



**THE COCA-COLA COLLECTORS CLUB**  
**38<sup>TH</sup> ANNUAL CONVENTION – SPRINGFIELD, MO.**  
**July 3<sup>rd</sup> – 8<sup>th</sup> 2012**  
**“A Fifties Cruise Down Route 66”**



Name: \_\_\_\_\_ Account #: \_\_\_\_\_ Renewal Date: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

	PRICE	QUANTITY	TOTAL
Registration - Packets (limited to 400)	\$40	_____	\$ _____
Adult - No Packet Registration	\$25	_____	\$ _____
Child Packet Registration - (Age 12 and under - limited to 75)	\$15	_____	\$ _____
Infant Registration - (Age 3 and under - no packet)	Free	_____	\$ _____
On Site Registration - (No Packet - information only)	\$40	_____	\$ _____
Baseball Game & Picnic Buffet - (limited to 200) Adults & Children	\$30	_____	\$ _____
Jersey size and amount needed ( ___S ___M ___L ___XL ___1X ___2X ___3X ___4X)			
Trading Center - (1/2 table per person)	Free	_____	\$ _____
Memorabilia Show & Sale - (limited to 125 tables - Soda related items only)			
Regular Table	\$40	_____	\$ _____
Wall Table	\$45	_____	\$ _____
Early Entry Memorabilia Show and Sale - (no table)	\$10	_____	\$ _____
Banquet - (limited to 350) Adults	\$40	_____	\$ _____
Children (under 12)	\$25	_____	\$ _____
Convention T-Shirt - short sleeved (Circle) Order by 4/1/2012			
Adult Sizes & amount needed: ___S ___M ___L ___XL	\$15	_____	\$ _____
Adult Sizes & amount needed: ___2X ___3X ___4X ___5X	\$17	_____	\$ _____
Child Sizes & amount needed: ___S ___M ___L ___XL	\$15	_____	\$ _____
		<b>TOTAL</b>	\$ _____

Send completed form along with check, credit card, or money order payable in US Funds to: TCCCC, c/o Hilda King  
 PO Box 1706, Apopka, Florida 32704. Credit Card registrations may be faxed to 407-358-8362. Be sure to fill in all the information,  
 including credit card number, expiration date, and signature. The address at the top of the form must be the address of the card holder.  
**PLEASE PRINT CLEARLY!**

List the attendee names as you want them printed on the name badges and (**circle**) the items each person wants.

MC/Visa # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name For Badge	Registration Type				Banquet	Meal Choice		1 <sup>st</sup> Convention
_____	Adult	No - Pac.	Child	Infant	Yes	Chicken	Fish	Yes
_____	Adult	No - Pac.	Child	Infant	Yes	Chicken	Fish	Yes
_____	Adult	No - Pac.	Child	Infant	Yes	Chicken	Fish	Yes
_____	Adult	No - Pac.	Child	Infant	Yes	Chicken	Fish	Yes
_____	Adult	No - Pac.	Child	Infant	Yes	Chicken	Fish	Yes

Please list additional individuals on a separate piece of paper.

**All attendees, except infants, must be current members of The Coca-Cola Collectors Club. ???Questions or needs??? If you have special needs of mobility, etc., or questions, contact Hilda King E-mail: [secretarytcccc@cfl.rr.com](mailto:secretarytcccc@cfl.rr.com) or call 407-814-7430 before 9:00 p.m. Eastern Time.**

*Your attendance and participation in this event means you agree to allow your image, name, and likeness to be displayed on TCCC website(s), newsletter 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. 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.*

## **A FIFTIES CRUISE DOWN ROUTE 66**

### **THE 2012 CONVENTION – WHAT YOU NEED TO KNOW**

Join your fellow members of The Coca-Cola Collectors Club for a fifties cruise down Route 66 Coca-Cola style. Whether you arrive in a classic car or wearing your latest 50's fashions this is one convention you won't want to miss. So let's turn back the clock and take a cruise down Route 66 in Coca-Cola Style.

### **IMPORTANT REGISTRATION DATES**

**April 1, 2012** - Last day for T-shirt order

**April 1, 2012** - Last day for baseball game tickets.

**May 31, 2012** - Pre-convention registration ends. All registrations received after this will be on-site.

**July 1, 2012** – “On-site” registration begins.

**Limits:** Due to space or merchandise requirements, there are limits for some items/functions.

**Adult Registration Packets – 400**

**Kid's Packets – 75**

**Baseball Game – 200**

**Banquet – 350**

**Memorabilia Show & Sale – 85 Regular & 40 Wall tables**

### **THE WELCOME CENTER - (AKA REGISTRATION)**

**Adult Registration** – The registration packets will contain the convention bottle. Packets are limited to 400. Adult registrations exceeding the limit will be converted to a “No Packet” registration. If a credit card is declined or not legible, the member will not be registered until the problem is resolved.

