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# clowning around

MAGAZINE



**Introduction to the  
New WCA President  
Robin "Pinkie Bee" Bryan**

# Officers & Officials 2021 - 2022

## Executive Committee



**President: Robin Bryan**  
5835 Oaklane Drive, Jacksonville, FL 32244  
ph: 904/662-5986  
e: curveygal@yahoo.com



**Past President: Andrew Davis**  
9 Union Place, Lowestoft, Suffolk  
NR 330HG England  
ph: 07906 023745  
e: me@andythec clown.co.uk



**Vice President: Jackie Newton**  
505 Normac Drive | Camdenton, MO 65020  
ph: 573/480-4094  
e: jackie\_newton@hotmail.com



**Treasurer: Dianna Hale**  
1013 Way Thru the Woods SW  
Decatur, AL 35603  
ph: 256/309-7312 | e: dhale5@att.net



**Education Dir.:  
Rosemarie Ballard**



**Marketing Dir.: Leslie Ann Akin**



**Alley Dir.: Janet Tucker**  
6334 New Hampshire | Hammond, IN 46323  
ph: 219/845-9019  
e: jb@jellybean-clown.com

## Board of Directors



**Awards Dir.: Randy Christensen**  
2117 Peregrine Lane  
North Mankato, MN 56003  
ph: 507/720-6306  
e: pastorclown@gmail.com



**Caring Clown Dir.: Kathy Keaton**  
4505 Southern Oak Lane  
San Angelo, TX 76904  
e: kpiccolo28@Juno.com



**Jr. Joey Comm. Dir.: Greg Chalmers**  
627 31st Street NE | Rochester, MN 55906  
ph: 507/288-3109  
e: fun@gigglegivers.com



**Ministry Dir.: Bill Schober**  
20 New Oak Road | Mickleton, NJ 08056  
ph: 856/423-8214  
e: shobodaclown@yahoo.com

## Other Contacts

**Business Manager/Webmaster:**  
CHD Management LLC  
contact: Andy or Jennifer  
6164 Scherr Road | Berrien Springs, MI 49103  
ph: 800/336-7922 • 219/487-5317  
fx: 866/686-7716  
e: manager@worldclown.net

**Editor/Publisher:**  
rsteven design/contact: Chelle  
e: rstevendesign@gmail.com

## Regional Directors



**Canadian Central Dir.:  
Cliff Hartmier**



**Canadian East Dir.:**



**Canadian West Dir.: Amanda O'Leary**  
3252 Institute Rd. | North Vancouver, BC  
V7K2K9  
Ph: 604/726-4896  
e: amandak\_oleary@hotmail.com



**American Far West Dir.:  
Karls Krohnes**  
417 C Avenue | Coronado, CA 92118  
e: jigjin@gmail.com



**American Mid Atlantic Dir.:  
Cyrus Zavieh**



**American Midwest Dir.:**



**American Northeast Dir.:  
Nicole Portwood**  
58 Champeaux Rd. | Brimfield, MA 01010  
e: portwoodjr@comcast.net



**American Northwest Dir.:**

## Committee Chairs & Appointed Positions



**Business Services:**



**Clown of the Year Chr.:  
Jane Swiggum**  
2204 14th Avenue | Monroe, WI 53566  
cph: 608/325-9204 | hph 608/558-2554  
e: janedotyc clown@tds.net



**Convention Chair: Pam Moody**  
3108 Brook View Drive | Des Moines, IA 50317  
ph: 515/321-7657 | e: sparkydmfd@msn.com



**Future Site Conven. Chair:  
Pam Moody**  
3108 Brook View Drive | Des Moines, IA 50317  
ph: 515/321-7657 • sparkydmfd@msn.com



**Lifetime Achievement Chair:**



**Membership Drv. Chair: Jackie  
Newton**  
505 Normac Dr. | Camdenton, MO 65020  
ph: 573/480-4094  
e: jackie\_newton@hotmail.com

## Regional Directors



**American Southeast Dir.:**



**American Southwest Dir.:  
Barbara Kaare-Lopez**



**Latin American Dir.: Félix Santizo**  
Final Octava Calle, San Lucas Tolimán, Sololá,  
Guatemala  
e: flytoliman@yahoo.com



**Europe & Africa Dir.: Neil Wilkin**  
127 Holyrood Crescent,  
Saint Albans, Hertfordshire AL1 2LY, UK  
e: jesterjim.gym@gmail.com



**Asia Pacific Dir.: Kosuke "K" Omure**  
Pleasure Planning Co., 3-27-1 Ougondori  
Nakamura Nagoya Aichi 453-0804 3-27-1,  
Japan | e: kosuke1@pleasure-p.co.jp  
ph: 81-52-483-7779 • fx 81-52-483-7774



**West Asia (IND, NPL, BGD, MMR, BTN,  
LKA, PAK & Middle East) Dir.:**



**South East Asia (MYS, THA, SGP, IDN,  
TWN) Dir.: Edmund Khong**  
blk 234, Ang Mo Kio Ave 3 #09-1132  
Singapore 560234  
info@stardazzleconcepts.com



**Nominations Comm. / ByLaw &  
Handbook Chr: Andrew Davis**  
9 Union Place, Lowestoft, Suffolk  
NR 330HG England, ph: 07906 023745  
e: me@andythec clown.co.uk



**Scholarships Chair: Nancy Opatich**  
20169 Merriman Road | Livonia, MI 48152  
Ph: 586/201-8382  
e: bubbles-the-clown@att.net



**Social Media Chair: James Kuhn**  
411 Cherry St. | Three Oaks, MI 48128  
ph: 630/797-8041  
e: bibleartwork@hotmail.com



**Publication Chair: Janet Tucker**  
6334 New Hampshire | Hammond, IN 46323  
ph: 219/845-9019  
e: jb@jellybean-clown.com



**WCA Ambassador of Clowns:**



**WCA Historian:**

# WORLD CLOWN ASSOCIATION

WCA Membership Effective For 1 Year from Date Processed by Business Office

Print form, check the appropriate box(s), then Fax, Email, or Mail form along with payment to the WCA Business Office. Membership, and insurance is not auto-renewable. A new form must be submitted every year.

PLEASE PRINT LEGIBLY  
ONLY 1 PERSON PER FORM

## ITEMS WITH \* MUST BE FILLED IN OR FORM WILL NOT BE ACCEPTED

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\*City:  \*State/Province:  \*Zipcode:   
\*Country:  Phone:  WCA#:   
Type of Performance:  Date of Birth:   
Email:  Alley Affiliation (if any)   
To receive an Electronic Ballot for Annual Voting  
Please include email address  
Referred By:

### Membership

MEMBERSHIP CURRENT - \$0

<input type="checkbox"/> Regular Membership (Age 16 - 59) \$40	<input type="checkbox"/> Senior Membership (Age 60+) \$30
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<input type="checkbox"/> Life Membership \$500	<input type="checkbox"/> Senior Life Membership (Age 60+) \$300

\*Electronic Memberships will not receive Printed Clowning Around Magazine but can access it online. **You MUST provide valid email address**

## LIABILITY INSURANCE (Optional - US Members Only)

You must check box, sign this form and fill in Type of performance to obtain insurance.

Cost: **\$155/year. Effective for 1 Year from processed date.**

You must be a member of the World Clown Association and have a US mailing Address to purchase the insurance

**Coverage:** This is a Comprehensive General Liability Policy provided by an A-rated insurance company with coverage of \$1,000,000 per occurrence/ \$2,000,000 aggregate per event. Deductible: None The price includes Premium, Brokerage fee and Association handling fee.

Policy Exclusions: This program is designed for Clowns and Magicians. The following types of performances are NOT ACCEPTABLE.

- |  |  |
|--|--|
| 1. Hypnosis  | 4. Musicians and Disc Jockeys, except clowns/magicians who engage in these activities as part of their act |
| 2. Hot Air Balloon Events, Circuses (production), overnight camping Tractor pulls, Rodeo and roping events, motorized events, Mechanical amusement devices, inflatables, rock climb, Bounce Houses, laser tag, sky diving, competition racing. | 5. Throwing objects (juggling is acceptable)   |
| 3. Pyrotechnics, Explosives, Fireworks or similar materials except "concussion effects, "flashpots", and "smokepots" (Flashboxes covered up to \$5,000)  | 6. Production Management or Promotions Management for hire   |

## ABUSE LIABILITY INSURANCE (Optional - US Members Only)

Coverage is only available at time of purchase of primary liability insurance. It may not be added on later nor be purchased separately. This covers liability for actual, alleged, or threatened abuse, molestation, or exploitation civil liability. This coverage excludes cost fines or penalties arising out of criminal investigation, or prosecution. For further explanation see official binder online at worldclown.com. **If this coverage is selected the policy will not be processed until a Nationwide background check is submitted to the business office.** You may only select one.

