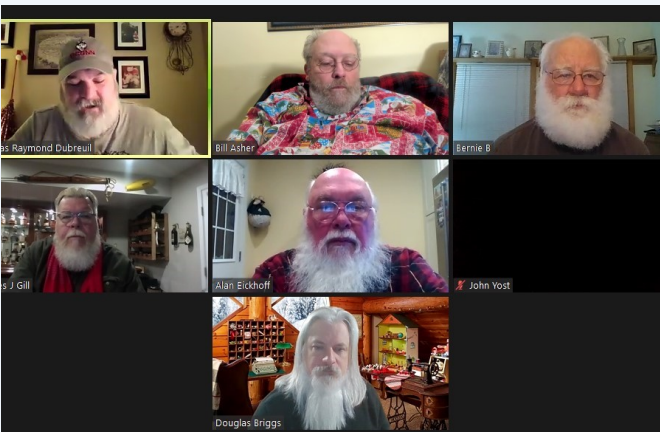


Oklahoma Santas

We want to be in the room where it happens! Whether that is a good old barbecue place, a ZOOM meeting or a group professional development program, the women of Oklahoma Santas want to be sure we are active in the room. Three women have just been voted in to fill the seats of: President - Jocelyn Whitney (pictured on the left side in the photo on the right), Secretary - Anita Thornton Ford (pictured in the left side photo), and Treasurer - Becky Norman (pictured on the right side in the photo on the right). All three women will be invested for two year terms at our July meeting.

You Sleigh Me

You Sleigh Me held it's spring meeting, *Claus and the Taxman*, on Saturday, April 17 at Hoss's restaurant in Grove City, Pennsylvania. Assistant Professor of history, Andrew J. Mitchell, from Grove City College, addressed the group on the subject of The History of Christmas Traditions in America. Members practiced social distancing and wore masks, (except during when photos were taken) and the group learned and shared during the 3.5 hour meeting.



February 2021 | Pocono Santas

Those able to attend the February Zoom Chapter meeting.



CLAUS IN THE NEWS! SANTA JOE GRADY PARTNERS WITH ASHEVILLE REGIONAL AIRPORT

Santa 24 hours a day?

2020 was a year that no one anticipated. It brought many challenges, especially for the Christmas holiday. Businesses and families alike had to pivot, change plans, and get creative to make special memories and stay connected. And yes, even Santa had to pivot in many ways.

At the Asheville Regional Airport (AVL), in the mountains of western North Carolina and known for connecting people, creativity at Christmas was the name of the game. With help from the very special "Santa for the Mountains," Santa Joe Grady, AVL was able to create a unique spin on traditional photos with Santa.

As passengers walked through the terminal, they passed a beautiful festive home holiday display containing a very magic TV. The display was centrally located so that it captured the attention of both departing and arriving passengers. It was a connection no one wanted to miss. As passengers approached, Santa would appear on the screen, to share holiday cheer, words of wisdom, and even special travel tips/requirements for travelers (like wearing a mask.)

Santa would also encourage folks to go into the gallery and take a selfie with him. The selfie gallery was set up right around the corner from the magic TV and had a little magic of its own. Passengers could pose with a large monitor displaying a digital picture of Santa in various poses, with multiple props, and Santa talking directly to them.

Arriving passengers were surprised coming around the corner to see Santa and hearing him say, "Welcome to Asheville, North Carolina – hope you had a great flight!" Or you could



hear Santa saying, "Hey you, come on over and have a selfie with Santa!" Based on the smiles and expressions of the traveling public – it was a trip worth taking to see Santa!

Santa would remind travelers that they needed to wear their masks and keep six feet of distance from others in the terminal. Every 30 seconds, Santa would magically appear in another pose with a special holiday greeting. This unique display, going 24 hours a day, allowed AVL to help passengers find a moment to create a special holiday memory and connect with loved ones at the airport while keeping safety a priority.

"I realized it was a big hit when a friend posted a picture on her Facebook page upon arriving home on a flight saying she just had her picture taken with Santa", said Santa Joe. "I looked at her post and low and behold, it was me" he laughed.

One evening Santa Joe appeared in person at the airport to have some fun with the passengers. Santa Joe had pictures taken in the selfie gallery with Santa. People were having double vision, seeing twin Santas taking a selfie with each other. The expressions on their faces were priceless, followed by laughter. It

(Continued on page 16)



CLAUS IN THE NEWS!

(Continued from page 15)

reminded many of us of the early 1970's television commercial, "Is it Live or is it Memorex?"

