



Just Be CLAUS!

FORBS Magazine

Inside this issue:

Storyteller's Corner	2
Out of the Claus-et	3
Santa's Beard Care	4
Tales From The Throne	5
Would You Be Our Santa?	6
Beard Myths	7
From the Desk of the Chair	7
26th Santa Reunion	8
Advertising Protocols	9
North Pole Honor Roll	10
Events Calendar	11

OF Santas...BY Santas...FOR(B)Santas

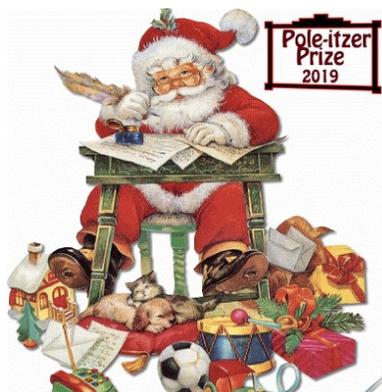
The first thing we want you to know about **Just Be Claus!** is the most important fact:

IT IS YOURS!!

Take the title, for example: our first editorial decision was made by popular vote —and, since we had a tie, **WE USED BOTH TITLES.**

As another example, most of the articles in this first issue are **YOUR** ideas— from that same online poll:

1. **GATHER 'ROUND**— Storyteller's Corner
2. **SANTA'S WARDROBE**— Claus Fashion Ideas
3. **SANTA'S BEARD**— "Care & Feeding Thereof"



for our future, respond to questions & suggestions, share wit & wisdom, etc...

But after this issue, **WE REALLY HOPE THAT WE CAN COUNT ON YOU!**

We know that, regardless of how well-intentioned the project is, **Just Be Claus!** will rise or fall on the level of support it gets from the Christmas Community— so here's your chance to win

FORBS Magazine's Pole-itzer Prize
Contribute any idea or article used in Issue #2, and you are eligible to win!!

4. **TALES from the THRONE**— Your Most Memorable Gig
5. **Y'ALL COME NOW, Y'HEAR?** Christmas Community Events Rounding out this issue are a few ideas of our own, like *From The DESK Of The CHAIR* which provides FORBS leaders a space to discuss their ideas

In Loving Memory

The Fraternal Order's support for **Breast Cancer Angels** is intended as a loving memorial to **Santa Jim Steinmetz**— until his Final Sleigh Ride, Jim & wife Ann devoted their entire Season to BCA year after year, & Ann still serves as Director.



2019 SotOC Fundraiser—for Breast Cancer Angels

Santas of the OC (Orange County, CA) would once again like to invite the entire Christmas Corps to support our Second Annual **Chili Dinner Fundraiser** to benefit the Orange County **Breast Cancer Angels.**

The mission of BCA is to provide financial & emotional assistance to the families of women who are undergoing cancer treatments. They assist in Orange County, Long Beach, South Bay, San Diego, and provide emergency assistance to patients in Los Angeles & the Inland Empire...

According to BCA, last year's Chili Dinner enabled the Angels to bridge a gap left in their '18 budget by the sudden loss of a big annual sponsor— so **PLEASE GIVE GENEROUSLY!**

Though most tickets purchased won't be exchanged for a meal, **every ticket will be in our Raffle**
*Drawings held every half-hour
*Need Not Be Present To Win
*Winning numbers will be sent out via email, as well as posted online, so that absentee ticket holders may claim prizes and arrange delivery if needed...



Chili Dinner Fundraiser
in loving support of the **Breast Cancer Angels of Orange County**

Angels

Saturday, Oct 19th / 5-8pm
Garden Grove Elks Lodge #1952
11501 Trask Ave, Garden Grove, CA 92643
Homemade Chili / Salad Baked Potatoes / Desserts

Cash Beverage Service Provided By Garden Grove Elks

Tickets: 1 for \$12.50, 2 for \$20, 5 for \$40, 10 for \$75

All Tickets Eligible For Door Prizes & Raffle Drawings (Drawings Held Every 1/2-Hour / Need Not Be Present To Win)

For More Information:
Santa.Ric.Erwin@gmail.com
909.636.1151
www.SANTASoftheOC.com

SANTAS of the OC
Founding Chapter #1

CLICK HERE (or image above) TO PURCHASE TICKETS ONLINE USING ANY MAJOR CREDIT CARD



"GATHER ROUND" Storyteller's Corner



"What is YOUR favorite Holiday book or story?"

Diva Claus Has A Warm Spot For "Sneezy The Snowman"

I just LOVE sharing books with kids, but my favorite of all-time is 'Sneezy the Snowman' by Maureen Wright—who's written a number of popular children's books: Don't Wake The Croc!, Grumpy Groundhog and Earth Day, Birthday! – along with the "Big Bear" series: Sleep, Big Bear, Sleep! / Sneeze, Big Bear, Sneeze! & Share, Big Bear, Share!

