

THE *Refresh*er

2023

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March/April Issue

Joanie's Gibberish

Spring is coming and I can't wait to get outside and do yard work. It has been a relatively warm winter, so I am hoping spring is beautiful and green. I want to thank everyone who attended the February meeting at our home. We love to welcome our Coca-Cola friends. Craig and I hope everyone felt welcome and comfortable.

We will not have a meeting in April since we have Spring Fling the weekend of the 21 of April. I encourage you to attend if you haven't been with us. We have some great gifts and door prizes, so "Come and Get It". The Show and Sale is on Saturday and is free to the public.

Our June meeting has been changed to May 27 so many of us can support the St. Louis Chapter at their Show and Sale the first weekend in June. Our club meeting is tentatively scheduled at Cockrell Mercantile in Lee's Summit, Missouri. Cockrell Mercantile, a charming collection of once-houses-and-

outbuildings, is located at 30003 East Old US 50 Highway, Lee's Summit, MO 64086, just east of the 50 Hwy and 7 Hwy junction. They carry a large selection of Fiesta dinnerware and other kitchen items. I am hoping it is a beautiful day. We will meet in the picnic area. Details will be in the April newsletter. **This meeting is also the nomination meeting. Officers up for election is Vice President, Editor and Historian.**



The Fiesta Cottage
Are you looking for bright, one of a kind, elegantly simple dinnerware? We know you are going to love our selection of American-made Fiesta Ware! There is literally something for everyone in our Fiesta Cottage.

The Marton House
You will see even more kitchen accessories to fit your lifestyle. In this store we offer baking pans, vanilla & extracts, candy molds, mixing bowls, pie baking accessories, bread bins, and so much more.

The Cockrell Cottage
You will find Vera Bradley and Baggallini bags, women's accessories, clothing, candles and even children's tea sets and gifts. You can expect to find boutique style shopping at the Cockrell Cottage every time.

Please keep Karen Grindel and Lonnie Fleetwood in your prayers, as Gary and Debbie remain in hospice care. Rodger Robinson has had back issues and is home from the hospital. Remember them in your prayers.

Respectfully, Joanie

Birthdays

MARCH	
Norine Wells 5	Ginny Wohlgemuth 25
Nanette Wilkinson 12	Mya Rogers 31
Fred Wilkinson 17	
APRIL	
Cara Albright 4	Janet Noterman 12
Matt Webb 5	Betty Noah 15
Joanie Shover 7	Becky Collison 27
Bob Bedessem 12	Craig Shover 30

Anniversaries

MARCH	
Dale and Ginny Wohlgemuth	10
APRIL	
Dwayne and Deanna Chaney	11

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WELCOME NEW MEMBER

Jerry, Ann, and Darin Whitsitt

Enid, Ok

Chapter Minutes

Club Meeting, February 4, 2023

The Club gathered for a lunch that included hot dogs, chili, and beef stew. Joanie called the meeting to order at 2:19 pm. She welcomed everyone and announced that the Whitsitt family (Jerry, Ann, and Darin) of Enid, OK recently joined our club.

Bruce reported that he and Joanie had met with Hilton Garden Inn personnel in January. Because the Hilton had all new managers, the contract had to be reviewed. After negotiation with Roberto on a couple points, the new contract was accepted. Bruce encouraged members needing a sleeping room to book using the link provided to get our special nightly price. He noted that we will not be penalized for not using a certain number of rooms.

Joanie stated that "finger food" will be served at Hospitality Night, and the banquet on Saturday evening will be a buffet. This year's Spring Fling theme is "Come and Get It."

Judi made a motion to accept the minutes of the October meeting as printed in the newsletter. Betty seconded the motion. The motion passed.

Melody gave a treasurer's report for

the past four months. She said that the month of October had an opening balance of \$9,158.85. After an intake of \$165.00 in revenue and expenses of \$701.36 (mostly covering Spring Fling 2023 expenses), October's ending balance was \$8,622.49. In November, we TexFest Richardson, TX March 16-18, 2023 Springtime Atlanta, GA April 4-8, 2023 Spring Fling Hilton Garden Inn, Independence April 21-22, 2023 National Convention Kingsport, TN July 4-8, 2023 Mid-America Meeting Cockrell, MO May 27, 2023 Smokey Fest Pigeon Forge, TN Sept 18-23, 2023 Coca Cola Days Atlantic, IA September 22-23, 2023 received three Spring Fling registrations for a total intake of \$572.00 in revenue. After expenses of \$325.00 covering food for the October meeting and the newsletter, November's ending balance was \$8,869.49. In December, we received another three Spring Fling registrations, as well as monies from raffles, auctions, etc., for a total of \$1,454.00 in revenue. Total expenses in December, including the newsletter and Christmas party, were \$894.46, resulting in an ending balance of \$9,429.03 for December.

