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our Whole Point
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WELCOME TO MEMPHIS



Hello to my fellow ISC2024 Memphis attendees, valued sponsors, and trusted vendors. I hope you all are as excited about this year's offerings at our event. A team of dedicated volunteers have worked tirelessly to bring together this International Santa and Mrs Claus Celebration. We have scheduled 42 exciting workshop sessions offered by knowledgeable presenters and from which each attendee can choose up to 14 that best fit their interests. 37 of the best purveyors of quality products, in a full range of types and design, are prepared to meet your needs, and a schedule with more time for you to shop. Sponsors like Cherry Hill Programs, HireSanta, GigSalad, and Philadelphia Insurance that specialize in serving our Christmas Community, and Wellpoint, a medical insurance provider who has generously supported our event with a huge contribution and will work with the Tennessee Chapters to devise a service project within the next few months.

The facilities we are blessed to use will be hard to match at future events. With nearly 300,000sf of space, each of our needs has been planned to have more than ample space to be able to meet our needs, all while solving issues that nagged at all of us in Atlanta, especially the attention to the needs of our attendees with health challenges. For instance, our table layout for dining will be using tables that accommodate ten people, yet will only have eight seats. All the aisles between tables are wider than normally planned. Workshop session rooms are also configured to accommodate scooters, wheelchairs, and walkers, with wider aisles too.

There are always challenges when planning these kinds of events with commitments needing to be made so far in advance and none of us is in possession of a crystal ball. Hopefully you'll find the facilities to more than meet your needs and the event entertainment provide a relaxing time. The Friday evening International Santa Claus Hall of Fame induction ceremony satisfies a need to bring the presentation of the honors afforded some of the most recognized characters in our industry up to date. The Saturday evening charity concert, where tribute artists of undoubtedly some of the most known entertainers of our era – Elvis, Dolly Parton, and Kenny Rodgers – will present their best renditions of those performers' catalogs, should be a blast and hopefully we will raise some much needed funds for St Jude Children's Research Hospital.

Thank you for sharing your time and have fun mingling with old friends and making new ones. Look for the IBRBS and ISC Committee members in their green jackets to answer any questions you may have. We hope you have a wonderful time.

Stephen P. Arnold

IBRBS President/CEO

WELCOME TO ISC 2024



I have been portraying Santa since 1984. First as Santa to my own son and as the years ensued, I added friends, family and nonprofits. This of course was before there was Facebook and Instagram. I like most of my peers had no idea how big the world of Christmas performers was. I had a chance encounter one day in Walmart when a gentleman approached me and asked if I portrayed Santa, and I acknowledged that I did in fact. He asked me to work for him and Cadbury Candy Company the following weekend, passing out candy and taking photos with the patrons. I had no idea at that time I could get paid for doing that and started on my way to becoming a professional Santa. I must admit I have been lucky during my career as Santa working for some companies and events like 12 years as Santa at Radio City in New York Christmas Spectacular, Bloomingdales, Barneys, National Aquarium, the official Santa for the US Post Office Operation Santa New York, Wall Street, and Westchester All Star Veterans Concerts to name a few.

In 2012, I was approached to join IBRBS and served on the founding committee and board. Since then, I have served in various capacities over the years from Committee Chairs, Board of Directors, and Officer. I am the immediate past Board Chair and the Events Officer who chaired ISC2022 in Atlanta and now ISC2024 Memphis. During my tenure, IBRBS has grown over the years and evolved into the world's largest association of Santas, Mrs. Clauses and Christmas performers. I have enjoyed these past 12 years and I hope I have made a positive impact on the Christmas Community. I look forward to meeting everyone during your stay in Memphis.

Here are some highlights you can expect at the ISC; a welcoming and friendly group of likeminded people all with the same goal to be the best they can be, attend as many workshops as you can over the three days to learn and grow, meet IBRBS Board members and the ISC planning committee to share your thoughts on how to improve and nurture our (your) organization, meet with our sponsors and vendors who can give you that winning edge you need to succeed in this evolving profession and make meaningful memories.

Personally, I hope you walk away with knowledge, new relationships, and most importantly inspired to pursue your hopes and dreams of being the best you can be. Like any organization, the backbone of our group is our members! And we are always looking for volunteers to serve on committees and the board who are willing to help us grow. We cannot do it without you!

Howard Graham
ISC Chairman
IBRBS Board of Directors

GREETINGS *from the Board Chair*

Deanna Golden / Mrs. Anna Claus



Dear Members and Friends:

First and foremost, I want to say thank you to each of you who has membership with IBRBS. Whether you've been with IBRBS for a year or a decade, we value the support and trust you've placed in us to be your partner. If you're considering membership in IBRBS, I hope you find the connections, networking, and resources that help you and your Claus business succeed.

Thank you to each of you attending the International Santa Celebration (ISC) as well. I'm confident you will leave Memphis with new skills, new friendships, and new energies as you build your plans for the seasons ahead. I look forward to hearing about your adventures in future publications of the Connections magazine, at your Chapter meetings, on social media, and maybe even on the news!

Thank you to each of you who has made our entire Claus family welcoming. Since I began this interesting, incredible, and fabulous life, I'm in awe of how much it has grown, and it leaves me eager to see what lies ahead. It's a great time to be a Claus, isn't it? Think about the evolution of our community since you began your own journey. Mine began in 2014. A mere 10 years ago, IBRBS had not yet had a change in the Bylaws to welcome women as full members. Today, I serve the members as an elected Director and Board Chair. The significance of serving as the first woman in the role is clear to me, it's a role I take seriously, and I will always put the needs of the members and the organization first. I'm proud to be a part of a group that wants to lead change and wants to offer the best for its members.

