



# THE PCCC EXPRESS

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Number 1

Jan - Mar  
2013

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

## HAPPY 30TH ANNIVERSARY, PCCC!

### PRESIDENT'S CORNER -

by Kim Kinzie

Did Santa leave that one special Pepsi gift under your tree this year? If not, as a member of the P.C.C.C. there is always another chance waiting just around the corner at a local chapter meeting or national club event. The final touches are coming together for Pepsi Fest 2013. Do not let time run out - register now. Packet items are limited and the Marriott is normally sold out. Contact the Indianapolis Marriott East directly to make your reservation (317) 352-1231.

This year, 2013, The Pepsi Cola Collectors Club celebrates its 30<sup>th</sup> birthday. Many things have changed but the reason the club was formed remains the same - a way to bring fellow Pepsi collectors together. Now, the P.C.C.C. can truly say that we are "famous for over thirty years".

### PHIL'S GOT SOMETHIN' TO ADD

by Phil Dillman

First, I owe a huge apology to Leroy and Linda Summers of O'Fallon, MO. In the past Collectors Spotlight, I called him Larry throughout the article. They were okay with the mistake but it still bothers me. The PCCC Express on the PCCC Website has a corrected version of the Spotlight.

The Michiana Chapter mentioned in their notes that they wanted to find ways to promote their chapter more effectively at Pepsi Fest, a great question that each chapter asks themselves from time to time. Personally, I would like to see a display from each chapter during the Chapter Fun Fest, much like we saw the past couple of years. To decide on what to display, ask yourselves what you would like to see in a different chapter's display that would make you want to join them. The Fun Fest will also be the time for Show-and-Tell. If you have a Pepsi item to show off, educate us on, or to ask questions about, that is the place to be.

We will be holding our first elections for the positions of Vice-President and Treasurer this year. Each position is a two-year term. We will also be electing a Member-At-Large for each of the four time zones. Those are one year terms. In this issue, you will see statements for two members seeking re-election to their current positions. We will also be taking nominations from the floor at Pepsi Fest and you must be present to run for an office and to vote.

We have a treat in store for those of you who really like the characters Pepsi & Pete. June Frost and I will be providing a Pepsi & Pete Seminar! June's presentation on them at ECPC was reportedly so enjoyable that it was felt that a more detailed seminar would be perfect for Pepsi Fest. See you there!

*Helpful Hint* - Because of space limitations in the newsletter, the event registration and schedule pages are back to back so please copy the registration pages to send in and keep your newsletter intact.

### *In This Issue*

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*The heading from a 1940s stock certificate*

## 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 or with questions about the chapters, please send it to Terry Brennan at [dietpepzi@mchsi.com](mailto:dietpepzi@mchsi.com). The next issue will need your meeting dates for April through July or beyond.

### Local Chapter Meetings

Iowa Pepsi Club Chapter meetings listed so far are March at Fest, April 27 in Boone, IA and October in Dahinda, IL.

**Iowa Chapter 15th Anniversary**, June 21-22, Marshalltown, IA

The Michiana Chapter meets in the Elkhart, Indiana area, with 2013 meetings slated for January 19, March 9, May 11, July 13, September 14, and November 9.

The Chicago Connection Chapter has meetings slated for February 16 in Worth, IL, April 13 in Midlothian, IL, June 15 in Shorewood, IL, August \_\_ in St. John, IN, and October \_\_ in Dahinda, IL (joint meeting with Iowa Chapter).

On November 9th, Mike and JoAnn Vath held a get-together with former members of the Minnesota Chapter. Their intent was

to find out if there was any interest in the club becoming active again. The turnout went well with about 15 collectors in attendance. While they did have a good time,, and all hoped to gather again in the future, it is still uncertain if the group will reform so they will try again later.

