

# The Refresher

VOLUME 52, ISSUE 1 – NOVEMBER/DECEMBER 2020

MID-AMERICA CHAPTER OF THE COCA-COLA COLLECTORS CLUB

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## Member Dates

### JANUARY

#### BIRTHDAYS:

Nick Rogers .....	1
Rose Mary Hartshorn.....	16
Marcella Dixon.....	17
Mark Magel.....	19
Ann Bedessem.....	23
Bruce Carter.....	24

#### ANNIVERSARIES:

Mark and Traci 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
Janice Robinson .....	29

## JOANIE'S GIBBERISH

WOW, winter is here and the holidays are gone for another year. I so much enjoy the Santa's and the colorful decorations. Now, we wait for spring to come. Mid-America TCCCC had a great Christmas luncheon at the Methodist Church. We had 39 people attend. Instead of baskets, we used reusable grocery bags. The auction table was so festive with all the red and green. There are many people to thank for the event. The board did an excellent job of helping with set up. Rita Porter is so creative and her centerpieces were beautiful. It is a pleasure to see her artwork. Thanks Rita. Bruce always does a great job with the auction and Steph and Traci have the gift exchange down to a fine oiled process. Melody takes care of the funds. A BIG thanks to Judy Webb for the beautiful wreaths. We raised \$72 from the items that went to Hope House. Judi also donated underwear for the children. We also had several donate money and signed Christmas cards. Craig and I took everything to Hope House on Tuesday morning. Thanks to ALL who bid on items and bags and donated food to the food pantry.

As we approach a new year, we will be working hard on Spring Fling 2020. There is a registration form in this newsletter so don't forget to get your registration in early. We will be at the Garden Hilton



in Independence off I-70 and Little Blue Parkway. Room rate is \$89 per night. We are planning for the next two years. 2021 will be our 45th birthday. Another milestone. It seems like we just finished 40.

The next meeting will be on February 1 at Tuscan's Italian Restaurant, 1800 MO-7, Blue Springs, MO 64014. It is located on South 7 Highway and will be on the East side of the highway. Lunch will begin at 1:00 PM. It will be a sweet heart lunch for Valentine's Day. **PLEASE BRING A SHOW AND TELL ITEM. THERE WILL ALSO BE A SELLING TABLE.** After Spring Fling, we will plan to be in Kansas and have an activity and tour.

The board wants to wish you all many blessings for a safe healthy 2020!

Respectfully,  
Joanie



# VALENTINE'S DAY 2019: 130 YEARS OF COCA-COLA'S HISTORIC LOVE AFFAIR WITH CUPID

*From the Coca-Cola Journey 14 Feb 2019*

*Everyone knows 'Holidays are coming' – Coca-Cola's Christmas Truck and Santa Claus are Christmas icons – but Coca-Cola and Cupid go way back, too...*



## 1906

Delicious, Refreshing

Did you know Valentine's Day print ads in the Coca-Cola Archives date all the way back to 1926? In fact, we've been producing promotional Valentine's content from as early as 1889. And, ever since then, we've always jumped at the chance to show our love for the most romantic holiday of the year, adding our refreshing taste to Cupid's arsenal.

With today's love fest marking 130 years since that initial holiday tie-in, we thought there'd be no better time to look back through the history books than Valentine's Day 2019.

Here's what the history books hold...

"The best advertising always reflects what's happening in the world at that time," says Coca-Cola Archivist Ted Ryan. "I always compare it to holding a mirror up to society – you can see what hairstyles, fashion, culture and music are popular. The same idea is true of special holidays like Valentine's Day; Coca-Cola naturally belongs."

With a 'Sweetheart Special' pack, the promotion invited consumers to 'Buy Someone you love a Coke', positioning Coke as 'the real thing'.

This mini-movie featured a vending machine in a busy Istanbul shopping mall – customized with a hidden camera, the machine dispensed free Coca-Cola to couples who showed their love with a hug or kiss.

But it's not just on February 14th that Coke shares the love. Jamal Booker, Coca-Cola's manager of Heritage Communications, explains:

"A lot of our advertising through the years, even our non-Valentine's Day spots, features couples enjoying time with each other and our products."



## 1946

Choose Your Partner...