For those attending the ISC, look around and see how much the Christmas community has grown. Your neighbors are real-bearded and designer-bearded Santas, Mrs. Clauses, Elves, Grinches, and supporters. Look around and see the expanded variety of accessories and clothing now offered by vendors compared to just a few years ago. Be a part of the conversations about where our Claus family is, where it's going, and how we can reach out to a younger client base to deliver amazing visits and experiences. Learn, share, and network with others about how the business side of being a Claus has changed and how we need to adapt. IBRBS pledges to be your partner as the Claus world continues to grow.

I'm Listening!

Fans of the television show Frasier may recall his tag line answering viewer calls – "I'm Listening." It's my personal commitment to you, for IBRBS members, potential members, supporters, or partners. I'm listening to your comments, suggestions, ideas, concerns, questions, and opportunities. Since IBRBS was founded as a member-driven organization, that means we listen to you and represent you to meet your needs and expectations. It's really that simple.

IBRBS has a great future ahead; of that I'm confident. We have an energized Board of Directors ready to serve you. We want to hear from you. I invite you to contact me directly at dgolden@ibrbs.org with your ideas, needs, concerns, and appreciations. We're in this together.

Deanna Golden
IBRBS Board Chair



Editor In Claus

Genma Holmes, Ms. Santa



*Genma Holmes with Bev Johnson,
Tennessee Radio Hall of Famer*

Welcome to Bluff City and ISC 2024! This is a special edition of *Christmas Connections/Program Book* that is hopefully filled with everything to guide you through ISC! It feels like many moons ago when I drove to Atlanta to meet with old friends to talk about IBRBS. Much has transpired since that fateful day. On the drive back, the possibilities were endless in my creative head and I was full of hope and wonderment for the little magazine that could.

For the next four days, ISC 2024 attendees will be bustling from activity to events, meeting new and old friends and learning from instructors waiting to share their wisdom.

Hopefully you packed your walking shoes to see the town along with your blue suede shoes to hit the dance floor! I hope the months of preparing members through the pages of *Christmas Connections* for the iconic sights and sounds that are a must see when one visits Memphis help you navigate the city now that you are here.

I want to personally thank Natalie Cooper, President of WellPoint Tennessee for the generous donation! Wellpoint's 25K gift is the largest donation to IBRBS!

I want to also thank the legions of fans who have listened to *The Bev Johnson Radio Show* and I Heart Media sister stations that gave IBRBS countless hours of air time to help promote the party of the year. I love leaning on friends indeed. I am grateful to the Tennessee Department of Tourism and Memphis Travel for being so helpful as I tried to share Memphis through the lens of our state photographers.

Lastly, a big thank you to my family who have watched the show from the sidelines. I have leaned on them for guidance and support and I know I would not have been able to produce the *Christmas Connections* issues without their encouraging voices.

Have fun!

Photo Credit: MsDig Photography

AAA

REDBIRDS BASEBALL GAME

Join others as they enjoy a baseball game at AutoZone Park during ISC2024 Memphis. One Santa from the ISC 2024 is scheduled to sing the National Anthem! You have the ability to add-on a hot dog and soda voucher to your purchase redeemable at the tent out in right field.

All tickets are digital and you will receive an email with instructions on how to access your tickets through your MyTickets account using the email address used to purchase the tickets.

This opportunity is only available for the first 100 tickets, and is at the same time as the Riverboat Cruise so you will not be able to do both events.

Please note that AutoZone Park enforces a clear bag policy for entry and is a cashless venue.
<https://fevo-enterprise.com/event/lbrb>



Auto Zone Park / Memphis Tourism



Elvis, Dolly and Kenny

Saturday April 27, 2024

Renasant Convention

Center

8p-10p

Proceeds support

St Jude Children's Hospital

Sponsored by ISC2024 Memphis'

International Santa Celebration

ISC MEMPHIS 2024

Schedule of Workshops

Friday, April 26, 2024

Session 1 | 8:45-9:30 AM

Rachel King



**Room A
1A**

Flying Solo as Mrs. Claus

Join us for a live solo performance as the kickoff to discussing and planning for Solo Mrs. Claus. We'll look at how to create a solo program, developing your character and separate identity. Not just for Mrs. Claus or the women, this is applicable to all of us. Learn to create confidence and stage presence. We'll talk about resources and tools to develop your show, roles and responsibilities of the independent performer, plus equality in pay and performance expectations. Costuming for Events: Clothing Matters. Finally, create shows for small and large events and managing audiences.

Mitch Allen



**Room B
1B**

Ho-Ho-How to Market Your Santa Business

Mitch Allen, Head Elf at Hire Santa, will introduce his innovative concept of "using your beard," a metaphor that encapsulates the principle of consistent marketing. He will guide you through the landscape of staffing agencies, from local and regional agencies that can help you secure gigs in your immediate area, to national staffing companies. Attendees will leave with a clear set of actionable strategies to improve your marketing efforts, navigate the world of staffing agencies confidently, and make the most of your professional network.

Howie Bristow



**Room C
1C**

The Essential Santa

From first-time Santa to seasoned performers: The things you never thought to ask, things you never want to overlook, and always remember to have fun.

Session 2 | 9:45-10:30 AM

Rachel King



**Room A
2A**

Working with Photographers and Creating that Photo Magic Together

A behind-the-scenes insight to understanding how photo sessions and sets work. What's expected of a Claus on sets? How sessions, sets, and audiences are designed and conducted; Understanding your audiences; Do's and Don'ts live on set; Legal issues; Developing marketing packages, and many more details

Derek Dugan



**Room B
2B**

What's Marketing Have to Do With It? (Part 1)

Think a business card is enough? Are you looking for guidance on how to market your performer's persona and brand? In this workshop, we will provide you with practical examples and strategies that can help professionals and novices alike to prospect, grow, and retain clients. This is an inclusive working space that caters to performers of all levels of expertise. Our aim is to help you bring the Jolly! (The workshop runs for two hours with a 15-minute break.)

