



Volume 29, Number 1

THE PCCC EXPRESS



Jan-Mar 2012

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

Are YOU Ready For Pepsi Fest?

President's Corner - By Kim Kinzie

The holiday season may once again be just behind us but a great New Year is just beginning and Pepsi Fest 2012 is just around the corner. It is going to be a fantastic carnival of activity featuring old friends, new friends, and anything and everything Pepsi you could possibly dream of in one place at one time.

If you have thought about attending just to see what it is all about, just "DEW" it. You will not believe what you have been missing. In only a few minutes, you will meet other collectors, learn something new, make new friends, and see a lot of great Pepsi memorabilia. Many life-long friendships began at a Pepsi-Fest and many more will begin. There is something for everyone. Start making plans to be there March 15th, 16th, and 17th at the Indianapolis Marriott East, 7202 East 21st Street Indianapolis, Indiana. The hotel has continued renovations over the last year and looks great. Make your reservation soon as we sell out quickly every year. THE CUT-OFF DATE IS FEBRUARY 12TH. IF YOU CALL AFTER THAT DATE, THERE MAY NOT BE ANY ROOMS. Call (317)312-3716 to make your reservations and be sure to mention you

are with the Pepsi-Cola Collectors Club to receive our group rate of \$101 per night. We also have rooms on hold for over flow next door at the La Quinta Inn. Mail in your Pepsi Fest registration as soon as you can to help us plan for the right number of people planning to attend. The packets contain limited edition items made especially for this year. Reserve yours early as we almost always sell out.

As most of you are aware, last March at Pepsi-Fest's 25th Anniversary, a group of volunteer club members, referred to as "The Transition Team", stepped in to assume positions required to manage and lead the club into the future. At that time, there were more questions than answers. Everyone surely noticed that this amazing group of club members never missed a beat and kept everything moving forward like clockwork. There is no way to thank team members or their spouses for all the hard work and hours of time they have committed and will continue to commit to each and every task required to keep things not only moving but improving in many ways. Phillip Dillman is doing an amazing job on the newsletter and the skills of Diane Gabriel, our secretary, are untouchable. Our membership has started to grow in a short period with continued growth expected. There is just not enough space to express the gratitude for each incredible task team member have completed and contributed to the club's continued success. What can be said is that every person has worked and supported each other in every way possible. We are all aware that the change in leadership has been emotional and difficult for many. However, every club member should be able to say they are proud members of the Pepsi-Cola Collectors Club and they have seen and or been a part of the development of the club's first official Board of Directors. It has been a remarkable accomplishment for all. The best way to express heartfelt thanks is to say how extremely proud I

am to have had the opportunity to be a part of and work with some of the finest people anyone could ever know and to call them friend as well. Every board member is firmly committed to resolve any issue and make every decision with only the influence of what is in the best interest of the club and its members. As has been said many times, "The Best Is Yet To Come".

The team would like to assure everyone that there will be no major changes in the format and activities at Pepsi Fest that we all look forward too. This year we will replace the usual dinner with an event hosted by our chapters. The chapter family funfest is for everyone. We will have a brief meeting, acknowledge the chapter leadership, and acknowledge their success. However, there will also be fun and games, entertainment provided by members and plenty of sweet treats for everyone. Plan to attend what is sure to be a successful new event. We will also provide a clubroom for members to relax, exchange great Pepsi stories, meet new people, and just sit a spell while still in the midst of all the activity going on up and down the hallways. We will have pictures and displays of Pepsi Fest past as well as future Pepsi Fests. There will always be someone available to answer questions and help in any way we can.

Although our membership has increased, it needs to continue to do so. We will be organizing a membership drive that will include a prize for the winner. You do not have to be at Pepsi Fest to participate. We will have more information available on this project soon. The best way to receive and relay information quickly is to sign up for the members section in the club's website. We have made many improvements and

Continued on page 2

In This Issue

- Chapters News
- Treasurer's Report
- Collector's Spotlight
- Pepsi Fest Registration
- Club By-Laws
- Pepsi Celebration Report
- Memo from the Secretary
- Reproductions
- The Dew View
- Pepsi Trading Spot

Chapter News

Just a reminder that the very latest news regarding any chapter can be found on the [PCCC Facebook page](#). To have your chapter's information posted, please send it to Terry Brennan at dietpepzi@mchsi.com.

Read on page 11 about the great time had by all at Pepsi Celebration which was again organized by the Southern California Chapter.

Mike and JoAnn Vath from the Twin Cities area would like to revive the Minnesota Chapter and would like those interested in joining to

contact them at pepsimike@visi.com.

The Chicago Chapter will meet at a location near Midlothian, Illinois on Saturday, February 11th at 7:00 PM to celebrate the chapter's 20th Anniversary.

Don't forget that we want all of the chapters to be involved in the chapter funfest this year at Pepsi Fest. It is sponsored by the chapters but is for everyone to attend.



President's Corner - *continued*

changes to the site and there are more to come so do not wait and miss something. Sign up now.

www.pepsicolacollectorsclub.com.

If you have not noticed the new club logo, check it out. It looks great! We will now have club t-shirts and polo's available with the club logo on them. They look sharp so take advantage of the order form on the back page of the newsletter so yours will be waiting for you at fest. The t-shirts are a fund raising project for the club but also an excellent way to advertise and promote new memberships. Help support the club and get yourself a sharp looking t-shirt or polo.

This year, George and Anna Byers along with Brian Moore will take our group photo. They have been taking great pictures of club members for years but this year you will have the opportunity to purchase a picture and receive it in minutes. George, Anna, and Brian will also be taking photos during other activities. It is a great way to save the memory of a great time. Recently, my husband and I visited New Bern NC and, of course, the Pepsi Store, which has expanded and completely remodeled to resemble the original fixtures and atmosphere of Bradham's first drug store. New Bern has undergone a complete transformation. If you have never been there or it has been a while plan a trip there. It is a cozy, quaint and friendly little town as well as having a great deal of historical significance. This year,

Phillip Dillman and I will present a seminar on some of the important Pepsi events in New Bern history. We will have many pictures to share and some great information, as well.

Members of our board of directors have received quite a few phone calls and emails concerning not receiving the Pepsi gift catalog this fall. Unfortunately, the Pepsi-Cola Collectors Club has no affiliation with Doubledot Enterprises and we are unable to supply the catalog. We suggest visiting their website www.pepsigifts.com.

Phil's two cents - by Phil Dillman

As you look through the newsletter, you will see a pull-out copy of the current revision of the PCCC by-laws. If everyone could please read through them thoroughly, it will answer many of your questions. We will also be voting on these by-laws at Pepsi Fest so it will save a lot of time if you have already read them.

We owe an apology to Josh Broadwater and all of the folks that helped with and attended Pepsi Celebration in Las Vegas in November. The wrong dates were printed in one location in the past newsletter, although, I believe everyone was made aware of this in time.

If you saw the CNBC documentary "Pepsi's Challenge," you probably wish there had been more coverage of the club. However, the fact that they included us in the program got the name out there to many folks that didn't realize the PCCC even exists. We had someone join the club after they learned about us through the show. Some of the members that got a good amount of air time were Mel Weseloh, Larry Woestman, Kerri Wagner, Joe & Andrea Donofrio, and Bob Stoddard.

Now, what else can we do to help tell the world about the PCCC?

Treasurer's Report

	<u>Income</u>	
Membership Dues	2547.57	
Pepsi Fest Registration	982.00	
	<u>Expenses</u>	
Printing Newsletter	1435.35	
Postage	138.00	
PAY PAL ACCOUNT BALANCE	582.85	

Reported 12-9-11 by Pat Richardson, Treasurer
I may be reached at treasurer@pepsicolacollectorsclub.com for any questions.



Collector's Spotlight

Randy Schwentker started collecting Pepsi memorabilia about 48 years ago. The desire to collect Pepsi stemmed from the fact that his dad worked for Pepsi. Randy also worked for Pepsi for two years while he was in High School, sorting and cleaning the empty bottles plus helping to deliver Pepsi along the routes.

Randy lives in New Haven, Missouri with his wife, Debbie. She is an RN in the corporate health field and serves as Randy's Pepsi spotter when she's "junkin' or teekin'". They have two children, Kristen (married this past October) and Ryan, a junior in High School, and two dogs. Randy says that both of his kids also collect.

Randy has attended all but four Pepsi Fests and, when asked if he had any certain memories of Pepsi Fest, he remembers the times when he shared each of his Pepsi paintings with the club members. In



Some of the people in Randy's pictures are, Randy and Debbie, their daughter Kristen, their son Randy, former Pepsi President Don Kendall (in the gold shirt), Pepsi Skywriter airplane pilots Suzanne Ashby Oliver and Steve Oliver, and, holding a framed print of Randy's 1950s painting, then President of the PCCC Bob Stoddard.

fact, he loves hearing the stories from the people who bought prints of his paintings, where they hang them, who they bought them for. "For me, that is the icing on the cake of selling the prints."

