

The **Joey** **Journal**

The Texas Clown Association



April - May 2017

2017 Convention Headliner: Julie Varholdt



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 1818 11th St., Wichita Falls, TX 76301. 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.

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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.

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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.

A Word from the President

By Judy “Peep” Cornett

Spring has sprung. I hope you are having fun and not experiencing any allergy attacks. The weather has had its ups and downs but the bluebonnets and azaleas have been beautiful. Unfortunately they bloomed early which left the scheduled trails a little colorless, but I hope those who did get to experience them got some great pictures.

By the time you get this issue of the Journal you should have already renewed your membership. If you haven't please renew your dues as soon as possible. We want and need each and every member we can round up. Don't forget the Spark Plug Award, if you sponsor over 6 new members in one year you have a chance of getting your registration for the next year's convention paid.

TCA Convention and September are just a few months away and the price for registration will go up on September 1 so don't let it creep up on you. Want to improve your clowning skills, want to meet new friends, and want to have fun? The TCA convention is a wonderful opportunity to experience these things, register now before the rate goes up. Registration forms are in this Joey Journal and on the web page. There is a TCA Registration Scholarship and you can find information and an application form on the TCA web page under the tab “Education”. Applications have to be in by July 15th.

Don't forget to reserve your Hotel room soon. The room block will expire on September 8th and after that you will have to pay the going rate for a room if there are rooms available. On the registration form you will find a phone number and web site to make reserving your room easier. Going online is the best way. Staying at the convention hotel helps TCA meet our room block and that helps pay the bills. If we meet the room block the meeting facility is free. Please help TCA save on costs.

Our next board meeting will be Saturday, May 6th. Don't forget, if you have an idea or comment for the Board contact us. The contact information for each board member is in your Joey Journal and we would love to hear from you. We want to boost the membership and make TCA better than ever and your ideas could help us get there.

I hope to see each and every one of you in Montgomery for the 2017 TCA Convention. We are going to have a great time.

Julie Varholdt: 2017 TCA Convention Headliner

Julie Varholdt, also known as Lovely Buttons, Miss Beulah Pearl, Woo~man and many more zany characters, has been clowning now for 25 years in sunny Arizona. Sharing the art of Clowning is a passion of hers that she would like to inspire you with.

She was honored to be the World Clown Association 2010 Clown of the Year, and first ever Clowns of America International 2010 Best in Clown. Teaching, entertaining and traveling around the USA and internationally has been a dream come true for her with all the amazing countries she has visited and the incredible people she has met.

Julie currently owns and operates “Lovely Buttons Productions, a clown based business that serves the greater Phoenix area with entertainers of all kinds.

Julie was the Alley & Regional Support Director for COAI for two years and is currently the Executive Vice President of COAI.

She writes for several entertainment magazines, is an author of books and DVDs, has her own line of Clown T-Shirts and is an all-around fun lady! Julie is one of the lucky few who can say “I love what I do, and do what I love.” :O)

www.Lovelybuttons.com

From Julie Varholdt

Hi Ya'all! (said in a Texas accent) I'm Julie Varholdt, and I will be coming to the next TCA Conference in September as your headliner and all around funny lady.

I am honored to have been asked to help teach and inspire your amazing group of clowns to be the best they can be. I will be among some of the best in the industry that are here to help you and to try to nudge you to the next level of entertainment.

I'll be bringing some of my fun products that I make and sell so be sure and check out my web site for what is going to be available. If there is a specific size or item you want please contact me ahead of time and I can bring it with me.