Tim Connaghan

What the Future Holds for You



Room C
2C

Session 3 | 10:45-11:30 AM

Pamela McColl

The Enduring Magic of "Twas the Night Before Christmas"



Room A
3A

This workshop provides an overview of the life and times of Washington Irving and Clement Clarke Moore, plus a journey through the publication of thousands of editions the 200-year history of the iconic poem, from her book "Twas The Night: The Art and History of the Classic Christmas Poem." She will cover the many fine artists who came to either illustrate the work or who used the poem's imagery as inspiration for works of art or commercial illustration. You'll also get to see vintage and rare collection of editions of the poem dating from the 1840s to the modern day.

Derek Dugan

What's Marketing Have to Do With It? (Part 2)



Room B
3B

(Continued) Think a business card is enough? Are you looking for guidance on how to market your performer's persona and brand? In this workshop, we will provide you with practical examples and strategies that can help professionals and novices alike to prospect, grow, and retain clients. This is an inclusive working space that caters to performers of all levels of expertise. Our aim is to help you bring the Jolly! (The workshop runs for two hours with a 15-minute break.)

Santa Carlucci & Jenny Lynn Claus

The Carlucci Way: A New Approach to Learning for Santa and Mrs. Claus Couples



Room C
3C

Come converse and view demonstrations of our unique couples-only online training called The Carlucci Way. Santa Carlucci, Hall of Fame 2017, and Jenny Lynn are an award winning couple with 30+ years of experience and can help you step up your performance.

LUNCH from 11:45 AM - 12:45 PM

Break from 12:45 PM - 1:30 PM

Session 4 | 1:30-2:15 PM

Robert (True) Seutter

The Future of the Claus-Verse



Room A
4A

Where is our artform headed and how can we guide it? We have a unique legacy in our artform, yet many of the things we were concerned about only a few decades ago have changed. What challenges do we face today? Your last gig can be on the internet before you get back to your car. How will malls survive against Amazon Prime? New technology, social media platforms, and AI are going to change the game as we know it.

Megan Price

The Santa Clause: What to Include in Your Booking Agreements



Room B
4B

Alice Fasig



**Room C
4C**

American Sign Language (ASL): Practice Use for Santa and Mrs. Claus

An introduction to ASL and interacting with deaf or hard of hearing children and adults for Christmas Performers. Alice Fasig is a CODA (Child of Deaf Adults) and grew up using ASL (American Sign Language) as naturally as English. She holds national CI (Certificate of Interpretation) and CT (Certificate of Transliteration) certifications from RID (Registry of Interpreters for the Deaf). She's worked for more than 25 years as an Educational Interpreter (all ages), taught beginning ASL classes (college level and at the local Deaf Services Center). And she's been involved with the Santa community for the last 18 years.

Session 5 | 2:30-3:15 PM

Michael Howe & Michael Beurer *(The Kringle Brothers)*



**Room A
5A**

Creating Magical Moments Using Technology

We will explore using different types of technology to create memories that reach past our everyday environments. We will share our best practices for Virtual Visits (corporate and personal) and providential visits. We'll give a very practical setup (hardware, applications, environment options) of our demo technology used for a Santa visit and share advantages for embracing technology.

Larry Jefferson



**Room C
5C**

How Does Santa Claus Prepare For His TV Interview

Learn how to develop your backstory, work with TV Producers, and answer questions from the News Anchor. Larry Jefferson has been portraying Santa for 25 years, including at the Mall of America and Museum of Science & Industry in Chicago, IL. He averages 6-8 radio and TV stations each year.

Session 6 | 3:30-4:15 PM

Ronnie King



**Room A
6A**

Understanding the Modern DBS (Designer Bearded Santa)

Everything you will need to set up a Virtual Santa Workshop: Computer needs, both hardware and software. Webcams, built-in or external. Internet connectivity. What kind of lighting works well and how to improve the effect with lighting placement. Blue Screen? Green Screen? Printed backdrop? Real workshop? What works best and how to set it up. Finding a Virtual Workshop background. Software needs: We will discuss using OBS, Zoom, and other streaming services.

Bryan Miller



**Room B
6B**

Setting Up a Virtual Workshop

Learn how to develop your backstory, work with TV Producers, and answer questions from the News Anchor. Larry Jefferson has been portraying Santa for 25 years, including at the Mall of America and Museum of Science & Industry in Chicago, IL. He averages 6-8 radio and TV stations each year.

Julia Kracke



**Room C
6C**

How to Stay Cool in Your Costume: The Effect of Heat on our Portrayal

Knowing how to keep cool in more ways than one is essential. We've got expert tips for before, during, and after your events to help you stay cool and keep the good times rolling without any issues. We'll cover: Feeling the heat: the scoop on overheating and how it affects everyone; The coolest trends in cooling vests and how to pick your perfect match; and How to make a Cooling Plan to improve your performance and decrease your fatigue.

Session 7 | 4:30-5:15 PM

Ronnie King & Rachel King



**Room A
7A**

The Duo-Solo Performance and Knowing What Your Client Wants

This workshop is designed to provide Christmas Performers with concepts and ideas for conducting team-style events, from short home visits to large scale public events. Learn to discuss the wants and needs of your client so you can provide a “menu of activities” to tailor and shape your team for their event. Help your client understand your skill set and talents to expand their vision. Practice to present planned and improvisational activities, the important entrance and exit, and a full event flow. Dial your performance from small to large crowds.

