

## Continuing Education for Clowns

I must confess, I have had mixed results as a clown teacher. It has been a few years since I tried to teach an introduction to clowning course, and I think time and reflection has given me some insight into why I wasn't so good at it.

I think one reason is that my own introduction to clowning wasn't through a class. I started as a member of a Boy Scout Troop that did clowning. And as it is often done with scouting skills like rope tying, pitching a tent and building a fire, the clown skills were taught to the Tenderfeet/First-of-Mays by the more experienced clown/scouts. It was different from a classroom with an actual curriculum, so I had actually never had the experience of taking such a class when I set out to teach one.

The second reason is that I had been clowning for quite a while before I ever decided to teach, and I had forgotten being new at it. This meant that I didn't know what the students didn't know. I assumed they understood a lot of things in the same way I did. The things I thought of as basic really weren't that basic. It is very important not to assume a student knows more than they do.

The third thing I did wrong was to misunderstand (or ignore) the goals of my students. MY goal (not why they signed up for the course) was to teach a kind of individual style of clowning 'from the inside out'. This is a fine ideal if one is teaching theater students in a course called "Finding Your Inner Clown" or something. But typical folks taking a clown class at a community college are far more likely to be interested in how to apply make-up, make a costume and twist a balloon dog. And that's honestly, practically speaking, a far more useful approach to teaching a clown course for beginners. Get them looking like decent clowns and they'll be able to get out there without being embarrassed about their appearance. Then, after they get their feet wet and have some sense of what clowning is actually about, they can be directed to where to go to learn more. Like for instance...the Texas Clown Association Convention being held at the Westin Hotel in Irving, TX August 10th - 14th. This year the theme is "Ready, Set, Clown!" and it is really focused on education with 19 very qualified instructors teaching 40 classes in all clown disciplines. Register online at:

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

Here's to better clowning!  
David Pitts

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# The Joey Journal



The Texas Clown Association - May-June 2011

# THE JOEY JOURNAL

Published Bi-monthly for Members of  
**The Texas Clown Association, Inc.**  
Kay "Nannie Belle" Quittner, Editor  
David Pitts, Cover Art

**Read it online via your TCA website:** [www.texasclownassociation.com](http://www.texasclownassociation.com)

**Letters to the Editor**, articles and other related items may be mailed to *The Joey Journal*, 116 Nichols Drive, San Marcos, Texas, 78666 or by sent by email to [joeyjournal@yahoo.com](mailto:joeyjournal@yahoo.com). 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, copies, or Polaroids.

**Advertisements:** Advertisements must be prepaid and camera ready. Rates: Full page-\$50; half page-\$30; 1/3 page size \$20

**Multiple placement discounts on full, half, and quarter page ads are 10% for 2-5 editions and 20% 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 January 5, March 1, May 1, July 1, August 1 (special convention edition) and November 1. Articles can be sent to [joeyjournal.com](http://joeyjournal.com) in Word format or in the body of your email for the easiest exchange of information.

<b>Membership and Dues</b>	Regular Membership:	\$ 25.00
	Family (each add'l):	15.00
	Junior Membership:	12.50

**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

## ***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.

**SPRING ISSUE**  
**MARCH—APRIL 2011**

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## **A Word from the Prez.....**

Hello Clown Friends,

We are in a time of change for TCA. This year will be the first of three years in a row we will be having our Convention in the summer and at the same four-star Hotel. This gives us a chance to evaluate over a three year time to see if this will be good for TCA. Maybe we can get some more Junior Joeys involved. I hear good things about this year's Junior Joey program. Check with your clown friends and make sure they are TCA members. The ones who say that they are not, explain the benefits of TCA membership. We have a Spark Plug Award that is given to the member that brings in the most new members each year. You could get your registration for the next TCA Convention paid.

Your TCA Board is thinking outside the box for next year's convention. We have some information that will be announced at this year's General Membership meeting about Competition and next year's convention that you will not want to miss. The General Membership meeting is where we conduct TCA business so you don't want to miss the opportunity to have your vote count.

I hope to see each and every one of you at the convention this August in Irving. This is an exciting time for TCA so don't miss out on anything.

**Bump A Nose**

**Andy A.**

## WHY I *MUST* ATTEND CONVENTION 2011

(An article for male and female entertainers.)