TCA Clown Alleys

Panhandle / West Region

Oops Alley - TCA #2

North Central Region

Cowtown Clowns - TCA #9

Happi Tymes Clown Alley - TCA #12

The Clown Arounds - TCA #16

North East Region:

Tejas Klown Club - TCA #1*

Texas Mid-Cities Clown Alley - TCA #13

Payasos Latinos de America - TCA #23*

Cedar Creek Clowns - TCA #24*

Rosy Nose Clown Alley - TCA #25

South East Region

Space City Clown Alley -TCA #6*

Montgomery County Clowns - TCA #11*

Cheerful Clown Alley - TCA #14

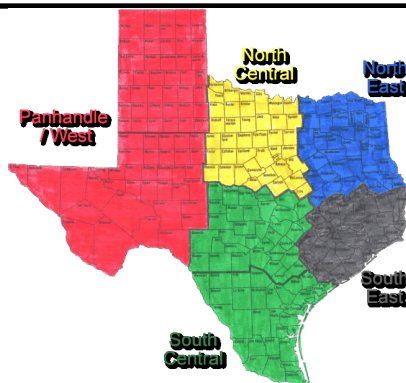
Coastal Confetti Clowns - TCA #18*

South / Central Region

Jolly Joey Clown Alley - TCA #19

The Clown Alley - TCA #15

*Inactive Alleys



I am looking forward to meeting everyone and sharing what I can with you all. Traveling around this amazing world and sharing my craft is what I love to do. I am one of the lucky few who can say without a doubt, "I love what I do and I do what I love."

I'll see ya'all soon. (I'm getting the hang of this Texas accent!) :O)

Hugs,

Julie

www.Lovelybuttons.com

Lovelybuttons@cox.net

GO TO THE 2018 COAI CONVENTION... FOR FREE!!!

by Lulu “Boofa” Mire



When you attend the 2017 TCA convention, you may just end up going to the 2018 COAI convention.. FOR FREE!

GUESS WHAT?! Our friends at Clowns of America International have graciously given us one free convention registration (for 2018) to raffle off at this year’s TCA convention!!

So, what’s the catch? Nothing! You simply have to be registered for this year’s TCA convention to be eligible! That’s it!

COAI appreciates all of our support, and this is one way they would like to show their gratitude to us! Individuals, alleys and regions are all important to COAI; we are all about promoting and celebrating the art of clowning! COAI hopes this free registration will help someone get to a national convention to further their studies, practice and appreciation for clowning – all while strengthening relationships.

The TCA convention planning committee is excited to raffle this amazing prize out to one lucky clown at this year’s TCA convention! Will YOU get that golden ticket?! Special thanks again to COAI!!! www.coai.org

Winner will be announced at 2017 TCA convention banquet.

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

The members only password is: daze17

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.

Keedo's Prop Shop: Easy Magic Trick

by Joyce "Keedo" Dowell

For this month we are going to make a very easy magic trick. This trick starts with three separate silks



that are stuffed into a clear tube and right before your eyes shoot out of the tube in a stream, attached together. You could purchase this at the magic store, but where's the fun in that??

You will need a 9-½ inch long clear Plexiglas tube that is 1-¼ inches in diameter. Other supplies are ½ wide decorative tape and two of those little rubber bands people with braces wear. To perform the trick you will also need 3 different colored 11-inch square silks.

After cutting the tubing to 9-1/2 inches in length, smooth off the edges with fine grit sandpaper or an emery board. Wrap one width of the tape around each end, flush with the ends. TaDAA! You're finished.

Prior to performing the trick, put one rubber band on each end of the tube on the area where the tape is. I have gold tape on mine. I thought it was flashy, yet a blending color with the rubber band. Show the three different color silks. Choose the colors that best illustrate the story you're telling. Stuff the silk you want

to be in the middle of the three-silk streamer into the tube first. Leaving one inch of the silk hanging out the end of the tube. Fold the end over the outside of the tube and hold it there while blowing into the tube. This will force the opposite corner of the silk to pop out the other end of the tube. You could also push it through with your magic wand. At this point the silk is threaded through the tube and you can hold a corner of it in each hand. Now as you first start putting a corner of another silk in one end of the tube, it overlaps with the corner of the original silk that is still sticking out of the end of the tube. This is when you roll the rubber band off the end of the tube with one hand and the two silks are attached. Be careful a finger from the other hand doesn't get caught with the silks in the rubber band. Practice this move until it is one fluid motion. Now that they are tied together, continue stuffing the second silk into the tube. Flip the tube around and with the other end of the first silk and the third silk repeat the previous maneuver. When you're finished, you should have a clear tube with three brightly colored silks completely stuffed inside the two ends. You have been telling your story the whole time you were doing these motions. Now finish the patter and hold the
(Continued on page 20)