Joel Lagrone



**Room B
7B**

More Than Music: “Til the Season Comes Round Again,” Using Music in Your Visits

Utilizing music/drama as the basis for any Christmas Performer opens up so many avenues to traverse within the sphere of the traditional holiday celebration. Having a full “quiver of arrows” at the performers disposal allows for quick improvisation and inclusion of these elements will engage, surprise, enhance, and delight children of all ages. The presentation will include many examples of techniques and styles that strengthen performance skills, and the implementation of “shows” (including how to plan, develop, construct, and produce), plus ways to be creative all year.

IBRBS Board



Meet your IBRBS Board and Ask Them Your Questions

**Room C
7C**

Break - 5:15 PM - 6:30 PM

Banquet - 6:30 PM - 8:00 PM

International Santa Claus of Fame Inductions, 2019-2023 from 8:00 PM to 9:30 PM





▪ INTERNATIONAL ▪
SANTA CLAUS HALL OF FAME

CLASS OF 2019



Craig Imboden
Conway Santa
Conway, Arkansas



Susen Mesco
Santa and Mrs.
Claus Educator
Denver, Colorado



Gordon Bailey
Business of Being
Santa Greenfield,
Missouri



Thomas Carmody
Santa's Friend
Broomfield,
Colorado

CLASS OF 2020



Larry Jefferson
Dallas Texas Santa
Irving, Texas



John Scheuch
Santa America
Santa Claus
Overland Park,
Kansas

CLASS OF 2021



Pat Fallon
Philadelphia's Mrs.
Santa Claus
Glenside,
Pennsylvania



Cortney Lofton
Red Sled Santa
Los Angeles,
California



Tom Cortemeglia
Santa of Middle
Tennessee
Nashville,
Tennessee



Tom Pellitieri
Toledo Santa
Toledo, Ohio



▪ INTERNATIONAL ▪
SANTA CLAUS HALL OF FAME

CLASS OF 2022



Tom Kliner
*Santas Across
the Globe*
Kelowna, British
Columbia



Glenn Heald
*Macon's Santa
Experience*
Macon, Georgia

CLASS OF 2023



Stephen Arnold
Fabled Santa
Memphis,
Tennessee



Gail Golden
Macy's Mrs. Claus
Buffalo, New York



Rick Rosenthal
*Northern
Lights Santa*
Atlanta, Georgia



Jeffery McMullen
*Wisconsin's
Super Santa*
Appleton,
Wisconsin



Bill Patterson
*The Santa
Experience*
Sioux Falls, South
Dakota



Jim Youker
*North Carolina's
Friend of Santa*
Garner, North
Carolina



Lynn Royse
Santa Nana
Boulder, Colorado

Saturday, April 27, 2024

Session 8 | 8:45-9:30 AM

Pamela McColl



**Room A
8A**

Santa and The Pipe

This workshop will discuss the international firestorm that took place when a publisher edited (not censored) the pipe out of the famous poem, "Twas the Night Before Christmas." We'll look at the image of Santa Claus in the 21st century as a smoke-free character, as well as other issues such as secular versus religious iconography, including the ruling of the United States Supreme Court on the issue of the Establishment Clause as it pertains to Santa Claus.

Mitch Allen



**Room B
8B**

Creating and Delivering Great Home Visits

This high-energy workshop will give you a "run of show" of a home visit. Mitch Allen will show you exactly what he does and how to become a Christmas tradition for the families you visit. Learn about fun and entertaining activities you can incorporate immediately. Whether you are a seasoned pro at home visits or have never done one, this presentation will give you the confidence and tools to improve your home visits.

Tim Connaghan



**Room C
8C**

Making the Moment

Whether you are working independently or contracted for major events and activities, this is where you begin making changes. Make your visit personal to all who are there, from physical energy to characteristics to movement. Then we'll look at advanced photo techniques to go beyond the average poses, make use of creative poses with children, babies, families, and groups, and employ special techniques for photos with seniors, groups, and those with limited physical capabilities. Consider what the camera sees and how to connect with those on the other side of the lens. Improve personal videos, selfies, casual photos, and Facetime with the "Yeah" technique.

Session 9 | 9:45-10:30 AM

**Robert (True)
Seutter**



**Room A
9A**

Storytelling: The Secret Ingredient

Christmas exists because of Stories. In this workshop, learn about how history, myths, legends, and more empower us. Using our storytelling skills, we create our back stories, the North Pole, and inform our characters. And all the skills we use as a storyteller (vocals, mime, improv, physicality, and more) are the same skills we use to bring our characters to life. Never want to run out of content? Become a great storyteller.

**Natasha
Spencer-Coley**



**Room B
9B**

Social Claus

Build your brand and increase your marketing reach by leveraging your social media channels. Participants will learn basic technical skills and will even create content during the session!

**Bill Quasa &
Kevin Boydston**



**Room C
9C**

Working with Children with Special Needs

The course will cover the highlights and provide practical steps to take to make these special visits more beneficial to the children and families, including tips on how to create special events for children with autism.

Session 10 | 10:45-11:30 AM

**Natasha
Spencer-Coley**



**Room A
10A**

Miracle on Diversity Street

Working with diverse populations may seem easy on the surface, but today's kids require a nimbler approach. This workshop will be presented by an African-American Mrs. Claus with over 20 years of experience working with and performing for audiences. Participants will learn to work with diverse audiences from a culturally competent point of view, practice appropriate banter and gain tips on improvisation for children of all ages, and practice The Claus Standards with continuity of character.

Ruby Wright



**Room B
10B**

Bringing the Magic for Guests of All Abilities

Whether you are working independently or contracted for major events and activities, this is where you begin making changes. Make your visit personal to all who are there, from physical energy to characteristics to movement. Then we'll look at advanced photo techniques to go beyond the average poses, make use of creative poses with children, babies, families, and groups, and employ special techniques for photos with seniors, groups, and those with limited physical capabilities. Consider what the camera sees and how to connect with those on the other side of the lens. Improve personal videos, selfies, casual photos, and Facetime with the "Yeah" technique.

