mid-americatcccc.com

The Refresher

VOLUME 51, ISSUE 1 – JANUARY/FEBRUARY 2019

MID-AMERICA CHAPTER OF THE COCA-COLA COLLECTORS CLUB

In This Issue

Joanie's Gibberish 1
Birthdays and Anniversaries 1
The Varsity Celebrates 90 Years. 2
Photo Gallery 3
Membership Application 3
Upcoming Events 4

Member Dates

JANUARY

BIRTHDAYS:

Nick Rogers 1
Rose Mary Hartshorn 16
Marcella Dixon. 17
Mark Magel. 19
Bruce Carter. 24

ANNIVERSARIES:

Mark and Tracy Menke 2
Pete and Judy Sommerer 11
Sam and Vicki Hitchcock 13
Roger and Janice Robinson 22

FEBRUARY

BIRTHDAYS:

Brytan Bassman 1
Gloria Knipp 1
Gil Sigg. 4
Stephanie Goldberg 5
Jennifer Schmidt 5
Ernest Herron 16
Carol Hinesley 26
Janice Robinson 29

JOANIE'S GIBBERISH

Mid-America TCCCC had a great Christmas lunch at the Methodist Church. We had 32 people attend. The lunch was catered by Price Chopper and it was very good. I hope everyone enjoyed the baskets, the food and the social experience. We sold all of our gift cards that will go to the children at Hope House. The gift cards will be used for underwear and gifts. It is a good community service for our club and a chance to give back. A great surprise was to see Ted and Sue Farley. I am sure Ted was glad to be out of the house. He has been in the wheel chair for months. Hopefully, the next time we see them he will be walking. We all have reasons to count our blessings.

As the holidays wind down it is time to start thinking about 2019. Our February meeting will be at Square Pizza, 208 W Maple Ave, Independence, MO 64050 (816) 461-2929. There are many shops, antiques and specialty stores to see. Parking is behind the shop on Truman Road or next to the Theater on Maple. In addition to pizza, the menu includes salads, calzones, club sandwiches and pulled pork sandwiches. We will eat at 1:00 PM. Bring items for sale and a show and tell item.

Spring Fling is well underway and again, we have lots of ideas. We hope you all plan to attend the event or come to the swap meet on Saturday. Dates are April 26-27 at the Holiday Inn and Suites in Overland Park, Ks.

<u>PLEASE NOTE:</u> Our website address has changed due to the company that managed it closed. The new address is very similar to the old one. It is www.mid-americatcccc.com. We needed to add the hyphen to "Mid-America". It is up and running, so please try to log on. It has been changed at the national level.

Judy Webb announced that her dad, Patrick Miller was in the hospital after suffering a heart attack. Since then, Patrick passed away the next day. Please keep Judy and Matt in you prayers. We hope to see you at Square Pizza in February. Merry Christmas and Happy New Year to each and everyone of you.

Respectfully,
Joanie

In Memory

Patrick Miller passed away Monday December 3, at the age of 81. Patrick was a longtime member of Mid-America TCCCC and enjoyed country dancing and collecting Coca-Cola. He especially enjoyed clocks. Patrick also was an avid lover of roses and had quite a rose garden. As we think back, Patrick always participated in show-and-tell and wore several costumes during our October meetings. Patrick will be missed at our meetings. Keep Judy and Matt Webb in your prayers.

THE VARSITY CELEBRATES 90TH ANNIVERSARY

By: Coca-Cola Co | Aug 16, 2018

Frank Gordy opened the iconic Atlanta restaurant, located just down North Avenue from The Coca-Cola Company's global headquarters, in 1928. Over the last nine decades, The Varsity has emerged as a local institution not just for its food, but for the memories it creates.

"What'll ya have… What'll ya have?" There's no friendlier greeting than the one you'll receive when you step up to the counter at The Varsity. And that's just the beginning of what makes The Varsity so special. There's not a faster, fresher, or more fun-filled dining experience like it anywhere! Gordy family-owned and operated since 1928, The Varsity is a downtown Atlanta institution, and The World's Largest Drive-in Restaurant.