Don't Forget to Play

By Aurora "Bebop" Krause

Have you ever heard a child say "Do you Wanna Play"? I love that invitation, my answer is always, "Yes!" Many times when someone sees a clown that's exactly what comes to mind, some silly and fun stuff is about to happen, and as clowns we mustn't let anyone down.

I know as clowns we feel like there's always more we need to learn; a new magic trick, adding another ball or club to our juggling, taking our balloon twisting or face painting to the next level and on and on...If this is true about you then join the crowd. Absolutely nothing wrong with us continuing to learn more skills and forms of presentation.

However, we mustn't forget one very important thing, and that's noticing the opportunities to just play when we're clowning, that's right 'Play'. I went to the old trusted dictionary and here's what I found as a definition for the word play; amusement as the spontaneous activity of children, Hey, we can do that! I know it's important that we learn skills that entertain and we should have confidence and presentation skills for sure, but our clown character should always look for opportunities of spontaneous activity and 'play'.

In a formal setting individuals like to be entertained, they like to sit back and enjoy a structured perfor-

mance. We, as clowns, can do that if the situation calls for it. However, in an informal setting such as a family party, festival grounds, walk-arounds or even in a hospital room, a clown can be an invitation 'to play'. Regardless of age or setting



when individuals are in the presences of a clown they expect lively conversation and some silly, fun stuff to take place. Use your sense of play to focus positive attention on the audience around you. Everyone likes to be acknowledged by a friendly, approachable clown. Take time to interact and create a playful environment, give your actions your full attention. Notice what's around to play with; a chatty shirt, a mirror, a musical card, a hat with a little bling or even just a little music. It makes no difference what the fun object, silly conversation or comedy antics are. It's our playful approach and our character's expressions and reactions that communicate to those around us; "Do You Wanna Play"? I enjoy hearing from you...
bebopclown@hotmail.com

TEXAS CLOWN ASSOCIATION



**¡FAVOR DE ESCRIBIR CON LETRA DE MOLDE!
UNA SOLICITUD POR PERSONA.**

Nombre: _____

Nombre de Payaso(a): _____

Dirrección: _____

Ciudad/Estado/Código Postal: _____

¿Cuántos años de payaso(a)? _____

CHEERFUL CLOWN ALLEY

te invita a la

**34a Convención Annual de la
Asociación de Payasos de Texas (TCA)**

27 de septiembre – 1ero de octubre de 2017

TODOS los registrantes de la convención deben ser miembros actuales de TCA. Favor de consultar la página de web de TCA para una solicitud de membresía. Las cuotas de membresía de TCA se vencen anualmente el 1ero de abril.
www.texasclownassociation.com

MATRÍCULA:

\$165 1/1/2017 - 31/08/2017

\$195 después 31/08/2017 y

en la puerta

**cuota de conveniencia adicional de \$5 para las
inscripciones pagadas por tarjeta de**

crédito/PayPal

(No se recibirán cheques en la puerta – sólo en efectivo)

(No reembolsos después de 31 de julio de 2017)

La inscripción incluye: todos los shows, talleres, sesiones “jams” de crecimiento, admisión diaria a la sala de distribuidores, competiciones, sala de hospitalidad, el banquete de premios el sábado y desayuno del domingo (todo para una sola persona).

\$140 JUNIOR JOEYS

TEXAS CLOWN ASSOCIATION



2017

CHEERFUL CLOWN ALLEY 166

PLEASE PRINT! ONE FORM PER PERSON!