Wright works in a couple of bright & colorful styles: one is soft, gentle & cute, while the other is humorous, whimsical & quirky—but almost always are about fun & friendship. Subjects range from people of all ages (including cowboys & pirates), dinosaurs & other animals, along with a library of various other kid-friendly creatures & monsters— **she even illustrates for other authors!**

This book's title character, Sneezy, is a snowman who ironically can't stand cold—and so he constantly finds himself doing things that will only cause him to melt! Each time the children rebuild him, they try something new to keep him warm—and each time, with hilarious results.

The storyline provides Mrs. Claus ample opportunity for interaction between the kids and the story: -- whenever the snowman shivers & says "brrrr", kids hug themselves too & shiver—pretending to be cold -- whenever the snowman sneezes, cue the kids to build up to a giant, noisy "Aaah-CHOOOO!!" -- when the snowman melts, we all melt with him, making funny little "blub-blub-blub" melting sounds (Don't worry—Sneezy's ok! They help him, every time!)

This book also provides opportunities for counting objects on the page and for talking about the content of the illustrations which accompany the storyline. (For example, there are two bright, red cardinals in the background of most scenes, who are hilarious!) And Wright's illustrations are so expressive that kids can discuss the various emotions & actions they see. ("Are they happy...uncomfortable...friendly...worried?") Kids love the fun repetition of the story & getting to do big, exaggerated sneezes along with the hero—but what Mrs. Claus MOST loves pointing out, is how the kids in the story share their things with Sneezy— one little girl even gives Sneezy the coat off her back! And THAT is why "Sneezy" is my favorite story-teller book: the kids get a fun story & Mrs. Claus gets to teach about the importance of giving... **WIN-WIN!!**

New Creation Leathercraft



www.newcreationleathercraft.com



8
4
3
- 2
5
1
- 7
5
1
2

Do You Have What It Takes To Fill This Seat? Nationwide Santas Is Hiring For The 2019 Season!



Call or Email Us Today
702-988-9494 Santas Hotline
Gina@NationwideSantas.com
Check out our new Jobs Board
Jobs.NationwideSantas.com

Bleaching By ME - by St. Bob Osterhoudt



Many Santas have issues with bleaching their beard and hair so I'll share what works for me. Since we all have different skin sensitivity, beard & hair types and colors, your results may differ.

This is what I do.

Bleaching your own new growth hair & beard is very difficult to do, so I HIGHLY recommend finding a professional with as much experience as possible working with Santa beards & mustaches.

Start by putting Lip Balm or Vaseline on your lips. I use Trionics lift thru 50. It is an enzyme color developer. A non-enzyme 50 lift would be much too strong for a regular developer.

I mix the lift through developer with Trionics KO Blondes Violet Balayage clay lightener at 1:1 ratio. The KO Blondes will work with low heat but I find that it works just as well with no heat at all. Your stylist may have a difficult time without heat but the instructions say it will work without heat & it works for me. I also add 1/16 oz. Olaplex #1 Bond multiplier, for the extra conditioning.

I start with my neck then go to the chin and cheeks, then the mustache and lastly my hair starting with the back of my head. The total time that I bleach is 35-40 minutes. The instructions say up to 50 minutes but that's just too much for me. Start with 30 minutes or less until you know what works best for you.

I usually shampoo my own beard because it is difficult for the beautician to do and I can do a more thorough job. Then I condition with Olaplex No.2 Bond Perfector (conditioner) and leave it in for 10 minutes. Be sure to rinse with cool

water— hot water will remove all of the conditioner from each hair. Cool water will leave just enough in the hair itself. Have the beautician shampoo & condition your hair with Olaplex #2

If I feel a little burning on my way home from the beautician's shop I'll shampoo and condition with Olaplex No.3 Hair Perfector. Leave the Olaplex No.3 in your hair for 10 minutes then rinse (as always) with cool water.

I also condition with Olaplex No.3 for about 10 minutes, once a month.



COUCH For Claus™ **THRONE For Claus™** **CHAIR For Elves™**

SEATS for SANTA™
PORTABLE COUCH, THRONE & CHAIR

FOLDS-UP FOR EASY TRANSPORT AND STORAGE!