The premium is in addition to the \$155 liability premium

\$100,000 per Occurrence / \$500,000 per Event \$220

\$1,000,000 per Occurrence and per Event \$375

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Please send form along with your payment to:

World Clown Association, Inc FAX: (866) 686-7716  
6164 Scherr Road EMAIL: manager@worldclown.net  
Berrien Springs, MI 49103 PHONE: (800) 336-7922

WEBSITE: www.worldclown.com

THIS FORM VALID FOR USE THROUGH MAY 1ST 2021

04012020 am

# ADDITIONAL INSURANCE REQUEST

An additional insured is a client who requests being added to your policy – not family members, your employees, etc. Some common examples of clients requiring Additional Insured Certificates are malls, festivals, fairs, hotels and parks.

Please add the following as an additional insured to my certificate. Print carefully and legibly; errors will slow the process down.

Name(s) of Additionally insured:


Certificate Holder of Additionally Insured (If Different)

ADDRESS OF ADDITIONALLY INSURED

CITY  STATE  ZIP CODE

Date of Event: \_\_\_\_\_

Please mail the additional certificate to the above address

PLEASE FAX THE ADDITIONAL INSURED CERTIFICATE TO: FAX#

ATTENTION:

PERFORMERS LEGAL NAME:  WCA#

ADDRESS:

CITY:  STATE:  ZIP CODE:

TELEPHONE:

**Performer's signature** (Required) \_\_\_\_\_

Just a reminder there is no longer a cost for Additional Insured requests

Please mail, fax, or email this complete form to:  
World Clown Association, Inc  
6164 Scherr Road  
Berrien Springs, MI 49103

FAX: (866) 686-7716 (US Only) (or) (765) 807-8649  
Phone 800-336-7922  
Email: manager@worldclown.net

The insurance company **requires your signature** prior to issuing the additional insured certificate.



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# MARCH RAMBLINGS

**H**ello everyone, I would like you all to welcome your new President Robin Bryan. I think we all are looking forward to hearing her exciting plans and ways to move the World Clown Association forward.

Well, it's been a 'different' start to the 2021 season across our wonderful world, due to Covid#19. Some countries have reopened and are almost back to normal, others are still locked down - but wherever you are, with whatever is happening, your red nose still calls you to spread smiles, love and happiness.

Your WCA board has been working hard behind the scenes as usual, to gather lecturers, performers and vendors for the March convention. We planned with the knowledge that meeting in Northbrook, Illinois would be difficult. But with online technology, ZOOM, Facebook and practice, our fun and education can continue online.

Covid#19 has badly affected our membership numbers, due to clowns being out of work. This in turns severely hurts the WCAs finances and I would like to say again; THANK YOU to everyone who kindly made a donation, but we still had to make some horrible choices and cuts to our budgets. Our convention will once again become virtual, utilizing social media and online technologies. We debated long and hard - and for the foreseeable future, we have moved the Clowning Around Magazine to online viewing. We will print the issue following the convention as this is always a bumper edition with photos and reports from all those who attended and took part in competitions and such.

Can I encourage you, your family and your friends to join, rejoin and stay members of the World Clown Association? Without our members, we won't have the wonderful club we all have shared for so many years. Please visit our website [www.worldclown.com](http://www.worldclown.com) or Facebook for the latest information.

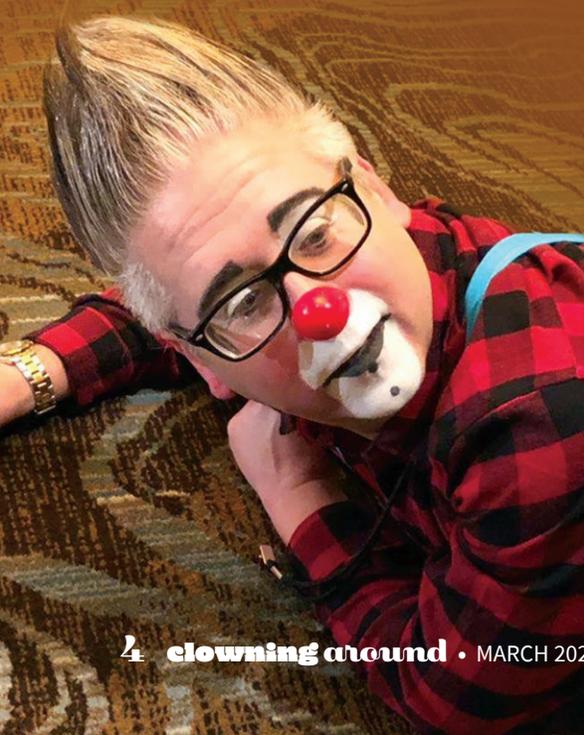
Thank you everyone for supporting me over the past two years as President and also for all that you do to bring smiles to each other and spread the love of clowns to others. Keep smiling and laughing,

Your friend always.

Andrew Davis - WCA President 2019-2021



— Andrew Davis,  
WCA President 2019 – 2021



# SELLING YOUR SERVICES - MARKETING IN ODD TIMES

**B**usinesses need to reach out to potential customers and that includes us performers!

The Marketing Department for Henry Ford once was asked what part of your marketing is the most effective... Ford said, "half of my marketing is effective... the problem is - I just don't know which half works." So the company ran ads and reached out to potential clients. It is important for us to also market and reach out to potential customers in many ways and at all times. You need to throw a lot of fishing lines into the water and hope one fish bites. You just need to connect and reach out in a variety of ways.

Here are three valuable marketing tips for you to consider helping rebuild and boost your business once we are floating again. PLUS a Bonus Tip!

## **#1 - You are Marketing for the Future.**

Someone may need you for a show in the future. If you send a letter, brochure, e mail and biz card today you are promoting for the future. They might be planning now for next October so connect to stay first on their mind. If you are marketing by reaching out now - you will be on their radar. Many future clients will find your website as they search around for possible entertainment for future events. So keep up your website by adding content to it and show

you are an active business. Even if you show photos of you doing a program last year it shows you are out doing it and have a quality show. So be ready. keep your website, FB etc up to date and that will draw more attention and credibility.

## **#2 – You are Marketing for Today.**

Last minute shows can come in at any time. I got a call at the end of November for a possible Zoom type Facebook show in December just two weeks away. It was a Special Olympics event celebrating 20 years! Cool. I set up the back drop and put together a show that included tricks about sports and some encouragement about not giving up and trying hard and do your best, etc. It was material from my Scout or school motivational shows. It was fun and easy and they were thrilled. Maybe someone will see this video and need me in the summer for their event.

## **#3 – Stay Optimistic.**

There will be parades again, as well as nursing home visits and company picnics, festivals and fairs. So now is the time to build and grow. Call every past client and just check in. Ask them how they are doing? Sincerely ask the activity director how are the folks doing at the nursing home, at daycare ask – how are you managing at your center? Don't sell anything, just be curious and wish them well.



### **— Norman the Clown - WCA Marketing Director**

*Norman the Clown has been a member of WCA since the mid 1970's and loves blueberry pie. Learn more by Google Searching: Norman the Clown.*

Send a flier, send an e mail. Call or send e mails to 10 past clients. Don't bombard them... just remind them that you love to bring smiles to their guests.

### **BONUS!!!! #4 – Set up a Camera and Video**

Video ONE really good trick or clown stunt from your show. Smile! Entertain! Make it last under 2 minutes. No promo, no sales pitch, just a simple fun trick, silly bit or clown stunt that gives them a smile. Send it to all your past clients in an e mail with link to video on You tube. Invite them to share it... Have your website come up on screen at the end. No hard sell, just some simple fun that can be shared with others and their friends.

### **Purpose:**

To stay connected, remind them of how fun you are, and spread a smile. They might forward to all their nursing home residents and their families. This may lead to more work or programs when things start hopping in a few months.

Remember!!! People are anxious to get out, have fun and do things. Fairs, festivals, nursing home residents etc. want to have fun. It will be soon enough time to get out and get together for events and fun! Be the first on their minds by simply sharing some laughs without a pitch. 🤡

# IMPORTANT... CLOWN MENTORS

**W**e need more clown mentors. We need people who are willing to spend time with young clowns. A young clown is anyone new to clowning. The truth is experienced clowns can also benefit from having a mentor, but that is not what I am talking about today. Today, I am asking you to mentor a young clown wherever you are. People who are willing to come alongside those young people and share time and attention with them. We had to cancel the Jr. Joey program this year. I can't go to where the kids are to share clowning with them at this time. But if your kids or grandkids are interested in clowning and you are fortunate enough to be able to spend time with them, do so. You may think that you do not have a lot to offer new clowns or that you do not know enough. The truth is some of the best mentors and teachers I have had were not the people who could give me answers to the questions I had. The people who took the time to really listen to me and were willing to help ask the right questions were the ones who helped me far more than the people who just gave me answers. If you have the ability to sincerely listen and are willing to ask thoughtful questions, all the while genuinely caring about the young clown, then you can be a really good mentor.