Name: _____

Clown Name: _____

Address: _____

City/State/Zip: _____

How Many Years A Clown? _____

CHEERFUL CLOWN ALLEY

invites you to the

Texas Clown Association 34th Annual Convention

September 27-October 1, 2017

ALL convention registrants must be current TCA members. See the TCA website for a membership application. Dues are due annually on 4/1!
www.texasclownassociation.com

REGISTRATION FEES:

\$140 until 12/31/2016

\$165 1/1/2017 - 8/31/2017

\$195 after 8/31/2017 and

at the door

\$5 additional convenience fee for

registrations paid by credit card/PayPal

(no checks at the door – cash only)

(No refunds after July 31, 2017)

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).

\$140 JUNIOR JOEYS

Phone: _____

Email: _____

TCA # _____ (registrants must be TCA members)

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

CONVENTION FEES:

Registration (see right side) \$ _____

Extra Banquet Ticket \$45ea \$ _____

Extra Breakfast Ticket \$25ea \$ _____

T-Shirt Size _____ \$ _____

Short Sleeve (S-M-L-XL): \$15)

Short Sleeve (XXL and larger: \$18)

Long Sleeve (S-M-L-XL: \$18)

Long Sleeve (XXL and larger: \$20)

TOTAL \$ _____

ISSUE and MAIL Checks to:

TCA 2017 CONVENTION

c/o Mauri Norris; 6504 Kenyon Lane;
Bellaire, TX 77401

Want to *Charge-it?* Additional \$5 convenience fee for credit card or PayPal payments. Link on the TCA website will be available soon. Keep watching.

(ages 10 - 15) all times
Juniors enjoy all the same convention events and activities as the adult registrants, plus special classes geared for younger clowns.

LaTorretta Lake Resort and Spa
600 LaTorretta Boulevard
Montgomery, TX 77356 (near Houston)

Room Rate: \$105/nt+\$1/nt Resort fee (+tax)
up to 4 people per room (includes WIFI)
All rooms are SUITES (1 King or 2 Queens)
All rooms have refrigerator (no microwave)

To book your room, contact the hotel at:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_news&eventID=14769887

Tell them you are with the
Texas Clown Association.

Make your reservation early (deadline 9/8/17) to ensure you have a room. Please plan to stay at the convention hotel to help Cheerful meet its room block and save money on the convention meeting space.

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

Questions? Contact:

Judy "Peep" Cornett 713-201-8681

Judy.a.cornett@gmail.com

Mauri "Binkie" Norris 713-201-9995

maurinorris@yahoo.com

Teléfono: _____

Correo electrónico: _____

TCA # _____ (los registrantes deben ser miembros de TCA)

¿Es tu 1^{er} Convenio de TCA? Sí No

CONVENIO DE HONORARIOS:

Registración (ver lado derecho) \$ _____

Boleto extra de banquete \$45 c/u \$ _____

Boleto extra de desayuno \$25 c/u \$ _____

Camiseta Tamaño _____ \$ _____

Manga corta (S-M-L-XL: \$TBD)
Manga larga (S-M-L-XL: \$TBD)

(2X-10X: \$TBD por extra X)

TOTAL \$ _____

Favor de mandar su cheque por correo a:

TCA 2017 CONVENTION

c/o Mauri Norris; 6504 Kenyon Lane;

Bellaire, TX 77401

¿Quieres cobrarlo a la tarjeta de crédito? Habrá una tarifa adicional de conveniencia de \$5 por cobrarlo a la tarjeta de crédito o pagos de PayPal. Enlace en la página web TCA estará disponible muy pronto. Favor de ver la evolución.

(10 – 15 años) todo el tiempo
Jóvenes disfrutan de los mismos eventos de convención y actividades como los adultos inscritos, además de clases especiales para payasos jóvenes.