SeatsForSanta.com
Tampa Santa Jim Williams 813.333.5252

Merry Christmas



Home of Real Bearded Santas

Always Just for Fun Entertainment



Real Bearded Santas & Mrs. Claus
Elves, Santa Helpers, Rudolph, Snowman
Costume Rentals, Company Events & Promotions
TV Shows & Commercials, City Holiday Events
Grand Openings, Private Parties, Charity Events

909-598-3119 or 626-719-6933

www.homeofrealbearded Santas.com

Owner-Leslie Ramos



CAPRI SHOES

PROFESSIONAL FOOTWEAR PRODUCTS AND SERVICES
Since 1963




140 W Commonwealth Ave / Fullerton, 92832

(714) 525-5128

Showroom Hours: Mon-Fri: 9a - 5:30p
Sat: 8a - 3p

Oscar Navarro - oscarnc@caprishoes.com
Erika Martinez - erika@caprishoes.com



TALES From The THRONE

The Best (& Worst) Claus Gigs Of All Time!

This issue:

“DIVA Gets Even”

by St. Ric Erwin

DIVA & I REALLY, REALLY LOVE FIRE TRUCKS!

I wanna get that out there!

We've arrived at a 3-day event by fire truck— then watched it drive past us at that event, the next night: **CARRYING ANOTHER SANTA.**

Thinking quick, I laughed along with the crowd, then said “See, Mama? It's like Elvis always told us: no matter how good the impersonator, most folks just **PREFER the ORIGINAL!!**”

On another occasion, a client called about 15 minutes before our arrival said the neighborhood fire station would have sort of Christmas Parade driving past their driveway at about that the same time, and asked us to postpone. I pulled onto a side street to await the all clear, and just then the home owner came out & saw us there.

He looked up the street ahead, and back at us; then he strode inside and returned immediately with his wife—who did each of those very same things!

Just as Diva lowered her window to reassure them that we were not casing their home, we heard it: with horns blaring & sirens wailing, the parade turned onto our block! As folks poured out of their homes to cheer, Diva & I melted down to the floorboards— the last thing I saw were those two homeowners, pointing & crying with laughter!! As the parade passed by us, our clients called & we continued to their party— and so I completely forgot about that fire truck... Until we ran into them returning to the station later and Diva hissed, “PULL INTO THEIR DRIVEWAY!”

Jumping out of the car, Diva ran up to the small crowd gathered at the truck to help the Santa down and cried in her best falsetto: “YOOOO-HOOOOO, SANTA! THERE you are, you naughty boy!! When were you planning on coming back for me, you old rascal???”

I've been waiting for AGES !!”

Now, I've seen Diva do stuff like this before— and it's always a hoot! So I was **thoroughly** enjoying watching all of their reactions—when I suddenly realized from the look that poor guy was getting from ONE of those women,

Santa had some 'splaining to do!

I've always wondered just what he said...
(...and if it worked!)



The First 363 Days After Christmas Are The Hardest... We're Here To HELP!



FORBSantas.net



Watch Now! **FREE** 'on-demand' at:

The-Santa-Claus-Conservatory.com

"18 Tips to Make This Your Best Santa Season Ever"

*Santas Worldwide Learning from Each Other
'Virtual Meetings' & 'On-Demand' Video Sessions*

12-Month Memberships: FREE, \$27, \$147, \$247 & \$397



SantaEd.com
The-Santa-Claus-Conservatory.com



**BOYS & GIRLS CLUBS
OF AMERICA**

Would You Be Our SANTA?

by St. Kerry Burgo

*I was like a kid in
a penny candy
store with a
pocket full of 20's*

That simple question was put to me on December 8th this past year, while I was working as a volunteer at a local event for

Big Brothers / Big Sisters, and I answered with a BIG YES without a moment's hesitation!! I didn't know what to expect or where this would lead. But I did know that the idea of bringing joy and happiness to others always seemed very exciting to me.

I had no idea if I could even grow a beard, and it never occurred to me to look for a "designer" one. On that day I stopped shaving and stopped cutting what's left of my hair. So now ten months later, I look like a long haired, bald headed, bearded hippie.

I always heard that guys who look like me live in Boulder, CO... (LOL)

So one day I decided to Google "How to be a great Santa"...

Lo & behold!

I found Santa organizations, Santa schools, Santa shops, Santa books and before long, I found **FORBS**. I was like a kid in a penny candy store with a pocket full of 20's!

I was so excited, I jumped in with both feet & haven't looked back!

- I signed up for The Santa Claus Conservatory—Santa Ed Taylor's online school
- I traded in my gray car for red
- I ordered TWO Santa suits from Adele's of Hollywood
- I joined **FORBS** and started attending the meetings.

I have felt it from the very start: "This is good...this is **RIGHT!**"

I am extremely grateful to all the great Santas & Mrs. Clauses that I've met over this past year. I have found everyone to be kind, loving and generously sharing of their knowledge, praise & support. I applaud all in the Santa Community who have been doing this for years. I don't know what took me so long, but I'm happy to be a part of something that focuses on bringing joy and happiness to others. Thank you for welcoming me into your world.