Buckeye/Keystone Chapters

Las Vegas

Northwoods Chapter

Ozark Chapter - August 7-10, 2013 Branson, MO

Pepztime Washington State Chapter

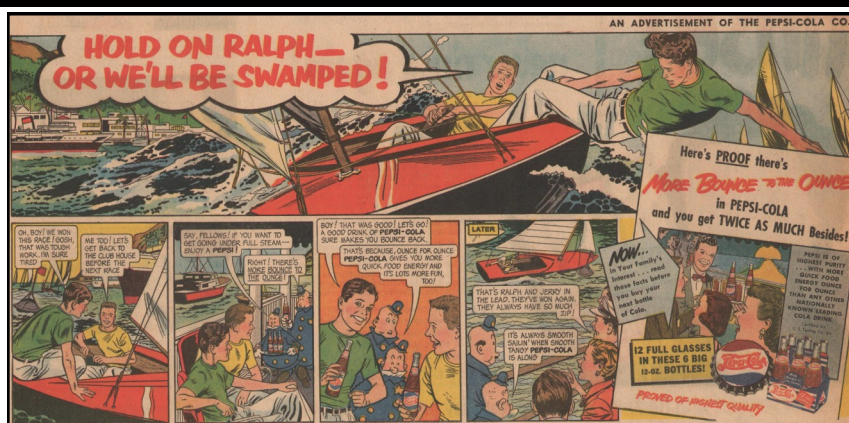
Southeast Wisconsin Chapter (WISE)

Show Me Chapter

Southern California

**Remember that all meetings are subject to change.**

Some of the last Pepsi & Pete comic strip ads from 1950 look more like a "Terry and the Pirates" strip, with Pepsi & Pete included as secondary characters. In fact, there are a few Pepsi strips done in this style without the appearance of Pepsi & Pete. It's easy to overlook these strips when adding to your Pepsi & Pete collectibles.



### TREASURER'S REPORT

BANK BALANCE AS OF 9-16-2012	\$8,466.04
<u>INCOME</u>	
Membership Dues	\$2,548.00
Pepsi Fest Registration	888.00
Donation from Member	300.00
Shirt Sales	285.00
<u>TOTAL</u>	
	\$4,021.00
<u>EXPENSES</u>	
NEWSLETTER , printing and postage	\$1,573.09
Postage, Printing, and Envelopes	573.31
Software Update	177.28
Projector for the PCCC	517.87
Pepsi Fest Raffle Prizes	657.70
<u>TOTAL</u>	
	\$3,499.25
BANK BALANCE AS OF 12-9-2012	\$8,987.79

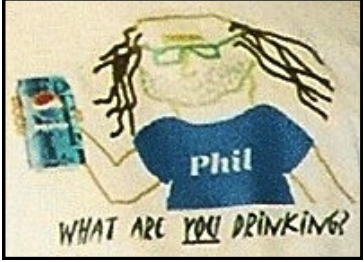
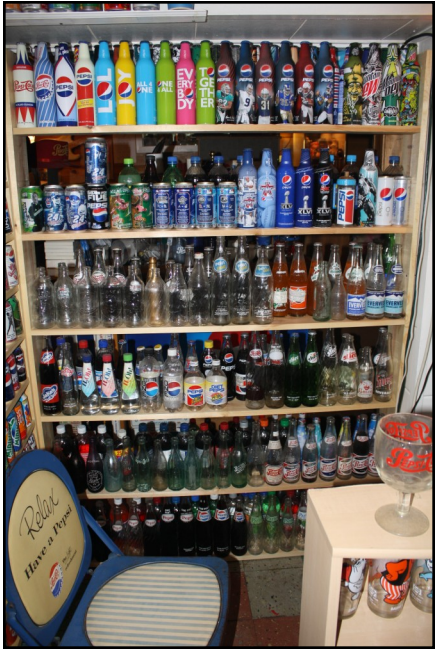
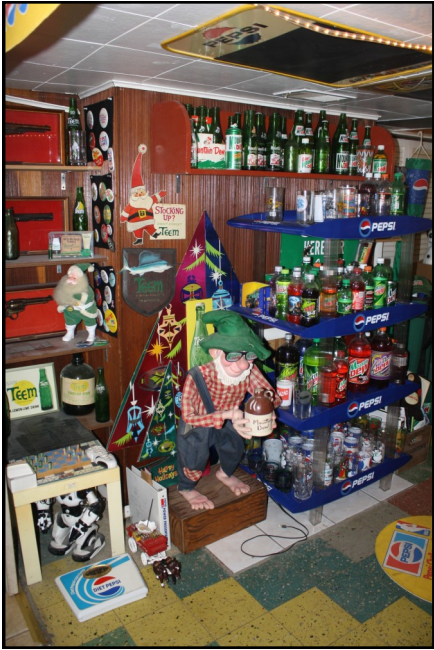
As always I can be reached at:  
[treasurer@pepsicolacollectorsclub.com](mailto:treasurer@pepsicolacollectorsclub.com)

