

THE COCA-COLA COLLECTORS CLUB
36TH ANNUAL CONVENTION JULY 6 – 10, 2010
MILWAUKEE, WISCONSIN



Name: _____ Membership No. _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 Cell Phone: _____ Home Phone: _____ E-mail: _____

EVENT	PRICE	QUANTITY	TOTAL
Adult Registration (ends 4/30/10)	\$40.00	_____	\$ _____
Late Adult Registration (starting 5/1/10)	\$50.00	_____	\$ _____
Adult No Packet Registration Fee (early or late)	\$25.00	_____	\$ _____
Child Packet Reg. (age 12 & under)	\$12.00	_____	\$ _____
Infant Registration (3 & under, no packet)	Free	_____	\$ _____
On site No packet (information only)	\$30.00	_____	\$ _____
Team Time Festival Adult (275)	\$32.00	_____	\$ _____
Team Time Festival Children (ages 10 & under)	\$10.00	_____	\$ _____
Trading Center -1/2 Table	Free	_____	\$ _____
Kid's Trading Center - 1/2 Table	Free	_____	\$ _____
Memorabilia Show and Sell (soda related items only - limited to 125 tables)			
Table	\$40.00	_____	\$ _____
Wall Space	\$45.00	_____	\$ _____
Early Entry to Show and Sell Entrance (no table)	\$20.00	_____	\$ _____
Festival of Colors Banquet (limited to 375)	\$42.00	_____	\$ _____
Children's meal (ages 10 & under)	\$15.00	_____	\$ _____
T-Shirt (Circle) Order by 4-30-10			
Short sleeve S M L XL 2X 3X	\$13.00	_____	\$ _____
Long sleeve S M L XL 2X 3X	\$16.00	_____	\$ _____
Child S M L	\$11.00	_____	\$ _____

TOTAL REGISTRATION AMOUNT DUE: \$ _____ CK _____ MO _____ CC _____

Send completed form along with check, credit card, or money order payable in US Funds to: TCCCC, Audrae Mathis, 2222 Pinecrest Circle, Salina, KS 67401. Credit Card (MasterCard or Visa) registrations may be faxed to: 785-825-5846. Please be sure to fill in all the information, including credit card number, expiration date, and signature. The address at the top of the registration form must be the address of the credit card holder. **PRINT CLEARLY!**

MC/Visa # _____ Exp. Date _____

Signature _____

Will you be selling from your room? ___ Yes ___ No

Are you an active member of the Badger Chapter? ___ Yes ___ No

Kid's Name/age _____ **Shirt size:** _S_ _M_ _L_ **Treasure Hunt:** ___ Yes ___ No **Kid's Fun Fest:** ___ Yes ___ No

List the attendee names you want on the name badges and **CIRCLE** the items that each person wants.

Name for Badges	Registration Type	Team Time Festival	Festival of Colors Banquet	1st Time
_____	Adult No-Pkt	Yes	beef, chicken, veg., child	Yes
_____	Adult No-Pkt	Yes	beef, chicken, veg., child	Yes
_____	Adult No-Pkt	Yes	beef, chicken, veg., child	Yes
_____	Adult No-Pkt	Yes	beef, chicken, veg., child	Yes
_____	Adult No-Pkt	Yes	beef, chicken, veg., child	Yes
_____	Child's Chicken Finger Diner. (UNDER 10 YEARS OF AGE ONLY) - please list age _____			Yes

(PLEASE CONTINUE ON BACK IF YOU HAVE ADDITIONAL ATTENDEES)

ALL ATTENDEES, EXCEPT INFANTS, MUST BE CURRENT MEMBERS OF THE COCA-COLA COLLECTORS CLUB.