A friend of mine recently passed away, actually Larry Tucker was so much more than a friend, he was a mentor to both my children and myself but he was even more than that. We considered Larry family. In my mind, I rank Larry as one of the best mentors I ever had. Yes, Larry was a clown and, yes, he did help my whole family be better clowns, but Larry



— Greg "Cactus Patch"  
Chalmers  
WCA Jr. Joey Director

## board & committee chronicles

rarely shared clowning advice. It wasn't his way. Larry taught by example. He was the clown character he portrayed. His performances were a work of art because he knew his clown character so well. Larry was great with kids, probably because he was a great big kid at heart. When I imagine Santa Claus, I imagine he is a lot like Larry was.

For 7 years, Janet and Larry Tucker and my wife and I co-chaired the kids' program at the Fellowship of Christian Magician's convention. Janet and I did most of the teaching, my wife was the organizational wiz and techmaster, and we had several great volunteers that helped us out over the years -- but Larry was the heart of the group. He never said much but he was always there for us helping in his quiet way. Larry would find a quiet seat out of the way and watch the classes. If someone became a little too excited or was having attention issues, they would get a seat next to Larry. Sometimes Larry would have a quiet conversation with the child, and sometimes they would both just sit quietly. In either case, the child usually calmed down. When I look back at it, I would say Larry had magic powers, but the truth is it was just Larry being Larry.

Larry always had this twinkle in his eye, a twinkle that kids responded to and understood. Larry's quiet way when working with kids and that twinkle in his eye, that spirit he had, that was what I always wanted to learn from Larry. It was the spirit of a gentle clown. Because of that spirit Larry inspired my kids' clowning as much as anyone has, and for that I will be forever grateful.

You do not have to be like Larry to be a good mentor, maybe you are more boisterous than Larry was. That does not matter, you just have to be willing to be there for the kids. And listen. That was one thing he always did with the kids, he listened to them. Please consider being a mentor to a young clown in your area. If you already are mentoring a young clown or have mentored young clowns in the past, thank you.

Thank you, Larry, for helping mentor and teach so many kids over the years. What you did, even when just sitting in that chair in the back of the room, was a gift to so many.

This is for you:

*Larry always found a chair*

*There is an empty chair at the kitchen table*

*There is an empty seat in the living room*

*We look for you there,*

*But all the places you once filled with love,*

*Are now empty, filled only with memories*

*The empty place will remain forever empty*

*The places here reserved for you, now sit empty*

*Because the chair in Heaven, reserved for You,*

*No Longer is.*

We love you Larry.

Greg "Cactus Patch" Chalmers and Family

**"YOU DO NOT HAVE TO BE LIKE LARRY...  
THAT DOES NOT MATTER, YOU JUST HAVE TO BE  
WILLING TO BE THERE FOR THE KIDS. AND LISTEN."**

# CHARACTER CLOWN CATEGORY

One of the fulfilling aspects of clowning is creating one's own unique personal character. There are no two clowns exactly alike because each clown has a different thought process. The clown's motivation, priorities and personality traits all blend together to make each clown unique. Then from that personality and thought process, choices are made. A clown chooses what clothes to wear. As Jeff McMullen teaches, "...clown clothing is not a costume. A costume is what someone wears at Halloween to become a character they are not. A clown wears wardrobe, clothing himself in a way that portrays the personality of that clown." (my paraphrase) The clown chooses individual facial design to help convey expressions and emotions. No two clown faces are alike, for each clown is honor-bound not to copy another's makeup.<sup>1</sup>

Comedy styles are adopted and adapted and audience interaction grows based on the individual character.

Various styles of clowns and facial design and wardrobe have existed through the years. At one point, the RBBB shared 17 different types of clowns. In the 1960's, the Clowns of America International organization began having clown make-up competitions. In order to facilitate competitions, they began to group clowns into specific categories for judging. It was not difficult to implement the visual charac-

teristics of whiteface, auguste and hobo/tramp. But, another grouping (for competitions) has become its own category: the "Character Clown."

While each clown has his own individual character, this category specifically includes clowns that are portraying exaggerated versions of people with well-known jobs or personalities. Examples may include: a fireman, a keystone cop, a washer woman, a cowboy, or Charlie Chaplin. The character clown displays an exaggerated stereotypical type of well-known character. A chef with giant chef's hat and apron, Little Red Riding Hood, or a 1940's baseball player all fit into the character clown category. In this genre, it does not matter what style of clown make-up is used as long as it helps portray the character. The portrayal of the baseball player could have make-up that's whiteface, auguste, or even hobo. The character is portrayed far more by the wardrobe, movement and props than it is from the make-up type.

"No two clowns look exactly alike."<sup>2</sup> And the character clown category focuses not so much on clowns fitting into the standard divisions of whiteface, auguste and hobo, but more on the imitation of a recognized personality and/or job. "In make up competition, there is often a category for those whose costume depicts a specific occupation, hobby, or easily identifiable individual."<sup>3</sup>



— Randy Christensen,  
WCA Awards Director

# board & committee chronicles

Some clowns consider the hobo/tramp category to be included in the character clown category. This imitation of the real-life hobos that rode the rails during the great depression grew so popular and recognized, it has become its own competition category at this time at the World Clown Association convention.

Here are numerous examples of various character clowns:

Mick Spudic as a bullfighter.

Bill Gillespie as Elvis.

Irene Spudic as the Old Woman Who Lived In A Shoe.

Bill Gillespie as a hibachi chef.

Mick & Irene Spudic as painters.

Randy Christensen as baseball player.

Greg & Karen DeSanto as washer women.

“Flo” as performed by Linda Hulet.

Jaime Zayas as the Matador.

Aurora Krause and Diana Mccurtain Talbert as Juan and Julio.



<sup>1</sup> Culhane, John, SCHOOL FOR CLOWNS, The New York Times, December 30, 1973

<sup>2</sup> Durant, John and Alice PICTORIAL HISTORY OF THE AMERICAN CIRCUS A.S.Barnes and Company, Inc. New York 1957 page 236

<sup>3</sup> <https://trixtan.com/types-of-clowns/>



# AM I THE ONLY ONE??

**J**ust wondering if I'm the only one who had full intentions to learn something new in my clowning during this pandemic season? God knows we have had a ton of time to learn a new skill. Who wouldn't want to learn how to make a 3 balloon horse like Kornpop. Who wouldn't want to learn to play the Uke and make up fun songs like Mr. Rainbow. Who wouldn't want to face paint like Marcela Murad of Silly Farms. Oh, how about the juggling skills and fun banter of Lee Andrews or the stage presence of Iman Lizarazu?

Of course we strive to get better and better, at least I would hope you would, but sometimes we miss the mark and we tend to put ourselves in different categories. It's only natural to compare and contrast each other. I've been clowning around for the better part of 30 years and I STILL can't juggle very well, and the only good face painting I do is when my wife asks me to paint the kitchen ceiling in our house. My Uke skills are only at 3 cords, and my ballooning skills are limited to dogs and teddy bears.

I had full intentions on getting better during this time frame. I watched some excellent videos on how to juggle by Jeff Mc Mullen. I've watched some super fun shows by CLarol the clown and Kelly Ballagh to observe stage presence even on the small screen. All excellent examples of great

clowning skills. With the lack of the conventions available and limited funds because most of us aren't working during this time, this was my best option. World Clown Association is a great resource of information on how to get better at what you do. The yearly WCA convention is much more than a social gathering of friends, but a wealth of ideas and information for your clowning journey. Did I mention I missed not having the conventions and other workshops last year??

During my morning Bible study, I came across 1 Corinthians 12:4, (*Now there are diversities of gifts, but the same Spirit.*) the verse got me really thinking. Maybe I will never be the best juggler, balloon artist, face painter or musician. Does that mean I never will? ...of course not. Does that mean I'm not a vital part of the Clown World? ...of course not. 1 Corinthians 12:12-27 goes on to show examples of this metaphor of the body having many different parts but having the same purpose. This applies to all faiths. Verse 18 goes on to say "but in fact God has placed the parts in the body, every one of them, just as he wanted them to be."

We all have a part of this much needed art we call clowning. Should we aspire to be like one of the more well-known clowns? Should we try to learn as much as we can to improve our skills? Of course, but don't beat yourself up if you don't get



— **Bill Schober,**  
**aka Shobo Da Clown**  
**WCA Director of Clown Ministry**  
[shobodaclown@yahoo.com](mailto:shobodaclown@yahoo.com)

## board & committee chronicles

where you want to be in 6 months. An eye can't do what a foot can do, and an ear can't do what a hand can do. We all have a part of this fun-filled world of creating laughter to all. It definitely takes time and commitment to be the best you can. Remember, God has placed you right where you should be, so why not be the best you can be. There is plenty of room in the world of clowning to be you.