My family & friends were not the least bit surprised that I did this. But my 38-yr-old daughter DID ask the other night, "Will I ever get to see my Real Dad again?" "Maybe you're just now seeing your Real Dad for the first time," I replied with a wink. I think I saw a tear in her eye, as she nodded her agreement...



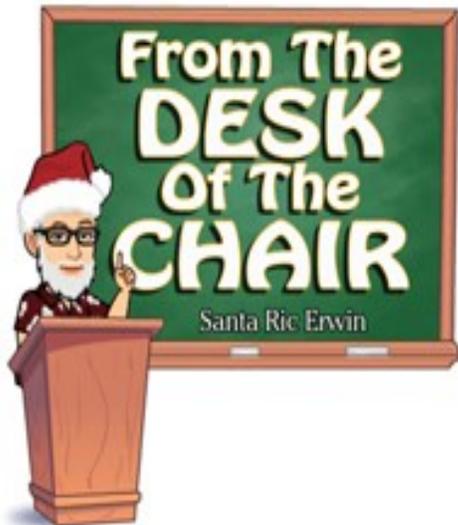
BEARD MYTH: Rosemary Makes your Beard Grow Faster

Beard science reveals that rosemary is not helpful for Santa Claus beards

KISSIMMEE, FL- Beard experts have trumpeted that rosemary essential oil can be used to stimulate the androgen receptors (fancy scientific name for your whiskers!). Rosemary will stimulate the androgen receptors in the scalp, but rosemary is also a Dihydrotestosterone (DHT) blocker and will neutralize Pogontrophy (the growth of your whiskers). DHT is a exclusive testosterone men have that is unique to the hair that grows on your face only. DHT blockers in general should be avoided when possible because DHT is being discovered to be an essential hormone needed for facial hair growth. The actual mechanism of blocking DHT is through the reduction of 5-alpha reductase enzyme, the enzyme that converts DHT from Testosterone. There are topical and oral products that inhibit 5AR, as well as foods.

There are many myths out there about how to care, grow, and bleach aka "lighten" facial hair. The science behind beard growth is a fascinating and unique aspect of cosmetology. Products and hair care advice should not always be considered to automatically also work for facial hair; because beards and mustaches are their own category of biology separate than hair. While buying beard care products like beard oils and beard balms, take care to look at the ingredients to see if there could be DHT blockers. Beard care products are important part of keeping a healthy, shiny, and conditioned Santa beard. If you are not getting great results from the beard care products you are using; check to see if beard science says its ingredients could be blocking DHT.

(About the author: Ron Wolek is the current 2019 3rd place styled beard and mustache champion in Vancouver, Canada and known as a beard, wig, and makeup expert for Santa Claus. He has authored two books for Santa Claus, one about makeup and a second for beard care and bleaching.) www.moustacheparlour.com



A Legend Taught Me The Secret To A Life FILLED With Happy-ness

Santa has lots of names! Variants of "St. Nicholas" (Sinter Claus, Santa Claus) or Baby Jesus (Christkind, Le Petit Jesu) are common after 450AD ; but Pre-Christian cultures also had 'Mid-Winter Gift Bringer' traditions: some were human, some were not.

For example, Father Christmas (Babbo Natale / Pere Noelle), or Old Man Winter (Grandfather Frost / Grandpa Snow). In Scandinavia, though, he's depicted as a pixie (Sweden's Juletomte), as a gnome (Norway's Jule Nissen) & in Finland he's a goat who becomes a man once each year (Joulupukki, the "Yule Goat"). Some even split him into TWO characters: the "Santa" who rewards good children, and a side-kick (Krampus, Black Peter, Belznickel) to punish bad children. Why? Because **SANTA = GIVING!** Of course, Santa is *also* a **job**– for many, a LOT of our annual income! We strive for a 'Santa Season' that's as financially productive as possible while leaving time for pro bono & charity work! If you've ever said: "My 'Season' went well; I wish I'd had more 'Santa' time, though..."

What if I told you that there was a secret to getting in all the 'Santa' time you want, year after year— **WITHOUT LOSING ONE SINGLE MINUTE FROM YOUR 'SEASON'?**

Well, my friends, **THERE IS!!** The FOUNDER of the RBS World, Santa Tom Hartsfield, shared this secret with me 15 years ago—and my life's been an unbroken string of blessings ever since that day!! Until now, I've only shared it with my closest friends & family; but today, I will share it with you all...

Okay, are you ready?

"St. Tom's Magical Secret" is:
VOLUNTEER!

