

THE *Refresh*er

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September/October Issue

Joanie's Gibberish

ARE YOU READY FOR FALL AND FOOTBALL? Summer will turn into fall, which is my favorite season. The colors are beautiful, and my gardening schedule slows down. Mid-America seems to have the same problem that all other chapters are having, declining membership. The problem is not that young collectors don't have time to join, but clubs are aging out. At our August meeting we could not do business because we had 19 in attendance and our bylaws require 20 members. That number was determined in 2012 when our numbers were 150 members. Currently, we have 60 paid members. Our past membership has totaled 83 members. I sent an email to all who have not yet paid.

The October 7 meeting will take place at the District Pour House, 11101 Johnson Drive, Shawnee, KS 66203. Following the



meeting, Karen Grindel has arranged a tour of the Shawnee Town 1929 museum which is right down the street. Please be at the District Pour House at 12:30 PM.

The building itself, which is right at the corner of Nieman Road and Johnson Drive, is a major element in downtown Shawnee and sits across from city hall.

BYLAWS ADDENDUM

In order for the board to make decisions and create in environment to do business, the board has another addendum to the bylaws so that we can vote on officers and other issues. We do not want to change the entire bylaws; however, we can write an addendum to an article or section. Below is the new addendum to define requirements for a quorum.

ARTICLE NINE: MEETINGS
Section Two: Each Chapter meeting must have a quorum in order for any Chapter business to be discussed, voting on committee issues, and all other matters of the Chapter. A scheduled Chapter meeting must have a minimum of 20 Chapter members in good standing (ref. Article Three, Section 3 & 4) to represent a quorum.

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DUES ARE DUE. This will be your last issue if not paid at the October meeting.

Birthdays

SEPTEMBER

Melanie Bower.....	1	Rita Lierly.....	21
Sandy Palmer.....	1	Ana Hockett.....	26
Rebecca Hail.....	4	Jody Ferguson.....	28
Karen Grindel.....	11		
Debbie Hail.....	19		

OCTOBER

Darrell Price.....	12	Tim Parker.....	18
Drew Sommerer.....	12	Nancy Price.....	28
Duane Bower.....	14	Trudy Shirley.....	31

Anniversaries

SEPTEMBER

Joe and Emily Frese.....	1
Matt and Judl Webb.....	7
Dan and Melody Frese.....	8
Ted and Susan Farley.....	9
Nancy and Darrel Price.....	17
Jerry and Darin Whitsitt.....	30

OCTOBER

Terry and Paula Schmidt.....	2
Bill and Becky Taszarek.....	14

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Feature Story

Space-Inspired Coca Cola Starlight Kicks Off Series of Limited-Edition Products and Experiences – 02-18-2022

In 1985, Coca Cola was one of the first soft drinks consumed in outer space, when astronauts aboard the Space Shuttle Challenger sipped from the Coca Cola Space Can. Now, more than 36 years later, the brand is bringing the magic of outer space down to earth for a limited time via the launch of an intergalactic flavor and galaxy of immersive, other-worldly digital experiences.

Coca Cola Starlight drops this month in the United States as the first limited-edition offering from Coca Cola Creations, which will quench Gen Z's thirst for discovery through a series of unexpected beverages and packaging designs, culturally relevant expressions and creative collaborations.

Inspired by the infinite possibilities of space, Coca Cola Starlight fuses signature Coca Cola taste with unexpected touches, including a reddish hue and cooling taste sensation evoking the feeling of a journey to space.

"Experimenting with such an iconic brand requires a big leap of faith," said Oana Vlad, Senior Director, Global Brand Strategy, The Coca Cola Company. "It all started by asking ourselves how we could bring the magic and mystery of the cosmos to life, sip by sip, in a quintessentially Coke way. We set out to make the intangible, tangible."

The Coca Cola Starlight package design features a starfield and gradient evoking a nebular feel that complements the liquid and undulates and refracts while interacting with light.



Creating the Taste of Space

A global team spanning R&D, design, marketing and technology collaborated and brought the Coca Cola Starlight concept from ideation to launch in less than a year. They were given free reign to experiment and operate on a non-linear project schedule.

"This is a hyper-connected team of doers and makers—including our agency partners—who rolled up their sleeves and demonstrated the true power of co-creation," said Josh Schwarber, Senior Director, Digital Design, The Coca Cola Company. "Collectively, we explored uncharted territory and pushed creative boundaries... and, by having a blank canvas to come up with new ideas and new ways of doing things, we were able to deliver something truly novel. We hope our fans enjoy it as much as we enjoyed creating it."

Vlad added, "We had flavor houses

working with design agencies, and we had scientists working with creatives. We started on this journey not knowing exactly where it would end, and that was okay because we wanted to push ourselves to do things differently, to iterate, and to innovate with speed."

In 1984, researchers for Coca Cola had an idea about dispensing carbonated beverages in space to give astronauts more choices to drink and also to create a stellar advertising opportunity. The company developed a can that would work in weightlessness to keep the cola fizzy without spewing out of the can. NASA agreed to let the astronauts try the Coke device on a

shuttle flight. When Pepsi learned of this project, it also wanted to participate and developed its own container. Both Coke and Pepsi products were flown on the STS 51-F mission in 1985 so crew members could evaluate the dispensers and do a taste test. Results were mixed and NASA did not add either company's product to the Shuttle food pantry; the mid-1980s "Cola Wars" continued on earth but not in space. NASA gave the Museum this extra Coke can that was modified for spaceflight.



Continued from page 1.

PROPOSED ARTICLE NINE: MEETINGS

Section Two: Each Chapter meeting must have a quorum in order for any Chapter business to be discussed, voting on committee issues, and all other matters of the Chapter. A scheduled Chapter meeting must have a minimum number of Chapter members that equals 20% of the current Chapter membership in good standing (ref. Article Three, Section 3 & 4) to represent a quorum.

At 20% twelve members in attendance will represent a quorum.

If we have a quorum in October, 20 members in attendance, the new

addendum will be voted on by members attending and will take place immediately.

If you have not paid dues, please send them to Melody. This will be your last newsletter if dues are not paid.

Please keep Lonnie and Debbie Fleetwood, Craig Borges (upcoming heart surgery), Rodger and Janice Robinson and Paula Carter in your thoughts and prayers.

Respectfully submitted, Joanie

Photo Gallery



Nanette found this item in a box of items purchased from Mark Magel's auction.

Martin gave a wonderful show and tell on Santi-Cali-Gon. The items were wonderful. Thank you Martin!



Mid-America Chapter of the Coca-Cola Collectors Club

October/September Newsletter

Joanie Shover
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UPCOMING EVENTS

- Mid-America Meeting.....District Pour Restaurant.....Shawnee, KS
12:30 PM
- Smokey FestPigeon Forge, TN September 18-23, 2023
- Coca Cola DaysAtlantic, IA..... September 22-23, 2023
- MinnefestColumbus, MN.....October 20-21, 2023



NEW MEMBERS

ED AND MARIA REYELTS

Paola, KS

JULIE GRINDEL

Karen's sister-in-law

Kansas City, KS

We hope to see Ed and Maria at a meeting. Welcome Julie!

Mid-America Board

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