



The **Joey** **Journal**

The Texas Clown Association

December 2019—January 2020



SEASON'S GREETINGS!



THE JOEY JOURNAL

Published Bi-monthly for Members of
The Texas Clown Association, Inc.

Greg “Zoots” Stanford, Editor

Letters to the Editor, articles and other related items should be emailed to greg@joeyjournal.com or addressed to The Joey Journal and mailed to 5407 Hooper Dr., Wichita Falls, TX 76306. Only letters addressed to the Editor which are signed will be considered for publication. Submissions accompanied by a stamped envelope with return address will be returned after publication. Submitted photographs may be black and white or color prints, please no slides, or copies. The preferred format is a digital copy in the “jpg” or “png” format.

Advertisements: Advertisements must be prepaid and camera ready. Rates: Back cover - \$80.00; Inside back cover - \$70.00; Full page - \$70.00; 1/2-page - \$40.00; 1/4 page size - \$25.00; and a business card size ad - \$10.00 an issue.

Multiple placement discounts on ads are 5% for 3-5 editions and 10% for six editions. Payment must be received in advance.

Clownified ads: Free to members if you have clown-related items for sale or donation. Vendor businesses not included.

Publication deadlines: On or before Dec. 1, Feb. 1, April 1, June 1, Aug. 1 and Oct. 1. Articles can be sent to greg@joeyjournal.com in the body of your email or in Word, Pages, or PDF format.

Membership and Dues - Regular membership: \$30.00

Family (each add'l); \$20.00

Junior Membership (age 10-15): \$17.50

Senior Membership (over 90): \$20.00

Central membership mailing location: Send all membership questions, dues, renewals, reinstatements, address changes and applications to TCA, Inc., P.O. Box 820, Hurst, Texas 76053.

The Texas Clown Association Board of Directors

Judy “Peep” Cornett - President - (713) 201-8681
8315 Ivan Reid Dr., Houston, TX 77040-1508
judy.a.cornett@gmail.com

John “John John” Luce, Vice President - (817) 281-2793
7913 Standley St., North Richland Hills, TX 76180

Voncille “Dimple” Cox, Secretary - (432) 213-2109
P.O. Box 2316, Big Spring, TX 79721
voncillehardy@yahoo.com

Cynthia “Ricecake” Rice, Treasurer - (903) 978-0515
P.O. Box 441, Chandler, TX 75758
nts_10@yahoo.com

Patsy “Glitterbug” McMillan, Sgt. At Arms - (713) 410-3698
20806 Durand Oak Court, Cypress, TX 77433
mcglitterbug99@gmail.com

Andy “Smiley” Anderson, Past President - (817) 282-3339
645 Forest Lane, Hurst, TX 76053
kudosra@yahoo.com

Purpose of the Texas Clown Association

1. To promote, preserve, and improve the profession of clowning.
2. To provide the opportunity to study the art, history, and philosophy of clowning.
3. To educate its members and the general public in the wholesome and clean entertainment that is provided by the profession of clowning.
4. To provide news to the members of all clown events in the state of Texas.

CONTENTS

A Word from the President - Judy Cornett.....7
TCA 2020: A Vision for Clowning– Cinde Sanders & Susan Keys8
TCA 2020: Venue – Patsy McMillan10
Looking Back at Convention 2019 – Martha Warren.....16
Present—John Luce18
Yes, I Still Go to Conventions and Why—Dal Sanders19
Clownified Ads22
Note from the Editor.....22



Area Directors

- North Central - L J “Wiggles” Lomenick-Luce - (817) 222-3545
P.O. Box 37104, Haltom City, TX 76117
ahrenslomenicka@att.net
- North East - Susan “Dubble Bubble” Keys - (972) 986-7388
2313 Meadow Crest St, Irving, TX 75060
merrymakers1@juno.com
- Panhandle/West - Susan “Tinker” Butler - (432) 413-6548
5232 W. 40th, Odessa, TX 79764
susan.butler1214@gmail.com
- South/Central - Abigail “Gummy Bear” Robles-Membrez - (210) 606-2974
1315 E Mulberry Ave # 28, San Antonio, TX 78209
- South East - Pam “Touche’ ” Blacklock - (713) 240-3623
4202 Namora Lane, Houston, TX 77080
touchecca@gmail.com

A Word from the President

By Judy “Peep” Cornett

Hello, I hope everyone is doing well and having fun clowning around. 2020 TCA Convention will be hosted by the TCA Board and they have chosen Killeen, Texas on August 6-9, 2020. The location will be at the Courtyard by Marriott, Killeen. You will find the registration form in this issue. Darris challenged everyone to get people to attend the convention since the attendance for this year was lower than it has been. Let’s all encourage people to attend the 2020 Convention.

