

THE *Refresher* 2022

Volume 54, Issue 6

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November/December Issue

Joanie's Gibberish

It is surprising how fast this year went by. This newsletter ends 2022 and we look forward to 2023 and our activities. I want to thank all of those who came to the October meeting at Dan and Melody's home. We had great food and awesome show and tell items. It is an awesome place to listen to the roosters and see everything they have done with their own hands. We look forward to planning next year's events.

Craig and I went to Minnefest this weekend. It was a great Show and Sale. We drove through a lot of dust. It is so dry, and farmers were cutting corn. There were times when it was hard to see. Trees had reached their peak and the colors were not vibrant. They were also covered with dust.

Our annual Christmas luncheon will be at the United Methodist Church in Blue Springs on December 3 at 1:00 PM. It will be a catered



meal. It is also important that you RSVP to Joanie. Cost will be \$15 per person.

WHAT TO BRING

- SHOW AND TELL
- A CANNED GOOD OR A PAIR OF SOCKS
- AN AUCTION ITEM IF YOU WISH

We will also be making a donation to Hope House

Please keep the following members in your prayers and send cards.

- Debbie and Lonnie Fleetwood as Debbie continues under hospice care
- Paula Carter
- Gary Grindel
- Fred Wilkinson
- Janice Robinson

If I missed anyone please let me know. Have a wonderful Thanksgiving with your family and friends. We all have had blessings bestowed on us. It is time to give thanks and give back to those in need. See you soon and take of yourselves.

Respectfully, Joanie

Birthdays

NOVEMBER

Brian VanFosson.....	2	Elizabeth Maddux	22
Paula Carter	12	Jeff Daly.....	26
Terry Schmidt.....	17	Karen Cottengim	29
Craig Borges.....	20	Tim Shaw	30

DECEMBER

Traci Menke	3	Jerry Lierly.....	14
Kathy Bassman	4	Noreta Martinek.....	24
Kathy Hutchinson.....	8	Judl Webb.....	28
Sarah Roberts.....	13		

Anniversaries

DECEMBER

Dan and Noreta Martinek.....	26
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Mello Yello Returns To Its Roots

According to a report by Ad Age, The Coca-Cola Co.'s citrus soda, which launched nationally in 1979, is making a comeback. The soda, which was dubbed the "World's Fastest Soft Drink," recently went back to its National Hot Rod Association (NHRA) roots, taking over the sponsorship from Coca-Cola's Full Throttle. It has now embarked on a television and radio campaign, in addition to sampling at NHRA racing events.

"It's a great opportunity to engage with new fans, but also connect with fans who had tried it before or maybe forgot about it," Al Rondon, senior sports marketing manager at Coca-Cola North American Group, told the magazine. "There are a lot of folks who may never have tried Mello Yello, especially out west where it's not as developed."

As CSNews Online previously reported, Mello Yello relaunched in 2010 with new packaging and an expanded market that included Philadelphia and the Northwest. The brand's latest marketing campaign includes programs in such outlets as Walmart, Domino's and convenience store retailer Circle K.

Coca-Cola is hoping that Mello Yello will attract a more diverse audience today than the teen consumers it targeted in the 1990s, Ad Age reported. This strategy will help the brand distinguish itself from PepsiCo Inc.'s Mountain Dew, which primarily appeals to younger



1983 1988 1999 2010 2012 2021

consumers.

Mello Yello may also appeal to members of the African American and Hispanic communities thanks in part to its ties with NHRA, which attracts more ethnically diverse fans than NASCAR and IndyCar.

According to Beverage Digest, Mello Yello is showing promise in the carbonated soft drink industry by capturing the No. 3 spot in the citrus category behind Mountain Dew and Sun Drop, which is marketed by Dr Pepper Snapple Group.

This is evidence that even for Coca-Cola, competing with Mountain Dew is no easy task, said John Sicher, editor and publisher of Beverage Digest. "Mountain Dew is one of the strongest and best-marketed brands in the business, and the Coke bottlers need an entry to compete with it," he said.

There have been three flavored variants of Mello Yello in North America. Mello Yello Cherry was released in response to Mountain Dew Code Red. The other two variants were Mello Yello Afterglow (peach-flavored) and Mello Yello Melon. All three were only available for a limited

time. Mello Yello Cherry is available at Coca-Cola Freestyle machines and is still available in limited markets. In 2009, Coca-Cola launched Vault and offered free samples to consumers who bought Mountain Dew. Vault has since been discontinued, with Mello Yello now taking center stage.

In April 2010, Coca-Cola announced new images of new packaging that it would be re-branding Mello Yello to resemble the packaging in 1979. This re-branding has included an expanded distribution of the product, into such areas of the United States that have not had the product in years, such as the Northeastern United States and the Western United States. In 2011, Mello Yello began to replace Vault on Coca-Cola Freestyle machines.

The national expansion ended in 2021 with Mello Yello's availability limited to the eastern part of the United States, however it is still sold as a fountain drink at various locations including Arby's and Cracker Barrel.

View full release as PDF, June 08, 2010 12:01pm EDT - The Coca-Cola Company

Chapter Minutes

October 1, 2022 at Home of Dan and Melody Frese

Submitted by Pamela Cunningham

The Club gathered for a potluck lunch. Joanie called the meeting to order at 1:46 pm. She welcomed everyone and thanked Dan and Melody for hosting. Joanie invited all to view their collection after the meeting. She also asked club members to advise her of wedding anniversaries so that the directory can be updated. She then reported that Fred is back at home and Gary is doing better now that he has new medication.

