

THE SANTA COMPANY

Central Florida's Premier Christmas Entertainment Company

www.TheSantaCompany.com

These first ten rules were drawn up by Donovan and Shields, a Chicago department store, in 1932.

Rules for Santa Claus

To: Mrs. Niska Woodenhof, Personal Manager.

From: Hampton S. Sisler, General Manager.

Re: Store Santa Claus.

It has been brought to my attention that certain acts of negligence and misconduct by members of the corps of Santa Clauses has greatly embarrassed our customers and jeopardized our good reputation.

Instance. Norbert Cleeverhook was found to be inebriated (drunk) while on duty during the afternoon shift last Wednesday. He attacked one child and swore at the parent who intervened. Cleeverhook has as you know, been dismissed.

Instance. Harold Jones, relief Santa, was heard complaining to several children and parents that he had not had a break for over two hours and intended to report us to the Mayor's Commission on Fair Working Practices.

It is of the greatest importance that we endeavor to employ only men of the highest dependability to act as our "Christmas Ambassadors ". Will you please ensure that the following points are impressed upon all staff engaged in this most delicate of Christmas operations. These ten rules are to be considered the indispensable "Steps to Good Santahood".

1. Bodily hygiene is to be scrupulous. Special attention should be paid to the cleanliness of undergarments and socks.
2. Ditto oral hygiene. Please ask Santas to refrain from eating strong - smelling foods such as garlic. Chewing tobacco is to be discouraged.
3. Fingernails are to be kept short and clean. Outgrowths of nasal hair will not be tolerated.
4. Santas must ensure that tunics, boots, beards and wigs are to be kept clean. An over night laundry service will be provided.
5. Please ensure that correctly fitting uniforms are issued and that all tears, lost buttons, etc., are promptly repaired.
6. Under no circumstances may intoxicating beverages be consumed on the premises or prior to Santas taking up their duties. The penalty shall be immediate dismissal.
7. Santas may not congregate in uniform by the Staff entrance when off – duty or smoke cigarettes or cigars when off – duty and in view of the passing public. They must use the Staff rest area for such purposes.
8. No gratuities may be accepted from parents. (This is for department store type appearances only.)

9. Santas shall adopt an appropriate tone of voice and demeanor when addressing children. They shall not use low, slang expressions. Nor shall they on pain of instant dismissal, abuse either verbally or physically any child or guardian.

10. Should an emergency occur, such as a child losing control or being sick over a Santa, then a relief will assume his duties without delay. Will you please ensure that adequate Santa relief is available at all times.

The following rules are the ones that I created and promise to my clients that all our "Santa Company" Santas abide by.

11. Never promise a child that they will get anything in particular, unless the parent is nodding their head as the child tells you.

12. Always ensure that a child is accompanied by a parent or guardian.

13. Babies must always be placed in your lap. Never reach for a baby. Have the parent to "back the baby" into your arms...so they don't freak. Don't drop the baby! **(This is also ENTIRELY up to you whether you want to hold a baby or not.)**

14. Your presence is important. Make sure you show up on time. There's a saying: "If you are on time, you are late. If you are early, you are on time."

15. Don't hang around after an event socializing. Like the Lone Ranger, your work is done till next time.

16. Carry liability insurance, as well as insurance for slander and defamation of character. Talk to your insurance agent. Be prepared to give a background check. (www.SpecialtyInsuranceAgency.com)

17. Always wear white gloves to finish off the Santa look. Make sure they are clean. Always wear "Santa Glasses". (These should be GOOD Santa glasses....not readers from Walgreens....unless they look the part. They should be gold wire rimmed. NO HORN RIMMED GLASSES).

18. Never allow a child to straddle your knee. Too easy for a child to fall off your knee. Post Covid Suggestion: It's OK to have children stand NEXT to Santa. I can personally tell you that children PREFER this.

19. Santa should always keep his hands in plain view at all times. Put one hand around the child's shoulder, and your other hand on your thigh with the fingers fanned inward. It looks better and makes for a better photo.

20. Never ask a child his/her name as you should know it. You're Santa after all. If you do need to ask for their name, explain that they have grown so much since last year, that you almost didn't recognize them.

21. If a Child asks if you are REALLY Santa Claus, say YES! They don't want a fake. They want to talk to the real guy and they want it to be you! I think of the word "Santa" as an adjective. As in: "SANTA-A word that means being happy, loving children and carrying the love of Christmas in your heart. " So, if a child asks me "Are you really Santa?", I feel confident in saying, "Yes, I really am."

22. If a child asks for a difficult gift like “I want my mommy and daddy back together” or “I want Grandma to come back from Heaven.”, don’t “blow off” the questions. Tell them that Santa is only in charge of toys and such. Remind them that both of their parents love them very much in the case of the divorce. In the case of Grandma, tell them that she is now the child’s Christmas angel and every time they hear a bell ring, that means that Grandma is smiling at them.

23. Always show that you are very happy to see the child.

23. Always tell them Merry Christmas....adults, too! If someone says “Happy Hanukah” or “Happy Kwanzza”...say it back to them. Santa should love all Holidays.

25. Remember that some children are afraid of Santa. Do not allow a parent to “push” a child upon you. Tell the parent to simply hold the child and stand next to you. Never hold a screaming baby. The poor child is terrified and don’t contribute to their trauma. (There are also sneaky ways to get the photo like getting up and hiding BEHIND the chair.