The Convention Committee is working hard to give us a new experience. There will be new lecturers and a new headliner as well. As you know we are shortening the convention by 1 day so it will only be Thursday – Sunday morning. Register early and save money on your registration. The link to use for booking your hotel reservation is not ready yet but should be soon. When it is ready, we will get it to you as quick as we can. Please wait for the link so your rooms will be credited to the convention. Check the TCA website, Joey Journal and Facebook for updates.

Our next Board meeting is going to be on January 18, 2020 in Killeen, Texas. The meeting will be held at the Courtyard by Marriott so that the Convention Committee can tour the convention venue. If you would like to come to the meeting to see how it works, feel free to attend, you are always welcome. If you have something you would like addressed at the meeting, but you are unable to attend, you are welcome to give your information to any of the board members to present at the Board meeting.

I hope everyone has a great holiday and a wonderful New Year.

Bump a Nose.



TCA 2020 – A Clear Vision for Clowning

When the TCA board asked us (Susan “Dubble Bubble” Keys and Cinde “Boopsie” Sanders) to be the chairman for entertainment, lectures and vendors for the 2020 TCA convention we were very honored. We went straight to work to organize the best convention ever.

Henry Ford said

“If you do what you have always done, you will get what you always got.”

With that quote in mind, we are working with the rest of the board to put on an epic convention that will be different than any other in recent history. All of our creative minds working together are planning **TCA 2020 A Clear Vision for Clowning**.

Our vision for TCA 2020:

- Location in Central Texas – Killeen, Texas
- Dates during the summer so we can promote Jr. Joey participation in order to grow and prosper – August 6-9, 2020.
- 3-day intensive schedule (one day less than in the past)
- Fresh NEW talent, entertainment and instructors
- Interactive Workshops instead of lectures and classes
- Schedule the competitions so they do not interfere with other activities so more can participate in the competitions as well as be an audience for the competitions
- Possible off campus field trips plus some on campus surprises.

Here is a sneak peek of some of the fresh new young (and not so young) talent you will be experiencing.

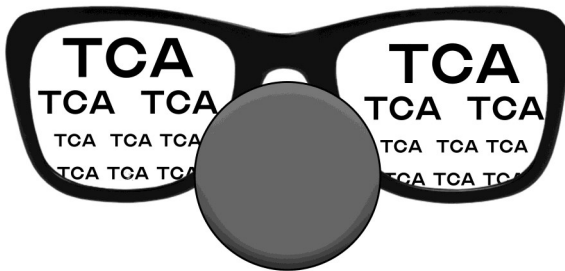
- Matthew “Phineas” Lish – headliner – from New York
- Julia “Cherry Mooseburger” Bothun – from Minnesota
- Fred Baisch – from Minnesota
- Dal Sanders – from Dallas
- David Pitts – from San Antonio

Stay tuned for more information. Pass the word along. This is the convention you do not want to miss. We are all sharing ideas for **A Clear Vision for Clowning**.

Cinde Sanders

Susan Keys

TCA Convention 2020



A CLEAR VISION FOR CLOWNING

TCA 2020 Venue

By Patsy “Glitterbug” McMillan

It is official – we have secured a location for our 2020 TCA Convention. It will be located at the Courtyard by Marriott in the City of Killeen. It is only a three- hour drive from the outskirts of Houston (my house) and the last visit was made with only one pit stop. I will admit I was surprised at the size of the town and the friendliness of all that we encountered. Below I am giving you an excerpt from Tanida Mullen, our Killeen Civic & Conference & Visitors Bureau representative welcoming us to their town.