LaTorretta Lake Resort and Spa
600 LaTorretta Boulevard
Montgomery, TX 77356 (near Houston)

Tarifa: \$105/noche + tarifa de Resort de \$11/noche
(+impuestos)

Hasta 4 personas por habitación (incluye WIFI)
Todas las habitaciones son SUITES (1 cama King o 2 Queens)
Todas las habitaciones tienen refrigerador (no microondas)

Para reservar, póngase en contacto con el hotel en:
<https://resweb.passkey.com/Resweb.do?mode=welcome&news&eventID=147699887>

Dígalos que usted está con
Texas Clown Association (TCA).

Haga su reservación temprano (fecha límite 8 de sep. de 2017) para asegurar una habitación. Por favor haga planes para alojarse en el hotel de convención para ayudar a nuestros organizadores satisfacer su bloque de habitaciones y ahorrar dinero en el convenio de salas.

Vea el sitio web de TCA
<http://www.texasclownassociation.com/convention.html>
para más información sobre la convención, a como se van dando los datos disponibles.
¿Preguntas? Comuníquese con:
Mauri "Binkie" Norris 713-201-9995
maurinorris@yahoo.com

Ambassador

by Diana “Buttons” McCurtain-Talbert

Hello to our Texas Clowns,
I want to take a moment to thank everyone for the honor of having received the 2016 TCA Ambassador of Clowning award. When I look at all the clowns who have received that award, it truly humbles me to be added to that group. Little did I know 10 years ago, that I would become so enamored with the life of a clown and the joy we bring to those we come in contact with, that 10 years later I would still be wearing the red nose and waving my rubber chicken? These years have flown by, and the only regret I have in clowning is that I don't have time to do more than I do. As we begin to prepare for our TCA Convention for 2017, the time is coming for you our members to honor someone else with this award. I ask that you begin thinking now, about that person you know who has exemplified clowning with joy and passion. Look for that clown that gives their very best every time whether they are doing something which is paid, voluntary, or for competition. Look for the heart of the clown as you seek to nominate our Ambassador for 2017.

A little bit of history for you: Texas Clown Association (TCA) was founded in 1982 and the first TCA AMBASSADOR OF CLOWNING AWARD was presented in 1983.



This award is to recognize and honor the TCA member who most exemplifies the art of clowning and supports and promotes TCA. The award is a “lifetime achievement award” meaning that a member is only honored once (in a lifetime) with this prestigious award. You might say “once an Ambassador always an Ambassador” and hopefully the recipients do continue to promote and support TCA and clowning long after being so named. But also, because it is only presented once in a lifetime, it takes more than a little bit of clowning and TCA support to earn this award. TCA Ambassador Award recipients are granted lifetime membership in TCA (meaning they no longer pay annual dues – at the TCA Board of Directors’ discretion). The award is usually presented during the annual TCA convention but an Ambassador selection is not mandatory

each year. Nominees should have the following qualifications and/or traits:

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

Nomination letters should explain why the nominee should be considered for the award and provide examples of the points listed above – it is not enough to just say you want to nominate the person. The nominations are reviewed by a committee made up of past recipients of the award. Remember, that while most of the committee members are active in TCA, it is possible that they do not know every qualified member. Nominations should include sufficient details describing the nominee to the Committee members as if they do not know the nominee. Be sure to include such facts as:

- How long this the nominee been an active supporting TCA member?

- Have they held any positions in their alley or on the TCA board or TCA committees?
- How do they support and promote TCA in their clowning?
- How have they exhibited extra-ordinary clownmanship?
- How has the nominee been shown to be positive, upbeat, agreeable and sharing? Are they unselfish in assisting others, caring and most of all, just there when needed with no thought of being reimbursed for their time or effort?
- How have they displayed being a well-rounded clown; someone who gives to the community as an active volunteer, and who also demonstrates professionalism in the art of clowning?
- How has this nominee shown his/her dedication and promotion of the art of clowning in assisting others?