Derek Dugan



**Room C
10C**

Brand Yourself: What Does Your Logo Say About You?

What does your name, brand, or logo say about you? Have you ever considered the importance of a logo in portraying your persona and business? If you're wondering whether a logo is necessary for your business, this workshop is for you! This informative presentation by Derek Dugan Creative will help you understand the good, the bad, and the ugly truth about logos. You'll learn how they are developed, how they are perceived, and what they can mean to your prospects and clients. Plus, I'd like you to discover how logos can be instrumental in building your brand.

LUNCH from 11:45 AM - 12:45 PM

Break from 12:45 PM - 1:30 PM

Session 11 | 1:30-2:15 PM

**Robert (True)
Seutter**



**Room A
11A**

The Art of Engagement: Bring the Energy

Bring on the fun! Engage your audience with Call and Response, Interactive songs and stories, dance, rhymes, and patter. From the smallest home visit to the biggest staged event, we need to be able to engage our audiences and create a sense of rapport and play. We'll have tips on vocals, physicality, stage presence, character work, and much more.

Lori Dinwiddie



**Room B
11B**

The Incredible Mrs. Claus

Attendees will be taught to help them find their special skill that they each have and how to use it to make their Mrs. Claus standout! Lori will present ideas on to gain confidence, how to sell yourself, marketing ideas, plus home party ideas to extend the season and make more money. We will also discuss finding "your look," how to create costumes for each type of event, and develop your social media presence. Finally, we'll look at home visits and how to avoid pitfalls.

Doug Wright



**Room C
11C**

How to Create Magical Home Visits

This class showcases the things we do as Santa and Mrs. Claus with our home visit clients, typically a 45-minute visit for a group of 4-5 children. Our home visit includes an entrance, discussion of Santa's reindeer, interactive use of props, and the Naughty or Nice list. The goal is to create wonderful home visits which will get you invited back, year after year.

Session 12 | 2:30 PM-3:15 PM

Robert Karrick



Room A
12A

Creating a Digital Christmas Look Book

Robert Karrick presents the illustrations in his review of Moore's poetic imagery, as published in his book, "The Christmas Classic That Gave America Santa Claus." Enjoy his recitation of "The Night before Christmas." Learn to enhance your own reading or recitation, and if time allows, attendees can compete to receive a copy of his book.

Bill Himes & Jim Youker

(North Carolina Friends of Santa)

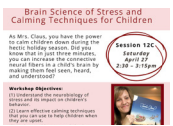


Room B
12B

How to Develop and Set Up Your Non-Profit

Using the story of the origins of the North Carolina Friends of Santa, we will give you the basic "nuts and bolts" to achieve your goal of becoming a 501(c)(3) non-profit organization and being recognized as such by the IRS. We will provide you with the startup information that is required of you at the Federal level, and to a smaller degree at the state level, due to each state having their own specific requirements. We will also share the successes and challenges we faced getting the NCFoS going.

Megan Holmes



Room C
12C

The Power of Mrs. Claus: Brain Science of Stress and Calming Techniques for Children

As Mrs. Claus, you have the power to calm children down during the hectic holiday season. Did you know that in just three minutes, you can increase the connective neural fibers in a child's brain by making them feel seen, heard, and understood? Join us for an interactive workshop where we'll explore the neurobiology of stress and its impact on children's behavior. We'll cover effective calming techniques to use to help children and practical strategies that you can use as Mrs. Claus.

Session 13 | 3:30-4:15 PM

Derek Dugan



Room A
13A

What's Marketing Have to Do With It? (Part 1)

Think a business card is enough? Are you looking for guidance on how to market your performer's persona and brand? In this workshop, we will provide you with practical examples and strategies that can help professionals and novices alike to prospect, grow, and retain clients. This is an inclusive working space that caters to performers of all levels of expertise. Our aim is to help you bring the Jolly! (The workshop runs for two hours with a 15-minute break.)

Lori Dinwiddie & James Dinwiddie



Room B
13B

Santa and Mrs. Claus Working Together as a Team

How would you create a team back story? In class, we'll discuss the importance of having the same answers as your partners and how to interact with each other to create a seamless rapport that is magical. We'll also discuss how to get your clients to pay more and want Mrs. Claus by Santa's side. Each attendee will be given the tools they need to walk into a classroom, home, or event and be able to answer all the questions tossed at us and how to spin a tale of wonder and Christmas Magic for all.

Shirley Werner



Room C
13C

Reading Aloud to Children

Reading aloud to children is magic. Books can take children to faraway places. Books arouse curiosity and stimulate creativity. But reading to a group can present challenges, especially during the holidays: the lights, presents, and of course, a visit from Santa. This workshop will present tried and true strategies for getting and keeping children's attention while reading to them, suggestions on how to include children in the reading activity, and how to make a book come alive as children are lead through an imaginary journey, exploring new people, places, times, and events.

Session 14 | 4:30-5:15 PM

Derek Dugan



**Room A
14A**

What's Marketing Have to Do With It? (Part 2)

(Continued) Think a business card is enough? Are you looking for guidance on how to market your performer's persona and brand? In this workshop, we will provide you with practical examples and strategies that can help professionals and novices alike to prospect, grow, and retain clients. This is an inclusive working space that caters to performers of all levels of expertise. Our aim is to help you bring the Jolly! (The workshop runs for two hours with a 15-minute break.)

Doug Eberhart



**Room C
14C**

Developing Your Christmas Wardrobe

This class is designed to educate each Santa and Mrs. Claus on how to broaden your wardrobe and Santa "LOOK". This workshop will review common nomenclature of suits and accessories and teach you to differentiate yourself in your particular market.