**Reason #1** -- I am not getting as many jobs as I did a year or two ago.

Before you chalk it off to the economy, look in the mirror and be honest with yourself:

*When was the last time you refreshed your costume or purchased a new one?* There are two things a client sees first when you arrive at an event -- your costume and hopefully, you're *smiling* face. Not getting referrals or new jobs can result from several factors, but appearance and attitude are up at the top of the list.

**Solution:** TCA 2011 has costume classes scheduled and costumers in several price ranges -- from high to low/mid-range: Priscilla Mooseburger, Cherri "Oates" Venturi; Mary "Starlight" Morris and Billy Prince Shoes will have dealer booths. What you wear does play a part in overall perception by the public and how you feel about yourself!

*Have you considered refreshing your makeup?* Yep, changing your face could make a difference in the way you think about yourself and the way the public views you. After years of clowning, are you applying your makeup by rout; is it too heavy or too harsh for today's lighter European look? Are you keeping it because you started clowning with that face?

**Solution:** If you want honest answers, attend the make-up classes and receive world class advice from J.T. "Bubba" Sikes and Priscilla Mooseburger.

**Reason #2** -- I'm not enjoying clowning as much as I once did.

**Okay, how's your ego?** *Ego: The part of the psyche that organizes thoughts rationally and governs action.*

Keeping ourselves "entertained" and refreshed is sometimes difficult. Is every show the same? Are you on auto pilot? Are you feeding your ego (brain) positive information so you feel good about who you are, what you are doing and how you are doing it? Are you asking for and receiving outside feedback; attending training classes; adding new skills and **practicing** what you learn?

*American Idol and Dancing with the Stars have performance advisers and coaches -- so will you at TCA -- all for the price of registration and a hotel room!*

This is one of the strongest reasons to attend this year!

**Solution:** In August, you'll have one-on-one access to some of the top name professional entertainers in the nation. People who are willing to share ideas and information they have spent years acquiring -- such as Pricilla Mooseburger, Bubba Sikes, Dal Sanders (a highly trained magician with 30-years performing for families and children), Margaret Clauder, Jackie Garner, BooBoo the Circus clown, Daren Collins and **each of our 18 instructors at 2011!**

**Here's a sneak preview:** Margaret Clauder, owner of Funny Business, says her business is up 24% this year and she'll spill some of her marketing secrets at the convention. *Don't miss this information.*

Plus, you can participate in a unique, first time TCA class dealing with child psychology: how to handle children

without ruining your day or your show. This will be an eye opener!

TCA 2011 has you covered in all areas, from Balloon Games to Storytelling (two great lecturers with completely different styles); Ventriloquism to Puppets; techniques for Balancing things to a Script/Skit writing class. Plus we are strong in Nursing Home and Hospital clowning classes this year to serve those who did not have access to *Joey to the World*.

***If you are not publicizing yourself or wonder how to get more exposure:*** Attend Dal Sanders' social media class to learn ways to effectively use free sites such as -- Face Book and Twitter. And Pricillia Mooseburger will teach a class on how to gain media attention and "pose" for photos. **Bonus:** Places to go for cheap printing.

**Sneak Preview:** Asking for referrals is one way to get them! Make sure to leave calling cards behind -- yours or an agent's card with your name on the back.

**Reason #3** -- You can register your children (ages 10-16) for only \$110 and they get the complete convention package -- PLUS the fun Junior Joey program! Don't leave them at home. Get them involved in clowning!

**FINAL WORD** -- We must meet our room guarantee at the Westin! If you have been putting it off, register now. Before July 10<sup>th</sup> the rate is \$89 (up to 4 per room) -- After July 10<sup>th</sup> rooms jump to \$189.

And register for Convention 2011 before July 14<sup>th</sup>, for just \$155 -- after the 14<sup>th</sup> it goes to \$175.

For all the latest information on TCA 2011 go to:

*[www.Midcitiesclowns.com](http://www.Midcitiesclowns.com)*

**GET THE TOOLS YOU NEED AT TCA!**

*"In challenging times you need education, advertising, training and encouragement -- more so than at any other time in your career! -Ken Gates*

**TCA Convention 2011**  
**"Early Bird Special"**  
**Private Photo Session**  
**Only \$80**

- ◁ Enough photos for an entire year or more of Self Promotion
- ◁ Copyright FREE CD to use all Photos any way you like
- ◁ The Best Quality photos you can get...  
**GUARANTEED!!**



This Special Pricing Offer Ends on July 31  
**So Jump On the Band Wagon and Sign Up NOW!!**

<http://midcitieselowns.com/official-photo-studio/>

**Don't miss out on this Great Price!!!**

**OR**

**Call or email  
David & Donna  
Thomason**

**[tstudio@mesh.net](mailto:tstudio@mesh.net)**

**817.738.4257**

**<http://dtstudio.smugmug.com>**







## Spark Plug Award

Each year TCA recognizes members who "spark" new membership in TCA. Certificates are awarded to everyone who brings in a new member - **and** to that special person who brings in at least six new members and the most new members - that person will receive complimentary registration to the 2012 Annual TCA convention - a value of nearly \$100!!