In past years, Randy painted the Pepsi Fest logo, featuring Pepsi & Pete, onto a hat for that year's convention. The hat would be auctioned off with the proceeds going to the club. Because there was only one hat made each year, they often sold for several hundred dollars at the auction.

While Randy likes all Pepsi items, he always enjoys finding Pepsi items from the New Haven, MO plant. He even collects old New Haven advertising and post cards. In fact, he is currently working on a project about the local advertising of his home town.

Randy says, "Remember, all of you Pepsi collectors. It's not just having that great Pepsi item but also the thrill of the hunt!"

Future Club Events

Pepsi-Fest #26

Indianapolis, IN

March 15-17, 2012

ECPC

Warminster (Philly), PA

July 20, 21, 2012

Pepsi Celebration

Las Vegas, NV

November, 2012

Pepsi & Pete Comic Strip Update - by Phil Dillman

Pepsi and Pete, the Pepsi-Cola Cops, were featured in the Sunday comic strips in a number of newspapers across North America from 1939 to 1950. In our quest to locate every Pepsi & Pete strip, we have learned a number of facts.

The characters were created by the Newell-Emmett Advertising Agency for Pepsi-Cola.

The characters were drawn by a number of different artists, one of whom was the celebrated illustrator, Rube Goldstein.

The strips were occasionally featured in one market's paper one week with the same strip appearing in another part of the country the following week.

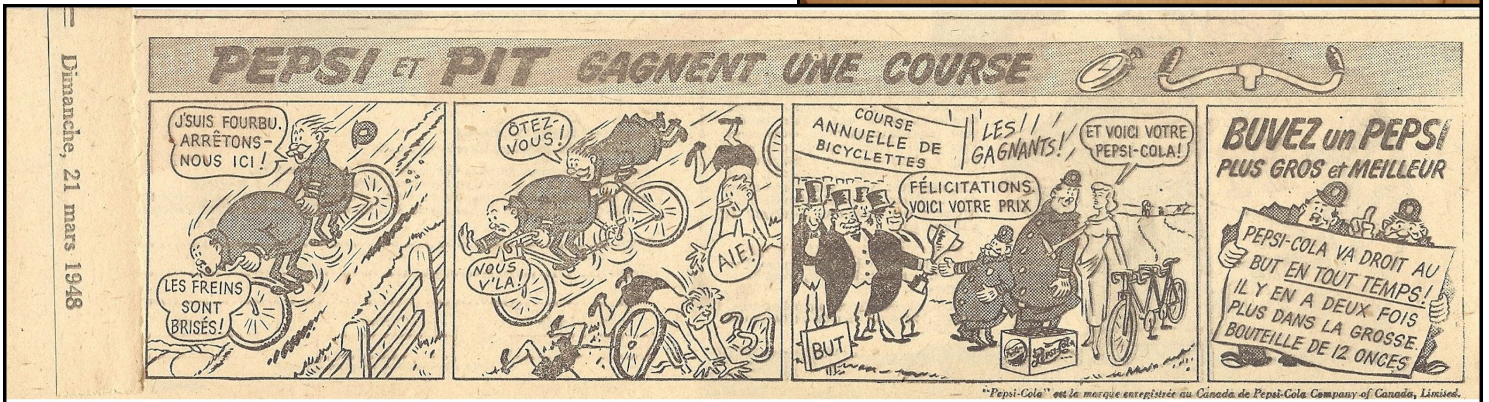
The strip, such as the one to the right, could also be found in comic books.

The strips in Canada were often shortened versions of the ones used in the United States, with the ones used in the Province of Quebec in French, such as the ones pictured below. These versions were in either color or black & white.

Originally, the large cop had the name of Pepsi and the small cop was Pete. Later strip artists switched the names around with one of the artists actually changing the name of the strip to "Pepsi," the Pepsi-Cola Cop.

We are currently aware of about 100 different strips from the U.S. and more than three dozen strips in French from Canada. Eventually, we hope to either post each strip on the website or save them in book form.

In addition to the 68 strips that I purchased this summer, Tom Gabriel and June Frost are helping immensely with this project. We will update you as we continue learning about these strips.



PEPSI FEST 2012 SCHEDULE & INFORMATION

Schedule Subject to Change - Event Locations Posted on Arrival.

Tuesday, March 13, 2012

7:00 PM—8:00 PM Early Bird Registration

Wednesday, March 14, 2012

6:00 PM—7:00 PM Early Bird Registration

Thursday, March 15, 2012

9:00 AM—10:00 AM Registration
 10:00 AM—11:00 AM Kick Off & Business Meeting
 11:30 AM—12:30 PM Silent Auction Check-In
 12:30 PM—1:00 PM Silent Auction Preview
 1:00 PM—4:00 PM Silent Auction
 6:00 PM—7:00 PM Chapters Meeting & Family Fun Fest
 7:00 PM Room Hopping

Friday, March 16, 2012

9:00 AM—10:00 AM Seminar—"After the 100th: New Bern, Birthplace of Pepsi"
 10:00 AM—11:00 AM Show & Tell
 11:00 AM—12:00 PM Oral Auction Check In
 12:30 PM—1:00 PM Oral Auction Preview
 1:00 PM—5:00 PM Oral Auction
 5:00 PM—5:30 PM Group Picture
 5:30 PM—6:00 PM PCCC Annual Meeting
 6:00 PM—7:00 PM Be Sociable Pizza Party
 7:00 PM Room Hopping

Saturday, March 17, 2012

9:00 AM—10:00 AM Swap Meet Set Up
 10:00 AM—12:00 PM Swap Meet
 1:30 PM—2:30 PM PCCC Board of Directors Meeting

A few changes have been made to the Pepsi Fest Schedule from years in the past. All the things that you love about Pepsi Fest are still included along with a few additions and some small changes in the schedule.

Please review the schedule and following are brief explanations for several of the new features we have added.

EARLY BIRD REGISTRATION

Providing an opportunity for those who arrive a day or two early to register and save the long lines on opening day of Pepsi Fest.

KICK OFF & BUSINESS MEETING

This is the traditional opening Pepsi Fest Kick-Off meeting with an additional component in that the various officers of the Board of Directors will present reports to club members, regarding their work and the business matters of the club.

CHAPTERS MEETING & FAMILY FUN FEST

This is the Chapters Meeting with a twist. Everyone is invited to come and learn more about the local chapters or how you can start your own local chapter. Local Chapters will have displays and members available to answer your questions. The event will also have an opportunity for fellowship with family style games for all to enjoy — either by participating or just watching the fun.

PCCC ANNUAL MEETING

This is a new addition to the schedule and it will be at this meeting that anything that requires a vote of the membership will take place. This year's business will be the approval of the By-Laws, and electing Members-at-Large to the Board of Directors (*if there are members running*).

Please Note: *Members must be members in good standing and be present at the Annual Meeting to vote.*

**INDIANAPOLIS MARRIOTT EAST
 7202 East 21st Street
 Indianapolis, IN 46219
 (317) 352-1231**

Pepsi Fest 2012 will be held at the Indianapolis Marriott East. The room rate is \$101 + taxes per night for club members. Please advise when making your reservations whether or not you will be selling from your room. Call (317) 352-1231 for reservations.

Directions: From I-70 (either way) - Exit at Shadeland Avenue (exit 89) turn right onto Shadeland and left at the first intersection (21st St.). The Marriott is the third building on the left.



PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI FEST 2012 REGISTRATION

March 15-17, 2012 Indianapolis, Indiana

Please complete and return this form with payment made payable to *Pepsi-Cola Collectors Club* to the **Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101**. Advanced Registration is appreciated so we have an accurate count for event planning.

The Registration Fee of \$17.00 per person covers Admission button, ID Tag, Pizza Party expenses, registration and event materials. Your cancelled check is your verification of registration. Register in the Hospitality Room.

The Packet Fee of \$25.00 includes Registration Fee and a 2012 Pepsi Fest Logo pin, shot glass, and some surprises. Packets are available while supplies last. **IF NOT ATTENDING** but you wish to order a packet the cost is \$30.00. Your packet will be mailed to you **AFTER Pepsi Fest 2012**.

The success of Pepsi Fest is accomplished by all those who volunteer to assist with the various events. If you would like to volunteer your time in assisting with an event at Pepsi Fest just note what event(s) you'd like to assist with on the registration form. Assignments and information will be shared at Pepsi Fest upon your arrival.

If you have any questions, please contact Diane Gabriel at (724) 658-6310 or e-mail at secretary@pepsicolacollectorsclub.com.