**No Packet Registration** – The “No Packet” adult registration is for members who would like to attend the convention but do not want the gifts.

**Child Registration** – Child registration packets are for children twelve and under. Children under the age of three do not need to register and will not receive a packet.

**Registration Changes and Cancellations** – All changes to your registration or any cancellation requests must be in writing by letter, fax, or email to Hilda King. Any convention merchandise **NOT** claimed by the end of the convention will revert to Club property. There will be no refunds after **June 1, 2012**.

### **THE SLEEP INN - (AKA THE CONVENTION HOTEL)**

To reserve your room you will need to contact the University Plaza Hotel & Convention Center. The hotel's address is 333 John Q. Hammons Parkway just south of East Chestnut Expressway. Make reservations by calling 417-864-7333 and reference The Coca-Cola Collectors Club. The convention rate is \$79 for 1-4 people which includes parking.

This is an atrium styled hotel which is perfect for room hopping. You may make your reservation on line by visiting the hotel web site <http://www.upspringfield.com> and clicking on the reservations page click: <https://booking.ihotelier.com/istay/istay.jsp?groupID=494185&hotelID=17728>.

### **REST STOPS – (AKA SELLING ROOMS)**

Tired of cleaning off the bed every night to sleep or planning to bring lots of extra to sell this year? Why not set up your very own tourist stop in one of the four available selling rooms. They range in size from 595 square feet to 783 square feet and will include 4 tables with the rental. All of these rooms are located on the same level as the Welcome Center (aka Registration) and the other major events – in other words, the center of the action. The available rooms are:

**Texas** - (783 sf.) - \$350

**Taneycomo** - (595 sf.) - \$250

**Bull Shoals** - (595 sf.) - \$250

**Lake of the Ozarks** - (595 sf.) - \$250

Selling room requests will not be accepted before 1:00 p.m. Eastern Standard time, **February 5, 2012**. You must be already registered for the convention. Please include your room preference and fax your request to Hilda at 407-358-8362. Those requesting a selling room will be given a choice of the available rooms in the order the requests are received. Additional tables may be reserved for \$25 each. 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 407-358-8362. If payment is not made within this time frame, the room will be offered to the next person requesting a room.

### **COKE'S FIVE & DIME - (AKA THE CLUB STORE)**

The Coke's Five & Dime will be stocked with items on every Coca-Cola Collectors wish list. On Monday, there will be a drawing for members that make a purchase in the store. New & old merchandise will be on sale. On Tuesday, the Store will have another drawing for members that make purchases and new items as well as limited edition items will be out for sale. Be sure to return on Friday for the Final Big Sale on all merchandise. Remember, no packet or event items will be sold in the store. They are only available by purchasing the full packet registration or through attending the events.

### **COW PASTURE POOL - (AKA THE GOLF TOURNAMENT)**

The City of Springfield welcomes you to Rivercut Golf Course. Golf Digest ranks this course as the number one municipal course in the state of Missouri. A shotgun start is scheduled for 7:30 AM. Come early to practice your drives and putts. The talented participants will be recognized for their accomplishments at the conclusion of the tournament, while all enjoy a refreshing meal and a special gift. Registration materials will be in the February issue of this travel digest.

### **SPRITE BOY PARK - (AKA KID'S ACTIVITIES)**

A variety of activities are being planned for the younger collectors during the week including the traditional Route 66 Scavenger Hunt, some creative projects, and kid-specific

Coca-Cola collecting. Check future newsletters for more information. If your child will be participating in these activities please contact Elaine Maddux.

**TOWN HALL MEETING - (AKA THE BUSINESS MEETING)**

Let's get this rock-n-roll party started! On Tuesday morning we will officially kick off the 38<sup>th</sup> annual convention with our business meeting. Please plan on attending for the latest convention updates, Club news and super door prizes! If this is your 20<sup>th</sup>, 25<sup>th</sup>, 30<sup>th</sup> or 35<sup>th</sup> convention, please contact Sharon Shanholtzer for your convention attendance pin.

**FOUNDER'S DAY PICNIC - (AKA BASEBALL GAME)**

Join fellow cruisers for a community buffet style picnic and an evening of baseball on Tuesday, July 3<sup>rd</sup>. By attending this event adults will receive an old fashioned button up Coca-Cola baseball jersey that is not available anywhere else. A unique gift is being planned for the children. *The park is located two blocks from the hotel, no transportation will be provided.* We will start the evening off with an on-site buffet picnic under the big tent, then, enjoy special treatment from the ballpark staff, and receive another commemorative souvenir from the staff to remind us of our road-trip adventure. The AA Saint Louis Cardinals will be taking on their rivals the Texas Midland Rockhounds; seating is limited so sign up early.