In some ways this is TCA's most important award as the sparking of new members ensures that TCA will continue to be a vibrant organization. In other words: WE NEED YOU.

This year's convention is in August - so the dates for recruiting new members is also moved up. The deadline for determining the Spark Plug Award will be **July 15**. That means all members "sparked" between September 1, 2010 and July 15, 2011, will be counted.

If you haven't sent in your membership renewal, please do so as soon as possible, and while you are at it help extend TCA's success into the future by sparking a new member

Next JJ Deadline is August 1, 2011

\*\*\*TCA Minutes and past Joey Journals\*\*\*

may be found on our website at  
[www.texasclownassociation.org](http://www.texasclownassociation.org)

Password: musicbox

## Dear Minnie.....

Please forward your questions & tips through email to: [peggy@funtimeclowns.com](mailto:peggy@funtimeclowns.com) or by snail-mail to Peggy Barton, 3221 Weatherford Hwy., Granbury, TX 76049. I will gladly withhold your name if you ask it to be withheld.

Dear Minnie,

I am pretty new to clowning, and the convention is coming up. I don't have a busy schedule clowning. I'm not sure I can justify the money to go to the Texas Convention. Why should I attend? First May Clown

Dear First May,

I hope you will be able to find the funds to attend the convention. The value of learning new skills from very seasoned clowns and establishing relationships with people willing to assist you with questions or difficulties you may be experiencing can be very helpful. Also, there is a program available for first time convention attendees. If you let the convention people know it is your first convention they will forward your name to the mentoring program and someone will be assigned to answer anything or to help you decide which classes may assist you the most. With new skills you may even find your calendar being a busier schedule. Minnie Mustardseed

Dear Minnie,

I have had difficulties with some of my presentations since my former partner had to leave the area. We did a lot of our performances together and I am lost to do this type of performance alone. Can you suggest a solution.

Suddenly Alone

Dear Alone,

I had a similar issue earlier in my clowning. I was able to bridge this hole with a puppet friend. This allows some interaction that assists in presenting a subject that is requested by your hiring client Minnie Mustardseed

Dear Minnie,

There are several clowns in my area. We are meeting occasionally and have talked about if we should be a local alley. What does it take to be an alley? Is there help available? Possible Alley

Dear Possible Alley,

I presently serve on the Texas Clown Association Board of Directors as an Area Director. This board is anxious to assist new alleys in any way they can. There are five areas in the state of Texas. The Director in your area can be an asset to help you get started if your group decides to go forward to create an alley in your area. It is a good resource in your area to help you have local ongoing education in between the opportunities that convention brings. You will need to have 5 members that are willing to serve as officers and then apply for a charter from Texas Clown Association. Another valuable use of the Alley is to increase exposure of clowns. It can be an area where you can work together in charity events. These events give you a good place to polish and display your skills, work with other clowns (always a resource for learning), and often people that might want to have a clown at an event, will be able to find where to contact reputable entertainers.

Until next time, this is Yours truly,  
Minnie Mustardseed

## **AMBASSADOR OF CLOWNING 2011**

Who in your clowning world, alley, Great State of Texas, and TCA shines in your eyes as outstanding? Now is the time to write your letter to nominate this special clown and honor them as an outstanding clown for the 2011 Ambassador of clowning. Your nominee must meet these qualifications:

- ◆ Be an active and participating member of TCA.
- ◆ Be known for his or her dedication and promotion of clowning without personal gain.
- ◆ Be a well rounded clown, someone who gives to the community, is an active volunteer, and is exposed or is a professional in the art of clowning.
- ◆ Should promote TCA in all facets of clowning, should strive always to be positive, upbeat, agreeable, have a fair attitude, be willing to share ideas, and be available to assist with a smile showing extra ordinary clownmanship.

Send a letter explaining why you feel your nominee meets these requirements and should be the TCA Ambassador of Clowning for 2011. This is the highest award in clowning in the state of Texas and is taken very seriously.