Hotel Room Reservations — You must make your own hotel reservations by contacting the Indianapolis Marriott East at (317) 352-1231 to reserve your room. The room rate is \$101 plus taxes per night.

Primary Member Name: _____

Associate Member Name or Guest: _____

Names & Ages of Children Attending

- 1 _____ Age _____
- 2 _____ Age _____
- 3 _____ Age _____
- 4 _____ Age _____
- 5 _____ Age _____

Mailing Address: _____

City _____ State _____ Zip _____

Home Phone _____

Cell Phone _____

E-mail _____

VOLUNTEER OPPORTUNITIES: *(check events you'd like to assist with)*

- ____ Registration Room ____ Silent Auction ____ Oral Auction ____ Chapters Family Fun Fest
- ____ Raffle Ticket Sales ____ Pizza Party ____ Swap Meet ____ Where Needed

REGISTRATION FEE WITH PACKET # _____ @ \$ 25.00 ea. = \$ _____

REGISTRATION FEE ONLY *(no packet)* # _____ @ \$ 17.00 ea. = \$ _____
Children under 10 FREE

PACKET ONLY *(mailed after Pepsi Fest 2012)* # _____ @ \$ 30.00 ea. = \$ _____

SWAP MEET TABLES *(3/17/2012— If staying at the Indianapolis Marriott)*

1st Table \$10.00 = \$ _____
Additional Tables # _____ @ \$ 6.00 = \$ _____

SWAP MEET TABLES *(3/17/2012— If NOT staying at the Indianapolis Marriott)*

1st Table \$20.00 = \$ _____
Additional Tables # _____ @ \$10.00 = \$ _____

TOTAL ENCLOSED \$ _____

For Office Use Only

Date Received: _____ Check/MO # _____ Swap Meet Table(s) Reserved: _____

Registration(s) Prepared: _____ Packet(s) Prepared: _____ Packet Mailed: _____

PEPSI-COLA COLLECTORS CLUB EXPRESS

Pepsi Celebration Report - by Josh Broadwater

This was the year Pepsi Celebration held its 20th anniversary celebration. All of the Southern California Chapter members worked hard to make this an event to remember.

This was the third year at the Palace Station Hotel and Casino. Pepsi friends from all over gathered Friday night at the Feast Buffet where everyone dined on good food and unlimited Pepsi. After dinner, everyone room hopped and socialized until the wee hours of the night.



The Dales & The Broadwaters

Saturday's events began with an early surprise. Tyler and Ron Dale from American Restoration on the Discovery Channel were our celebrity guests. Tyler discussed their business and answered our questions about them and the show. Tyler and Ron stayed for awhile and posed for pictures with everyone. Tyler and Ron even bid during the auction and walked away with an awesome Pepsi blanket and some sweet Pepsi ball caps. This year we had first time attendees. We enjoyed watching their excitement winning those Pepsi treasures at the auction to add to their collections.



Tony



Matt & Stephanie

The Dales with Steve & Patti



Pepsi Celebration has helped to develop many lifetime friendships. We are fortunate for all the volunteers and donations that make this event successful each year. I want to thank all those involved, those who helped out at the last minute, and those who made this Celebration the best one ever. We want to let them know that, without their involvement, we wouldn't be able to run Pepsi Celebration the way we do. A special thanks to the Southern California Chapter for their positive attitude and willingness to give and help whenever needed. We look forward to seeing all of our Pepsi friends next year at the Palace Station for Pepsi Celebration 2012.

Memo from the Secretary - by Diane Gabriel

I have enjoyed getting to know some of you through my work as the Secretary of the Pepsi-Cola Collectors Club. I hope when you have called, sent an e-mail, or a note that you have been satisfied with my responses and service. As nearly 10 months have gone by since I began this role, I'd like to share with you information about our membership rolls, dues, and how things are processed.

The PCCC Board of Directors has established guidelines for renewals. Renewal notices are sent out the month before your renewal date (month) and you have until the end of the month of your renewal month to submit payment before being placed on the "Grace Period" list. Once on the Grace Period list you will have 90 days to pay your dues to maintain "Active" Member status, which will give you one more newsletter before being moved to the "Inactive" list. After the 90 days, if no payment has been received you will be placed on the Inactive List. Once on the Inactive List, you will no longer receive the PCCC newsletter, you will be blocked from the PCCC Members Area of the website, and you will not receive any other club related

correspondence or benefits. However, all is not lost, all you need to do to restore your active membership status is to pay your dues and all rights and access will be restored. We have established these guidelines to be good stewards of the club's resources.

As of this printing we currently have 615 Primary Members, 191 Associate Members, 2 Junior Member and have enrolled 54 new members in 2011. The PCCC has a rolling enrollment which means your dues are due on the anniversary date (month) of when you joined, as opposed to an annual date for everyone. I have been issuing renewals based on the information I received when I became Secretary of the PCCC. I appreciate all of you who have made timely payments as this helps the Club Treasury maintain a comfortable balance to cover PCCC related expenses. I do realize that some of you have gotten into the habit of paying your dues, no matter when they are due, when you register for Pepsi Fest, but paying your dues when your renewal arrives helps us keep our records and funds up to date, and will prevent you from being placed in the

Grace Period or in the Inactive Rolls. It would be greatly appreciated if in the coming year that you submit your dues when your renewal is sent and received.

In an effort to maintain accurate Membership records the PCCC Board purchased a Membership computer program. The one feature of this program was that it required an ID number for each member. So I developed and assigned an ID number to all members. You will see your seven digit number in the upper right hand corner of your address label on this newsletter. Take the time to note this ID number for in the future it will be used for various club promotions and is a quick reference for our records.

I hope the information I have shared has been helpful and if you have any questions, please feel free to contact me at any time at (724) 658-6310 or by email at secretary@pepsicolacollectorsclub.com.

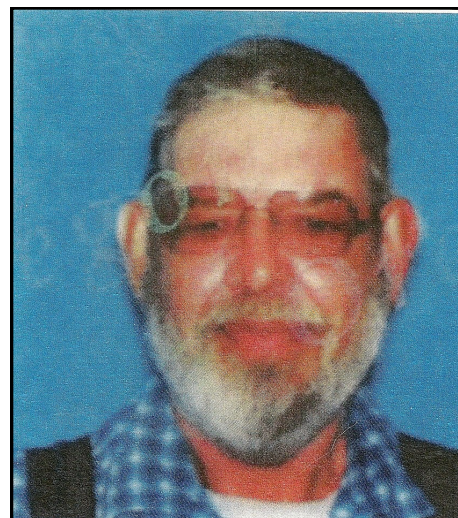
Have a Pepsi!
Diane Gabriel
PCCC Secretary

WELCOME NEW MEMBERS

Jean Ferl (Mount Shasta, CA)
Rich Lenhard (Wentzville, MO)
Marshall Clements (Hillsborough, NC)
Stuart Woodman (Barrie, Ontario, Canada)
Phillip Snider (Clarksville, TN)
Florence Crail (McDonough, GA)
Lynn Anania (Geneva, NY)
Karen Karnes (South Glen Falls, NY)
Ray Bargy (Decatur, IN)
Jean-Paul Menard
(St. Alphonse-Rodriguez, Quebec, Canada)

Our PCCC Family

John H. Perry, from Damascus, OR, passed away unexpectedly on October 27, 2011 at the age of 68. He and his wife, Virginia, collected Pepsi for about 20 years together, often going to garage sales, antique shops, and flea markets.
John retired from Dean's Foods in 2010.



Official PCCC Website
www.pepsicolacollectorsclub.com
E-mail:
secretary@pepsicolacollectorsclub.com

Pepsi Reproductions

All of the reproductions shown in the past three newsletters have come from the pamphlet that was produced by Scott Kinzie and Larry Woestman. Copies of the entire pamphlet are available for purchase from Scott Kinzie.



Fantasy
1916 calendar
9"x 16½"
Has 1930's script
with ad
slogans from 1905
No original exist



Fantasy
1927 calendar
9"x 16½"
Pictures 1940's
bottles



Original
1906 cardboard
Size 14" x 6"



Reproduction
1906 Tin
Size 14" x 6"



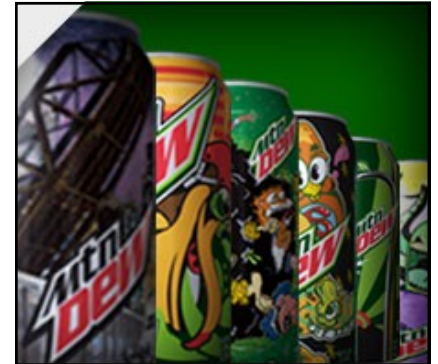
Reproduction/Fantasy
1950's Tin thermometer
Produced in 1980's
No original is known in red
There were blue ones produced
for the Spanish market in both a
single dot and double dot version



The Dew View



PepsiCo is expected to announce this week that Diet Mountain Dew will replace its Amp Energy brand as Earnhardt's primary sponsor for 16 races in 2012. The company has the primary sponsorship rights for 20 total races on the No. 88 car, and Amp will serve as an associate sponsor while also appearing on the hood for the other four races.