Visiting the Varsity before a big game, or anytime for a quick, delicious meal is more than just dining out, it's experiencing an iconic part of Atlanta's culture. Now, with six locations and growing, The Varsity is the nearly ninety-year-old fun place to eat that keeps getting better with age.

"THE VARSITY ATLANTA"
Established 1928

The Varsity in downtown Atlanta is our original, world famous location. This enormous restaurant sits on 2 city blocks and can accommodate 800 diners inside. Opened in 1928, this store quickly gained the reputation of being "the world's largest drive in". At the Varsity Atlanta we are dedicated to living up to our slogan "The FUN place to eat!" In Georgia, The Varsity is a family tradition, no trip to Atlanta is complete without a hotdog, some rings and an FO!

In 2000, in partnership with Coca-Cola, this 45-foot sign was constructed and can be seen from the interstate. If you plan to go the National Convention in 2019, eating at The Varsity is a must.

In 1960 a Lunching Pad was built in the back lot that could park 630 cars. It was a place for dates, social events and good food.

In 1950, the Varsity was claimed as the largest Drive-In the world. "Meet me at the Varsity" was heard in every venue.

PHOTO GALLERY

DAIRY DISRUPTORS:

Fast-Growing Fairlife Milk Adds New Varieties, Refreshes Look

By: Jay Moye | Apr 19, 2017

Did you know that Coca-Cola is into milk?

The fairlife team partnered with Coca-Cola Design to update the look of the brand. (fairlife is a partnership between The Coca-Cola Company and Select Milk Producers Inc. Coca-Cola distributes fairlife products.)

People can see fairlife's pioneering approach to sustainable dairy farming – exceptional cow care, traceability and responsible agriculture – when they tour the company's flagship farm Fair Oaks Farms in Indiana. Great-tasting fairlife milk is sourced from Fair Oaks and partner farms in Michigan, all part of a co-op of family-owned dairy farms (Select Milk Producers) that share the same values as fairlife founders Mike and Sue McCloskey. Milk is then cold-filtered to concentrate its goodness with more of what consumers want (protein, calcium) and less of what they don't (sugar, lactose).

"We knew we had an opportunity for our packaging to speak up a little more on behalf of the brand," said Brad Gruen, VP of marketing, fairlife.

The new fairlife look needed to put a softer, more emotional spin on these functional benefits – starting with packaging. "Packaging graphics are for the majority of consumers the first experience with the brand, and the only marketing asset that works 24 hours a day, seven days a week, 365 days a year," Gruen said. "The Coca-Cola Design team and Turner Duckworth embraced the fairlife story and brought some great strategic thinking and creativity to this work."

Welcome

New Members

JOHN AND VICKI NICHOLS

Hastings Nebraska

Coca-Cola® Collector Club Member

Mid-America Chapter of the Coca-Cola Collectors Club

January/February 2019 NEWSLETTER
Joanie Shover
813 NW 12th Street
Blue Springs, MO 64015

Questions call
Joanie Shover at
816-229-8920
or email
jshover50@aol.com

UPCOMING EVENTS:

Mid-America Meeting
Square Pizza
Independence, MO
February 2, 2019 at 1pm

Great Get Together
Las Vegas, Texas Station
February 7-11, 2019

TexFest
Richardson, TX
March 14-16, 2019

Annual Spring Fling
Holiday Inn, Overland Park, KS
April 26-27, 2019

MID-AMERICA BOARD

PRESIDENT/EDITOR	VICE PRESIDENT	TREASURER	SECRETARY	HISTORIAN	EDITOR
Joanie Shover	**Bruce Carter**	**Melody Frese**	**Rita Porter**	**Stephanie Goldberg**	**Traci Menke**
816-229-8920	816-934-2443	913-620-4679	816-373-8999	913-636-4066	816-229-9943
jshover50@aol.com	brdietcoke@embarqmail.com	coke_candy@yahoo.com	raporter@sbcglobal.net	molloff@yahoo.com	mtcollectible@icloud.com