Santa Joe gives all the credit to Alexandra Bradley, Asheville Regional Airport's Brand and Experience Manager, who came up with the idea and orchestrated the whole display. The news media featured it on TV showing the AVL airport was not going to let the pandemic stop Santa from spreading holiday cheer in western North Carolina. Thousands and thousands of arriving and departing Asheville passengers saw Santa's holiday greetings during December.

Santa Joe Grady, the "Santa for the Mountains" and the Asheville Regional Airport, teamed up in partnership determined to bring the holiday spirit and Santa Claus to the people of Western North Carolina. And indeed, they did!

While the 2021 Christmas holiday season should look very different, AVL hopes to continue to create magical spaces for friends and families to connect.

#

Santa Joe Grady is affiliated with the Long Leaf Pine Santas of North Carolina and has been portraying Santa Claus professionally for four years. This article was written by Joe Grady and Alexandra Bradley.



METRO SANTA PASSES ON HIS SUIT

Santa Bo Turner (OK) shares this inspiring story

<https://www.news9.com/story/5fe53123e74a9a0ba730a920/metro-santa-passes-on-his-suit-and-chair>

A local Santa Claus isn't taking this year for granted. Even after losing a close friend, he still found a way to spread joy and cheer.

SANTA DELIVERS A PRICELESS GIFT TO MAIDEN LANE BLOOD DRIVE

Santa John Fleeger (OH) shares his story of his 205th lifetime donation.

<https://www.facebook.com/communitybldcenter/posts/10157852258576818>





Honorable Mention Photos



Santa Mikel Cook (CA)



Santa Jeff McMullen (WI)



Santa Steve Raper and
Mrs. Claus Donna Tapley (OK)



Santa Vernon Landreth and Mrs. Claus Ellen (ID)



Santa John Newton



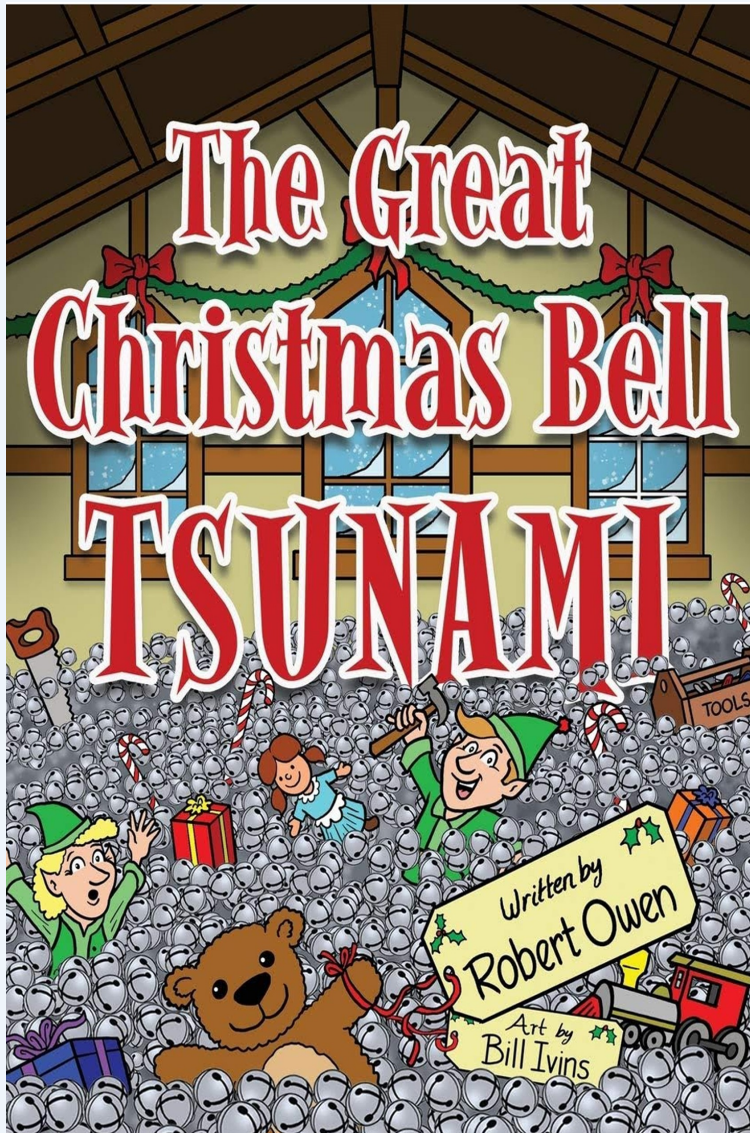
Santa Ron Dantzler (GA)



Santa Dan and Mrs. Claus Shirly Slipetsky (DE)



Santa Ron Highfill (WA)



When the Master Christmas Bell Maker invents a machine to make all the bells needed for Christmas, all goes terribly wrong! Great teamwork and problem solving makes Christmas happen. This cheery and bright tale will be the perfect read aloud story for families and Santa!