Break - 5:15 PM - 6:30 PM

Banquet from 6:00 PM - 7:30 PM

Charity Concert - Salute to the Stars: Kenny Rodgers, Dolly Parton, and Elvis Tribute Artists
(Proceeds to St Jude Children's Research Hospital)

Sunday, April 28, 2024

Session 15 | 8:45-9:30 AM

Lori Dinwiddie & James Dinwiddie ***Everything that Santa and Mrs. Claus Need to Know About Cookies***



**Room A
15A**

Check out the history of Christmas cookies, why we leave milk and cookies for Santa, how many calories Santa burns during his gift giving marathon, along with how many cookies and glasses of milk he requires to sustain him. We'll look at Christmas cookies, their origin, varieties, and how to use the information to elevate an interaction during our season to become a life-long memory.

Wade Moore



**Room B
15B**

IBRBS Membership Programs: Santa's Heart and Scholarships

This workshop explains the mission of Santa's Heart. We go through the IBRBS website forms how to get to them and guide you through the process.

This workshop also cover the Thomas Carmody Christmas School Scholarship program as well.

Tim Connaghan



**Room C
15C**

Surviving the Season

The Holiday Season is a time to be with family and friends and enjoy life. Why get bogged down with hundreds of things to do and then find out you have no time for yourself. This book, "Santa's Guide to Surviving the Holidays," will help you understand why, when the days get shorter and we lose some of our daylight, a bit of gloom can set in, and we sometimes stress out or get depressed as the holidays approach. It then gives you advice and tools to combat the gloom, showing you how to plan, organize, and handle all your holiday tasks, challenges and commitments, plus your day-to-day activities, and still have time for yourself to truly enjoy the season.

Session 16 | 9:45-10:30 AM

Robert (True) Seutter



**Room A
16A**

Storytelling: The Secret Ingredient

Christmas exists because of Stories. In this workshop, learn about how history, myths, legends, and more empower us. Using our storytelling skills, we create our back stories, the North Pole, and inform our characters. And all the skills we use as a storyteller (vocals, mime, improv, physicality, and more) are the same skills we use to bring our characters to life. Never want to run out of content? Become a great storyteller.

Alice Fasig & Don Fasig



**Room B
16B**

American Sign Language (ASL): Practice Use for Santa and Mrs. Claus

An introduction to ASL and interacting with deaf or hard of hearing children and adults for Christmas Performers. Alice Fasig is a CODA (Child of Deaf Adults) and grew up using ASL (American Sign Language) as naturally as English. She holds national CI (Certificate of Interpretation) and CT (Certificate of Transliteration) certifications from RID (Registry of Interpreters for the Deaf). She's worked for more than 25 years as an Educational Interpreter (all ages), taught beginning ASL classes (college level and at the local Deaf Services Center). And she's been involved with the Santa community for the last 18 years.

Coz Green



**Room C
16C**

Building a Professional Santa Brand

What is the difference between a part-time Santa and a professional Santa? Their brand. Companies such as Apple, Nike, Coke, and Wal-Mart have strong brands that separate them from their competition. Learn how to develop a powerful brand as a world-class Santa and make a greater impact on the communities you serve. Learn best-practices from a 44-year professional entertainer and build your Santa brand to new heights.

CHRISTMAS PARADE

Sunday, April 28, 2024, on Historic Beale Street.

The lineup starting at 11:00 am.

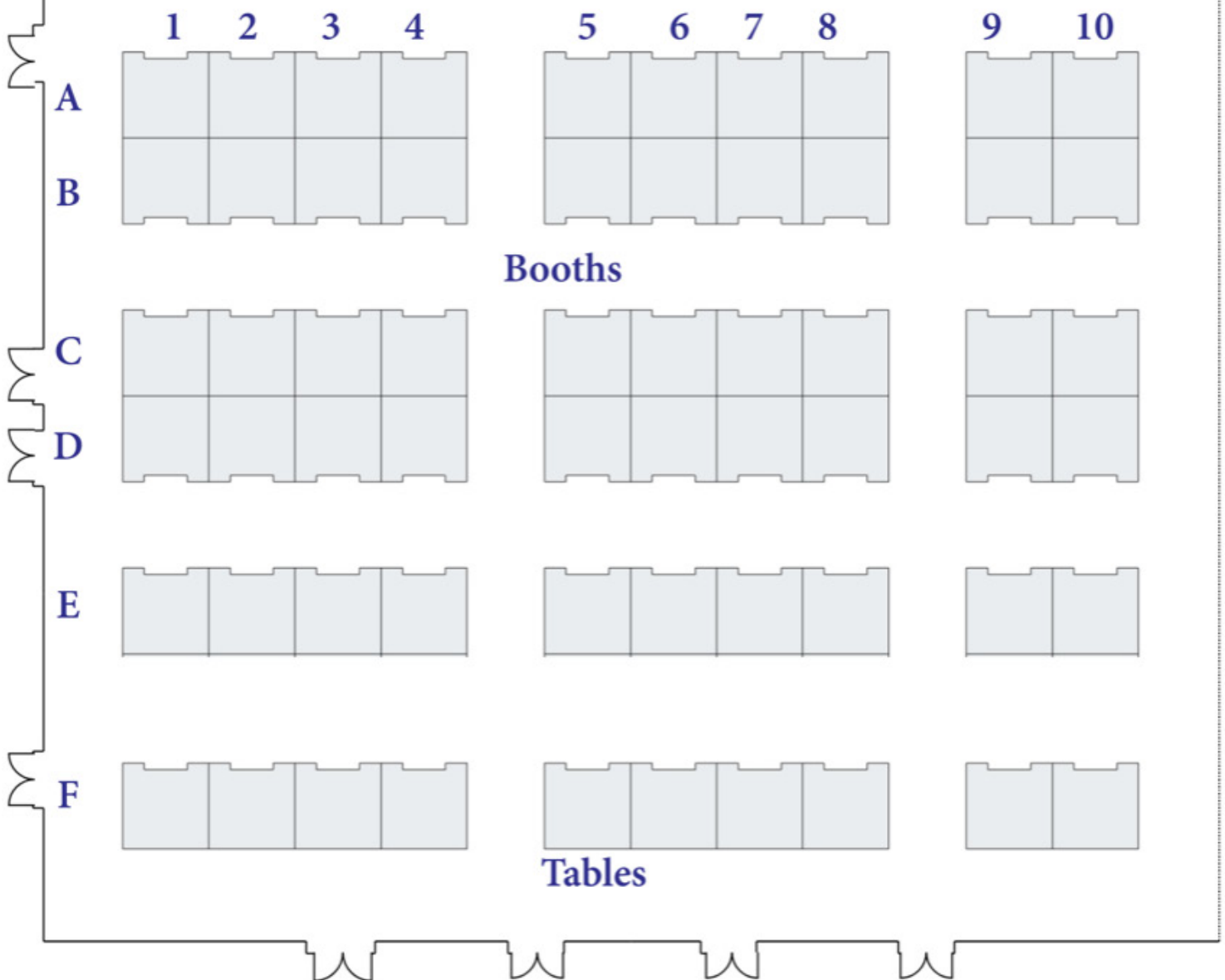
The parade scheduled from 12:00 to 12:30 pm.