Some of the finalist skateboard can designs

In a can design contest held for skateboard enthusiasts, several divisions across the U. S. had a number of entries which were narrowed down to 35 finalists. Online voting took place and the winner was "Street Science." Cans with these graphics will be released nationwide in 2012. To see all of the can designs, go to the official Mountain Dew website.



Mountain Dew Game Fuel was brought out of hibernation to help promote the release of a new video game called "Call of Duty, MW3." In addition to the original Cherry Citrus flavor, a new green-colored Tropic flavor was introduced.

Recently, Japan introduced Mountain Dew Grape.



PEPSI-COLA COLLECTORS CLUB EXPRESS

The Pepsi Trading Spot

Text ads up to 50 words in the PCCC Newsletter are free to members (You may now include one photo). Those ads will run once unless renewed. Please note whether your ad is for Sale, Wanted, or Trade. **The Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.** The Board of Directors would like to hear from anyone who experiences problems with an advertiser and his/her goods. The deadline for ads is the 10th of the month preceding the one in which the ad is to appear, with the newsletter being published in January, April, July, and October. All ads subject to the discretion of the editor. Photo-style ads may be submitted as follows: 1/8 page **\$25.00**, 1/4 page **\$45.00**, 1/2 page **\$75.00**, full page **\$150.00**. Cheaper rates are available for four issues (one year).

Send your ad to: the Pepsi-Cola Collectors Club c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101 or e-mail it to her at secretary@pepsicolacollectorsclub.com.

The next time you have Pepsi items that you want to sell or trade, instead of eBay, why not give your fellow collectors first crack at buying your items by placing an ad in the PCCC Express?

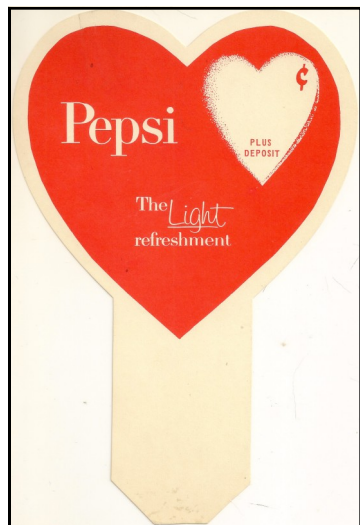
COLLECTION FOR SALE (dated 1930's to 1950's) Pepsi & Pete to swirl bottles. MOST PRICES NEGOTIABLE. celluloids, flanges, straws, coolers, signs, trays, thermometers. Contact Pat or Phyl at 920-231-8474 or pjclochesy@charter.net for more information.

WANTED: To buy Mountain Dew, Diet Mountain Dew, Patio, Diet Patio, Teem, Dr. Pepper, Sugar Free Dr. Pepper, and any other products of Pepsi-Cola in glass drink bottles in all sizes. **ALSO WANTED:** Returnable and non-returnable glass drink bottles of Pepsi, Diet Pepsi, Pepsi Free, Diet Pepsi Free, and Pepsi Light, in all bottle sizes. **AND,** Pepsi-Cola trading cards #201 and up. Contact: Ronnie Davis, 1181 E. Hycy Rd., South Boston, VA 24592. Call 434-579-2159.

The Pepsi-Cola Collectors Club Express (a.k.a. PCCC Express) is the newsletter of the Pepsi-Cola Collectors Club, published four times a year. Membership is \$20 per year for the primary member, \$2.00 for an associate member. Phil Dillman is the current Editor of the newsletter. Club members are encouraged to submit information and photos to be included in the newsletter. Send them to:

the Pepsi-Cola Collectors Club c/o Phil Dillman,

18351 Cowing Ct., Homewood, IL 60430 or e-mail them to pd62pepsi@sbcglobal.net.



From the book, "The Real Pepsi Challenge," this is the original team assembled for Pepsi President Walter Mack to increase the sale of Pepsi-Cola through what was then the "Negro Market." Times have certainly changed since then. The book is filled with information from another facet of Pepsi history and is worth adding to your Pepsi library.



Marketing Pioneers

Pepsi-Cola's Negro-market sales team at its peak in 1951. The men broke through corporate color barriers while helping to define niche marketing. From left: William R. Simms, Paul D. Davis, William E. Payne, Richard L. Hurt, department manager Edward F. Boyd, Allen L. McKellar, an unidentified bottler, Julian C. Nicholas, Harvey C. Russell, Winston C. Wright, Charles E. Wilson, Jean F. Emmons, and David F. Watson. (BOYD COLLECTION)

PEPSI-COLA COLLECTORS CLUB

**c/o Diane Gabriel
335 Mathews Way
New Castle, PA 16101**

PEPSI-COLA COLLECTORS CLUB MERCHANDISE ORDER FORM

Mail completed form and check payable to Pepsi Cola Collectors Club to Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101. For pick up at Pepsi Fest and avoid shipping charges order must be received by February 7, 2012

Primary Member Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Home Phone _____ Cell Phone _____

Color Options—Both Shirts:
White, Light Blue, Indigo

PCC Club Logo T-Shirt (Logo Front & Back)
\$15.00 - Shirt Sizes (Small, Medium, Large, X-Large)
\$18.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)

PCC Club Logo Golf / Polo Shirt (Logo Front Only)
\$26.00 - Shirt Sizes (Small, Medium, Large, X-Large)
\$30.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)



ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

Shipping Charges (add to your total order if it is being shipped to you and NOT being picked up at Pepsi Fest)
 1-2 Items \$ 5.00 3-5 Items \$ 7.00
 5-7 Items \$ 11.00 International Add additional \$10 per order

Items Total	\$
Shipping Charges Total	\$
ORDER TOTAL	\$



THE PCCC EXPRESS

Volume 29

Number 2

Apr - Jun

2012

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

Something Old, Something New at Pepsi Fest

PRESIDENT'S CORNER

Pepsi-Fest 2012 was a "BIG HIT". Everyone had a great time and it was more than obvious on all the smiling faces. We had all the regular expected events and threw in some new twists for some added fun time. The new and different packet items were well received and everyone wants to know what surprises are in store for Pepsi Fest 2013.

Thank you to everyone who volunteered at each of the events, and offered a helping hand anytime one was needed. We could not have done it without your help and support. There is a listing on page 14 of all of the board and club members that helped. A thank you is also extended to those who donated generously either with items to raffle or auction, and those who just donated funds to the club. Your generous support and eagerness for the PCCC to flourish is appreciated. Thank you again to all!

There are a few special people that stepped up and made it all come together, John and Mike Johnson of the Memphis, MO Bottler, and our new auctioneers Suzanne and Roger Johnson of Indiana. The Johnson's



were personal friends of Ken Harris. Suzanne brought excitement, enthusiasm and many surprises that kept the auction attendees on their toes until the very end. We hope Suzanne is able to come back next year, she was terrific.

We extend a warm welcome to our new Board Members: Lee Manchester, Barb Harper and Katie Redden. We are looking forward to

another great year for the PCCC and another awesome Pepsi Fest in 2013. A Great BIG thank you to everyone!!!!

One more thing, Larry W. before you even ask, the answer is NO...

Phil's Nickel Nickel (was 2 cents)

I had a typo in the previous issue. The celebrated Illustrator that drew some of the Pepsi & Pete strips was Rube Goldberg, not Goldstein. Sorry.

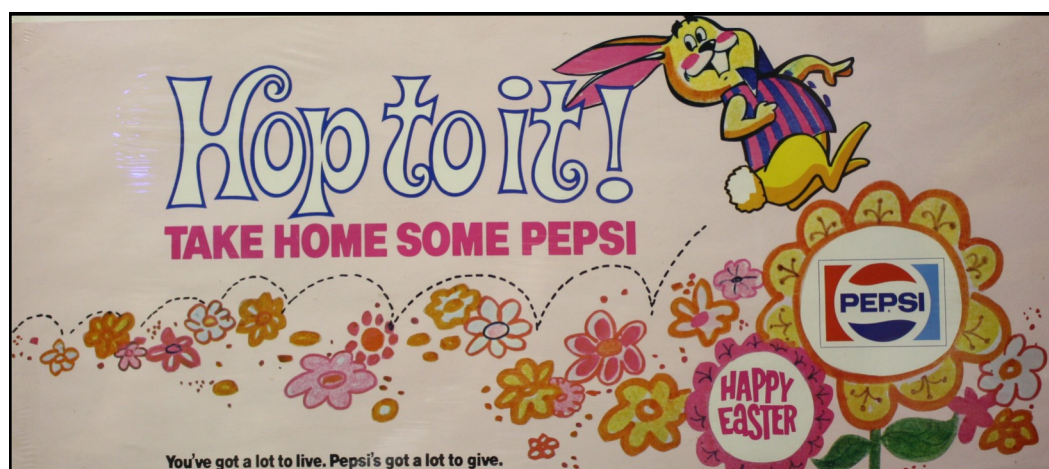
You will notice that the number of pages in this issue is 20 instead of the usual 16. This is due to the generosity of many of you that made the various donations that Kim mentioned. However, we still aren't able to afford 20 pages for each issue yet.