Yes, sometimes we get tied up with labels and rules, especially during conventions and competitions. That all is needed; otherwise it would be just chaos and free-for-all, but I'm in agreement with Mr. Rainbow, Dave Bartlett, of just being you. You don't need to have the best makeup, best outfit, best one liner to be a funny clown. Sometimes striving to obtain these hinders your clowning. Practice, review, chat it over with others, read articles, review videos and practice some more. This can only help you become the best "You" you can be.

Bump a nose, 

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# THE CARING CLOWN CONNECTION



visitors, sat with their head hanging and often never spoke. Once she became a clown, during Christmas she decided she might give entertaining in a nursing home a try. She sent out flyers along with a personal note. The activity director, where her mother had been, recognized her name and hired her to entertain the residents for the holiday. It wasn't until she attended a Mooseburger's camp that she discovered she was in fact, a "Caring Clown." That Christmas she stumbled into it and has been clowning regularly at the nursing home ever since. "Mimi's definition of a caring clown is "trying to bring happiness into someone's life who's having trouble finding it" When you see someone raise their head, open their eyes and begin to sing, while strumming your yuke – you know you've made a difference" says Mimi. She ends every show the same way singing The Beatles Song, "I Wanna Hold Your Hand"

So, then Covid-19 created an epidemic, stopping all hand-holding and leaving nursing home residents even more lonely and secluded than ever. It also brought all clowning to a screeching halt ...except for Mimi!

Having built a good relationship with the activity director over the years and showing time and time again how a caring clown does make a positive difference, Mimi and her activity director came up

**I** enjoyed my recent visit with Thelma O'Neill, "Sweet Mimi the Clown" After retiring as a school psychologist seven years ago she decided she was ready for some fun and started clowning around at birthday parties. During the time her mother was in a nursing home she became familiar with the staff and activity director. She noticed how lonely so many residents were, how some had no



— Kathy & "Piccolo"

## board & committee chronicles

with a plan. Ever since March 2020, the activity director calls her twice a week at 1:30, just when lunch is over. She chooses a few residents and Mimi face times them one-on-one for a private visit and a little light hearted laughter. The director gives Mimi a short history of the person and some general information so the visit can be personal. The residents love it and so does she. Mimi is also in isolation, like the rest of us, and looks forward to brightening others day. It gives her something to look forward and the satisfaction that she is still making a difference.

Mimi's advice to other clowns missing their calling during this time - Visit with an activity director at one of your nursing homes or rehabilitation centers. Most have an I Pad and could be more than happy to help you visit with those in need of a friendly voice and some warm laughter. Give her a call and she'll be happy to share.

My advice, if you want to try some "caring clowning" when things get better, begin by going to a nursing home as a person and meeting the activity director. See if you can visit those with no family or visitors on a regular basis, as a person. After they are familiar with you and you get to know them, share your love of clowning and that you'd like to entertain on an upcoming holiday.

If anyone has any questions or anything they'd like to share about caring clowning, just contact me at [kpiccicolo28@juno.com](mailto:kpiccicolo28@juno.com)

Laugh Often-Live Well!!

Kathy & "Piccolo" 🎪



# TO PUMP OR NOT TO PUMP, (AND WHICH ONE), THAT IS THE QUESTION!”

I started twisting balloons back in 1984. That was a long time ago and the company I worked for required us as birthday party performers to blow the balloons by mouth. Back then, animal balloons were just that. Just a one balloon dog, giraffe, mouse etc. Blowing 20 or so each party was not too big a problem but even at 18 years old, I would leave the party quite tired. I knew it was because of all the blowing I was doing. Fast forward about 8 years and after being on the road doing circus clowning, I started doing birthday parties again and also animal balloons. Except now animals had turned into 2 to 3 balloon sculptures, and thank goodness, most people I knew used some sort of pump. Nowadays, I feel it is much more politically correct so to speak, NOT to put something in your mouth and then hand it to a child. From

a germ standpoint and also because we are constantly telling children not to put balloons in their mouths.

This article is about the various pumps I have tried over the years and is in no way an endorsement (as in I am not being paid by any company, ha-ha) nor is it an end all be all, as there are so many pumps out there I have NOT tried. On the contrary, this review is limited at best, but it gives people who may be starting out or someone who has never tried more than one style some ideas.

The most basic and least expensive is the simple hand pump. I personally like the style shown in the photo (average price is about \$7-\$10) but I have also been able to survive with a Dollar Tree model. These pumps require about 7 pumps to blow a 260 so you are working harder



than what I will discuss next but the advantage for some people is they like the price and portability. Personally, I always have one of these in my kit in case of emergencies which I have had. I have had my floor model break, left it at home more than once, and actually had one stolen from a gig. Also shown is a model you can use with 160's. Those are those tiny animal balloons.



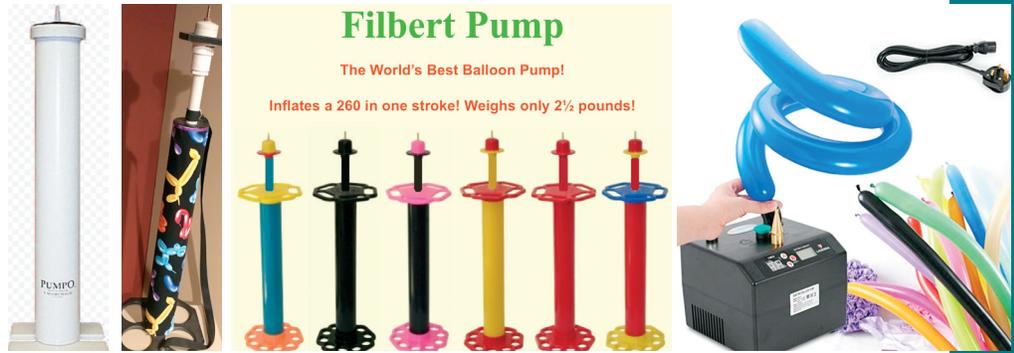
— Nicole Portwood  
NE Regional Director

## education & information

Next up is the floor model style. My first-floor model was the Pumpo which is shown here but not even sold anymore as far as I know. It was a cardboard tube which always had to be oiled with some funny lubricant that came with it. I had a couple of these but grew tired of the nozzles breaking (they eventually came out with a screw off one) but then I found another model I liked better which I will discuss next. Pumpos were about \$150. All floor models can blow a 260 in one giant push down pump. Nice! This style was not too easy to carry as it had no strap or handle around it at all. I would say it weighed maybe 5-7 pounds.

I was then introduced to a Mini Mac Lite which was indeed light weight, had a carrying strap and seemed to be pretty durable and well made. It runs about \$100 and weighs about 5 pounds. It also blows up 260 balloons in one push. This was a winner in my book until I was introduced to the next model and the one I highly recommend for lots of reasons. By the way, it comes white, I covered it with the balloon cloth material.

And the winner of the floor models in my opinion is... The Filbert! Now if you go to the website it does claim to be the best in the world and I don't know about that, but I sure do like it. It is SUPER light, only costs \$100, has a



great handle for easy portability and BEST of all is it comes in a gajillion colors!!! You can make it any color you want starting from the base and going all the way up to the top! I can't even recall all the colors you can choose! Totally fun and cool! I will say that although it is light, and it seems durable, I recently had a crack occur on the side of mine and not sure how that happened, but I was losing air when I would pump. I was able to put tape over it and it seems to be ok.

Now moving on to more expensive and even easier to pump models and that is electric models. I have only owned a "Balloon Buoy" and it is so old the batteries that it came with are long dead, but I can say I am not a fan of electric models for doing line work. They are noisy and mine did not hold a charge for more than 3 hours and I was doing gigs longer than that, so I had to keep trying to find an outlet to charge it etc. Nope, that did not last long with me. Now, if you are a balloon artist and decorator, then of course, these are the way to go. A

great person to ask about electric models that I happen to know is Kornpop the clown. I believe he has several and could be a good resource. There are many other models than the one shown in the photo here, but I have heard that the cheaper they are, they are not as good. I guess, you get what you pay for is the motto of the day. Most people I know who do use an electric model have a hard time pushing down on a pump. If that is you, then obviously you will really want to invest in a good electric pump.

I think that gives you a fairly good idea of different styles you can ponder but asking other balloon artists who have been doing it a long time is always a good way to go. We have made all the mistakes and done all the trial and error. Again, this has just been my experience with balloon pumps over the years and if you have any other questions, please feel free to contact me.