ISC2024 Memphis Vendor Showcase

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SPACE ID	Vendor	Name	Phone	Email
A1	SANTA'S TAILOR	BILL DENDY	817-797-8029	bill@santastailor.com
A2	SANTA'S TAILOR			
A3	SANTA'S CORNER STORE	HOWARD GRAHAM	845-633-0992	rcmhsanta@gmail.com
A4	SANTA'S CORNER STORE			
A5	CHERRY HILL PROGRAMS	RUBY WRIGHT	852-209-4980	rwright@cherryhillprograms.com
A6	SANTA'S CLAUSET	WADE COFFMAN	907-651-7558	santasclausset1225@gmail.com
A7	SANTA'S CLAUSET			
A8	SANTA'S CLAUSET			
A9	SANTA CLAUS SUITS	SAM MILITELLO	810-329-3230	SantaClausSuits@aol.com
A10	YOUR SANTA TOO	SANTA CARLUCCI	952-210-9232	yoursantatoo@gmail.com
B1	SANTA'S TAILOR	BILL DENDY	817-797-8029	bill@santastailor.com
B2	SANTA'S TAILOR			
B3	GIG SALAD	MEGAN PRICE		
B4	THERM APPAREL	JULIA KRACKE	855-232-7233	julia@thermapparel.com
B5	SANTA PRO SHOP	DOUG EBERHART	704-502-2500	doug@prosantashop.com
B6	SANTA PRO SHOP			
B7	SANTA PRO SHOP			
B8	SANTA PRO SHOP			
B9	THE MAGIC STORE & SANTA MAGIC	LARRY TALBERT	404-538-7978	santa@santamagic.pro
B10	THE MAGIC STORE & SANTA MAGIC			
C1	IBRBS MEMBERSHIP	R WADE MOORE		Membership@IBRBS.org
C2	STUFF 4 SANTAS	SPANGLE	417-619-3209	cardprinter4u@yahoo.com
C3	STUFF 4 SANTAS			
C4	STUFF 4 SANTAS			
C5	TUESDAY NIGHT LIVE	BOB McMASTERS	(405) 510-4986	Santascottok@gmail.com
C6	TUESDAY NIGHT LIVE			
C7	A COLLECTION OF SANTAS	TOM JERMAN	(301) 266-5605	tomajerman@gmail.com
C8	SANTAS SUPPLIES	RON LANE	770-363-7549	eronlane@gmail.com

SPACE ID	Vendor	Name	Phone	Email
C9	THROUGH SANTA'S EYES	COZ GREEN	(801) 244-6300	cozg@cozgreen.com
C10	THROUGH SANTA'S EYES			
D1	VIP HOLIDAY PHOTOS	MARK DRUZIS	(724) 456-1656	mdruzis@viprec.com
D2	STUFF 4 SANTAS	SPANGLE	417-619-3209	cardprinter4u@yahoo.com
D3	STUFF 4 SANTAS			
D4	UDDERLY COUNTRY ART	JAMES DOAN	901-616-3985	scrollpop1@aol.com
D5	SEWING FOR THE CLAUSES	TONI HICKMAN	817-233-1020	tonihickman1971@hotmail.com
D6	SEWING FOR THE CLAUSES			
D7	DAVE & NORMA HILL	DAVE & NORMA HILL	919-344-1313	davehill1313@gmail.com
D8	SANTAS SUPPLIES	RON LANE	770-363-7549	eronlane@gmail.com
E1	A PEREL FASHION	ALEXANDRIA PEREL	901-289-9045	aperelfashion@gmail.com
E2	JAMSTONE MAGIC	ROY STONE	615-512-3563	roy@jamstonemagic.com
E3	JAMSTONE MAGIC			
E4	TWAS 4 KIDS	PAMELA McCOLL	604-383-0138	twas4kids@gmail.com
E5	JAMMIE CLAUS	MEGAN HOLMES	216-202-5199	megan@jammieclaus.com
E6	CLOWN STUFF	RICH GOTTSCHLICH	(847) 971-0966	Clownstuff@comcast.net
E7	Santa of Color Coalition/ S.O.C.C.	SINCLAIR DION	(678) 907-0790	info@therealblacksanta.com
E8	SANTA CAMP - NE SANTAS	DAN GREENLEAF	(603) 582-3166	SantaDan603@gmail.com
E9	SLEIGHMASTER BEARDS	CHARLES BARNETT	(901) 359-9673	Sleighmaster01@gmail.com
E10	COSTUMES ETC	JANE POWELL	(404) 216-9121	costumesetcatl@gmail.com
F1	TEA ROSE OF NASHVILLE	J A S M I N E WILLIAMSON	(615) 797-8832	jasmine@tearosenashville.com
F2	SANTA EXPERIENCES	BILLY BROWN	(757) 618-5247	Hamptonroadsantaclaus@gmail.com
F3	SANTA EXPERIENCES			
F4	THE SEWING ELVES	A N N E T T E CAMPBELL	(256) 476-2243	elf.annette.thesevingelves@gmail.com
F5	NICE CHAPTER	IRWIN DAMMERS	(847) 910-2183	Santa@idsantaclaus.com
F6	MUSTACHE PARLOR	RON WOLEK	(407) 873-2571	famouswolek@gmail.com