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SANTA NEWS: Look for us in the Vendor's Room at this year's 10th Annual Santa Gathering September 8th to September 12th, 2021 in beautiful Lancaster, Pennsylvania at The Doubletree Resort."



**CHRISTMAS CLASSICS
TO AMAZE!**

Santa Magic Presents:

**Items to add Mystery
and Magic to your Holiday Season**

4 Silks into One



Four silk scarves change into a beautiful Santa Claus!

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 flips 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 Heady, Jason Brumblow 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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More than 3,400 Clauses working together to help each other in every aspect of our business building, our Claus portrayal and our efforts to help spread the Christmas Spirit far & wide

Membership levels range from Free to Platinum. Gold is our most popular level

What do you receive as a Gold Member?

- You have immediate 24/7 access to 64 'on-demand' sessions (over 100 hours).
- You have the ability to attend the "Gold & Platinum Monthly Mentoring" sessions.
- You have the option to attend the NEW 10 "Core Sessions" that will be presented live in February, March & early April 2021, as well as access to these sessions 'on-demand.'
- You will receive a 'Certificate of Completion' when you complete the 'Core Sessions'
- You have the right to display the Worldwide Santa Claus Network 'web badge' on your website and other marketing materials.
- You also receive access to a list of vendors, a copy of the booking agreement used by Santa Ed Taylor, sample marketing materials and other materials related to sessions and topics.

Is the membership for the calendar year, or for 12 months?

12 months.

What if I'm already a member of a lower membership level?

The unused portion of your current membership will be applied to your upgrade.

Do you have a monthly payment option?

Yes, your 1-year membership can be paid at \$24 per month

What do I need to access the sessions?

Any computer, tablet or smartphone with an Internet connection.

What if I'm not happy with my membership?

You can cancel your membership at any time and any unused balance will be refunded to you, no questions asked.

What topics are covered in the Gold Membership?

The only topics NOT covered are those related to the Entertainment Industry (the deep-dive into the Entertainment Industry is included in the Platinum Level membership), but local TV appearances are covered in the Gold Level.



See the current list of available sessions go to <https://Worldwide-Santa-Claus-Network.com>

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Christmas in July!

Christmas in July is a Christmas marathon that aired on Cartoon Network in 2001, 2003, 2009, and 2010.

[https://christmas-specials.fandom.com/wiki/Christmas in July \(Cartoon Network\)](https://christmas-specials.fandom.com/wiki/Christmas_in_July_(Cartoon_Network))

And our favorite Hallmark movies are back!

<https://www.hallmarkchannel.com/christmas-in-july>



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Word Search

Games by Santa Pat de Haan (AZ)