Nicole Portwood  
*Portwoodjr@comcast.net*  
413-245-1076 

# I LOVE A PARADE!

**I** am so excited! Finally the fog is lifting and we are scheduled for a parade for St. Patrick's Day! You know, with folks lined up cheek to cheek on the side of the street, kids on blankets on the curb, grandma and grandpa in the folding chairs under an umbrella. Ok, it's not exactly an old fashioned parade. We are still dealing with covid and not everyone has their shots yet. So how are we going to do this safely?



We have a plan! A reverse parade! The parade is going to be standing still, and the people are going to drive by the units! It is a great way to keep everyone safe and we still can have some fun. Ok let's back this parade up! Every year for the past 43 years (minus last year) my home town has had a St. Patrick's Day parade. Back then the town was about 1000 people. Now we have swelled to over 2000! (Stop laughing you big city folk!) This little town draws 6-10 thousand people every year! (depending on the weather report! It is Minnesota after all.)

Last year we had to cancel our Easter bunny event and our town's Christmas event with Santa. Folks were really starting to get depressed. Some of us got together and arranged for Santa to ride through town on a Fire Truck covered in Christmas lights on every city street. It was greatly appreciated but not the same as the photo with Santa, fun lunch and goodie bag.

I am a member of the Chamber of Commerce. We got together and said we have to have our city celebration somehow! Surprise! Let's do a stationary parade. As a performer I am very excited about this. I know my clown club is too! We will have a stationary spot on the parade route. We don't have to worry about keeping up with the flow of the parade and getting run over by the float behind us. We can get creative and have some super fun sight gags. I might even drag out my ring curbs and circus props. Juggling props, banners, and so much more! It will be so easy to take turns, have water bottles, take a break! I see a group of clowns sitting on stools under a sign that says "Irish Setters".

Let's all start thinking outside the box. How can we step out and be more creative and safe this parade season? The days of walking along the pa-

rade route giving high fives is over for now. Even touching elbows messes with the social distancing rule. Get a hoola hoop and have it be a smile catcher! You know like a dream catcher? Have the kids throw you their smiles. Bubbles are always a hit. You can fill the sky with thousands of bubbles and still be at a safe distance. Lots of music! Bringing your own music is even easier than ever! Fill the air with sound and have a dance party! You can turn your phone into a sound system with a quick trip to Best Buy or Amazon. Try a small speaker you can add to your phone.

Flags and streamers add a lot of fun and color. Anything big and beautiful. Giant beach balls to play catch with other clowns can be super fun. Get together with your clown friends and have a brain storming session. What props do you have from skits you have done? Can you change them into a funny sight gag for folks to see as they drive by? Remember you get to stay in one spot. The parade will be passing you by! You might even get some folks involved who were left out because they couldn't keep up with a regular parade. Never think that what you do as a clown doesn't matter. Bringing a smile to someone's face, or chuckle from their heart is powerful stuff. We have been sitting around too long. It's time to let the parade pass us by, (in a good way)! 

— Tricia Manuel  
"Pricilla Mooseburger"





**T**he new WCA president Robyn “Pinkie Bee” Bryan has been a member of the organization since 2011. She met the president at the time, Joyce Payne, at the Regional Conference-the South-East Clown Association. Joyce encouraged her to run for the regional director’s position. This began her holding several offices for the World Clown Association- Regional director, Caring Clown director, Vice President, and President-elect. She’s also served as the Historian and President of the Southeast Clown Association. She has served as Secretary, Professor clown, and President of her local alley, WCA Alley # 2, Gator clowns of Jacksonville. Robin has also served as the Clown director for the unit at Wolfson’s Children’s Hospital. She and her clown partner, Groovy, together have over 1600 Volunteer hours.

She has never been shy to take on responsibilities. Her most recent endeavor to help WCA members recover from the shock of the cancelled 2020 Jacksonville convention. She was Innovative in organizing an unheard-of online convention. Our efforts to give members something to ease the isolation earned her the 2020 Presidential Award, a special recognition offered by the active President- Andrew Davis.

# Introduction to the New WCA President

## cover spotlight

You may remember in 2015 Robin won the Reno convention ALL AROUND CLOWN. She's well remembered for her paradeability first place win as a down-and-out Elsa singing "I let myself go!" or the beautiful white face pirate clown that threw a board on the ground and said she was tired of walking the plank for a second-place character makeup win. She gave an inspiring speech on how someone had told her that she was too fat to be a good clown. She loves to tell everyone that no matter how you look you can be anything you want to be. She works hard to be a motivator.

She married her clown partner Greg "Groovy" during the 2017 Southeast clown conference. She jests that as President they couldn't say no. The theme for that conference was- A Clown for EVERY Season. What was not included in the conference plans was a hurricane season. Imagine as a bride-to-be she planned for that perfect wedding and the perfect convention. That all changed when hurricane Irma shifted to be a direct hit on the area. The president of WCA at that time, Pam Moody was there to witness that wedding. Instead she witnessed a decisive President taking control and doing what was best for the attendees -asking the members to call family and make that personal decision whether to stay or go. Along with 20 other members, the Newlyweds stayed. They put on a "what can you do?" conference. Even planned and put on a clown stage show for evacuees during

the storm to keep scared kids distracted. Pam Moody awarded Robin the honor of Humanitarian of the year for calm under pressure and doing what clowns do best -give joy in circumstances where smiling is hard.

She has helped organize Hospitality at WCA conferences. She has volunteered as a judge . In Albuquerque New Mexico she stepped in and helped to run the competitions when the competition director had a major work conflict and was unable to attend. Watching her take on responsibilities with organization skills prompted Pam Moody to ask her to run for the presidential position. She felt, along with others, that Robin has a level-headed administrative skills to help WCA become a better organization.

Thank you Robin Bryan for accepting the voters confidence and becoming the new President of the World Clown Association. There is literally big shoes to fill. 🐝



Robin "Pimkie Bee" Bryan

# QUARANTINE CHRISTMAS

**N**ormally, I would dedicate this article to my community of performers. However, being in isolation, I got through in part knowing that my community experienced similar to what I did: no live performances and still finding the means to entertain. So, I will share my experience during the pandemic.

The prior year and the early part of 2020 were amazing. And then the pandemic hit, and all my gigs were cancelled. Sure, I was contacted off and on for birthday parties, but I felt that during this time that it was in everybody's better interest to refrain from taking any gigs. I refunded deposits and rescheduled festivals for 2021. The months dragged on and I started to feel like I've been losing some of my creativity.

I've watched friends in my area making balloon yard art and taking other gigs. Yet I continued turning away gigs. I've had all these months to design a new show, but the energy wasn't there.

Time sped by and the next thing I knew it was November. Mrs. Claus is one of my favorite characters. My husband, Michael, and I decided we would do all virtual for the holidays. We learned about Zoom and OBS. We bought lighting and a new computer so we could have fun virtual meetings with the children (and some adults). We figured out our blue screen and our green one. It was definitely a learning curve and Michael figured it out by trial and error. We had 100 virtual visits and all of them were wonderful. I found that I love reading to the children. Michael would rather tell stories and just chat with everyone. He decided to help out our local police department and answer letters from the children. He ended up writing 400 letters and Philadelphia channel 6 got in touch with us. We were on the Philadelphia ABC affiliate's news. I reached out to a library and we had a Zoom meeting with several children. And we read Michael's self-published book "The Elves Indoors - A Quarantine Christmas Tale" in character as Kris and Holly.

As much as I loved the interaction between us and the children, it wasn't the same as when I go into a



## education & information

family's home or into a school. I miss the live interaction. Mrs. Holly Claus has a few favorite books in addition to "The Elves Indoors." Sometimes, I read "What Does Mrs. Claus Do?" By Kate Wharton. I love the story. It's silly and it shows Mrs. Claus doing so much more than just baking cookies. I also like "The Longest Christmas List Ever" by Gregg & Evan Spiri-



dellis. I use this one with younger children.

I love my props. I have several magic tricks I use when I talk about the North Pole. I tell the children that I asked the elves for a magic set for my birthday. Then I try to do magic, but the elves are always playing tricks on me. The children have to help me out. One of my favorite magic books is "Twas the Night Before Christmas, a Magical Presentation." Santa Larry Talbert made the book. I explain to the children that the elves gave me this book, but there is nothing inside - the children must write the story. I hand my magic pen to one of my helpers and tell them they need to be the author and help me write the story. Then I ask another helper if they can be the illustrator and fill the pages with pictures. A few other props I use are Spangle the Clown's reindeer cards, the magic wand with the snowball on top, and my magic snowball. At the end of my program I dress the children up in pre-made balloons and we sing Christmas songs. My program lasts about 45 minutes and I've taken it to schools, libraries and home visits.