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Eastern - Owen Davenport

Western - Kam Breitenbach

Northern - William Maney

Southern - Dan Ryan

International - Patrick de Haan



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UPCOMING workshops



<p>MAY 30</p>	<p>Advanced Performing Workshop II MICHIGAN! May 30 - 31. <i>Sponsored by MAPS.</i> Rooftop Landing Reindeer Farm, Claire, Michigan. Storytelling & Character Work. Jingle Joy Event, June 1st. Michael Howe: (989) 283-4123. mittenstatesanta@gmail.com</p>
<p>JUL 27</p>	<p>Performing Fundamentals Workshop I OHIO! July 27 - 28. <i>Sponsored by Buckeye Santas.</i> Columbus, Ohio. Bryan Miller: (419) 560-3210. buckeyesantas.president@gmail.com</p>
<p>AUG 3</p>	<p>Advanced Performing Workshop II CALIFORNIA! August 3 - 4. <i>Sponsored by Santas of the OC.</i> La Habra, California. Storytelling & Character Work. Tim Marsh: (714) 936-0348. santatiminoc@gmail.com</p>
<p>AUG 9</p>	<p>Advanced Performing Workshop II OHIO/KENTUCKY! August 9 - 11 (3 days - Additional Day of Improv, Storytelling & Character Work!) <i>Sponsored by Bluegrass Santas.</i> Cincinnati, Ohio/Kentucky. Patrick Lense: (859) 380-7341. santaclaus@cincysanta.com</p>
<p>SEP 14</p>	<p>Performing Fundamentals Workshop I PENNSYLVANIA! Sept. 14 - 15. <i>Sponsored by Keystone Santas.</i> Millersville, Pennsylvania. Dan Trimble: (717) 372-8024. keystonesanta.dannyklaus@gmail.com</p>
<p>OCT 12</p>	<p>Advanced Performing Workshop II PENNSYLVANIA! Oct. 12 - 13. <i>Sponsored by Keystone Santas.</i> Millersville, Pennsylvania. Dan Trimble: (717) 372-8024. keystonesanta.dannyklaus@gmail.com</p>

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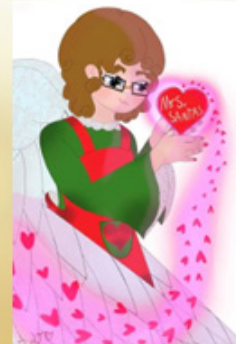
The true spirit of Christmas does not need to be something we trod out only once a year, but an energy, a frequency, we can choose to be in resonance with every day of the year.

The power of love can heal broken hearts, mend relationships, and save lives. There is an opposing force that seeks to divide us. It preys on our selfishness, creating a world full of dissonance and chaos. The simple "Be Less Selfish, Be More Elfish" message can change the world.

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- Santa John

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- Santa Bill

The Visit with Santa site has clear and concise navigation for both performers and visitors. It provides the stability that allows the performer to focus on creating an enchanting visit for Yuletide memories that will last a lifetime.

- Santa Lance

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North Carolina
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<https://northcarolinafriendsofsanta.org>



North Carolina Friends of Santa

NorthCarolinaFriendsOfSanta.org

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Welcome to The North Carolina Friends of Santa

The mission of the North Carolina Friends of Santa (NCFoS) is to spread happiness and joy to children who have experienced a family disaster. We do this by giving away toys to those affected by either a large natural disaster or a local family tragedy, and will spend time giving them comfort. Our members procure toys, deliver them to a disaster site, and then give them to children while sharing the love of Santa Claus to all. We need volunteers who will work on a variety of tasks, which include:

- * organizing events
- * soliciting resources
- * gathering toys and distributing them when needed.

Membership in The North Carolina Friends of Santa is available to those who are interested in portraying the role of Santa Claus, Mrs. Claus, Elves, or other Friends. Application can be downloaded at: <https://northcarolinafriendsofsanta.org/>



The North Carolina Friends of Santa Inc. is a 501(c)(3) charitable organization. All donations are tax-deductible.

3rd Annual Santa's Summer Seminar

Hosted By

The North Carolina Friends of Santa

Saturday, August 3, 2024 9am - 4pm

Croasdaile Village Retirement Community

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Twas The Night

THE ART AND HISTORY OF THE CLASSIC CHRISTMAS POEM

Written and compiled by Pamela McColl G.



Book Signing with Pamela McColl, Author of **TWAS THE NIGHT: THE ART AND HISTORY OF THE CLASSIC CHRISTMAS POEM** at ISC2024 in Memphis



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Special Thanks

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