To: Texas Clown Association

From: Killeen Civic & Conference Center & Visitors Bureau

RE: TCA Annual Meeting

The City of Killeen would welcome the opportunity to host your meeting in Killeen at our fabulous Conference Center. In our short history, we have enjoyed hosting thousands of events as well as some prestigious conventions that would be happy to refer us. A few of those include, Northeast State Judges

and Commissioners, NATO Alliance countries, 7th Day Adventist, Public Utilities State Short School, American Public Works Association, International Municipal Signal Maintenance Association, as well as numerous State and National delegations, military balls and many State and National Powerlifting events, as well as two World events!

Our wonderful facility and staff have extensive experience in providing audio-visual equipment technical assistance, a wide choice of room layouts, and can suggest a variety of creative activities and tours for delegates and spouses! You'll find the technology is magnificent, and the space is beautiful, functional, and flexible. The attached packet will give you a more in-depth description of the facility, area hotels and rates, tours and other diversions, and other important community information.

AREA ATTRACTIONS

The Central Texas area has a wide variety of entertainment venues to

Please provide any diet restrictions or food allergies!
(Please list on back of this registration form)

Is this your 1st TCA Convention? ___ Yes ___ No

CONVENTION FEES:

Registration (see right side) \$ _____

Extra Banquet Ticket \$45ea \$ _____

Extra Breakfast Ticket \$26ea \$ _____

T-Shirt Size _____ \$ TBD _____

Short Sleeve (S-M-L-XL: \$ _____) more info on

Short Sleeve (XXL and larger: \$ _____) t-shirts coming

Long Sleeve (S-M-L-XL: \$ _____) soon!

Long Sleeve (XXL and larger: \$ _____) **TOTAL** \$ _____

ISSUE and MAIL Checks to:

TCA 2020 CONVENTION

c/o Mauri Norris

6504 Kenyon Ln, Bellaire, TX 77401

Want to pay by credit card? Use VENMO and send total payment to:

Mauri Norris @ Mauri-Norris

And send this completed registration form marked
PAID BY VENMO and payment date to address above
or by email to maurinorris@yahoo.com.

activities as the adult registrants, plus special classes geared for younger clowns.

HOTEL:

COURTYARD by MARRIOTT

1721 E Central Texas Expressway

Killeen, TX 76541

Room Rate: \$101/nt (+tax)

up to 4 people per room (includes WIFI)

All rooms are 1 King or 2 Queens

All rooms have refrigerator & microwave

Link to book your room will be available very soon. Watch for more details.

Make your reservation early (deadline 7/27/2020) to ensure you have a room. Please plan to stay at the convention hotel to help TCA meet its room block and save money on the convention meeting space.

Watch the TCA website for more convention information, as details become available.

Convention Questions? Contact:

Judy "Peep" Cornett 713-201-8681

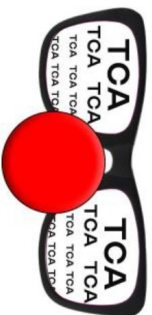
Judy.a.cornett@gmail.com

Registration Questions? Contact:

Mauri "Binkie" Norris 713-201-9995

maurinorris@yahoo.com

TCA Convention
2020



**A CLEAR VISION
FOR CLOWNING**

PLEASE PRINT! ONE FORM PER PERSON!

Name: _____

Clown Name: _____

Address: _____

City/State/Zip: _____

Age / DOB (if under 16 on 8/6/20) _____

Phone: _____

Email: _____

TCA # _____ (registrants must be TCA members)

The TCA Board
Convention Committee
invites you to the

Texas Clown Association
37th Annual Convention

AUGUST 6-9, 2020
in KILLEEN, TX

ALL convention registrants must be current TCA members. See the TCA website for a membership application. Dues are due annually on 4/11
www.texasclownassociation.com

REGISTRATION FEES:

\$145 until 1/31/2020

\$170 2/1/2020 – 6/30/2020

\$195 after 6/30/20 & at the door

(no checks at the door – cash only)

(No refunds after June 30, 2020)

Registration includes: all scheduled workshops and shows, jams, daily admission to the dealers room, competitions, hospitality room, Saturday awards banquet and Sunday breakfast (all for one person).