Hartsfield: "The greatest blessings of all are reserved for those who learn how to serve the servants!" To me, that means I should find a need among my fellow Jolly Jents, and find a way to FILL it— **TODAY!** Soooo... can you write an article? Donate to a raffle? Run for office? **Just raise your hand— we'll help you get started!!**

Our cover story, "Of Santas...By Santas...FOR(B)Santas" expresses our view that long-term success for **Just Be Claus!** will depend largely upon the ongoing support of the Christmas Community. But these are the folks who've supported our Reunion for more than 25 years— so I think I like our odds... It's intended as a repository for the wit & wisdom of veteran Clauses, and as a dispensary where newer members of the Christmas Corps can access all this experience! It will also be our Yellow Pages for products & services of interest to us, and we might even share some "Santa Philosophy" with you— like:

We Are The FOUNDERS of the Modern Santa World!

Proudly Hosting The
26th Annual Santa Reunion

www.SeaSDSanta.com



Package # 1

Early Bird Pricing

\$295

Includes Photo Book
(\$320 after November 1)

Second Registrant \$275
(\$300 after November 1)

Friday

• San Diego Seal Tour

Board the Seal Vehicle at The Dana Landing and enjoy a fabulous tour of Mission Bay & San Diego. You will be returned to the beach area right next to The Dana, where lunch will be provided. Must climb 10 steps to enter vessel.

• Picnic on the Beach

Enjoy your lunch on beautiful Mission Bay.

• Reindeer Games

After lunch, stroll on over to the lawn & join in the Reindeer Games, a no contact, low stress competition. Prizes for all!

• Cookies & Milk

After your workout at the Reindeer Games, stop by the Conference Room & have a treat.

• Brothers Claus

A one hour introduction to their Saturday seminar.

• Painting Class (optional)

Create a fun "Santa" themed piece of art. Registration required + materials fee.

• Meet 'n Greet BBQ

Say hello to new friends & acquaint with old while having grilled burgers, hot dogs & all the trimmings at the Marina Garden.

• Late Nite Music Jam

Jam with professional Bluegrass musicians. All Pickers, Grinders & Toe-tappers welcome.

Saturday

• President's Breakfast

Join FORBS' President Bob Callahan for breakfast on the Ballroom Terrace.

• Workshops

All new workshops! Informative & Fun!

• Lunch

Enjoy a delicious box lunch provided by The Dana Kitchen

• The Brothers Claus

Straight from the East Coast, the nationally known Brothers present a delightful & informative 2 hour seminar just for you. Open only to those who register for Sea San Diego 2020.

• Dinner

Dinner will be served in The Mission Bay Ballroom

• Santa's Got Talent

San Diego FORBS presents our own local talent. Sit back, relax & enjoy the show...or be a part of it.

Sunday

• Church Service

• Sunday Luncheon

Program & Fashion Show



Package # 2

Early Bird Pricing

\$250

(\$275 after November 1)

Friday

• Meet 'n Greet BBQ

• Late Nite Music Jam

Saturday

• President's Breakfast

• Workshops

• Lunch

• The Brothers Claus

• Dinner

• Santa's Got Talent

Sunday

• Church Service

• Sunday Luncheon



Package # 3

Early Bird Pricing

\$225

(\$250 after November 1)

Saturday

• President's Breakfast

• Workshops

• Lunch

• The Brothers Claus

• Dinner

• Santa's Got Talent

Sunday

• Church Service

• Sunday Luncheon



Photo Books may be ordered at The Reunion for \$25

Note:

- Payment may be made by credit card, PayPal or check
- A minimum \$100 deposit can be made by check to secure your reservation, balance must be paid by check & will be due by November 1.
- No partial payments will be accepted after October 1.

Registration closes January 6, 2020

Absolutely NO refunds after January 10, 2020

After this date, we must honor our contracts with The Dana & other vendors

Register Now



26th Annual
FORBS Santa Reunion

Quarter Page

3.5" x 4.75"
\$25

Biz-Card

3.5" x 2"
\$15

Full-Page

7.25" x 9.75"
\$70

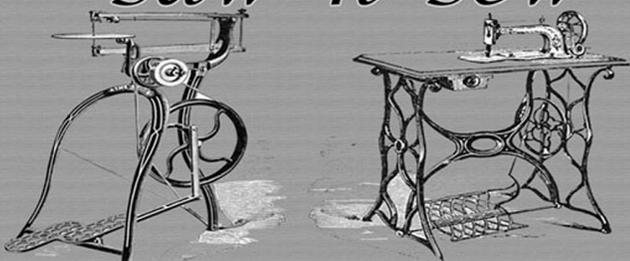
Half-Page

7.25" x 4.75"
\$40

25% Off w/FORBS Membership!