A few things I would like to mention about this past Fest would be the much-enjoyed hospitality room, the fun and games at the chapter funfest headed up by Terry Brennan, the early registration (no long lines!), laying out the pizzas on both sides of Liberty Hall,

Continued on page 5

In This Issue

Chapters News
Collector's Spotlight
Viva, Mexico!
Kosher for Passover
ECPC Registration Form
Pepsi Fest Report
Treasurer's Report
Our PCCC Family
Reproductions
The Dew View
Pepsi Trading Spot



Chapter News

Just a reminder that the very latest news regarding any chapter can be found on the [PCCC Facebook page](#). To have your chapter's information posted, please send it to Terry Brennan at dietpepzi@mchsi.com.

At this time when everything is going up, why not the Pepsi Cola Collector's Club? We are growing ... 2 new chapters are starting up. The Wisconsin South East Chapter is being headed up Bob and Linda Reinholtz with tentative plans for a meeting in May. They can be contacted at (262) 534-5542 or pepzbob@yahoo.com. The other chapter is the Upper Michigan Pepsi Collectors headed up by Paul Maki, contact her at (906) 293-3166 or pdmpaula@up.net. It is exciting that we have two new chapters and they are looking for new members. If you happen to live in Wisconsin or Michigan and you think you might like to join, contact them and they can give you more information.

Two other chapters are getting active and wanting to grow also. The Las Vegas Chapter has new officers and are seeking new members. They are 9 years old now and cover the Las Vegas area and southern Utah. Their next meeting will be in Las Vegas on April 15th. For more info, contact Dennis Richey at dennisrichey@yahoo.com. The Arizona Pepsi Club has been in hiatus and is now trying to revive itself. If you used to belong or are interested in joining, you can contact Katie Redden at kreddeaz@yahoo.com. Bob Boggs has been the past president and due to poor health is transferring his responsibilities to Katie.

The Minnesota Chapter was established/approved in January 1988. We have not let it lapse since inception. Our very active years were from 1990 through 2000. During this time we had up 40 members but started declining after a peak in 2000. In the past, members were located generally in the Minneapolis/St. Paul metropolitan area of a 7 county population concentration of roughly 3 million. We have had members in other parts of Minnesota and in Wisconsin and Iowa as well. In 2007 we raffled off our remaining prizes and distributed the remaining monies from the treasury to the members. JoAnn and I have remained as the only active members since that time. We are planning to contact old members this summer for a

social gathering in hopes of sparking some interest. For more information, contact Mike Vath at pepsimike@visi.com. (952) 432-2074 or (952) 210-4371.

The Keystone/Buckeye chapters will be meeting Saturday, APRIL 28, 2012 at the home of Kathy & Dave Rogers in Gibsonia, PA. All gatherings start at 12 Noon and include lunch, sharing stories, Show & Tell, bring items to trade or sell and pictures of your collection or Pepsi finds. Anyone can come and join us if you share a passion for Pepsi collecting and having a good time. For more information about joining our Chapters or just attending one of our gatherings contact Tom & Diane Gabriel at pepsiwaytag@comcast.net or phone at (724) 658-6310.

The Pepsi Club of Iowa's April 28 meeting will be at the home of Terry & Becky Brennan in Des Moines, IA, their June picnic will be at Ron & Char Haring's in Camanche, IA, their annual picnic will be at the home of Ron & Ambra Pettibone in Warminster, PA in conjunction with the ECPC gathering.

Ozark Pepsi Club will be meeting this year on August 8-11 in Branson, MO.

The Southern California Chapter will be meeting April 14 at the home of David Gerger in Corona, CA, and will have their picnic on June 9.

The Chicago Connection Chapter will be meeting on April 14 at 6:00 PM at the home of Jim & Carole Petersen in Shorewood, IL and their June meeting tentatively slated for the 9th at 7:00 PM at the home of Phil & Amy Dillman.

The Michiana Chapter will be meeting in the area around Elkhart, IN on May 12 and July 14. Their meetings start at 5:00 PM. For more info, call Sue Pletcher at (574) 862-2496.

John Arbenz is interested in starting a chapter in Oklahoma. You can contact him at jnk141@cox.net.

If you know of any loose Pepsi nuts walking around, be thoughtful and direct them to a local chapter where they will be appreciated for the person they are!

Future Club Events

ECPC	Warminster (Philly), PA	July 20, 21, 2012
Ozark Mountain	Branson, MO	August 8-11, 2012
Pepsi Celebration	Las Vegas, NV	November 16-17, 2012
Pepsi-Fest #27	Indianapolis, IN	March 14-16, 2013
Pepsi's 125th	TBA in 10 years	2023

Collector's Spotlight



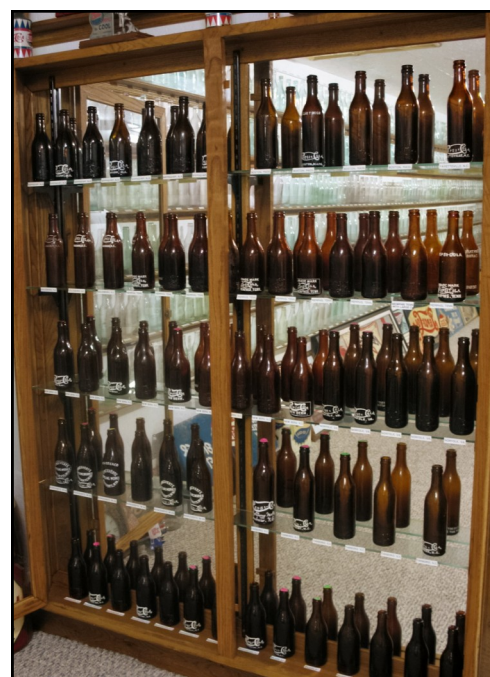
Donnie Medlin has been a collector of many things for years which included McCoy pottery, North Carolina whiskey bottles, Carnival glass and some of the most beautiful ruby red glass pieces ever seen, not the typical depression glass pieces you see all the time. These are the most beautiful, finely designed and unique glass art you will ever see.

Many of you may be familiar with Donnie from Pepsi Fest. Around 1988, Donnie turned his focus to Pepsi collecting. If it said Pepsi on it, he had to have it! He especially enjoys Louisburg, NC items which is his first love and his home town. Donnie's passion for Pepsi bottles

grew and grew. He now has several thousand Pepsi bottles, and many are the rarest of the rare. They are beautifully displayed in a room of their own. It is SPECTACULAR, something you have to see to believe.

Donnie also has many other rare and beautiful pieces of advertising mixed in, as well. Kim Kinzie was there for hours taking pictures and she is sure she did not see everything.

Donnie retired from UPS in 2000 and married his lovely wife Jean Bargett in 2008. Donnie still attends Pepsi Fest when he can and is also very active in the Raleigh Bottle Club. Donnie and Jean were gracious hosts to Scott & Kim and they can't thank them enough for the pleasure of letting them view their wonderful collection, but also the opportunity to share it with the rest of the P.C.C.C. through these photos.



¡ Viva, Mexico !



Happy Cinco de Mayo, everyone! If you are open to collecting Pepsi items from other countries, you will find that there are some great, unusual pieces that you can add to your collection.

Surprisingly, all of these Mexican Pepsi pieces were purchased in the United States. The odd little piece from 1955, the Pepsi Si can, and the tip trays were all purchased at Pepsi Fest, the bottle came from a convenience store near Chicago in the late 1990s, the plastic-framed cardboard from the Indianapolis Ad Show, and the Pepsi Retro can came from southern California through Ebay.



Kosher for Passover



If you have seen any items with the KP printed on it or the script as seen on the test market cans here, it means that the items contain cane sugar instead of corn sweeteners and have been blessed by a Rabbi, thus, making them Kosher for Passover.

cRc stands for Chicago Rabbinical Council, the largest regional, not-for-profit, Orthodox organization in North America. Since its humble beginnings in the 1930's, the cRc has developed into a universally accepted agency with a respected kosher certification symbol.