\$145 JUNIOR JOEYS

(ages 10 - 15)

all times

Juniors enjoy all the same convention events and activities as the adult registrants, plus special classes

choose from. Whether it is touring the world's largest military installation with awesome fighting power and two fine military museums, Fort Hood is a truly unique "attraction." Memorials honoring the Korean War Veterans, Black Panther Unit, 4th Infantry Division, Purple Heart recipients, 1st Cavalry Division, and those lost in Operation Iraqi Freedom are "must see". The first State Veteran's Cemetery is also a beautiful place to reflect and remember those who protect our freedom.

Vive Les Arts Theatre located next door, can be made available for special performances. Shoppers will enjoy the Killeen Mall and numerous specialty shops. Beautiful Lakes Belton and Stillhouse are two of the top 10 cleanest lakes in Texas! A variety of outdoor activities are available. Miller Springs Natural Area and Chalk Ridge Falls are two of the most scenic. For bird enthusiasts, the area is proud to provide safe habitat to two endangered species, the Golden Cheeked Warbler and the Black Capped Vireo. The Mayborn Space Theater and Planetarium at Central Texas College is also available

for a special showing or reception. This technological wonder is the third largest of its type in Texas! A 20-minute trip to the quaint village of Salado with its unique shops and restaurants may be arranged at a minimal charge. Other nearby options include; the Bell County Museum in Belton, Temple's Railroad Museum, or Georgetown's Innerspace Caverns and candle shop factory. For dining around town, Killeen is fortunate to have a richly diverse selection of international foods. You may choose from a variety of fast food and major national chains as well as fine independent restaurants.

TRANSPORTATION

Killeen is easily accessible by highway from IH-35 to US190 or SH195. Arrow Trailways has a local office and buses may be rented for tours. The new Killeen-Fort Hood Regional Airport has over 36 flights daily, with service by American Airlines through Dallas or United through Houston.

I do believe Tanida gave us a great overview of her town and is very excited for us to have our convention there next August.

Looking Back at Convention 2019

By Martha "Miss Cookie" Warren

The TCA Convention went like "clock work" and it was awesome! Maybe not our largest group of clowns for convention, but some of the best ones showed up and had such a good time with us! Those who could not attend, we sincerely missed you this year, and hope to see you next year!

The Radisson Hotel was set up really well for our needs, and the staff was so accommodating! The registration tables were set up near this wonderful fountain near the hotels registration desk, so it worked out so nicely for everyone to check in at the hotel, then do the convention registration simultaneously!!

Our headliner, Angel Ocasio, was better than ever! Not seeing him for a few years, he brought so much talent, fun, laughter, and his wife to convention! What a great time we had with him! Also, our other lecturers did such a great job bringing in some new "takes" on clowning...Aurora, Bruce, Suzy, JohnJohn, and Brennon Spikes! Thanks goes out to all of them.

Competition was at a "high" this year! It was so cool to see so many showing off their ideas and skills! How do they think of that stuff? Some new ideas were presented at the TCA board meeting

to hopefully keep all of you who love to compete...competing!

Katnip and I had a great time putting all the baskets together for the raffle and auction items! And we were so excited to see all those tickets you all bought, go into the raffle jugs! It wasn't easy stepping into JeannieBeannie's shoes selling tickets! She's a hard cackle to follow!!! And, all the names on every auction sheet! But it all paid off! We were head over heels not to have to take one basket home....All Sold Out, Yah!

I, personally, had the most funtastical time putting together the Bright Ideas! With Katnip at the reins with me...we had so much fun putting together the games for everyone, and anyone who wanted to participate! Katnip did such an awesome job on the "Before and After" picture boards stationed right next to the Time Machine. Thank you to everyone who sent me their photos...You too Susan Keys, even though yours didn't make it on the board! No one would of ever guessed it was you for sure! Many attempted to match up the pics, but only two people put their name in for the drawing...Bubbles and Dusti...so they both got one of the prize bags! I guess I didn't make it clear that

you didn't have to guess all of them to enter. Hahaha! It was my first time at such a task! There were a few dedicated clock seekers.