Your attendance and participation in this event means you agree to allow your image, name, and likeness to be displayed on the TCCCC website(s) or other promotional, advertising or publicity materials relating to The Coca-Cola Collectors Club. By registering you agree to release The Coca-Cola Collectors Club and any of its members, officers, agents, affiliates and The Coca-Cola Company from any liability whatsoever in connection with the use of your image, name, or likeness, including, but not limited to, the worldwide use of your image, name, or likeness on the Coca-Cola collectors Club's website(s), newsletters, or other advertising, promotional, or publicity materials. You also agree to waive any rights you may have to compensation of any kind for such uses and the right to inspect or approve the final version of any use by The Coca-Cola Collectors Club for any such uses.

The 2010 Convention - What You Need to Know

IMPORTANT REGISTRATION DATES

April 30, 2010 - Last day for T-shirt order

May 31, 2010 - Pre-convention registration ends. All registrations received after this will be on-site.

May 31, 2010 Last date for all refunds.

July 3, 2010 "On-site" registration begins.

LIMITS- Due to space or merchandise requirements, there are limits in the number of gifts provided for functions, but not the number of those desiring to attend.

ADULT REGISTRATION PACKETS - 450

KID'S PACKETS - 100

TEAM TIME FESTIVAL - 275

FESTIVAL OF COLORS BANQUET - 375.

THE MEMORABILIA SHOW AND SELL - 125 tables.

REGISTRATIONS - Audrae Mathis

ADULT REGISTRATION - The registration packets will contain the convention bottle. If adult registrations exceed 450, the registrants will be "No-packet" registrations. If a credit card is declined or not legible, the member will not be registered.

NO PACKET REGISTRATION - The "no-packet" adult registration is for members who would like to attend the convention events but don't want the gifts.

CHILD REGISTRATIONS - Child registration packets are for twelve and under. Children under three do not need to register, and will not receive any packet.

REGISTRATION CHANGES AND CANCELLATIONS - All changes to your registration or cancellation request must be in writing by letter, fax, or email to Secretary, Audrae Mathis. Any convention merchandise **NOT** claimed by the end of the convention will revert to Club property.

ROOM HOPPING - DAILY AND NIGHTLY - Only 4"x 6" signs regarding open selling rooms may be placed on easel boards.

THE CONVENTION HOTEL - The Wyndham Milwaukee Airport Hotel and Convention Center is situated minutes from the airport and 7 miles from downtown. The hotel provides free shuttle service from the airport. The Wyndham features a beautiful lobby with five wings. Every effort will be made to place all selling rooms together in 1 wing, which should make room hopping easy. All of the meeting space is located on the first floor. See a hotel virtual tour at: <http://www.wyndham.com/hotels/MKEAP/planameeting/main.wnt>.

The room rate is \$98 a night with free self-parking. Make your reservations at 414-481-8000. Identify yourself as part of The Coca-Cola Collectors Club to receive the convention rate.

CONVENTION THEME - Our theme this year is "**MILWAUKEE: CELEBRATING COCA-COLA IN THE CITY OF FESTIVALS.**" We will be using this theme throughout all events. We would love for everyone to come with costumes to wear during the week. There will be a costume contest during the "Festival of Friends," along with a costume parade. You may even see volunteers in costume through the week. It will be a very festive occasion!

SELLING ROOMS - Hilda King

Too many extras to sell from your sleeping room or are you tired of taking things off the bed at night just to put them back the next day. We have just the solution for you. Why not rent one of **THREE** available selling rooms. All three are located in the same area as the other activities. The **CAJUN & BISQUE** rooms are 600 (sq. ft.) for \$300 and **DIRECTORS 2** is 483 (sq. ft.) for \$250. Each room will come with four tables.

Selling room requests will not be accepted before **1:00 P.M.** Eastern Standard time. **February 1st, 2010.** You must be already registered for the convention. Please include your choice of room and fax your request to Hilda at 407-358-8362. Rooms will be awarded in the order the requests are received. Upon receipt of notification that you have been awarded the room, payment must be made by credit card within 24 hours by faxing it to 404-393-0677. If payment is not made within this time frame, the room will be awarded to the next person who requested it.