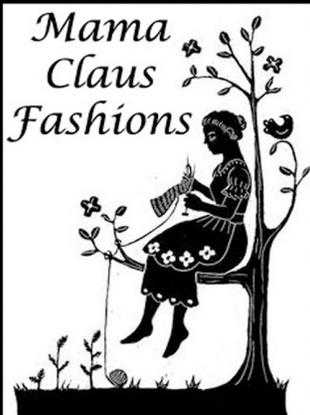
Giddings

Saw~n~Sew



DESIGN SERVICES BY APPOINTMENT:

PapaClaus@SawNSew.com MamaClaus@SawNSew.com



<http://SawNSew.com>

Just Be Claus!

Advertisement Protocols

To the Internal Revenue Service, FORBS is a 501(c)7-- a non-profit, mutual-benefit, voting membership corporation: to those without a legal degree, a Professional Fraternity.

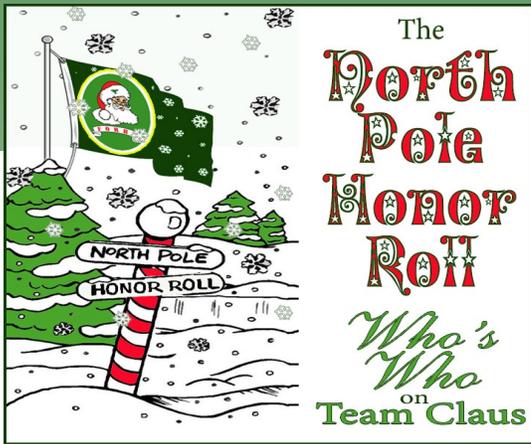
As such, our mission is to provide professional benefits, peer support, experience-based training, and opportunities for social interaction to the modern Real-Bearded Santa.

Therefore, we have little motivation to monetize this periodical - more to the point, our Advertising Protocols will prioritize access to ad space by FORBS Members & Associates, as an additional Membership Benefit.

Quite frankly, another part of our mission is to help our members & associates learn all they can about any products & services available to the modern CHRISTMAS CORPS!

To put it another way:

if you feel you make "Claus-ing" better or easier for our members, WE WANT THEM TO KNOW YOU! Pricing will be kept super-low, and FREE ADS WILL BE AVAILABLE



"The Legend Of Me & Mo..."

by Elf Wink (as told to St. Ric Erwin)

Not the Commander, tho— no, sir-ree! Not even simply "Go figure it out, son..." —nope, with me he was always like, "What are you doing now— and why?" I thought for a moment & said simply, "He's here, and needs help. Let's help." I continued, "It'll be a challenge at first, but should get easier, as he grows up." Just like that, I became his baby-sitter... Spring & summer flew by... I rarely went to the workshops after school—I didn't even go to Candy Canyon with my friends!

And so, as we approached the starting line, nobody knew what was up. The judge said, "Please clear the track— the race will begin." I said, "Stay right where you are, Mo" as I stepped off the track: I held his gaze as the judge (staring pointedly at Mo) said again— "Off the track please; only racers allowed." Speaking loud enough for all to hear, I said: "Mo wants to compete. I say we let him." Though he was confused as everyone else, I nonetheless could tell Mo still trusted me. "Wanna show them you can fly?" I whispered. Mo's eyes lit up, then he turned to the judge. "I can fly." He said simply. "I'd like to race." There was a moment of stunned silence, and then pandemonium broke out, all around us! Some reindeer rolled around in the snow, laughing helplessly; others roared about the absurdity of the idea— and I waited to see what Santa or the Commander would say... THAT'S WHEN IT HAPPENED!

Hi! Elf Wink here— Santa's Gaming Master. My father, "Commander" Wink, was the very FIRST Gaming Master, and he & Santa would travel around the world for weeks at a time, seeking game ideas—so I would often drop by to help out Mrs. Claus. One day, I noticed a little pile of rags on the back step—and as I reached for the door knob, it moved! Peeling back layers, I found an orphaned moose calf, with a note impaled on one antler: "Please help 'Little Moosie'. He has nobody else."

Instead, Mo & I were up in the hills every day, working on something I didn't want ANYONE else to find out about—in case it didn't work: using some Magic Oats I smuggled from the reindeer barn, I was teaching Mo how to fly!!

"Oh, dear", Mrs. C said, as I laid him by the fire, "I sent for Santa & the Commander... they'll know just what to do, Winkie!" I winced— she KNEW I hated that "ie" on the end, now that I was practically all grown up! But she was right, of course: they DID know!

Well... TRYING to, anyway— although Mo was trying very hard, he just couldn't seem to get the hang of it; I was just about to give up, when Mo DID it: HE WAS FLYING!! Then he looked down, panicked & fell on top of me!! Gradually, Mo caught on...by First Frost, he could do flips, touch-n-goes & ledge landings!