Thanks again goes to Cindy Rice, Terry Pali, and Debbie Mitchell, for diligently looking for the picture clocks, placed throughout the hotel all three days! They got a prize bag each time...so Bubba got some cool little magic gifts! Thank you's go out to the few who put in a calling card ad! Their names were entered into the drawing. It was Dusti who won the \$50 Walmart gift card! This was done at the TCA general meeting...as well as special awards being presented to Earl "Billy Whiskers" Warren, who turned 86 in September, and June "Cricket" Hinkle, who turned 90 in April. They are the longest lived convention goers who have attended every convention in it's history of time!

Have you all gone on Heather's Facebook sight to see the convention pictures? Thank you Heather,

you always do a great job! My biggest enjoyment was making the Time Machine! And I was amazed and so excited that so many pictures were taken in the Time Machine! Just seeing all the smiles in the photos made it all worth the "time", effort, and patients it took to construct it! There's a story behind making the time machine. Don't ask Earl about it ...I'll save it for another time!

And how exciting, our one and only picture taker & video guy, Greg Stanford is our new Ambassador! Congratulations Greg, you deserve it for all your behind the scenes hard work! Have you taken off your crown yet? I hope everyone ordered a video...they're real good to look back on for future ideas!

Conventions are a time for our clown family to get together. I always look forward to talk with as many of you as I can! I hope to see ALL of you next year, so come and join us! Until then...Bump a Nose!

**Be sure to check out the TCA website at
www.texasclownassociation.com**

The members only password is: backntime

Be sure to connect to our official TCA Facebook page from our website and follow us to stay current with what is going on with TCA.

Present

By John “John John” Luce, Vice President TCA

Hi Gang,

Do you remember back in school when your name was called your response was “present,” that response most likely has followed you in some form or fashion all your life. You know the verbal response you gave the nurse, the drill sergeant, the clerk at the DMV. Though all answered in different ways, they all proclaimed “I am here and ready to be counted.”

Websters Dictionary describes the phrase “To Be Present,” as follows: to be focused on the moment at hand, engaged in what is going on now, not thinking of what was in the past nor what lies in the future.

This brings to mind that the 2020 TCA Convention is on the horizon and is coming earlier this year. When we think about last year we remember the fun and thrills we had and how when leaving we all

were thinking of next year. We all felt a little sad that it would be months before we could do this again. Well, now is the time to start preparing for this years Convention. This is the time to think about saving those pennies and making plans for what you will do and how you will do it.

Soon you will be receiving all the information on this opportunity to learn, teach, and be immersed in clown culture. Then upon arriving you will be greeted by the smiling face of a fellow clown and be able to say without reservation “I Am Present.”



Dal Sanders

The Magic Maniac



Yes, I Still Go To Conventions and Why

I feel like I spent the entire month of August either in a plane or in a hotel. Cinde and I went to San Jose to watch her (our) niece get married. From there we went to Magic Live in Las Vegas, KIDabra in Atlanta and then T.A.O.M. in San Antonio. I met one person who asked me why I still attend conventions...he actually said, "Surely you know everything you need to know by now."

I told him, "No, I don't know everything...In fact, I barely know anything." Being a full time professional magician is a difficult job. Not only do you have to have a great act with original material, but you also need to be a great businessman. I think I have plenty of magic (although I did buy one new trick this summer).

This summer I was interested in the lectures about building my business, on producing my own shows (at my own venues) and what it is going to take to continue being successful...no matter what happens to the economy.

I refuse to participate in the much-publicized recession that the pundits are predicting. I will do what it takes to recession proof my business. By focusing on the issues, (I hate using the word -problems) I will find new solutions. One thing we are doing is diversifying our efforts. We are promoting new venues for our Magic School and new venues for our shows. I also plan to recruit new clients and to bring back older clients that I haven't worked for recently. It's that old positive thinking thing that I adopted as a young hippie.

So, if you want to stop participating in the much publicized recession, I suggest that you get busy. First you need to adopt a positive attitude towards your business and then you need to get to work. Here are the ten things that I think need doing.