CLUB STORE - BOB DESHANE

This year items given at special events other than Convention bottles and cards will not be available for purchase in the Club store. Visit the store on **MONDAY & TUESDAY**, to receive a chance to **WIN** a different **\$100.00** gift item on each of these days. Be sure to visit the store daily thru the week for specials and **NEW ITEMS**. And on Friday it is your day to shop for the **BIG BLOW OUT CLEARANCE SALE**.

GOLF TOURNAMENT - Steve Brumbelow

The Muskego Lakes Country Club will be hosting the 4th Annual 4 person **BEST BALL SCRAMBLE GOLF** tournament. Bring a team or come solo and meet up with some of the best collectors in the world. There will be a 6 a.m. shotgun start for "**BRAGGING RIGHTS.**" Milwaukee is beautiful this time of year and there is nothing better than a round of golf with friends. For more information, contact Janet Noterman, jancode@aol.com

KID'S TREASURE HUNT - Sharon Shanholtzer

Hosted by the Badger Chapter and sure to be a fun time for all. The hunt begins when your child receives their registration packet and concludes during The Festival of Friends on Thursday evening. It is open to children ages 3 to 14 who must be accompanied by an adult.

**THERE WILL BE A CONTEST FOR ATTENDEES WHO STAY AT THE WYNDHAM FOR 6 NIGHTS.
COME EARLY AND BE ELIGIBLE FOR A SPECIAL PRIZE!**

KID'S FUN FEST - Sharon Shanholtzer

Hosted by the Badger Chapter, this event will be a wonderful experience for children ages 3 – 14, full of crafts, storytelling, games and other fun activities. Parents are encouraged to attend with the younger children but all prizes and refreshments are designed just for the kids.

BUSINESS MEETING - Dennis Bardin

Be sure and join us for the 36th opening ceremony and business meeting where we will conduct the annual business of our Club. If this is your 20, 25, 30, or 35th convention, please contact Sharon.

SEMINARS - Peter Wright

Do you want to expand your knowledge of Coca-Cola collecting? Here's the place to do it. Come to each session and learn more about collecting Coca-Cola. If this is your first (or maybe even your second, third or fifth) convention, be sure to check out the **NEW ATTENDEES SEMINAR**. This seminar will provide insider tips for navigating your way through a Coca-Cola convention.

CHAPTER PRESIDENTS MEETING - Ginny Wohlgemuth

This is a great time to share thoughts and ideas with the Club's Board and other chapter officers. Come prepared to be involved with an open, upbeat discussion of current Club and chapter business. If there are specific items you would like to discuss, please contact Ginny.

KID'S TRADING CENTER - Sharon Shanholtzer

New this year is a special event for our younger members which is their very own Trading Center. Same rule **NO MONEY ALLOWED** and it is only for kids, who must be accompanied by an adult.

TRADING CENTER - Steve Brumbelow

Here is your chance to trade your treasures for new ones. Remember **NO MONEY ALLOWED**. Tables are **FREE** and open to all members and Chapters. Trade your extras for door prizes, gifts, or just for new inventory. It's fun, and best of all it's free!!!

AUCTIONS CHECK-IN: Hilda King-SA. & Don Radovich-RA.

Check-in for both auctions will be by registration number. Send your registration in early for early placement of your items. Silent Auction is limited to two items per badge with only 300 items being accepted. Regular Auction is limited to two items per badge.

MEMORABILIA SHOW & SELL (SWAP MEET) - Steve Brumbelow

Better known as "The Swap Meet" but still one of the most anticipated events. Sign up for a table(s) to sell your extra items. The local chapter and the media will be spreading the word, that great Coca-Cola memorabilia will be available.