**COMMUNITY COLLEGE - (AKA SEMINARS)**

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 memorabilia. If this is your first (or maybe even your second, third, or fifth) convention, be sure to check out **Driver's Training** (New Attendee Seminar). This seminar will provide insider tips for navigating your way through a Coca-Cola convention.

**CITY COUNCIL MEETING -**

**(AKA CHAPTER PRESIDENT'S MEETING)**

Each chapter may have two representatives at the meeting. Please be ready to share your Club's thoughts and ideas for improvement and better communication. If you have specific items for the agenda, please contact Dan Deane.

**SPRINGFIELD BAZAAR - (AKA TRADING CENTER)**

The trading center is a great way for you to trade your extra items or excess chapter merchandise for something you don't own but want! You can also swap your old treasures for new ones, for door prizes, gifts for friends or new inventory to resell. The popularity of this event is through the roof.

**REMEMBER, NO MONEY IS ALLOWED!** Tables are free and open to all members and Chapters. It's fun and **FREE!** Just fill in the blank on the form to reserve your spot.

**COMMUNITY SALES - (AKA AUCTION CHECK-IN)**

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 **three** per badge. Regular Auction is limited to **four** items per badge.

**ROUTE 66 FLEA MARKET -**

**(AKA MEMORABILIA SHOW & SALE)**

Step back in time to the Swap meet of earlier times. One of

the most anticipated event of the convention. Sign up for a table(s) to sell your extra memorabilia with those who pass through. Word is spread throughout the press that this event is the best place in town to get your Coca-Cola treasurers and souvenirs. Tables are limited to 125 so be sure to reserve yours early before they are sold out!

**COUNTY FAIR - (AKA SOCIAL NIGHT)**

We invite everyone to cruise on over and "Get your Kick's on Route 66" at this year's social night as we celebrate Mid-America's most famous highway. We encourage and challenge all chapters to partake in this year's celebration by decorating your booths and game tables in a car related and Red, White & Blue theme. This is the time to catch-up with all your chapter members and raise money for your chapter. There will be music and fun for everyone, so please plan to join us and bring along your camera. Chapters can begin set-up at 5:00 p.m. to customize your booth, game or raffle tables. For more questions please contact Oscar Segovia.

**A NIGHT AT ROUTE 66'S DINER! - (AKA BANQUET)**

Pull out your poodle skirts! Dust off the leather coats! Time for the blue jeans and white T-shirts! Let's celebrate 50's Style honoring Coca-Cola, Muscle Cars, and the birth of Rock-n-Roll. Come and enjoy a laid back evening of fun, fellowship, great door prizes, and wonderful food! Everyone get into the spirit by dressing up Retro 50's style, bring your camera to catch all the memories, and be ready to have some fun! Questions? Contact Sharon Shanholtzer by email or phone.

**COMMUNITY CENTERS - (AKA HOSPITALITY ROOMS)**

Three rooms 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 served basis. Please contact Peter Wright to reserve this space.

**TOUR GUIDES - (AKA VOLUNTEERS)**

Want to make this convention extra special? Make some new friends, become involved in one or more activities and let your spirit shine! Without your help as a volunteer, the convention will not shine in the glory we all have come to love and enjoy. To add your name to the list of volunteers, please contact Rob Mathison. Let's all get a kick out of being a Coca-Cola convention volunteer on route 66.

**TOUR GUIDE WRITERS - (AKA NEWSLETTER CONTESTS)**

The Membership Essay Contest is back this year. This is your opportunity to write about your favorite Coca-Cola item in your collection. Submit your story along with any graphics to Rob Mathison. All entries will be judged by a panel and the winners will be announced at the convention and their stories will be published in a future newsletter. All entries must be submitted by **May 1, 2012**.

The Chapter Newsletter Contest is open to all chapters of TCCCC. Awards will be given out during the business meeting in Springfield to the top three chapter newsletters editors. Entries will be judged by a panel of members. To enter send three separate editions of your chapter newsletter by fax, mail or email, dated between **June 2011** and **April 2012** to Rob Mathison.

## SPRINGFIELD 2012 TENTATIVE SCHEDULE OF EVENTS

### Sunday – July 1

Registration 2:00 p.m. - 4:00 p.m.

### Monday July 2

Golf 7:30 a.m.  
 Registration 9:30 a.m. - 10:30 a.m.  
 Club Store 3:00 p.m. - 4:30 p.m.  
 Registration 3:30 p.m. - 4:30 p.m.