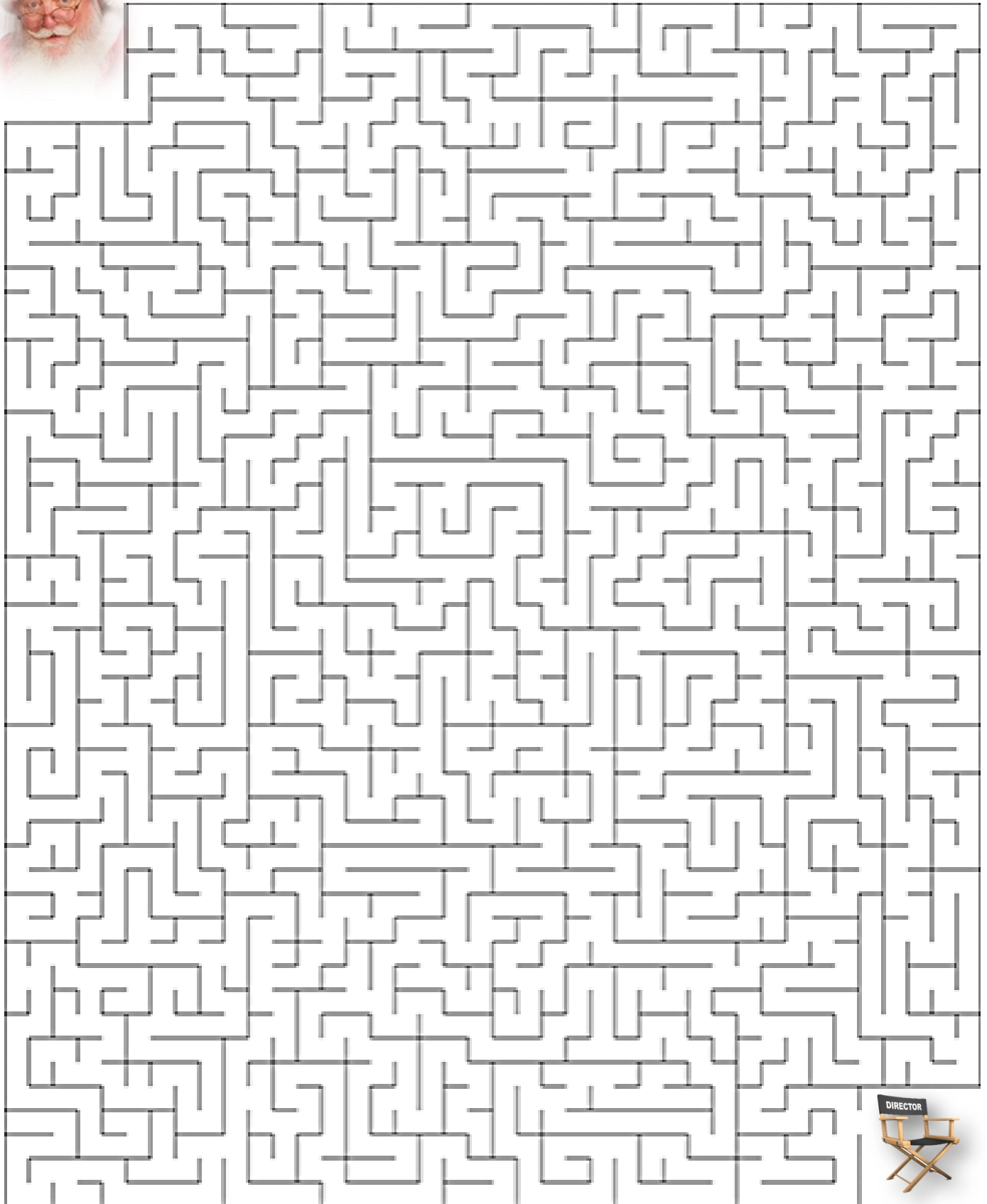


We Wish you a _____ Christmas
Joy to the _____
The First _____
Silent _____
The _____ Days of Christmas
Jingle Bell _____
O Come All Ye _____
O _____ Night
Carol of the _____
Santa Claus is _____ to Town
_____ the Halls
Frosty the _____
All I Want For Christmas Is My Two Front _____
Have Yourself a _____ Little Christmas,
O Little Town of _____

Do You Hear What I _____?
Good King _____
Hark the _____ Angels Sing
I Saw Three _____ Come _____ in
Ding Dong Merrily on _____
Jingle _____ Rock
Let It _____!
Little _____ Boy
Rudolph, the Red _____ Reindeer
Silver Bells, _____ Bells
I'm _____ of a white Christmas
Jolly Old St. _____, Lean Your Ear This Way!
Grandma Got _____ by a _____
I Want a _____ for Christmas
Here _____ Santa Claus



HELP JIM KELLY FIND THE IBRBS BOARD MEETING





The Official Newsletter of IBRBS CHRISTMAS CONNECTIONS



Official Per Issue Rate Sheet 2018/19

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES	FULL YEAR
Full Page - Color	\$100.00	\$85.00	\$75.00	\$65.00
Half Page - Vertical or Horiz.	\$65.00	\$55.00	\$45.00	\$40.00
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ISSUE	AD/ARTICLE DEADLINE	PUBLISH DATE
SPRING	APR 15	MAY 1
SUMMER	JUL 15	AUG 1
FALL	OCT 15	NOV 1
WINTER	JAN 15	FEB 1

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Santaclausschool.com

Christmas Performer Workshops

Christmasperformerworkshops.com

Legendary Santa University

LegendarySantaUniversity.com

Northern Lights Santa Academy

Northernlightssantaacademy.com

Professional Santa Claus School

Amerevents.com/santa-claus-school

Santa Claus Conservatory

The-Santa-Claus-Conservatory.com

Santa and the Business of Being Santa

Satbobs.com

Santa Nana's Holiday University

SantaNana.com

Saint Nicholas Institute

StNicholasInstitute.org

School4Santas

School4santas.com

BUY AND SELL

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SantaNPOutlet.com

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