In your nomination letter also include: where they got their training, what they do best--their specialty, how

do they use their talent to serve their alley and their community, what charities do they support in their clowning. Are they active in their alley, have they served on the TCA board or held a position on the board of their home alley. Tell us about their teaching skills and if they enjoy sharing with others what they know. Have they received any awards? Tell us about their character-- are they funny, caring, kind, gentle, willing to lend a hand to a fellow clown in trouble and are they just fun to be around.

Now that you are thinking about this special very special clown, don't put it off. Don't wait. Send in your letter now.

Let this special clown shine as he/she gets awarded this outstanding award.

The nominations are read, by past ambassadors, at the TCA 2011 Annual Convention and votes are made by secret ballot. The award is given to the nominee with the most votes and will be announced at the 2011 TCA convention awards banquet.

Nominations for this honor are being accepted by Susan TINKER Butler at 5232 W. 40th St, Odessa, TX 79764 or [susan.butler@ectorcountyisd.org](mailto:susan.butler@ectorcountyisd.org) 432-413-6548. **They must be received in writing by July 1 no exceptions.**

## **TCA 2011 CONVENTION SCHEDULE**

### **Wednesday 8/10/11**

12:00-4:00pm — Vendor set up

12:00-6:00pm — Registration & Competition sign up

#### ***3:00-4:00pm — Classes***

1. Darren Collins - Beginning Juggling

2. Stretch - Balloon lecture and workshop - "Twisted Toppers"

3. Francisco Juarez — Tako the Clown

4:00-7:00pm — Earl Bird Vendor Shopping

5:00pm — TCA Board meeting

#### ***7:15-8:15pm — Classes***

1. Margaret Clauder - Balloon games

2. David Thomason - "Give it your Best Shot" (tips on how to get the best out of your photo shoot)

3. Toni Simmons — Storyteller of African and African-American folktales

8:30pm — TCA Ice Cream Social

### **Thursday 8/11/11 - (Face Painting Track)**

8:00am-12:00 — Registration Open and Competition Sign-up

8:00am — Required meeting for Competitors and Judges

8:00-9:00am — Coffee and Doughnuts with the Vendors

8:00-4:00pm — Vendor room open (Note: Vendors will be open while workshops and competitions are in session.

Many vendors are also lecturers and judges; therefore, various tables may be covered during open hours for a limited time. We ask that you be patient and check back often to catch the vendors when they are open.)

**8:30-9:30am - Novice orientation**

***9:00-10:00am — Classes***

1. JT "Bubba" Sikes - Lite Auguste Face Design and Application

2. Cherri Oats - Wigs and Wiggies

3. Sharon Hodges - Glitter Tattoos

***10:15-11:15am — Classes***

1. Jackie Garner - "How to write and perform skits"

2. Pricilla Mooseburger - "Clown Costumes that Work"

3. Kelly Ballagh — "The Skillful art of sticking stickers"

4. Mark Reid — Face Painting Class - Boy Designs

11:30-1:00pm — Dine, Learn and Share - Social Media Luncheon lecture with Dal Sanders. (box lunches available for purchase)

1:00-4:00pm — Registration Open and Competition Sign-up



***1:15-2:15pm — Classes***

1. J.T. "Bubba" Sikes - Gospel Magic "Not in Our Church"
2. Darren Collins — Rod Arm Puppets
3. Sharon Hodges - Face painting with Split Cake

***2:30-3:30pm — Classes***

1. Pricilla Mooseburger - "Lite Auguste Not Lazy Auguste!"
2. Margaret Clauder - Ventriloquism
3. Dana Proulx - Mime workshop
4. Mark Reid — Face painting Class — Tribal Designs

3:30-4:30pm — Break

4:00pm — Make-up and performance competition sign-up cut off

4:30-5:00PM — Laughter Yoga

5:00-7:00pm — General membership meeting

7:00pm - Banquet table sign up begins

7:00-8:30pm — Dinner on your own

8:30-10:30pm — Performance competition

10:30pm — Hospitality room - Cowtown Alley

10:30pm — FACE PAINT JAM and Mingle

**Friday 8/12/11 - (Balloon Track)**

8:00am-12:00pm — Registration and Competition Sign up

8:00am-10:00am — Hospitality Room open - Happi Tymes Alley

9:00-4:00pm — Vendor room open

***9:00-10:00am — Classes***

1. Pricilla Mooseburger - "Comic Movement"
2. Dal Sanders - incorporating games into your show - "Magical Game Show"
3. Ed Fitzgerald - Beginning Stilt Walking
4. John Clauder — Unusual Balloon Requests