### Tuesday July 3

Registration 8:30 a.m. - 9:30 a.m.  
 Business Meeting 10:00 a.m. - 12:00 p.m.  
 Club Store 3:00 p.m. - 4:30 p.m.  
 Registration 3:00 p.m. - 4:00 p.m.  
 New Attendee Seminar 3:30 p.m. - 4:30 p.m.  
 Baseball Game & Picnic 5:30 p.m. - 10:00 p.m.

### Wednesday July 4

Silent Auction Check-in 9:00 a.m. - 10:30 a.m.  
 Registration 9:00 a.m. - 10:30 a.m.  
 Club Store 10:00 a.m. - 11:30 a.m.  
 New Attendee Seminar 11:00 a.m. - 12:00 p.m.  
 Silent Auction Special 12:30 p.m. - 1:00 p.m.  
 Needs Preview 1:00 p.m. - ??? p.m.  
 Silent Auction 2:30 p.m. - 4:30 p.m.  
 Club Store 3:00 p.m. - 4:30 p.m.  
 Silent Auction Check-out 5:00 p.m. - 6:00 p.m.  
 Registration 4:30 p.m. - 5:30 p.m.

### Thursday July 5

Chapter President's Meeting 8:00 a.m. - 9:00 a.m.  
 Registration 9:30 a.m. - 10:30 a.m.  
 Club Store 10:00 a.m. - 11:30 a.m.  
 Auction Check-in 10:00 a.m. - 12:00 p.m.  
 Trading Center 10:00 a.m. - 11:30 a.m.  
 Seminars 12:00 p.m. - 3:00 p.m.  
 Club Store 3:00 p.m. - 4:30 p.m.  
 Registration 3:00 p.m. - 4:00 p.m.  
 Auction Special Needs Preview 3:30 p.m. - 4:00 p.m.  
 Early Bird Auction Preview 4:00 p.m. - 5:00 p.m.  
 Social Event 5:00 p.m. - 8:00 p.m.

### Friday July 6

Auction Preview 8:00 a.m. - 9:00 a.m.  
 Club Store 10:00 a.m. - 12:00 p.m.  
 Final Registration 9:00 a.m. - 10:00 a.m.  
 Regular Auction 9:30 a.m. - ??? p.m.

### Saturday July 7

Memorabilia Show and Sell  
 Sellers/Early Entry 7:00 a.m. - 9:00 a.m.  
 Registrants only 9:00 a.m. - 10:00 a.m.  
 Open to Public 10:00 a.m. - 2:00 p.m.  
 Sellers Vacate 2:00 p.m. - 3:30 p.m.  
 Social Hour 6:00 p.m. - 7:00 p.m.  
 Farewell Banquet 7:00 p.m.

### **If you live in the Midwest why wait for the convention to experience all The Coca-Cola Collectors Club has to offer. Become a member of one of the local chapters in this area today**

By joining a local chapter you can enjoy the fun of socializing with other Coca-Cola collectors in your area. These chapter members are a great resource for helping you learn more about the valuables in your collection along with how to maintain your collectibles and keep them in good condition. They will be happy to share storage tips, display ideas with you and can also provide suggestions for cleaning and repairing your treasures based on tested methods. These different chapters host meetings, activities and know about local upcoming auctions, sales, or can help you find a buyer for an item you want to sell or a person who may have that special piece for sell that you have been searching for to add to your collection.

Just contact any of the chapter president's listed below today to learn more about their chapter or when and where the next meeting will be held so you can make plans to attend.

If you live in the greater St. Louis metropolitan area contact Terry Smith, of The Gateway to the West Chapter by emailing him at [tkcollectables89@yahoo.com](mailto:tkcollectables89@yahoo.com) or phoning 636-586-8456.

The Mid-America Chapter is primarily comprised of collectors in the Kansas City area, but has members from throughout Missouri, Kansas, and Nebraska. If you live in one of these areas contact Mark Gibson at [markrebeccagibson@yahoo.com](mailto:markrebeccagibson@yahoo.com)

Great Plains of Kansas Chapter is based in Wichita, KS, but also has members from Oklahoma and Missouri. To join this active group contact Terry Schmidt by email at [beapepper@att.net](mailto:beapepper@att.net) or phone him at 316-283-2650.

Green Country Chapter has members from multiple states, but primarily meet in the Tulsa, OK area contact Ken Cottrell by email at [beartul@cox.net](mailto:beartul@cox.net) or phone him at 918-357-3067. This chapter host a convention in Branson, Missouri every other year and the next one will be held this year.

The Arkansas Chapter draws its membership from across the state, but most members are from the north and west quadrant of the state. You can join them by contacting David Bernard at [cocahog@sbcglobal.net](mailto:cocahog@sbcglobal.net) or phone 479-646-5771.