TEAM TIME FESTIVAL - Ginny Wohlgemuth

"IT'S CASUAL TUESDAY." "Tailgate Sports Party Hardy - With Flavors of Wisconsin" featuring a variety of around the world foods. Come one come all but most importantly come hungry! Mix, mingle and help kick off the first casual event of the week. Team and chapter **COMPETITIONS!** Come dressed to support your favorite high school, college, or professional sports team. Flaunt your team colors, show off your team mascot. Get in the sports mode and encourage friends, family, and/or fellow chapter members to team dress for the evening. Teams will be grouped together in a tailgate area to display their sports paraphernalia, chapter team flags, pennants, signs, as well as the loudest cheering team (unearth your cheerleader outfits.), everyone will be competing for prizes. So sign up early - dig out your favorite sports gear and come hungry. Our unique event gift will be limited to the

first 275 to sign up. Added bonus - surprises, **FANTASTIC DOOR PRIZES** and team awards. Come compete and claim your bragging rights. Don't forget to bring your camera.

FESTIVAL OF FRIENDS - Ginny Wohlgemuth

"A SOCIAL GATHERING OR CHAPTER GALA." Beginning at 4:00 p.m., chapter booth decorating, game and raffle set up is scheduled. Beginning at 5:00 p.m., we will assemble fully dressed and ready for a full parade.

Young and old, something for everyone beginning with a **PARADE**. Yes, a full blown dress up parade for children and adults. Think Mardi Gras - Bright colors, masks, costumes, signs, banners, balloons, the works. Weather permitting we will assemble in the parking lot and stroll a fun path around the hotel and finally strut into the ballroom. There will be a team of judges to determine the best in parade, best individual costume, best dressed team and best decorated booth.

Do you have a hidden talent? Can you sing or dance? Are you a magician or snake charmer? No matter what talent you have been blessed with, come and share it with the rest of us! There will be a **TALENT CONTEST** highlighting these festivities.

A quiet area for puzzle races and plenty of room for chapter booths to host games and raffles. This event is fun packed and has it all.

FESTIVAL OF COLORS BANQUET - Ginny Wohlgemuth

BRING THE RAINBOW INDOORS - FLASH YOUR COLORS! Dress in bright cheerful colors. Colors that sparkle and shine as you enter the ballroom. The brighter and louder your colors the better! Costumes are encouraged, fancy frills will not go unnoticed.

Our banquet is going to be a **"WISCONSIN FOOD BONANZA."** The hotel chef takes **GREAT PRIDE** in his banquet fare. We are being offered two adult entrees, the 1st is a 5 oz. Mesquite Grilled Chicken, the 2nd a 7 oz. Petite Filet Mignon. Our side dishes sound wonderful and the desert has been described as fantastic. Children 10 and under will be served a Chicken Finger Dinner with fun side dishes. A vegetarian dish will also be available. Banquet seating sign up stations during registration and following all major events. For seating you must sign up in person, ten members per table. Questions please call Ginny.

Join us for an evening of **SURPRISES, ENTERTAINMENT,** and **PHENOMENAL DOOR PRIZES!**

HOSPITALITY ROOM - Don Radovich

A room will be available for chapters to hold a meeting or get together. The room may be reserved in two-hour time slots on a first come first serve basis. Please contact Don to reserve this space.

VOLUNTEERS - Hilda King

Join the fun of watching an event come together by becoming one of the **"COCA-COLA COLLECTORS VOLUNTEERS."** Make some new friends this year by taking time out to help during one of the events. To add your name to this special group contact Hilda and "Let's work together" to make our 36th annual convention a festival we won't forget.

MEMBERSHIP CONTEST - Sharon Shanholtzer

Dec. 1, 2009 - June 1, 2010 Spread the word! Let others know about our Club! For every Primary member you get to join the CCCC, your name will be entered for a chance to win special Coca-Cola prizes! Top winner with the most entries will receive

a “**SPECIAL PERSONALIZED COCA-COLA JACKET!**” Winner will be announced at the business meeting in Milwaukee.