Cans are from the collection of John Hantz

Continued from page 1

Lee Manchester's car on display and his challenge to get back home, the incredible organization of the current club records by Diane Gabriel, the unanimous acceptance by the members of the PCCC by-laws (copies available for download in the PCCC website), and the raffle drawings held at each event (with the non-winning tickets good for each drawing). The Board announced at the meeting the necessary dues increase to \$25 for Primary and \$3 for Associate members effective April 1, 2012. You can read more about that on page 15. The 2012 Operating Budget presented by the Board is

available on the club website. If you prefer not to deal with computers, you may request copies of the by-laws or budget from our Secretary, Diane Gabriel, at the return address on the back page of the newsletter.

Just a reminder for next year—Indiana is located in the Eastern Time Zone.

For the first time, the group picture from Pepsi Fest was available for purchase during the swap meet.

We are having a membership drive contest. The club has a Promotional Brochure available for you to distribute to places and people to join the PCCC. The brochure is available for download on the website or by contacting Diane to have a supply shipped to

you. By placing your personal PCCC ID number (found at the top of your mailing address imprint of each newsletter), we can track how many new members you directed to the club. The person that has the highest number of new members join by next year's Pepsi Fest will be eligible for a nice prize.

We have ad space available in the newsletter for the prices listed in The Pepsi Trading Spot inside the back page. This offer is also open to auction houses and dealers of antique advertising (at the discretion of the Editor and the PCCC Board of Directors).



Kim Kinzie and Diane Gabriel addressing the group
New this year was classroom-style seating with tables



Suzanne Johnson, auctioneer, starting the auction with a split-the-pot raffle "with a twist" and the winner, Steve Beeman



Some of the games during the Chapters Funfest and Lee Manchester's car on display



Larry Woestman and Lenny Vigna presenting a seminar on Pepsi Racing



Phil Dillman clowning around





It's never too early to start your kids collecting Pepsi!



Dutch and Pat Richardson helping in the registration room



Diane Gabriel and Scott Kinzie working in the registration room



The Hospitality Room



Selling raffle tickets



Swap Meet Action

PEPSI-COLA COLLECTORS CLUB EXPRESS

East Coast Pepsi Connection 2012

Schedule Subject to Change

Thursday, July 19, 2012

Anytime you can find June or Tim - Registration
6:00 PM 'Traditional 'Early birds' dinner
8:00 PM visiting, room hopping, swimming???

Friday, July 20, 2012

10:30 AM Registration room opens
until 4 sightsee, visit, shop - enjoy the area or the hotel
4-6 PM Welcome Meeting, Show & Tell & ask the other experts!
6:00 PM Pizza Party
7:30 PM Room hopping and visiting

Saturday, July 21, 2012

AM visit, sightsee, room hop!
11:00 AM Iowa Club business meeting at Ron & Ambra's
(non-members welcome to observe)
Noon - ? 5th anniversary picnic @ Ron & Ambra's

Join the ECPC 'family' to celebrate our 5th Anniversary! This year we will be joined by members of the Iowa Chapter - come and expand your Pepsi network. We are planning a simple 'chapter-like' meeting to celebrate five years of East Coast camaraderie. Bring a special item you would like to share with your ECPC friends. Have questions? Let's discuss them and see how many we can answer. Bring things to sell; room hopping is a must! Bring an appetite and a big thirst - the picnic party will be full of good food. And of course we get to visit another fun Pepsi collection thanks to Ron and Ambra - our fearless hosts!

The Holiday Inn Express & Suites

240 Veterans Way

Warminster, PA 18974

(215)-443-4300

Being so close to Philadelphia, this is a popular vacation area so make your reservations by June 20, 2012 to be sure you get a room in our block and our rate of \$126. This rate will NOT be available after 6/20/12. You may call for reservations, indicating you are part of the ECPC block or go to their website www.hiexpress.com/doylestownpa and, after choosing the dates you want, enter the code **ECP** in the designated block to get our special rate. The hotel is easily accessed from Pennsylvania Turnpike Exit 343. Merge onto 611 North for 4 miles. Make **RIGHT** onto Street Rd East for 3 miles. HIE is on the **LEFT**

EAST COAST PEPSI CONNECTION (ECPC)

2012 REGISTRATION

July 20th - 21st, 2012

Warminster, Pennsylvania

This year is the 5th Anniversary of the East Coast Pepsi Connection! Hard to believe an 8-person picnic the summer of 2008 has blossomed into our collector-friendly two-day picnic and get-together. We have become a bit of an extended East Coast Pepsi family (with occasional visits from our distant Pepsi cousins from all over the country). So this year we are settling back to enjoy our success. Ron & Ambra Pettibone have volunteered to host our picnic and show off their wonderful Pepsi collection. This will make our event seem even more like a 'family affair.' Don't forget Show and Tell, the pizza party and room hopping. As an extra bonus, members of the Iowa Club will also join us, so this promises to be quite a party!

Please make your room reservations directly with **The Holiday Inn Express in Warminster, PA** and mention that you are registering in the 'ECPC' block to get our special group rate of **\$126 per night**, double occupancy for **registered participants**. **This is a very popular vacation area (very close to Philadelphia) so make your reservations as soon as possible to be sure you get a room and definitely no later than 6/20/12.**

To register for ECPC, complete the following information, include your check **made out to June Frost** (write 'ECPC Reg' in the lower left of your check) and mail both to:

ECPC c/o June Frost
PO Box 5616
Endicott, NY 13763-5616.

If you have questions, contact June: (607) 757-9195 or EastCoastPepsiConnection@live.com.

Name _____ Phone _____

e-mail _____

Address _____ City _____ State ____ ZIP _____

Names of family members attending with you: 1. _____ 2. _____

3. _____ 4. _____ 5. _____

Registration Fee with packet: # _____ @ \$15.00 each \$ _____

Registration fee without packet: # _____ @ \$12.00 each \$ _____

Children 12 through 15 # _____ @ \$7.50 each \$ _____

Children under 12 #* _____ free \$ N/C

Pizza Party (ages 12+) # _____ @ \$6 each \$ _____

Children under 12 #* _____ free \$ N/C

TOTAL ENCLOSED \$ _____

* Please show # for planning purposes - Thank you

**EAST COAST PEPSI CONNECTION 2012
REGISTRATION**

(To preserve your newsletter, copy this page to fill out and send in)

Ozark Mountain Pepsi Club Show

Branson, Missouri - August 8, 9, 10, 11, 2012

Registration: **DEADLINE is JUNE 15, 2012**

Mail form to:

Ozark Mountain Pepsi Club

Linda McClanahan

3715 Dixie Dr., St. Ann, MO 63074

Registration with packet (includes: new items & cards)	\$20.00 ea. X _____ = \$ _____
Registration Fee only (for spouse and/or children attending with you)	\$ 5.00 ea. X _____ = \$ _____
Branson Dinner Train (8/11/2012) 4:00 PM ALL AGES Prime Rib Rotisserie Chicken Baked Tilapia with Rice <i>Must pick an Entrée or one will be picked for you (Full Menu listed below)</i>	\$57.14 ea. X _____ = \$ _____
Picnic at KFC (8/10/2012) <i>Need to know number for food</i>	FREE X _____ = \$ <u>0.00</u>
Registration Packet Only (not attending) <i>Packets will be mailed after the show</i>	\$30.00 ea. X _____ = \$ _____
Membership Dues \$18.00 per family (or individual per year) \$23.00 outside the USA	\$18.00 = \$ _____ \$23.00 = \$ _____
TOTAL: \$ _____	

Name: _____	Name: _____
Children's Names Attending: _____	
Address: _____	Phone #: _____
City / State / Zip: _____	
Email Address: _____	
Date of Arrival: _____	Date of Departure: _____

Ozark Mountain Pepsi Club Show

Branson, Missouri - August 8, 9, 10, 11, 2012

Honeysuckle Inn

3598 Shepard of the Hill Expy., Branson, Mo. 65616

Hotel Phone #: 1-800-942-3553

Room rate: \$65.00 a night *mention the club name*

SCHEDULE OF EVENTS

Wednesday, August 8, 2012

Registration Afternoon

Thursday, August 9, 2012

Registration - Daytime

7:00 PM - Business Meeting

Set up for Silent Auction

Friday, August 10, 2012

9:00 AM - Silent Auction

11:00 AM - Bingo

6:00 PM - Picnic Photo

6:30 PM - Picnic at KFC

8:00 PM - Pepsi Swap Game

Saturday, August 11, 2012

9:00 AM—1:00 PM - Swap Meet

2:00 PM - Pepsi Raffle

4:00 PM - Branson Scenic Railway Dinner Train

DINNER TRAIN MENU

Appetizer

Crudites

Salad

Caesar Salad

Entrée (choose one)