Nominations will be accepted from CURRENT TCA members—only. Nominees must be CURRENT TCA members (to check membership status, contact the TCA Treasurer). Be sure to include your name and TCA number on your nomination letter as well as the REAL name and CLOWN name of your nominee (Include your contact information too in case the committee has any questions about your nomination). A list of the Ambassador Award recipients can be found on the TCA website. Remember, do not nominate any members who have al-

ready received the award.

I will be taking nominations by regular mail or e-mail. They must be dated or post-marked no later than the published deadline of September 10, 2017. I will validate each nomination received by the deadline, meaning I will be confirming the membership status of both the nominating member and their nominee.

P.T. Barnum said “There is no greater picture than that of 10,000 smiling children. No brighter music than their clear-ringing laughter.

That I, with my small amusements, have created such precious art is my life’s proudest achievement.”

This statement, to me describes the heart of a clown. This describes the heart of our next TCA Ambassador. So, look at the people around you and get those nominations in! Please send emails to: dmccurtain@att.net

or

via postal mail to:
Diana McCurtain-Talbert
8542 Rita Elena
San Antonio, TX 78250

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Our Shoes Are
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Made For Complete Comfort.

Phone : 321-726-8063
Steve Roeske
P O Box 120692
West Melbourne, FL 32912
Fax : 321-726-8063

PARADE ABILITY

A BILLY PRINCE SHOE

Let's Talk, Things We Should Do and Not Do While Clowning

By Andy "Smiley" Anderson

1. Clowns Code of Ethics

Fulfill obligations – If you say you are going to be at the event from 3:00 - 5:00 then show up and be ready to perform by 2:45 and if you work over a little that's OK.

Make the best of any situation and not complain - One time I had a birthday party and there was bad weather that day. When I arrived at the home the electric power was off. What to do? I asked the mother if she had candles. She said no but her husband was a fisherman and he had lanterns. So it was a little warm and dark but the kids had a great time. Sometimes you have to improvise.

No profanity, smoking, drinking or abusive behavior - Clowns need to be funny and playful. Why would you even think about using profanity or abusive behavior during any job much less if you are entertaining children? I say if you smell like cigarette smoke or alcohol that will push the kids away from you.

Costumes should be clean and in good repair and makeup carefully applied – If you want to be called a professional clown you need to look like one. If your costume is showing wear then replace it. Put back some money from each job for that purpose. You could also use

some of that money to go to TCA conventions. There you can shop in the dealer room, go to classes, meet new clowns and improve yourself professionally.

Once makeup and costume are complete remain entirely intact and in character – When I put my nose on and go out in public I'm in my clown character. Going to and from the job you can come in contact with people that see you and may need a clown sometime. Always stay in character. The more you look and act like a clown will be to your advantage. Have business cards with you at all times.

2. Working for an agent or other clown

– When another clown or an agent hires you to do a job for them there are some things to remember. You are not only representing yourself but also them. Always be very professional and have their business cards with you. While doing the job if someone asks for a card I give them the card of the person that hired me with my clown name on the back. I tell them I would love to be at their event so contact the person on the card and tell them you would like to have me do your event.

3. Talk about tipping - When I'm contacted about an event I always

ask about tipping. I have worked jobs just for tips. Some clients don't want you to take tips. I let them know I'll not advertise for tips but if someone wants to give me a tip I'll accept it from them. If I'm told I can accept tips I wear a tipping badge to let everyone know I take tips.

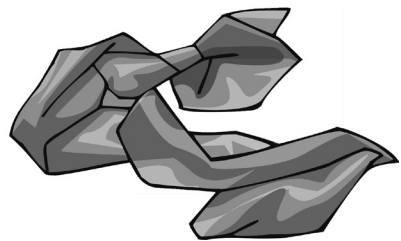
4. Differences in Party Clown and Hospital or Nursing Home Clown - Know your audience. This means a party clown can do things that you would not want to do at a hospital. You need to be aware of your location and audience. Don't do a routine that will make the kids afraid or make a mess in the home. Hospital clowns need to use inside voices. They should not use props that the patients can touch unless it is a handout they can keep otherwise you have to put it in a plastic bag and take home to sanitize. Each hospital has orientations that clowns have to go through and continuous training.