To enter: have the new member write your name and membership number, on an application form and mail it to the address listed on the form **TODAY**. A new primary member is someone that has never been in the Club before or you can also get a past primary member that has not renewed since 2005.

Call all the collectors you know and have them join now.

MEMBERS ESSAY CONTEST - Hilda King

January 1 - May 15, 2010. This is your opportunity to have the knowledge of your favorite piece of Coca-Cola memorabilia featured in the newsletter. Just write an article about some phase of collecting and submit it along with any graphics to Hilda.

Please submit your article no later than May 15, 2010. A selected panel of members will judge the entries and the winner

will be announced during the business meeting in Milwaukee. You do not need to be present to win.

CHAPTER NEWSLETTER CONTEST 2010 - Hilda King

The annual local Chapter’s Newsletter Contest is back! Awards will be given out during the business meeting in Milwaukee.

To enter send three editions dated between Jan. 1, 2009 & April 1, 2010 to Hilda. The contact information may once again be found on the Board of Directors page in this issue of the newsletter. Please submit your article no later than May 1, 2010. Entries may be mailed, faxed or sent electronically.

Entries will be judged by a panel of members prior to the convention and will be rated on a number system. Judges will give primary consideration to originality, notice of local chapter meetings, activities, new members, meeting notes, member’s collections, etc.

TENTATIVE SCHEDULE OF EVENTS

	Sunday, July 4		Thursday, July 8	
Registration		2:00 - 4:00 PM	Chapters President’s Meeting	8:30 - 9:30 AM
	Monday, July 5		Registration	10:00 - 11:00 AM
Registration		3:00 - 5:00 PM	Auction Check-in	10:00 - 12:00 AM
Club Store (1 Day Sale & Drawing)		3:00 - 5:00 PM	Club Store (Grab Bag Sale)	10:00 - 12:00 PM
Registration		7:00 - 8:00 PM	Trading Center	10:00 - 11:00 AM
	Tuesday, July 6		Kid’s Trading Center	11:00 - 11:30 AM
Golf		6:00 AM	Seminars	1:00 - 3:00 PM
Registration		9:00 - 11:00 AM	Club Store	3:00 - 5:00 PM
New Attendee Seminar		11:00 - 12:00 PM	Registration	3:00 - 4:00 PM
Business Meeting		1:00 PM	Auction Handicapped Preview	3:30 - 4:00 PM
Registration		3:00 - 5:00 PM	Early Bird Auction Preview	4:00 - 5:00 PM
Club Store (New Items & Drawing)		3:00 - 5:00 PM	Festival of Friends and Chapters	5:00 - 7:00 PM
Team Time Festival		6:00 - 8:00 PM		Friday, July 9
	Wednesday, July 7		Auction Preview	8:00 - 9:00 AM
Silent Auction Check-in		9:00 - 10:30 AM	Club Store (Final Blow Out Sale)	9:00 - 11:00 AM
Registration		9:00 - 11:00 AM	Registration (Final)	9:00 - 10:00 AM
Club Store (Limited Edition Item)		10:00 - 12:00 AM	Regular Auction	9:30 - ?? PM
New Attendee Seminar		11:00 - 12:00 AM		Saturday, July 10
Silent Auction Handicapped Preview		11:30 - 12:00 AM	Memorabilia Show and Sell	
Silent Auction		12:30 - ???? PM	Sellers	7:00 - 9:00 AM
Seminars		2:30 - 4:30 PM	Members only	9:00 - 10:00 AM
Club Store (Limited Edition Item)		3:00 - 5:00 PM	Public	10:00 - 2:00 PM
Silent Auction Check-out		5:00 - 6:00 PM	Sellers Vacate	3:30 PM
Kid’s Fun Fest		5:00 - 7:00 PM	Festival of Colors Banquet	7: 00 PM
Registration		7:00 - 9:00 PM		

Our 36th Annual Convention will be a week of fun filled activities for the whole family. Come early and stay late to take in all of the many sites Milwaukee has to offer.