Christmas has come and gone. We learned a lot about virtual calls. We are planning on putting together some Zoom programs for the same library we reached out to before. They are very interested in more virtual programs and plan on booking us this summer (hopefully live). Some of the charities we worked with have already booked us for next year's virtual programs and I'm looking forward to that. I'm trying to figure out how to put together some virtual clown shows, our studio just doesn't have the room. I am thinking more along the lines of something with my puppets.

It's been a long year. I know we are all excited about 2021 and the opportunities it will bring. I just booked a Christmas in July birthday party this morning. Life is coming back around and it's exciting to look towards the future. I have started planning my library program for this summer. This year's theme is animals and stories. The slogan: Tails and Tales.

I have a new backdrop and a new sound system that I'm excited to use. This year feels like starting over, but exciting times are coming. 🎅

— Renate Sheinbaum  
American Mid Atlantic Director



# BRING ON THE HECKLERS!

**E**veryone who performs has had to, at one time or another, put up with hecklers. What is a heckler? I think everyone knows but just to remind you, it is “any person who interrupts a performer or public speaker with derisive or aggressive comments or abuse.” (Definition from Oxford Languages)

Now, who appreciates such a person? ME! You see, I WAS that person so many years ago. I remember it like it was yesterday. I thought I was a complete know it all, a teenager who imagined being able to embarrass the street magician at our local amusement park. I responded the typical way most people do when they “think” they know how a trick is done...“I know how you did that!” Well, he responded with a very disgusted demeanor and rudely walked off. I say that because I felt as I looked back at that incident, especially after I started performing magic, that he did not know how to handle an audience. I can’t imagine he had never heard that before. I hear it almost every show! It is not polite, but it is a given that kids, especially from age 8-12, WILL be present and be all too willing to let you know that you are doing stupid magic that everyone can figure out. Or can they?

Ah! That is where you have to have one up on those little kiddos in your audience. Before you even begin to be ready for a heckler’s comments be sure you have chosen appropriate magic for the age of the children who will be present at the event. I perform for mostly 3-7 year olds so consequently the magic is pretty simple and yes, easy to figure out. When I am invited to perform for a young child and there happens to be older kids in the audience, I premise right away the fact that they’re going to be seeing some fun magic especially chosen for our

very special BIRTHDAY child! I go on to explain that much of the magic may seem a little silly to them but if they are patient, I will be sure to include trickier tricks toward the end of the show. Now, it just seems to me that my trickier tricks are a little involved and sometimes I lose the young ones so simply making sure I include a little something for everyone seems to be the ticket for the whole group, including the parents. After all, they LOVE to hear that I am concentrating on their special little one first.

Now, haven’t I ever done shows where everyone is older? Yes, but then I do bring some of my “got-cha” magic tricks. Those are where you absolutely want and wait for them to start yelling at you. Recently I started ending my show with the rubber ketchup bottle. Of course no one knows it is rubber and when you keep saying you are making it disappear and you simply turn it upside down in a brown paper bag, the kids are howling that you are just holding it. When I say, “You really don’t think this is a good magic trick? Well, neither do I!” and then I crinkle up the bag, bottle and all. That one is a WINNER! The adults too freak out and wonder where the heck the bottle went. Another one that gets them a little frustrated is Stratosphere. This is the one where the red ball keeps ending up in the wrong place so you take it out, it then disappears, and ultimately ends up back where it started. For the finale you are able to put it back where it was originally which is really mind boggling. There is also the change bag where you are able to make all kinds of things appear and disappear and most kids will not catch on that there are two sides. You are also able to then show it unzipped and completely empty. One of my all-time favorites is Dots Impossible and this trick is where you continue to get

multiplying dots and no one ever yells the right amount. The big reveal at the end is you end up with a whole card full of dots and no one ever sees that coming. That is my husband's favorite trick I do and he has seen it a thousand times. And finally, one more noteworthy one while doing table magic, hands down, it would be cups and balls. The kids always think there are magnets, or that the ball is going through the cup so when I do the imaginary ball at the end and it is under the cup, oh boy, that's the big payoff.

So I recommend you do tricks that they are proved wrong. That usually helps them not to continue to "out" you. In other words, they get embarrassed when they are wrong. If they are persistent in being fresh and I know I got a Dennis the Menace on my hands, I strike a deal with them. I say, 'Look, I love that you are a really bright person, and that you realize that magic is an illusion, and that you think you are pretty savvy at guessing at how some of them are done. How about if you are polite and quiet during the show, and you don't shout things out, I will let the birthday child choose a trick and the end of the show that he would like to know how it was done and then I will teach it to all of you.' If it is not a birthday party, I let that particular child choose a trick at the end. I do, however, try to get him to guess how it is done. Most of the time, they are wrong. Now, I know what you are thinking... "A magician NEVER reveals his magic". Well, I am not a magician, I am a clown, and this clown is AWFUL at keeping secrets. Besides, I have come to realize that TEACHING magic to kids after performing a show is one sure way to get them VERY excited about wanting to learn magic. Are you seeing what I am seeing? Future magicians people! Future potential clowns!

This theory of performing has worked so well for me over the years I use it most often when doing walk-about. I present a really cool card trick and then say, how do you think I did that? I make them think and think and think and many times they DO figure it out. That is called utilizing some STEM (Science Technology Engineering and Math) I explain to the kids that many magic tricks are simply "engineered" in such a way to produce the illusion. Once their little brains start the wheels turning, bam! They figure out the magic trick. They all of a sudden don't look at you like, "stupid clown, I know how you did that" to "wow, that was a really cool trick she showed me". And it gets better, I then GIVE them the trick. I particularly like card tricks because I make many of my own and they are very easy to purchase and give away.

You will have fans for life performing magic this way and do away with any heckling that might discourage you, ruin a show, or let a youngster think they got one over on you! Good Luck and let me know how it goes the next time you deal with a heckler this way!

Nicole Portwood

[portwoodjr@comcast.net](mailto:portwoodjr@comcast.net)

413-245-1076 



— Nicole Portwood  
NE Regional Director

# I'M CRACKING UP

**A**s clowns we love to hear “You crack me up!”

But we don't like to see our makeup cracking up. This is a common complaint from clowns about their makeup: “HELP! My white make-up is cracking! What can I do??”

There isn't a one-size-fits-all answer. Here are some important things to consider: choice of greasepaint, skin prep, application, and powdering.

First thing's first: Use high quality greasepaint make-up. I recommend Mehron, Ben Nye, Krylon, Jim Howle, and ProFace (if you have any ProFace greasepaint left, as the McBrydes are no longer making this make-up. But they are STILL MAKING PROKNOWSES!!! Don't panic!)

Let's go through the possible reasons your make-up is cracking.

You have deep creases in your face.

The sad truth is if you have deep lines in your face, your make-up will eventually crack. The deeper the line the sooner it will crack. Some imperfections we will just need to live with.

The good news is you can make them less noticeable with some simple steps:

## Skin Preparation

Wipe your face down with alcohol on a cotton ball or pad. This cleans off any excess skin oils. It also tightens up your pores.

If you have an excessively sweaty face you need to use a sealer made for facial skin. Skin Prep Pro by Mehron works great for sealing your pores. The sweat coming out of your pores will break down your make-up and cracks will show more quickly.

## Application

Be sure you do not put your clown white make-up on too thick. Whether you apply your make-up with your fingers, foam wedge or sponge, or a brush, I recommend you pat the makeup firmly into your troublesome areas. This provides an even finish as well.



## Setting with Powder

**Powder as soon as possible!** The warmth of your skin will start to break down the grease, so getting it set right away is important.

Cracks and creases need to be smoothed out right before you powder. If you powder in a crack or

### SET YOUR GREASEPAINT:

1. Sprinkle setting powder onto puff.
2. Press puff onto face makeup.
3. Repeat until greasepaint is covered.
4. Wait 30 seconds.
5. Brush off excess powder.



crease, it is permanent. Fill your cheeks with air and pat out the creases with your finger or sponge. Push your tongue against your cheek to help give a firm surface to pat.

**Prime your powder puff** or sock with plenty of powder! Powder the white on your makeup first or as soon as you are doing any blending with other colors. You can even powder problem areas (like eyelids and corners of mouth) while leaving the rest of your make-up wet if you use a powder puff instead of a sock. Use one puff for your white and one for your colors to be safe and avoid color transfer.



Be sure to powder in all the troublesome areas carefully. I have trouble in my eye sockets and under my chin! I fold a powder puff in half in order to get the powder where it needs to go. Stretch out your neck by tilting your head back.

Touch your face lightly to find all those sticky spots. But it was

dry just a second ago!!! That's right, it might have felt dry, but as the wet grease make-up absorbs the powder it can get sticky again. Use your puff to press the powder into the grease. You cannot powder too much. The grease will absorb as much as it can and then it stops.

Once done pressing powder into the grease make-up let it sit on your face for 2 to 5 minutes. Yes, that seems like a long time, but the longer it sits, the longer your makeup will last.