A deafening silence struck the crowd as it fell away before a figure who strode toward us. I stepped in front of Mo, readying for a fight—and nearly cried with relief when I saw him! **Rudolph** has been Festival Grand Marshal for my whole life—and to this day, nobody's ever gotten close to his record, in the 'Stakes...'

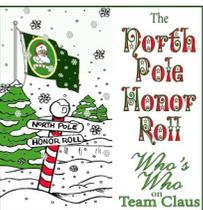
Santa listened carefully, then said that he trusted the Commander to deal with it. My father nodded sagely, and then to my horror turned to me and said in front of everyone, "Wink found him; what do YOU think, son?"

Ok, so he isn't as nimble as a reindeer & I guess I'd call his top speed 'glacial', at best... But he's so much stronger than a reindeer— I bet he could pull Santa's Sleigh **BY HIMSELF!** And, I never told him why this was so secret: I wanted him to enter The Stakes!

Rudolph's eyes flashed, each young reindeer quailing in turn as his angry gaze found them. With a toss of his massive antlers, he turned to Mo with (I swear!) a quick wink & asked: "Want to join in all our Reindeer Games?" Mo lost, of course. Worst time in history! But everyone who saw the look on his face as he crossed that finish line (10 minutes behind the rest) agrees that it shall always be **one of the finest moments of their life...**

He was always doing stuff like that to me; other kids' dads would say, "Go there...find this...do that." — I'VE HEARD THEM DO IT!

Every Halloween, on All Saints Day, we hold the North Pole's annual Festival of Snow — & the Grand Finale is the Santa's Sleigh Stakes, which determines the Christmas Eve Team— so it's the LAST place you'd expect a moose... So I would spring my plan on everybody at the same time: including (especially) the moose!



Want To Help Us Populate The North Pole? Positions Available For New Claus Characters! **Experienced Reindeer, Elf-On-A-Shelf - Reply w/Resume**

BIG WIG STUDIOS:

Special Discount

\$5.00 OFF RON WOLEK'S BOOK "LIMITED OFFER" Only 20 coupons available! Use coupon code: FORBS at checkout on www.mustacheparlor.com

BECOME SANTA CLAUS
How To Turn Your Beard White

Only \$20 ~~\$25~~

Learn the many secrets that most Santas don't know and become an expert in the science behind REAL Santa beards.

Wolek's FAMOUS MOUSTACHE PARLOUR

BECOME SANTA CLAUS
How To Turn Your Beard White

The Field Guide Of Secrets For A Real Bearded Santa Claus
By Ron Wolek

Only 100 copies available.

<http://mustacheparlor.com>

NEW BOOK ABOUT HOW TO BLEACH YOUR BEARD For the Real Bearded Santa or want to become Santa, learn the secrets of growing a beard and turning it white as snow, by 3rd generation American makeup artist, Ron Wolek

Finally, the secrets of growing, caring, and bleaching a real Santa Claus beard and moustache are outlined by a professional cosmetologist for you to become Santa Claus. This is the long awaited and NEW definitive source for the professional real bearded Santa. The manual features guides and over 50 pages of pictures and reading, explaining how to appear in cameras, movies, plays, television, parades, and more.

Author Ron Wolek is a journeyman Hollywood hair stylist and he shares tips and secrets from two years of research for use at home and with your barber or cosmetologist

Become Santa Claus. How to Turn Your Beard White and The Field Guide of Secrets For A Real Bearded Santa Claus was released April 20 at the International Santa Claus Celebration convention in Denver, Colorado.

Wolek's FAMOUS MOUSTACHE PARLOUR

BIG WIG STUDIOS:

WWW.MUSTACHEPARLOR.COM

Ron Wolek is a third generation American barber and also a Hollywood Journeyman Makeup Artist & Hair Stylist. Wolek's career has been 20 years with traditional bearded Santas in the entertainment industry and has been advising real bearded Santas since 2014 as a Featured speaker at several Santa Schools.

NEW FOR 2019

Santa Beard Root Touch Up.

Sweet Stopper!

Natural corn starch base... great new product to use as a beard whiteners and thickener.

Antiperspirant For the Face. Best kept secret in Hollywood. If you want to stop sweating, use this product. A little goes a long way.

Other Products: Santa Wig and Beard, Wig Styling Supplies, Tache Tole, Lice Out, and Beard Shave

Wolek's FAMOUS MOUSTACHE PARLOUR



Visit FORBS Online:



If You Have A Product or Service You Would Like To Promote In This Publication, Let Us Know!