Submitted 12-9-2012, Pat Richardson, Treasurer

***DONATIONS ARE ALWAYS APPRECIATED***



# Collector's Spotlight



I am Phil Dillman (a.k.a. Ben Franklin), current Editor of the PCCC Express, a responsibility I am thrilled to have. I was originally a collector of railroadiana and then soda cans. I always preferred the taste of Pepsi so I started looking for other Pepsi items. I joined the

museum to become a reality, I collect things that I consider to be significant to Pepsi's history. Thus, I try to find a bottle or can for every flavor ever produced by Pepsi, including Mountain Dew, Patio, Slice, etc., even flavors from other countries. However, I truly enjoy those items not normally available to the public such as prototype or test market packaging, manufacturing items like bottle molds or printing plates, and bottling plant awards for Per Capita or other accomplishments. Printed materials are especially exciting to me. Employee magazines; memos and correspondence; photos of plant equipment, vehicles, and employees; promotions binders; and PCMI and similar sales training items. Naturally, I have the usual array of cans, bottles, glasses, pens and pencils, and point-of-purchase items, as well. I like it all and collect it all. The items produced today are tomorrow's collectibles.

PCCC in January 1989, shortly after learning about the club. Within those first couple of years, my desire was to start a museum featuring the history of Pepsi-Cola. However, life happens and the museum is still a dream. I co-founded the Chicago Connection Chapter in 1992 and am their current President. Often, my passion for Pepsi history makes me seem arrogant and obsessive. For that, I apologize.

My job as a truck driver in the Midwest has allowed me to stop at more than 50 Pepsi plants over the past 22 years. If I don't get something from a plant for my collection, I at least take a photo or two of each plant I visit.

It seems that all of my interests have me looking backward in time. I really enjoy the history of most everything. Besides collecting Pepsi products, I still collect railroad items (though, I've cut back on those), my wife, Amy, and I are historians of our church, I have a considerable collection of Homewood, IL memorabilia, and I am fanatical in my genealogy research and in being the editor of the Dillman Family Association quarterly newsletter.

Since the museum has to wait, I can hopefully continue to share Pepsi's history with you in these pages. Thanks!



## Pepsi Celebration 2012 in Las Vegas - By Josh Broadwater

The history of Pepsi Celebration is the ultimate American rags-to-riches story, filled with unusual heroes and foes. The 21-year-long journey of Pepsi Celebration has gone through some incredible ups and downs, and highlights how, and where, some of the U.S.'s most monumental thirsts were quenched.



Held annually in Las Vegas, the largest American city founded in the 20th century, Pepsi Celebration had its humble beginnings as a Pepsi lovers gathering. Pepsi lovers gathered in some of the city's most ornate and entertaining establishments before Pepsi Celebration turned into the "Celebration all other celebrations wish they could be" at the Palace Station and Casino on November 16th and 17th, 2012.