Bruce reported that he and Joanie had met with Ms. Day Pond at the Hilton Garden Inn regarding Spring Fling and got some details worked out. Unfortunately, Ms. Pond is no longer employed there. He has a meeting scheduled with Hailey to review things with her.

Sue Shaw made a motion to accept the minutes of the last meeting as printed in the newsletter. Stephanie

Goldberg seconded the motion. Motion passed.

Melody gave a treasurer's report. She said that the month of July closed with a balance of \$9,374.85. After dues and auction money were received and expenses were paid, August closed with a balance of \$9,358.85. In September, we paid for the newsletter, and the ending balance for September was \$9,158.85.

Bruce moved to accept the treasurer's report as read. Craig seconded the motion. Motion passed.

There was a long period of "show and tell" with many interesting and historic items to enjoy.

Joanie reminded the club that Spring Fling 2023 is set for April 21-22. Christmas will be a potluck meal at the United Methodist Church. The February 4th meeting is scheduled to be a potluck meal at the Shover's, serving chili and hot dogs.

TREASURER'S REPORT

September 2021

Beginning Bal.....	\$9358.85
Revenue	\$0.00
Expenses.....	\$200.00

Ending Balance\$9158.85

October 2021

Beginning Bal.....	\$9158.85
Revenue	\$140.00
Expenses.....	\$670.36

Ending Balance \$8597.49

Details will be in the next newsletter.

Joanie had written an article about blotters and she gave out samples at this meeting. There was a 50/50 drawing, and Roy won \$31. Two puzzles were auctioned and door prizes were distributed.

Joanie made the motion at 2:55 pm to adjourn the meeting. Bruce seconded, motion carried. Meeting was adjourned.

Photo Gallery



Show & Tell

Dale and Ginny's
WWII collection



Martin's C2 Collection

Jerry's collection about Matchminder Ad

Spring Fling

REGISTRATION FORM



August 21-22, 2023
Hilton Garden Inn
 19677 E. Jackson Drive
 Independence, MO 64057
 816-350-3000

Adult Registration w/Packet (**First 60**) _____ x \$32 _____
 Adult Registration w/o Packet _____ x \$20 _____
 Child Registration (*under 12*) _____ x \$10 _____
 Adult Banquet (**Limited to First 75**) _____ x \$38 _____
 Child Banquet (*5-12 years*) _____ x \$10 _____
 Hospitality (*Friday Night*) \$15 _____ x \$15 _____
 Swap Table (*wall space given in order of request*)

6 ft. tables *First table \$20.*

Additional tables \$18 each # of tables _____ \$ _____

Late Fee Registration after April 15, 2023 _____ x \$10 _____
 per person

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

*Confirmation sent by email. Please make sure to include email address.
 If requesting confirmation by mail include a self-addressed stamped envelope.*

Reservation Deadline for Room Rate:

March 21, 2023

Room Rate: \$119 per night

FREE breakfast. 2 drawings for one FREE night.

Room Reservations call 1-877-782-9444 Code: Coca Cola Spring Fling 2023

FRIDAY, APRIL 21

- **2 pm-4:30 pm** - Registration & Silent Auction Check In
- **4:45 pm** - Silent Auction
- **6:30 pm** - Hospitality
- **7:45 pm** - Game & Door Prizes

SATURDAY, APRIL 22

- **6:30 am** - Swap Meet Set Up
- **8 am-9 am** - Registrants
- **9 am-2 pm** - Swap Meet (public)
- **4 pm-5 pm** - Auction Check In
- **6 pm** - Banquet, Auction, Door Prizes

Note: Registration packet pick up at swap meet

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.



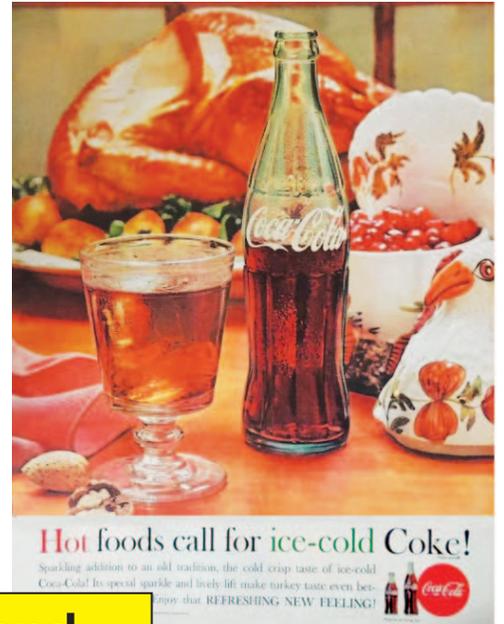
Mid-America Chapter of the Coca-Cola Collectors Club

November/December Newsletter

Joanie Shover
813 NW 12th Street
Blue Springs, MO 64015



- Mid-America Christmas..... Blue Springs.....December 3, 2022
United Methodist Church
- Great Plains.....Christmas Leon, KS..... December 10, 2022
- Mid-America Meeting.....Shover's Home, Blue Springs, MOFebruary 4, 2023
- Spring FlingIndependence, MO..... April 21-22, 2023



Mid-America Board

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