## 1911

All The World Loves A Coke



## 1969

A Pair of Straws



## 1927

7 Million A Day



## 1970

The Love Machine



# 2020

— HAPPY NEW YEAR —





# I'M GOING TO CONTINUE TO DRINK COCA-COLA

Submitted by Traci Menke

When I saw this article on Facebook, I was thrilled. It was a dream come true. Every time I drink a Coke, people feel compelled to say "you are putting poison in your body". But here it is in print... Someone who says Coke is great and the reason for her long life. My brother always gets upset when we are at a restaurant and a waitress asked if Pepsi is OK? I always say NO, my body will explode. Which prompts my brother to say "you are going to have to get over that". No Jay, I don't and here is proof. I will continue to drink Coca-Cola.

Frances Brassey is believed to be the oldest living resident in Hillsborough County, according to staff her assisted living facility, Legacy at Highwoods Preserve. Brassey was born in Montana on October 4, 1912, about six months after the sinking of the Titanic. She retired to Florida in the 1980s, and moved into the New Tampa facility when she was 103. The assisted living facility threw a party for Brassey to celebrate her birthday, and invited all the residents to celebrate. Gunter says when she's asked about the secret to her longevity, Brassey tells people she drinks Coca-Cola every day.



## New Tampa woman celebrates 107th birthday, says her secret is drinking Coca-Cola every day

Published October 6NewsFOX 13 Tampa

## PHOTO GALLERY



2019 Christmas Luncheon

# Spring Fling

REGISTRATION FORM



**April 24-25, 2020**  
**Hilton Garden Inn**  
19667 E Jackson Drive  
Independence, MO 64057  
816-350-3000

Adult Registration w/ Packet	_____ x \$30	_____
<b>(First 60)</b>		
Adult Registration w/o Packet	_____ x \$20	_____
Child Registration (under 12)	_____ x \$10	_____
Adult Banquet	_____ x \$30	_____
<b>(Limited to First 75)</b>		
Child Banquet (5-12 years)	_____ x \$15	_____
Infant Banquet (under 5 years)	_____ Free	_____
Hospitality (Friday Night \$10)	_____ x \$10	_____

**Swap Table** (wall space given in order of request)  
6 ft. tables (tables limited to 60 total available)  
**First table \$20**  
**Additional tables \$18 each** # of tables \_\_\_\_\_ \$ \_\_\_\_\_  
**Total** \_\_\_\_\_

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Badge Names: \_\_\_\_\_  
\_\_\_\_\_

**Return this form with check or money order payable to:**  
**Mid-America TCCCC** (c/o Melody Frese)  
15445 Kreider Road • Bonner Springs, KS 66012  
913-620-4679

**Reservation Deadline, March 24, 2020**  
**Room Rate: \$89 per night**  
**FREE breakfast with HIG rewards**

*Confirmation sent by email. If you want confirmation mailed to you include a self-addressed stamped envelope.*

- |  |   |
|--|---|
| <b>FRIDAY, APRIL 24</b>                                      | <b>SATURDAY, APRIL 25</b>   |
| • <b>2 pm-4:30 pm</b> Registration & Silent Auction Check In | • <b>6:30 am</b> Swap Meet Set Up   |
| • <b>4:45 pm</b> Silent Auction                              | • <b>8 am-9 am</b> Registrants  |
| • <b>6:30 pm</b> Hospitality                                 | • <b>9 am-2 pm</b> Swap Meet (public)<br><i>*Pick up Registration Packets</i> |
| • <b>7:45 pm</b> Game & Door Prizes                          | • <b>4pm-5 pm</b> Auction Check In  |
|  | • <b>6 pm</b> Banquet, Auction, Door Prizes                                   |

The Mid-America TCCCC Board and volunteers are not responsible for injury, loss or damage of any kind suffered by any person while participating in Mid-America TCCCC and all related activities of Mid-America TCCCC. Mid-America TCCCC is NOT sponsored by The Coca-Cola Company.



# Mid-America Chapter of the Coca-Cola Collectors Club

January/February 2020 NEWSLETTER

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## UPCOMING EVENTS:

### Mid-America TCCCC

Tuscany's Italian Restaurant  
Blue Springs, MO  
February 1, 2020  
1:00 PM

### Great Get Together

Texas Station  
Las Vegas, NV  
February 20-23, 2020

### TexFest

Richardson, TX  
March 19-21, 2020

### Annual Spring Fling

Garden Hilton Inn  
Independence, MO  
April 24-25, 2020

## MID-AMERICA BOARD

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