Prime Rib

Rotisserie Chicken

Baked Tilapia (*served with Rice and vegetable medley*)

Entrée Sides

Roasted Red Potatoes and Vegetable Medley

Dessert

Black and White Cake

Beverages

Fresh Brewed Coffee

Iced Tea

Water

**SCHEDULE OF EVENTS IS SUBJECT TO CHANGE
AS FINAL SCHEDULE WILL NOT BE DETERMINED UNTIL JUNE.**

PEPSI-COLA COLLECTORS CLUB EXPRESS



2012 Board of Directors:

President – Kim Kinzie
 Vice President – Darrel McClanahan
 Treasurer – Pat Richardson
 Secretary – Diane Gabriel
 Chapter Information & Alliance (CIA) – Terry Brennan
 Newsletter Editor – Phillip Dillman
 Webmaster – Wayne Burgess
 Email Correspondent – Scott Kinzie
 Board Support Coordinator – Larry Woestman
 Club Promotion – Tim O'Donoghue
 Members at Large

Lee Manchester (East)
 Barb Harper (Central)
 Katie Redden (Mountain)
 Josh Broadwater (Pacific)
 Board Support
 Amy Dillman
 Tom Gabriel
 Linda McClanahan
 Dutch Richardson
 ECPC Rep – Tim O'Donoghue
 Ozark Mountain – Darrel McClanahan
 Pepsi Celebration (Vegas) – Josh Broadwater



Back Row- Larry Woestman
 Scott Kinzie
 Linda McClanahan
 Barb Harper
 Diane Gabriel
 Tom Gabriel
 Middle Row- Dutch Richardson
 Pat Richardson
 Phil Dillman
 Amy Dillman
 Front Row- Lee Manchester
 Kim Kinzie
 Tim O'Donoghue
 Not Pictured- Wayne Burgess
 Katie Redden
 Josh Broadwater
 Darrel McClanahan

PEPSI-COLA COLLECTORS CLUB EXPRESS

TREASURER'S REPORT

<u>BANK BALANCE</u> as of MARCH 9, 2012		\$6,736.41	<u>EXPENSES</u>	
<u>INCOME</u>			HOTEL	\$ 2,722.00
PEPSI FEST REGISTRATION	\$ 564.00		GAME	150.00
SILENT AUCTION	311.00		FLAGS & APRONS	60.00
ORAL AUCTION	1,115.00		AUCTIONEER	100.00
MEMBERSHIP RENEWAL	755.00		CUP CAKES	143.40
GENERAL RAFFLE	2,199.00		TICKETS, DRINKS, POSTAGE	309.56
50/50 RAFFLE	436.50		PIZZA HUT	650.00
MEMBERSHIP DONATIONS	407.00		PRINTING	31.03
SHIRTS	598.00		TOTAL	\$4,165.99
SHOOTERS	75.00		BANK BALANCE as of MARCH 28, 2012	\$9,500.92
PINS	428.00			
PLAYING CARDS	42.00			
TOTAL	\$6,930.50			

GENERAL INFORMATION

My books were audited by 3 members at large and found to be in order.
Money from Pepsi Fest Registration was \$7,082.00 and Expenses were \$9,367.11
Membership renewal was \$9,215.00. Expenses for Website will be \$1,124.00.
Expenses for newsletter estimated at \$8,000.00 for 4 issues.

SPECIAL THANKS TO ALL WHO DONATED MONEY
DONATIONS ARE ALWAYS APPRECIATED

As always I can be reached at: treasurer@pepsicolacollectorsclub.com
Submitted by Pat Richardson, Treasurer March 28, 2012



Official PCCC Website

www.pepsicolacollectorsclub.com

E-mail: secretary@pepsicolacollectorsclub.com

Some of those who helped with the events at Pepsi Fest

John Arbenz
John Baker
Mary Ann Baker
Steve Beeman
Terry Brennan
Chuck Devaney
Amy Dillman
Phil Dillman
Randy Elijah
June Frost
Diane Gabriel
Tom Gabriel

Dianna Gulling
Ed Gulling
Kim Kinzie
Scott Kinzie
Paula Maki
Linda McClanahan
Tim O'Donoghue
Sharon Porter
Katie Redden
Pat Richardson
Dutch Richardson
Joe Sheahan

Scott Stofferahn
Terry Strayhall
Jenny Strayhall
Paula Surma
Larry Surma
Lenny Vigna
Larry Woestman
Winn Wright

Plus other board members jumped in! If we missed anyone, please forgive us.

PCCC FACTS & STATS FROM THE SECRETARY

Membership Statistics & Information

As of March 25, 2012 total membership is:

585 – Primary Members
194 – Associate Members
4 – Junior Members
783 – Total Members

The PCCC has members in 4 countries:

United States	770
Australia	1
Canada	11
Germany	1

The PCCC is represented in 47 of the 50 states, only Hawaii, Louisiana and Rhode Island do not have any PCCC members. The top 10 states in number of members are:

Indiana – 84
Ohio – 77
Illinois – 70
California – 46
Michigan – 44
Iowa – 43
Pennsylvania – 41
Wisconsin – 32
Missouri – 31
Tennessee – 20

In 2011 we welcomed 57 new members. To date in 2012 we have 27 new members, 5 of whom joined at Pepsi Fest.

On April 1st the membership dues will be \$25.00 for Primary Member, \$3.00 for Associate Member and \$35.00 for International Member. The reason for the increase is the rising cost of postage and fuel, which impacts the cost of printing and mailing the newsletter.

Membership renewals will be mailed monthly on the Anniversary month of when you joined the PCCC. Your payment is due by the end of the renewal month. You will be in a Grace Period for 90 days if payment is not received and then you will be placed on the Inactive Rolls. Once on the Inactive Rolls you will no longer receive a PCCC Express or have access to the Members Area of the website.

The proposed By-Laws of the PCCC were approved at the Annual Meeting held on Friday, March 16, 2012 at Pepsi Fest 2012. The By-Laws are available to download in the Members area of the PCCC website.

Pepsi Fest 2012 Stats

We had 235 adults and 10 children in attendance at Pepsi Fest, of that number 30 people registered at the door, and we mailed 11 purchased packets.

In an interest to keep the membership informed we'd like to share some information regarding a contract with the Marriott for Pepsi Fest. We contract with the Marriott for 311 guaranteed room nights at \$101.00 per night. We must meet at least 85% of that guarantee or the Club is responsible to pay for the unused room nights, even if the hotel fills them with other guests.

At that rate we DO NOT get charged for using the Harrison Room, Liberty Hall or Veterans Hall. Following is what those rooms would cost if we had to pay to use them. Liberty Hall is \$5,750.00 per day – we use it for 3 days which would be a total cost of **\$17,250.00**. Veterans Hall is \$1,200.00 per section per day and we use 3 sections for 1 day (for the Silent Auction) for a total of **\$3,600.00**. And the Harrison Room (registration) is \$150.00 per day and we use it for 5 days for a total of **\$750.00**. So the total charge to rent those spaces is **\$21,600.00**.

The total charge for 311 rooms nights is \$31,411.00 and if you subtract the meeting space charges that leaves a balance of \$9,811.00 divided by 311 nights that makes the actual room charge per night **only \$31.55**. We feel that's a great price for the service and amenities that we receive at the Marriott. The reason that we are sharing this information is that it's important for those attending Pepsi Fest to seriously consider booking their room at the Marriott if at all possible. We understand that funds are tight for everyone, and neighboring hotels offer lower rates, but if the Club doesn't meet its guaranteed room nights the Club would owe the **\$21,600.00 for the meeting spaces PLUS** all the unused room nights which means the Club could owe the hotel anywhere from \$25,000 to \$40,000 in room charges. We have been able to meet our contract guarantee to date, but we wanted the membership to know the facts about our contract with Marriott and to use this information when you make your plans and book your room for Pepsi Fest 2013 which is March 14-16, 2013.

PEPSI-COLA COLLECTORS CLUB EXPRESS

Our PCCC Family



Robert Gilbert Hernandez of Santa Ana passed away on January 12, 2012 surrounded by his wife, Gracie, and siblings. The son of the late Roberto and Josephine Hernandez, Robert was born in Corpus Christi, TX on February 16, 1956.



Jean Hoekman, 72, passed away Monday, March 19, 2012 at Methodist Hospital. She was born in Moulton, Iowa the daughter of Leslie and Myrtle Feight. She was a 1957 graduate of East High School and lived most of her life in Des Moines. Jean is survived by her beloved husband of 14 years, Will; daughter, Susie Scott of Des Moines; son, Bret Gustin of Des Moines; daughters, Batina Poorbaugh and Becky Wiley, both of Houston, TX; step-son, Kevin (Linda Rose) Hoekman of Des Moines; step-daughter, Carolyn Hoekman of Tacoma, WA; brother, Dwayne (Joan) Feight of Des Moines; twelve grandchildren and one great-grandson.