Then brush it off. Use a really, really good powder brush! A brush with a lot of soft, fine, natural-hair

bristles will take off more of the powder without smearing your make-up. Try our goat hair powder brush. It is the best brush I have ever found.

Test for wet spots again. Repeat the steps above.

Let's tackle some other makeup questions I get asked a lot:

### **Color Transfer**

“What the heck? I just put an imprint of my red mouth on my white cheek!!!!”

Yup, not enough powder on your puff or sock. OR too much wet make-up on your face.

Make sure your puff or sock is primed with enough loose powder to do the job. Colors like red and black cause the most problems. Load up your puff with powder. Carefully press onto your face. DO NOT RUB!

Take a look. Is there make-up on your puff? Add more powder. Repeat. Let that powder sit on wet areas for 5 minutes before you brush off the powder. Be gentle until you are sure all is dry.

### **Powdery Haze**

Let's talk seriously about the biggest myth in clown makeup: spritzing with water. THIS DOES NOT SET YOUR MAKE-UP! Water can NOT set grease. Oh yes, It can take the haze away and brighten colors a bit. But your face will crack and start to break down sooner if you spritz with water. Wet paper towels will cause the same problems.

Sorry folks — it's the truth!



## education & information



Instead, you should spritz with a fixative sealer such as Mehron's Barrier Spray. This clear alcohol-based spray takes away the haze and locks in with the powder to provide a long lasting finish resisting to cracks and graininess. It was designed specifically for this very purpose! Also, those colors will return to their regular brightness after 10 or 15 minutes from the warmth of your skin.

How to make a great clown face last all day?

Bring along your powder. You need to keep your face dry. A lightly loaded powder puff will do the trick. Keep it in a zip-top baggie in your pocket or travel kit. Touch up those problem areas. Easy!

The truth is unless you have a make-up judge looking up your nose, most folks really don't care about a few lines or cracks on your make-up on a hot day. They get it! You are just obsessing at a line around your mouth or eye. They are looking at the whole picture, make-up, wig, costume, shoes and all the fun stuff you are doing!

Give yourself a bit of a break. Do your best and remember to have fun. If you are having fun and entertaining your audience, they really aren't looking at the little cracks in your make-up. 🎪

— Tricia Manuel is “Pricilla Mooseburger”, who has been running Mooseburger Clown Arts Camp and Pricilla Mooseburger Originals since 1989. More articles, newsletter sign-up, and clown education can be found at [www.mooseburger.com](http://www.mooseburger.com).



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[www.mooseburger.com](http://www.mooseburger.com)

# GETTING OUT OF THE FUNK

**W**e're here in what feels like a non clown world. Are you in a funk? Are you wondering when it's ever going to end and it's got you down? I don't know about you but I'm usually working 5 days a week as a clown. So I find myself in a depression not wanting to do anything sit on the couch and wish for a better world. So what are you do to get out of the funk?

I found myself getting really excited after having the idea a refurbishing a puppet. I posted the challenge to the Facebook forum. And it was actually therapeutic to have a clowning project. A member volunteered to donate some of his puppets that needed love and attention and all you had to do was pay for postage. What a fun time I had redoing this crazy long headed puppet. I had other friends refurbish and contacted me telling me how wonderful it was to have a project. So what about you? Is there a long-lost project you put aside because you were so busy? Dig it out! Get those creative juices flowing and do a project you'll thank yourself.

We have a wonderful person in charge of social media- James Kuhn. And he makes Flyers this gets posted on our social media. They are a lot of fun. The other day he posted that it was National big-wig day. I saw that and was inspired. I went to my Clown Room and dug out my old Marie Antoinette wig that hadn't seen daylight in at least five years. I sat down and put on something I haven't done in a long while- white face makeup! Hey beautiful girl I have not seen you in a while. Oh I had so much fun taking photos of me and my big wig and making a little video and posting it to social media. You know when I am in Whiteface clown I feel so pretty. Whiteface Pinkie bee is the persona that makes me forget my troubles and be happy. Putting on the Ritz

got me out of my funk. So do yourself a favor if it's been awhile put on that grease. Put on smile and be happy. Make a video and send it to a friend share some Joy.

I can't wait to see what the future brings I know it's going to be great and full of clown Joy. The world's going to need us so stay happy. 🎪



# HOW TO BUILD INVISIBLE PROPS

**H**ow can you build something out of nothing with nothing? Well, you can build it with the power of your mind. Oooh, I know that intro sounds like it should be in a magic magazine or maybe a fantasy novel, but I assure you it is not as mystical as it sounds. I am talking about using miming to create a clown performance that creates the illusion and feel of something when you have nothing to work with. Learning the physical technique of miming is only half the battle to good miming. In fact, I have seen many clown routines that use this skill performed by clowns with no mime training. I found some of these performances more entertaining and easier to follow than some of the performances I have seen put on by people with professional mime training. Mime techniques can provide valuable tools for creating the illusion that something is there when it is not. But, the physical techniques alone are not enough. When I first started to use miming techniques in performances something was missing, and I had no idea what it was.

The problem was I could not see what I was doing. I don't mean I did not have a mirror or a camera to record what I was doing. But I could not see the item I was creating.

Let me shift gears to explain it, the other day I was trying to draw a picture of a dragon. It was supposed to be a gift. The task was quite challenging, in fact, on that day, I found the task to be impossible. I have been accused of having an overactive imagination more than once, but for some reason, I could not picture a dragon using my imagination. My mind was blank. I found out that it is very hard to find photos of real live dragons to work from, and since I did not have a pet dragon in my backyard to use as a model, I ended up making a cat picture instead. I

have a cat, I could see the cat, and when the cat was tired of modeling I had plenty of cat pictures I could look at for reference. The gift will be a cat picture. The reason I could not draw the dragon was that I could not see it. In the past, I have drawn pictures from my imagination and they have worked great, but for some reason, I could not see it in my mind's eye. And since I could not see it clearly, I couldn't share it with my audience. In the visual arts, it is almost impossible for an artist to create an image of something if he or she cannot see it before them or in their imagination.

The same holds true for a performance artist trying to create something out of nothing.

Before you can show an audience a wall, a tug-of-war match, or that you are drinking from a cup, you need to know where the wall is, and where and how big the rope or the cup is. You have to see it before the audience can see it. When you do this with nothing, the key is using your imagination and picturing the object in your mind. Not only do you want to picture it in your mind you want to project it out into your performance space.

Have you ever been to a little kid's tea party? Or seen small children playing make-believe? They can see the cookies on an empty plate, and they can taste the liquid in the empty cup. I have spent many years working with children, and I have had the privilege and honor of being invited to tea parties and dinners hosted by 3-year-olds to 8-year-olds and older. Sometimes I joined the tea parties and sometimes I just watched from a distance. Some of these parties had imaginary food and drink and used plastic toys like cups and saucers and other props. At some of the parties, everything at the party and over half the

## education & information

guests were imaginary. The secret to the party was not the toys we did or did not have, but our imaginations. My teacup was a short wide mouth teacup of fine porcelain, a gold ring around the lip, and a small chip across from the dainty handle that felt just a little too small for my fingers. Painted on the side of my cup was a pattern of red roses. I believe the lovely young lady across from me drank from a light pink princess teacup with dark pink roses painted on the side. Of course, every tea party was different and sometimes I used my imaginary teacup, and sometimes I used their imaginary teacups. Sometimes we drank tea and sometimes milk, lemonade, or coffee. The miming at a few of those parties was almost on par with some professional mime performances I have seen. Not because of technology but because the host had a strong imagination and he or she could place their imaginary items in a space and pick them up again. They did not imagine some random generic item but specific items that were real in their imaginary world and handled it accordingly. Children often play using their imaginations, especially small children. The more real the world was to those creating that world the easier it was for those watching the children play to see the things they were pretending.

Most people when they are children find it easy to use their imagination. I remember as a child playing with my mom's leather pocketbook, it had a leather strap around it that kept it closed. I remember attaching a ballpoint pen through the straps on either side of the pocketbook and pretending it was a spaceship. It was one of my favorite toys to

play with while waiting at places like the doctor's office or the dentist. When I was little I was always using my imagination like that, but the older I got the more I wanted the things I was playing with to look like the actual object I was pretending it was. I would save my money and buy toy rocket ships made of sleek plastic instead of fuzzy suede leather pocketbooks. I became a clown after I had grown up and become an adult. So I was a little rusty on using my imagination. But the more I clowned, the more practice my imagination has gotten, and now my imagination during performances is almost as good as it was when I was a child. So here are my tips for creating something out of nothing whether you are using mime techniques or not.