(Continued from page 9)

your mouth, tilt your head back; point the tube at about a 45 o angle and blow very hard. It takes a lot of air. The tube is large around and you want the silks to really fly out of the other end. Catch the silks and show that they are connected, thus illustrating your story. Tip: Some people put an extra rubber band on each end incase one should break. I have never had that happen. Huff & Puff & Practice

5. Treating others while performing – This not only pertains to the audience but other entertainers you are working with. I've been at shows (maybe at a clown convention) where the clown brought someone from the audience to help. If that person is a clown they need to act accordingly and not make faces, act silly or try to upstage the performer. Go along with what they say and be a good helper. For example when working with a partner in a skit and it is your time to say your part then you can add movement that is needed. When your partner takes the action stand still and let the focus be on them. Don't distract the audience because they may miss an important part of the skit. You need to be a team player.

These are only some ideas of mine to get us thinking about what clowns should do and not do.



(Reprinted from The Cheerful Chatter - Houston, TX.)

Be a Part of Clown History!

Be a Part of the Convention Yearbook

by Lulu “Boofa” Mire

Yearbook? What?! That’s right! This year’s TCA Convention (Sept. 27 – Oct. 1 in Montgomery) is themed “**School Daze,**” so it only makes sense that our “program” will be turned into a “YEARBOOK!” And we want you ALL, whether or not you are attending the convention, to be part of this one-of-a-kind 2017 Yearbook!

Here is a FUN way to be included in the yearbook and support the convention:

SUBMIT YOUR YEARBOOK PICTURE! (\$10)

We anticipate having pages and pages of pics of all of our clown friends in the program/yearbook, so it will look.. well... like a yearbook full of student pics!

- Send us your picture, along with your First Name “Clown Name” Last Name.
- We will crop your picture for you, to be the perfect square “yearbook picture” – so no worries, there!
- This will only cost \$10! And will last a lifetime!
- SUGGESTION for ALLEYS: Organize a photo session at your next alley meeting. Line everyone up and snap pics (one person at a time), and send them over! EASY PEASY!
- The pic can be anything you want. Your high school pic, current pedestrian pic, or in clown!

All your friends are doing it!! But need more incentive? Submit your picture(s) and you will be entered into a raffle for a VENDOR ROOM GIFT CERTIFICATE!

TRADITIONAL ADVERTISING / AD SALES AD-MIRAL CONTEST!

Who doesn’t like some friendly, pre-convention competition? Help support this year’s convention through ad sales! When YOU sell the most ads (\$ amount), YOU will:

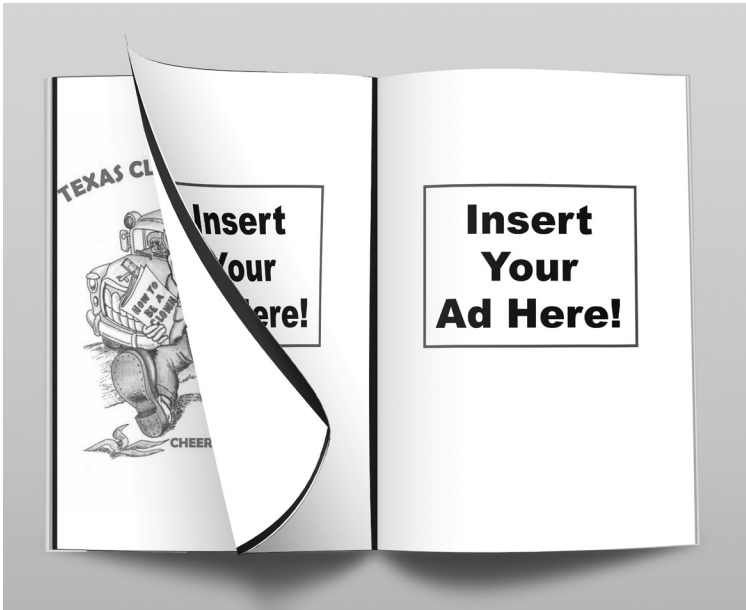
- Be CROWNED the “TCA AD-miral” at this year’s PROM! (FANCY!!!)
- Receive unlimited bragging rights!
- Get your picture in the Joey Journal, and
- Be the lucky recipient of a Vendor Room Gift Certificate!