WELCOME NEW & RETURNING MEMBERS

Jeff Casper Jefferson, GA	Charles Galvan Rowland Heights, CA
Bryon Kelly Keller, TX	Walt Pasterz Weston, WI
Nadine Polasko Strasburg, VA	Christy Morrow Springhill, FL
Rodger & Marjorie Murry Napoleon, OH	Gordon Gerds St. Clair Shores, MI
Donald & Mona Johnson Oshkosh, WI	Steve & Kim Cooper Wabash, IN
Michele Carbinio Massena, NY	Gary Squires Vienna, MO
John Witherspoon III N. Las Vegas, NV	Karen Seay Indianapolis, IN
Karen Weaver Columbia, MO	Tom Drish & Jami Verbeke (Assoc.) Rock Island, IL
Richard Thomas Billings, MT	Sheryl Dixon Lucas, IA
Michelle Go Chicago, IL	Lora Beene Noblesville, IN
Mike Lowrey Chehalis, WA	Donald Birchell LaCanada, CA
Linda Robbins Holland, MI	Tamera Rodeman Indianapolis, IN
William Avery Hudson, MA	Debbie Whitman Fleetwood, PA



Members In the 'Pink' - by June Frost

Pepsi Fest 2012 was unique in so many ways. Our new Board carried off its first Pepsi Fest like pros. We saw many new and returning faces and had the opportunity to catch up with our extended Pepsi family. Unfortunately, not everyone is in the 'pink' of health. This year both Kathy Leaf and Brenda Wright found themselves facing the new challenge of fighting cancer. Some members continue their fight with breast cancer while others celebrate their remission. Still other members are fighting other forms of cancer and other illnesses. Kathy Leaf brought a supply of Pepsi sponsored "Hope for the Cure" 2011 T-shirts and lapel pins. Needless to say, pins and shirts sold out and the \$230 raised is being sent to the Susan G. Komen Foundation (along with our 'in the pink' picture) to continue the fight against breast cancer! In an effort to show our heartfelt desire to see everyone 'back in the pink' those who bought shirts (and anyone else who had a pink shirt of any kind to wear) got together for one big PINK picture! We wish all members fighting cancer and other ongoing illnesses the strength to continue the fight.

If you have a similar shirt (or any pink shirt) and are coming to ECPC in July, be sure to bring it along – because we intend to be in the 'pink' again! Support for our fellow members lasts all year long.

Pepsi Reproductions

All of the reproductions shown in the past three newsletters have come from the pamphlet that was produced by Scott Kinzie and Larry Woestman. Copies of the entire pamphlet are available for purchase from Scott Kinzie.



Reproduction

1909 watch fob
Large number of these with
U6705 on back.
Originals do exist



Fantasy

1940's Glass menu
Size not available



Reproduction

2 different 1940
wooden 24 bottle car-
riers
Size 18" x 11" x 10"



Original

1940 wooden 24 bottle
carrier
Size 18½" x 11¾" x 10"



Reproduction

1973, 75th Anniversary
Flared fountain glass
Thick glass
5" tall
Script embossed



Original

Early 1900s
Flared fountain glass
Very thin glass
4½" tall
Script acid-etched



The Dew View

Mountain Dew's line of AMP Energy Drinks have changed their graphics and labeling. AMP is still a minor sponsor of Dale Jr. His primary sponsor this year is Diet Mountain Dew.



Recently discovered in Terre Haute, Indiana is a new product line that is available from franchise bottler Refreshment Services. It features a Mountain Dew character named Smoke E. Bones hawking meat sticks and snacks.

A Grape-flavored Mountain Dew similar to "Pitch Black". It was released in Kuwait during December 2010 and has so far made its way into Saudi Arabia.

Mountain Dew Aurora, Raspberry tasting Dew from Japan circa 1986.



The Pepsi Trading Spot

Text ads up to 50 words in the PCCC Newsletter are free to members (You may now include one photo). Those ads will run once unless renewed. Please note whether your ad is for Sale, Wanted, or Trade. **The Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.** The Board of Directors would like to hear from anyone who experiences problems with an advertiser and his/her goods. The deadline for ads is the 10th of the month preceding the one in which the ad is to appear, with the newsletter being published in January, April, July, and October. All ads subject to the discretion of the editor. Photo-style ads may be submitted as follows: 1/8 page **\$25.00**, 1/4 page **\$45.00**, 1/2 page **\$75.00**, full page **\$150.00**. Cheaper rates are available for four issues (one year).

Send your ad to: the Pepsi-Cola Collectors Club c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101 or e-mail it to her at secretary@pepsicolacollectorsclub.com.

The next time you have Pepsi items that you want to sell or trade, instead of eBay, why not give your fellow collectors first crack at buying your items by placing an ad in the PCCC Express?

WE'RE SELLING OUR COLLECTION! Many good items still remain. 1930's to 1960's. Bottles (paper label & ACL), carriers, straws, fountain glasses, thermometers, lighters, trays & more. Very good to excellent condition. Some Pepsi & Pete items. Contact Pat or Phyl at (920) 231-8474 or pjclochesy@charter.net for more information.

FOR SALE: Still downsizing 30 yr. Pepsi collection. Items from 1950's to 2005 - glasses, toys, calendars, clocks, inflatables, and much more. email pepsibound@att.net [subject: Pepsi club sale] or send 2.00 for cd and list to Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613 Any questions call 9am-8pm EST (828) 466 1086

For Sale: Pepsi collection 4 sale worth \$10,000.00, asking \$5,000.00 or best offer, have receipts & Photographs. This is not a yard sale... serious collectors only... Bring pickup @ Trailer will help load. Everything is boxed up and ready to go. Among the items are bottles, cans, banks, toys, coolers, signs, caps (crowns), watches, playing cards, lighters, openers, clocks, large umbrella, ceiling lamp, magazine ads, bottle machine, trays, 100th Anniversary items, table & chair, shelves, racks, and more. Barney Davis - (816) 273-9893 (St. Joseph, MO/Kansas City area)

WANTED: To buy Mountain Dew, Diet Mountain Dew, Patio, Diet Patio, Teem, Dr. Pepper, Sugar Free Dr. Pepper, and any other products of Pepsi-Cola in glass drink bottles in all sizes. **ALSO WANTED:** Returnable and non-returnable glass drink bottles of Pepsi, Diet Pepsi, Pepsi Free, Diet Pepsi Free, and Pepsi Light, in all bottle sizes. **AND,** Pepsi-Cola trading cards #201 and up. Contact: Ronnie Davis, 1181 E. Hyco Rd., South Boston, VA 24592. Call (434) 579-2159.

The Pepsi-Cola Collectors Club Express (a.k.a. PCCC Express) is the newsletter of the Pepsi-Cola Collectors Club, published four times a year. Membership is \$25 per year for the primary member, \$3.00 for an associate member. Phil Dillman is the current Editor of the newsletter. Club members are encouraged to submit information and photos to be included in the newsletter. Send them to:

the Pepsi-Cola Collectors Club c/o Phil Dillman, 18351 Cowing Ct., Homewood, IL 60430 or e-mail them to pd62pepsi@sbcglobal.net.

Pepsi in Sign Language

Imagine using the tip of your little finger to draw a big "check" mark on your forehead. The sign doesn't actually touch your forehead though.



PEPSI-COLA COLLECTORS CLUB

c/o Diane Gabriel
 335 Mathews Way
 New Castle, PA 16101

PEPSI-COLA COLLECTORS CLUB MERCHANDISE ORDER FORM

Mail completed form and check payable to Pepsi Cola Collectors Club to Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101. Questions contact Diane Gabriel at (724) 658-6310 or e-mail at secretary@pepsicolacollectorsclub.com

Member ID: _____ Primary Member Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Contact Phone _____ E-mail _____

SHIRT COLORS
 (Both Shirts) : **White**
Light Blue, Indigo,
Banana, Grey, Red

PCC Club Logo T-Shirt (Logo: Front & Back, as pictured)
 \$15.00 - Shirt Sizes (Small, Medium, Large, X-Large)
 \$18.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)

PCC Club Logo Golf / Polo Shirt
(Logo: Front Only / Unisex Sizes)
 \$26.00 - Shirt Sizes (X- Small Small, Medium, Large, X-Large)
 \$30.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)



ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

Shipping Charges

1-2 Items \$ 10.00 3-5 Items \$ 13.00
 5-7 Items \$ 17.00 International Add additional \$10 per order

FORM is also available on the website.

Items Total	\$
Shipping Charges Total	\$
ORDER TOTAL	\$