1. Before the audience can see it, you have to see it.
2. Picture a specific item that has a definite size, and shape, and recognizable features. (remember my teacup?)
3. Those features should remain constant throughout the performance unless acted on by a force during the performance. For example, if you mime cutting something in half after it has been cut it must be handled as if it is smaller than when you cut it. The cut item must also have definite unchanging size, shape, and features.
4. When placing an object in a space whether it is a wall, a cup, a hat, etc. Use landmarks in your performance space to find them again. They can be something in the room or you can place tape on the floor before the performance to know where some-



— Greg "Cactus Patch" Chalmers

thing is. For example, if you are performing a mime piece with a wall in it, you may want to put a couple of small pieces of tape on the floor to mark the edges of the wall so you can keep the wall consistent.

5. Remember the more you can do to make the item you are pretending to work with concrete in your mind and the more consistent you are in the handling of that object, the easier it will be for the audience to see it even if it is not there.

If you want to learn more about actual mime techniques check out the Jr. Joey Newsletter on the World Clown Association website. We have some entries about mime techniques and hope to be adding more in the future.



# LET THE CONVENTIONS BEGIN! BUT WHAT CAN I DEDUCT?

It is just about March, and the conventions have begun. How many, if any, do you attend? As an author and lecturer, I try to attend at least six. But of those six, only two are held within my home town. That adds up to a lot of travel. So, let's take a look at what's deductible, and what isn't.

The first question you need to ask yourself is "why did you go?" There are two main reasons why we attend conventions. One is to attend workshops and learn new skills, and the second is to just visit with old friends, and maybe some new ones. Certainly, while accomplishing the first reason you may also accomplish the second, but if sole purpose is just to accomplish the second reason, your expenses are no longer deductible. For the sake of this article, and your own satisfaction, I assume you go to conventions to attend workshops/lectures, and learn new skills.

### TRAVEL

How did you get there? Did you drive? Fly? Some other form of transportation? Your travel expenses are 100% deductible. If you fly, your airline ticket is also 100% deductible, and the same holds true for any other form of transportation. If you drive, keep track of your mileage. Add that to all your other business mileage through the year, and at the end of the year, when you file your taxes, you may either take your actual expenses or the standard mileage deduction.

Keep all your receipts as proof of the expenses you incur.

### VEHICLE RENTAL

In some instances, you may choose to rent a vehicle to get to your convention, or, after flying in, you rent a vehicle to get you from the airport to your des-



— Dr. Steven L. Snyder  
"The Tax Magician"  
[slsnyder2@yahoo.com](mailto:slsnyder2@yahoo.com)

tionation. Vehicle rental expenses are also 100% deductible. You may include any gas you had to purchase as part of your rental. Again, you must keep all receipts.

### **FAMILY**

Some locations are ideal to bring your family, and allow them to vacation while you're busy with your convention activities. Your family expenses are not deductible.

In some instances, your spouse may be your working partner, agent, or advisor. So, why did your spouse attend? See above. Is he/she there to learn new skills? Or maybe just to control your spending in the dealer's room? Or just to visit with friends?

### **DEALER'S ROOM PURCHASES**

In most cases, anything you purchase from the dealer's room is a deductible expense either to be depreciated or a Section 179 deduction.

Any purchase you make that has a life usage of more than one year should be depreciated. However, there is a provision in the tax code that will allow you to expense the entire purchase in the year you made such purchase. It's called Section 179. There are limits and regulations in regard to Section 179. Your tax professional should be able to advise you; the tax code regarding Section 179 is readily available ([irs.gov](http://irs.gov)); everything regarding Section 179 deductions is available in my book *"The Self-Employed Entertainer's Complete Guide to Federal Income Tax"* (available at my website [www.thetaxmagician.com](http://www.thetaxmagician.com)).

### **MEALS**

Meals are deductible at 50% of the cost of the meal (including tips). Here, again, you need to keep all your receipts and note on the back of the receipt anyone you ate with.

Understandably, it can be difficult to remember, so I suggest, whenever possible, use your credit or debit card as it will provide a receipt for you – or do both. Also note what was discussed.

Another method for keeping track of your meals is the per diem method. I live in Las Vegas. The meals and incidentals rate (M&IE) is \$61 per day. It is intended to cover the cost of a single day's worth of meals and incidental costs (such as tips and parking) based on the average cost for these expenses in my area. If you spend less than the \$61 per diem, you can generally keep the remainder.

Every area has a per diem rate. You just need to Google the locations per diem rate.

### **LODGING**

Your lodging expenses are 100% deductible, but only for those family members attending the convention. For example, say you attend a convention in Pigeon Forge, TN. Your spouse and children come with you so they can go to Dollywood. Your deductible expense is only what you pay for your lodging – not theirs.

Once again, we have a per diem rate. The lodging per diem rate in Las Vegas is \$120.00 and is intended to cover the cost of one night's lodging at a hotel.

And again, you need to keep your receipts to show proof of the expense.

If you spend less than the \$120 per night, you can generally keep the difference.

If you spend more than \$120 per night, record and deduct your actual expenses. 

*This article was written by me, Dr. Steven L. Snyder, doing business as (dba) The Tax Magician, for you, the self-employed entertainer. I welcome your comments, suggestions, and questions. I reserve the right to use your questions (your identity is protected) for future articles. Please feel free to contact me by e-mail at [snyder2@yahoo.com](mailto:slsnyder2@yahoo.com), or call me at 702-327-5149. Please put Clowning Around in the subject line of your e-mail.*

## 2021 schedule

### PUBLICATION / MATERIAL DUE

January 2022 / by 11-01-2021

March 2021/ by 1-01-2021

May 2021 / by 3-01-2021

July 2021 / by 5-01-2021

September 2021 / by 7-01-2021

November 2021/ by 9-01-2021

## size & Specifications

### Inside Cover - Back or Front

8.625" x 11.25" - Full Bleed • 8.5" x 11" - Trimmed

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### Half Page - 7.5" x 4.625" - Horizontal • 3.625" x 9.5" - Vertical

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- ▼ PDF is preferred file format for static ads.
- ▼ For static ads, also accept EPS, TIFF, flattened PSD, and JPEG files (300 DPI).

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- ▼ Send files at the dimensions at which they are to be reproduced (see other page for sizes).
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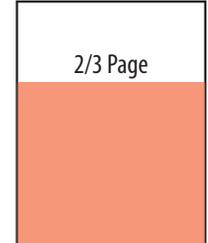
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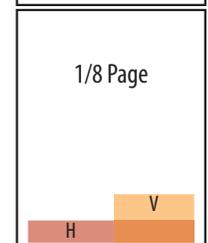
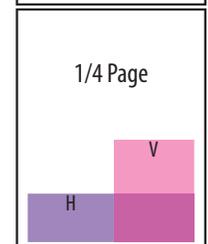
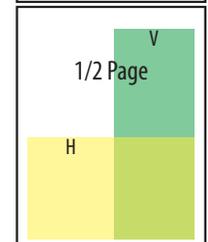
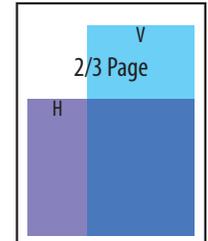
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## WCA code of conduct

As a member and representative of the World Clown Association I commit myself to representing the art of clown in a professional manner.

1. I will strive at all times to provide children of all ages with fun, respectful, family-friendly entertainment. I will create a joyful experience for my audience, not causing embarrassment at another's expense.
2. I will present quality, friendly-looking, professional makeup and costuming and will maintain my clown character while in public view.
3. I will refrain from drinking or using any alcohol, tobacco products or drugs prior to or during performance or at anytime while in clown costume.
4. I will act appropriately and with respect towards each member of my audience and other performers. I will be

courteous, not interfering with other acts, events, spectators or individuals.

5. I will remove makeup and costume after performance (when possible) to avoid any negative incidents which may be detrimental to the good name of clowning.
6. I will strive to understand and fulfill the expectations of event and program directors with a positive attitude.
7. I will continue to learn and become the best clown I can be.
8. I will promote clowning as family entertainment and respectfully oppose any use of the clown image in evil, violent or destructive ways.
9. I will gladly share my skills, knowledge and experience with fellow clowns in an effort to encourage and support a positive and united approach to the art.



World Clown Association  
 6164 Scherr Road  
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March 8-12, 2021

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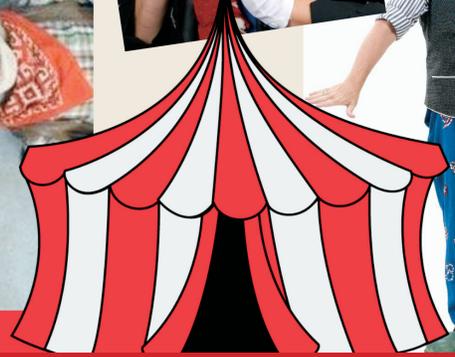


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