Revenue intake for January 2023 was \$882.00 (dues paid and Spring Fling registrations), and expenses were \$40.00, making January's ending balance \$10,271.03. Nanette moved to accept the treasurer's report as read. Bruce seconded the motion. The motion passed.

Joanie requested that our June meeting date be changed to help accommodate those members who want to go to the St. Louis meeting. May 27 or June 17 are good possibilities. There was discussion of a venue, yet to be determined. Club members are invited to make suggestions.

Joanie reminded the club that our Christmas meeting will be December 2 at the United Methodist Church in Blue Springs. She also noted that she had received thank you notes from Hope House for last year's donations.

There was a period of "show and tell" and a game, followed by door prizes, a 50/50, and a raffle.

Craig made a motion to adjourn the meeting. Bruce seconded; motion carried. The meeting was adjourned at 3:33 pm.

Submitted by Pamela Cunningham

TREASURER'S REPORT

November 2022

Beginning Bal.	\$8622.49
Revenue	\$72.00
Expenses	\$325.00

Ending Balance \$8869.49

December 2022

Beginning Bal.	\$8869.49
Revenue	\$1454.00
Expenses	\$894.46

Ending Balance \$9429.03

January 2023

Beginning Bal.	\$9429.03
Revenue	\$882.00
Expenses	\$40.00

Ending Balance \$10271.03

February 2023

Beginning Bal.	\$10271.03
Revenue	\$1159.00
Expenses	\$77.00

Ending Balance \$11353.03

Photo Gallery



The Heat Is On Campaign



In 1986, the Coca-Cola Company launched a marketing campaign to help businesses succeed in sales of products. "The Heat is On" promoted Sprite, Classic Coke, Diet Coke and Cherry Coke. The sales kit included posters, prizes, and incentives. Classic Coke was the #1 sugar cola in fountain outlets in the USA and was sold in twice as many outlets as Pepsi. Diet Cola was the #1 in fountain outlets in the USA and the taste of Diet Coke was preferred of Diet Pepsi. Lemon-Lime Sprite was also the #1 fountain sales with youth being the largest consumer group. Cherry Coke was a top 10 brand in its first year. Coca-Cola felt like Cherry Coke was a whole new reason to enjoy Coke.

diet Coke

#1 and Still Growing Strong!

Your Customers Are Drinking Diet Cokes in Record Numbers!

- The low-calorie cola category is 1/3 of the total fountain market.
- The low-calorie market has grown consistently, with total market volume at 10%—and still growing.

Diet Coke Dominates the Low-Cal Category

In recent sales tests, diet Cokes were preferred over Diet Pepsi.

Diet Cokes outsold Diet Pepsi in foodservice by 47%.

Diet Cokes sold in twice as many fountain outlets as Diet Pepsi.

Over 20 Million Times A Day, People Seek The Outrageous!

cherry Coke

Your lemon-lime choice is clear!

Sprite:

- Served by more than twice as many outlets nationwide as 7UP.
- Sold by eight times more outlets than 7UP.
- Available in nearly four times more fast-food outlets than 7UP.

and...

- Sprite's margin of leadership is growing.
- Since 1981, Sprite has gained 22,000 outlets while 7UP has lost 3,000 outlets.

Clearly, The #1 Lemon-Lime Choice of Consumers!

"The Heat is On" campaign include rewards for the top Sales Performers in the US. Checks were distributed to 24 top sales performers ranging from \$50 to \$1000 every 4 weeks according to the rules of the campaign. In addition, sales performers could earn brand-name merchandise and travel prizes including cruises, car rentals, dining and lodging at Hyatt Hotels.

Special award on a treasury cruise or yacht charter.

At a certain time you give you the best of everything waiting for you. With a cruise you have the best of both worlds. You can enjoy the best of both worlds. You can enjoy the best of both worlds. You can enjoy the best of both worlds.

Special award on a treasury cruise or yacht charter.

At a certain time you give you the best of everything waiting for you. With a cruise you have the best of both worlds. You can enjoy the best of both worlds. You can enjoy the best of both worlds.

Spring Fling

REGISTRATION FORM



April 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 (<i>under 12</i>)	_____ x \$10	_____
Adult Banquet (Limited to First 75)	_____ x \$38	_____
Child Banquet (<i>5-12 years</i>)	_____ x \$10	_____
Hospitality (<i>Friday Night</i>)	\$15	_____ x \$15

Swap Table (*wall space given in order of request*)

6 ft. tables First table \$20. Additional tables \$18 each;

Tables limited to 60 total available # 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

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

March/April Newsletter

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

UPCOMING EVENTS

- TexFest Richardson, TX March 16-18, 2023
- Springtime Atlanta, GA April 4-8
- Spring Fling Independence, MO April 21-22, 2023
- National Convention Kingsport, TN July 4-8, 2023
- Mid-America Meeting..... Cockrell, MO..... May 27, 2023
- Smokey Fest Pigeon Forge, TN September 18-23, 2023
- Coca Cola Days Atlantic, IA..... September 22-23, 2023



Mid-America Board

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