NOTE: Make sure we know if you get credit for an ad!!! Tell us, or put it on the ad itself!

Advertising Details

Here’s all the traditional ad sizes, but the space doesn’t have to be for a traditional ad! Use this ad space for anything you can imagine! Write a “yearbook message” to a fellow clown! Use it for a picture, maybe even a then-and-now pic! Make up a cheer for TCA! Scan an old report card, if you dare! Ha! Let’s see you use that great clown creativity!

Deadline for ads is August 1, 2017.



SIZE	COST
Front Cover – Unavailable	
Back Cover – Full Page Color	\$145
Inside Back Cover – Full Page Color	\$125
Inside Full Page Color	\$100
Inside Full Page Black and White	\$85
Inside Half Page Color	\$75
Inside Half Page Black and White	\$60
Inside Quarter Page Color	\$45
Inside Quarter Page Black and White	\$30
Business Card Color	\$25
Business Card Black and White	\$15

Maximum space on each page will be 8 ½”x11” (minus small border)

- Submit camera-ready ads
- Preferred file type: PDF or JPG
- Advertisements must be paid in advance
- Traditionally, alleys have purchased full page ads
- Individuals usually invest in half page or quarter size or business card ads
- Dealers are encouraged to include an ad so TCA members can use as a reference later in the year

Email the camera-ready file (ads or picture) to Mary “Charmin” Whipple at charmin@consolidated.net. Deadline for ads is August 1, 2017.

Payment Information

Send PAYMENT made out to TCA 2017 Convention to the following:

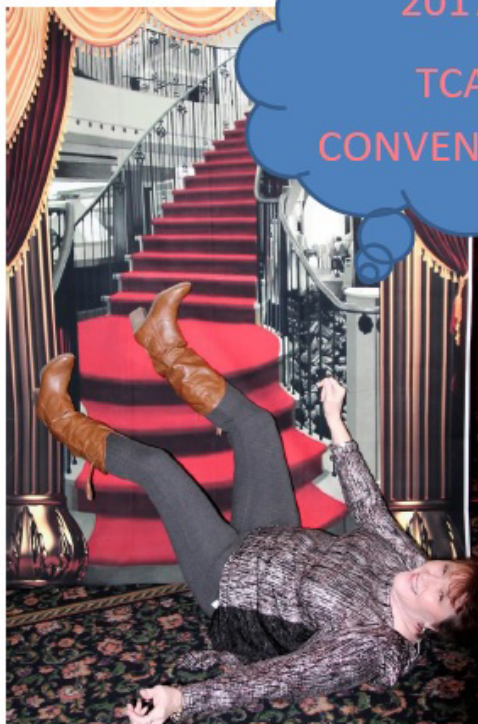
Mauri “Binkie” Norris

c/o TCA 2017 Convention

6504 Kenyon Ln. Bellaire, Texas 77401-3705

Questions: Contact Charmin - Cell: 713-373-9017

Touché doesn't want
you to miss the fun!



2017
TCA
CONVENTION

Don't fall behind!

Sign up and register for the 2017 TCA Convention
September 27 – Oct 1, LaTorretta Lake Resort & Spa,
Montgomery, TX

www.texasclownassociation.com