10:00-12:30pm — Make-up Competition

12:30pm — Skit & Paradeability competition registration cut-off

12:30-1:30pm — Dine, Learn & Share: Jane Graham, Child Psychology lunch (How to Talk With Kids) (box lunches available for purchase)

***2:00-3:00pm — Classes***

1. Kelly Wilhelmi - Puppets & Clown Ministry
2. Kelly Ballagh - "The Art of Balancing Anything"
3. Dal Sanders - "Real World Magic"
4. Stretch — "Twited Toppers Too"

***3:15-4:15pm — Classes***

1. J.T. "Bubba" Sikes - Hospital and Nursing Home clowning - "The Healing Power of Laughter"
2. Priscilla Mooseburger - "Posing for pictures & Working with the Media"

3. Darren Collins - Walkaround Puppets (hands on workshop)

4. John Clauder — Advanced Balloons

4:30-7:00pm — Skit Competition

7:00-8:00pm — Dinner on your own

8:00:00-10:00pm - Theme party

10:30pm — BALLOON JAM and Mingle

### **Saturday 08/13/11**

8:00-11:00am — Registration Open

7:00-9:00am - Hospitality Room Open

9:00-1:00pm — Vendors Open - last chance to shop!

9:00 am - Group photo

### ***9:30-10:30 am — Classes***

1. Jackie Garner - "Children go where I send you" - Venues for Clowning

2. Ed Fitzgerald - Beginner Balloon lecture/workshop

3. J.T. "Bubba" Sikes - "Music in your act: The Sound of Music"

10:30-12:30pm - Paradability

12:30-1:30pm — Lunch on your own

***1:30-2:30 — Classes***

1. J.T. "Bubba" Sikes - Nursing Home Clowning - "Wrinkles Don't Rub Off"
2. Sharon Hodges - "Simply Wow" - Boy & Girl Faces painting designs.
3. Kelly Ballagh - "Character development & Improv: Key to Success is C-H-A-R-A-C-T-E-R"

***2:45-3:45pm — Classes***

1. Becky Bartlett - Dance, choreography & movement
2. Cheri Oats - "Birthday Parties - How to create a Memory"
3. Elizabeth Ellis - Storytelling — picking themes, creating stories.

4:00pm - Balloon Competition

7:00pm -Awards -Banquet

10:30pm — Hospitality room — 2013 TCA Host

10:30pm — Just JAM and Mingle with friends


**Sunday 08/14/11**

8:30-9:30pm — Worship Service - Francisco Juarez (Tako)

9:45-10:45am — Breakfast and Goodbyes!



## “ Spotlight on Clowning” A BeBop Workshop

Bebop offers Clown Alley workshops to meet the needs of your members. She combines lecture with class participation for an entertaining & educational  workshop.



Instructor at clown conventions and camps, references available.



For class list & details;  
210-410-0578

Email: [bebopclown@hotmail.com](mailto:bebopclown@hotmail.com)

### **NOTICE OF GENERAL MEMBERSHIP MEETING**

The Texas Clown Association will hold its annual general membership meeting during the 2011 Convention. The meeting will be held on **THURSDAY, JULY 11, 2011, from 5:00 p.m. to 7:00 p.m.** The room will be posted at the Convention.

**EVERYONE** please plan to attend. Your input is much needed.

## **FROM ALL-OCCASION VIDEO PRODUCTIONS**

All-Occasion Video Productions has been videotaping the TCA conventions since 1998. We are your official Convention Videographers, committed to providing you with high quality DVDs of your competitions.

We are now offering web-ready files of your performances. These can be loaded to Youtube, Vimeo, your web page, or even your cell phone. In addition, we can make you a three to five minute highlights video of all of your convention performances or we can arrange to video a special performance while at the convention. These can be used to distribute to potential clients. What better way to sell your services than giving them a sample of your work? Head shots are great, but, can you perform? We can help you make your demo available.

We'll have special convention pricing for Demo Reels, upload able files and on site recording of your act.

Be sure to stop by our table outside the performance area to order your convention DVDs and Demo Reels. Thank you for allowing us to serve you for these years.

## **DUES REMINDER**

ALL TCA memberships expire on March 31 of each year. If you haven't paid your dues—your are very late. Please note that if your dues are not received this will be your last *Joey Journal*. In addition, TCA will be changing the password for the website (new password will appear in the next *Joey Journal*), so you won't be able to access the members only section beginning in August.