JustBeClaus@FORBSantas.com

Published by
FORBS
 CHAIRMAN
 Ric Erwin
 PRESIDENT
 Bob Callahan
 EDITOR
 Kerry Burgo



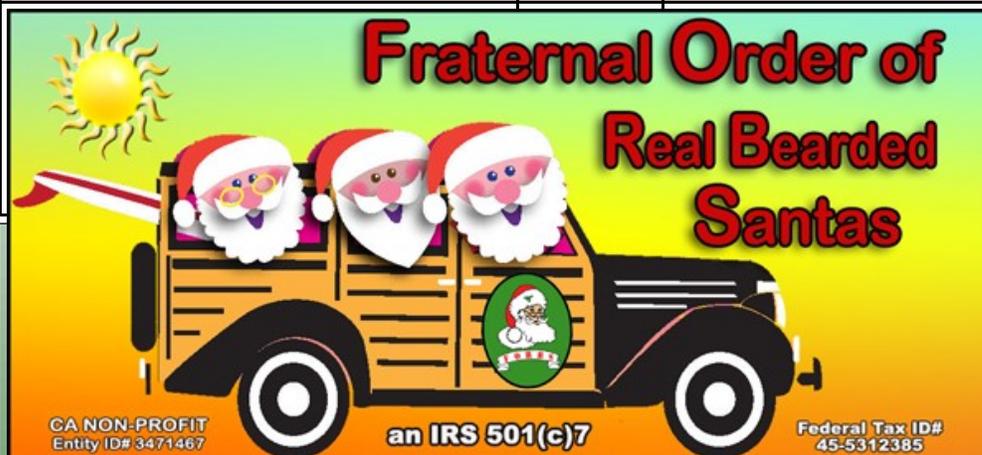
Editorial Staff

Y'ALL COME NOW, Y'HEAR? Christmas Community Events

The entire, modern Real-Bearded Santa world began with a handful of Santas who decided to “do lunch” after their 1994 Christmas Season— and they had so much fun that, when they decided to do it again the next year, many brought a Santa friend to THAT event... now, fast forward a quarter-century & you have our **ANNUAL SANTA REUNION!!**



EVENT / SPONSOR / LOCATION	DATE / TIME	CONTACT INFO
Santas of San Diego — Chapter Meeting Sizzler Restaurant— 3755 Murphy Canyon Road	Oct 2 / 11a	Mary Ann Schafer maryann-s@cox.net www.realsantasandiego.com
Silver State Santas — Chapter Meeting St Tropez Buffet Suncoast Casino 9090 Alta Dr, Las Vegas	Oct 3 / 9a	Robert Callet <lvsanta@me.com>
Inland Empire Santas – Chapter Meeting Sizzler Restaurant— 3755 Murphy Canyon Road	Oct 12 / 11a	Dave Nelson southridgesanta@gmail.com http://ie-forbs.com
Santas of the OC Fundraiser Breast Cancer Angels Garden Grove Elks Lodge	Oct 19 / 5-8p	Diva Claus DivaClaus@gmail.com www.SANTASoftheOC.com



FRATERNAL ORDER OF
 REAL BEARDED SANTAS

23052 Alicia Pkwy
 Suite H-259
 Mission Viejo, CA 92692

JustBeClaus@FORBSantas.com

CHRISTMAS CLASSICS TO AMAZE!

Santa Magic Presents:

Items to add Mystery and Magic to your Holiday Season

Christmas Carol Book Test



A paperback edition of the famous "A Christmas Carol" by Charles Dickens is displayed. The book contains almost 170 pages. The performer rifles the pages of the book with the pages facing the spectator. The spectator stops the performer at any page and remembers the first word on that page. The performer can divine the every word.

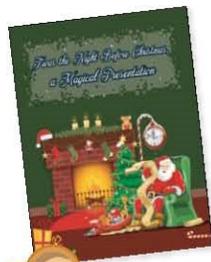
4 Silks into One



Your 4 silk scarves change into a beautiful Santa Claus. *by David Allen.*

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.

'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.

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.

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.

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.

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 Rings



The Christmas Wizard helped Santa out on this one! You show a link of golden chain rings in your hands. You drop the top ring, and it falls all the way down to the bottom! You can hand the chain to the spectator, and eventually, they may be able to do the same if they are lucky! You take the chain back, and repeat the effect, but this time the ring falls completely off and you place this in your pocket. You keep repeating this several times, then hand the chain back to the spectator. He will be unable to get the ring to fall off at all!

Coal to Gold



Coal to Gold (Ash to Ember) delivers the world's first color changing finger ring. Nothing like it has ever been seen in magic until now. Take your black coal ring off, and with a slight blow the color shifts from coal black to a burning, ember gold at your fingertips. Or reverse the colors for a jolting gold to black change.

The Coal to Gold ring was engineered by Zach Heath, Jason Brumalaw and a team of experienced ring designers to deliver a flawless moment, with durability to last thousands of performances.

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!

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.

404-538-7978

Please feel free to join our Facebook page, Professional Christmas Entertainers

Go To SantaMagic.pro for more than 70 items!