1. Have a website that has been created since 2010 that you can quickly and easily update yourself and that is search engine friendly. If your site is all of these things but has not yet been search engine optimized, then you have wasted your time. Word Press is very easy to use. And has many different styles available. My sites are fairly simple, and I occasionally take a little flak from some friends who think I need a more elaborate site but my customers always tell me how easy it is to navigate my sites and find what they are looking for.
2. Have a blog with content in several locations. These days you can make an audio, video, photo or word post. Personally, I believe that audio and video will increase in their level of online importance in the future. Shawn Farquhar and Brian Brushwood regularly post video blogs (or vlogs) and they seem to be very busy. YouTube and Vimeo are more than just video sharing sites. They are Video centered social networking sites. Facebook and Instagram videos are also effective. In June we got over 700 kids to our show at Legacy Hall. I believe that this happened because I made a video, shared it with the Colin County “Mommy Bloggers” and waited for the whole thing to go viral.
3. Work on your Facebook page and search out potential clients. Facebook is still the largest and busiest of all the social networking sites. Don’t waste your time playing the games or using the apps. Use the social networking site to network. Remember, I booked the Comedy Central special from Facebook and continue to book appearances every week from Facebook.
4. Explore other social media realms and possibilities like Instagram, Twitter, YouTube TikTok, Pintrest and yes, even Tumblr. Many people say that Tumblr is dead but my experience shows me that many people are still using it so you should too.
5. Get your key documents (brochures, publicity material, and demo video) online. If things are quieter than usual, there is no better time to get this key documentation for your shows in place. My brochures are downloadable as PDF files. Since 2007 Microsoft Office programs have given you the option of saving your files in PDF format. You don’t have to have Acrobat or any other outside program to do that.

6. Make sure that in all your marketing material it is clear on what you offer and what action you want your customers to take. If it's not, change your marketing to something that is powerful and effective.
7. Figure out what your marketing activities are generating in terms of inquiries and sales and stop or decrease all marketing activities that are not providing you with a good return on your investment.
8. Have a system to record information on all inquiries where you ask for their name, contact number, email and how they heard about you. Be sure to have a system in place that enables you follow them up systematically until they convert into paying customers.
9. Revive your deactivated clients (people who have not spent money with you in some time). It is much easier to market to people that have booked shows with you in the past. These clients may not know that they need you again unless you remind them that you are still in business. I have two clients who have recently booked shows with me because I took the time to reconnect. Actually, one of the contacts wants more than a show, he wants me to do a national tour, something I have not done since 2001. Of course, you will hear more about that down the road.
10. Set up a Google Alert so you are the first to know when someone mentions you online, be it good or bad. You can also keep an eye on your competitors through Google Alerts and other tools online to see if they are participating in the recession.

Of course, there are way more than 10 things that could be on this list. I would love to have a discussion on what you are doing. Is anyone using Yelp Successfully? How about GigMasters, GigMoma, Kazzam, Bark or any of the other entertainment provider sites.

There are hundreds of social medial sites we can post on to get our word out but it all begins with creating a marketing plan and following through with it.

Of course, this is only my opinion...I could be wrong.

Thanks and always believe in magic—

A handwritten signature in black ink that reads "Del Sanders". The signature is written in a cursive, slightly slanted style.

Clownified Ads



For Sale:

- 1) A Mooseburger Apron dress with bloomers---size 10, with a large Mad Hatter Bow----price \$150.....original price apprx \$300
- 2) 2) A pair of Billy Prince (Steve Roeske) clown shoes---size 7 1/2 gently used, excellent condition-----Price \$175



Contact: Miss Cookie

214-274-5353

martha2cool@sbcglobal.net

texasclownassociation.com/clownified-ads.html

Editor's Note

By Greg "Zoots" Stanford

In my haste to get the Oct/ Nov issue finished, I mistakenly included the wrong picture with the great article written by Shirley "Daisy Dot" Hamilton. Though this was a fun picture of Jane Wilson, it was intended to spotlight Shirley. So, here's the picture that you should have enjoyed along with the fun article!



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C O N V E N T I O N

A CLEAR VISION FOR CLOWNING

FOR MORE INFO CHECK OUT WWW.TEXASCLOWNASSOCIATION.COM