Info from your COAI SC Regional VP  
Dale PATCHES D. CLOWN Flashberg

You should have been there. The California weather was so different than Houston weather. Cool to say the least. You needed a jacket in the evening to stroll only five minutes away to Downtown Disney. There were many shops to browse and of course purchase an item or two for friends and neighbors. And then there were many restaurants to choose from. If you were fortunate to be there in the evening, there was live music, a blue singer, and others along the way. Disneyland was there also. You could take the tram only minutes away from the hotel where we stayed for the convention. I saw all the Disney characters, and then some.

But then we came for the COAI convention. The SC Region was not represented well. But the four from the region had a great time. These were Cheerful members, as well as TCA members: Lindsey QUE-TIPP Waldrep, Lulu BOFFA Mire, and I Dale PATCHES D. CLOWN Flashberg. Others attended were TCA member Toni Dufrene from Louisiana and Dot Petty of Leander.

Lulu BOFFA competed in single skit - she took first place and I Dale PATCHES D. CLOWN competed with my two roommates in group skit and we tied for 6th place out of 12 competitors. The most exciting event was the announcement of the Alley Newsletter award.

I am very proud to say that CHATTER won the award. A beautiful plaque was accepted by Lindsey, Lulu, and I. Lindsey and Lulu presented the plaque at the Cheerful alley meeting.

I tip my hat off to the Editor of Chatter and all the members who make this newsletter possible. It is a great newsletter, I love reading mine.

Next year the COAI Convention will be held April 24 - 29 in Kansas City, MO. The Northland Clown Guild Alley 217 will be the hosts. Headliners will be: Duane & Mary Laflin "The King & Presto", Norm Barnhart "The Great Normando", and David Bartlett "Mr. Rainbow".

For more information: [www.coai2012kansascity.com](http://www.coai2012kansascity.com)

If you ever have any COAI questions, please feel free to contact me: Dale PATCHES D. CLOWN Flashberg, SC Regional VP, COAI, [patches@gvtc.com](mailto:patches@gvtc.com)

Hope to see you in April in Kansas City, if not before.



## **NEEDED: PROGRAM BOOK ADS - 2011**

Fact: An alley must make a profit from hosting a convention! Each year fewer alleys have the manpower and financial resources needed. Part of the convention revenue a host alley may keep, without sharing with TCA or giving to a designated charity, comes from program book ads.

### **MID-CITIES IS ASKING FOR ALLEY ADS AND PERSONAL BUSINESS CARD ADS!**

(Please ask local suppliers to support TCA with an ad)

AD DEADLINE: JULY 18, 2011

Maximum space on each page 7 1/2" x 4 1/4" - no bleed. (Final trim size: Same as Joey Journal). Rates are for camera-ready ads (over size ads will be reduced to fit ad space).

- 1) Inside Front & Outside Back Cover-Color: \$125 (7 1/2" x 4 1/4").
- 2) Inside Pages - Color: \$100 / Blk&W hite: \$75 (7 1/2"x 4 1/4").
- 3) Half Page Inside - Color: \$75 / Blk&W hite: \$60 (3 3/4"x 4 1/4").
- 4) Quarter Page Inside - Color: \$45 / Blk&W hite: \$30 (2"x 4 1/4")
- 5) Business Card Ad - Color: \$25 /Blk&W hite: \$15 (2 1/2"x 3 1/2") (Note: For best results, submit an original calling card. Card quality will determine the appearance of your ad in the program book).

Traditionally, alleys have purchased full page ads while individual clowns have invested in quarter-size or business card ads; dealers insert half-page or full page size ads.

## **DRAWING...DRAWING...DRAWING**

Each person submitting a business size ad will be entered in a drawing for a \$100 cash prize given at convention.

Make checks to: TCA Convention 2011 - Mail to: 1507 Marshalldale, Arlington TX 76013. Submit ads through the mail or by email to: [billywhiskers@rocketmail.com](mailto:billywhiskers@rocketmail.com). Questions regarding advertising can be emailed or telephone Earl Warren, 817-275-8644.

### **2011 DATES to NOTE**

TCA Annual Convention—August 10-14, 2011

Send in you application now for the best rate!!

### **NEW WEBSITE PASSWORD**

Please note that the password for the member's only section of the website has now been changed.

The new password is: **musicbox**

# **C** STEVE ROESKE'S Custom Clown Shoes

**Our Shoes Are  
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