### *Swap Meet*

Friday night's festivities began at the Feast Buffet. A dining establishment that boasts unique and unusual flourishes: magnificent flower sculptures (that were being repotted during our visit), the hourglass staircase that was under renovation (again, just like last year), and paintings by the famous artist, Picasso (that were returned to their rightful owners before we arrived). Here, there is truly something for every taste. Unlimited refills of the nectar of the gods (your favorite Pepsi beverage) does not hurt, either.



### *Auction*

Accommodating more than 100 guests for Saturday's auction, the Bradham Ballroom was draped in swaths of red, white and blue velour and the huge brass ceiling illuminated by huge spheres of Pepsi globes. The Pepsi Celebration's luxury auction platform was developed in cooperation with prominent Pepsi professionals. The result is an auction program that combines Pepsi Celebration's luxury auction experience with veteran knowledge of the Pepsi market. With the best auctioneer money can buy (actually it was a bottle of Aquafina water) this auction was one for the record books.



Offered later in the afternoon, was a large selection of Pepsi collectibles including new, used, certified pre-owned, and pre-owned memorabilia. Not only were there exquisite Pepsi collectibles for sale, also offered was unlimited exercise walking from table to table scouring over every piece of memorabilia that was looking for a new home.

A rare opportunity was afforded all guests in attendance: *the experience of what it is like to win something in Vegas. Many guests were able to take a journey down the Pepsi aisle and collect some seriously luxurious Pepsi raffle prizes. Some even won a new state of the art wardrobe (ok, it was a new Pepsi shirt but isn't that 99% of all of our wardrobes?). So, you'd better be there next year for your chance to finally win in Vegas.*

*Celebration attendees from Canada*



## PEPSI NEWS



Pepsi X, Pepsi flavored with Dragonfruit, was the flavor chosen by members of the TV show "The X Factor", of which Pepsi is a sponsor. It is still available for a limited time.

Pepsi Next is now available in 7 1/2 ounce cans.

"Pepsi Special," the new drink distributed by Pepsi's partner in Japan, Suntory Holdings Limited, contains dextrin, a dietary fiber that dissolves in water and is found in fiber supplements such as Benefiber. Pepsi may face challenges if it decides to bring Pepsi Special to the United States, since the Food and Drug Administration tends to frown on such potentially suspect nutrient-boosting of essentially unhealthy products in an attempt to make them healthier. In fact, its regulations specifically discourage such fortifying.

The PepsiCo facility in Purchase, NY will be going through a major renovation for the next few years, a project that will have many in Pepsi management relocating to Somers, NY and other locations until the work is completed.

Bob Stoddard has recently completed writing a book on the history of the New Haven, MO bottler. The project was done for that facility so the books are not available for purchase from him. Bob is still working for Pepsi-Cola as well as running Double



### Dot Enterprises.

(AP) -- Diet Pepsi is quietly changing its sweetener ahead of a major rebranding of the soft drink set for next month. The change comes as PepsiCo Inc. looks to reinvigorate its namesake brands after losing market share to Coca-Cola Co. in recent years. Cans of Diet Pepsi around the country now list a mix of two artificial sweeteners, a pairing that is commonly found in newer diet sodas. Previously, Diet Pepsi used only aspartame, which is sensitive to heat and breaks down more easily. "It's not like a light switch. It'll start appearing as shelf space clears."

The company is planning a major ad campaign that will include a new logo with a heart and the theme "Love Every Sip."

The sweetener change will not be explicitly communicated in the ads, which will feature actress Sofia Vergara.

In addition to aspartame, cans of Diet Pepsi found in New York, Omaha, Neb., and the Bay Area now list acesulfame potassium as an ingredient. The ingredient is often used in combination with other artificial sweeteners and can be found in a wide range of foods including baked goods, chewing gum and gelatin desserts.

John Sicher, editor and publisher of the industry tracker Beverage Digest, said the synergistic effect of mixing the two sweeteners is intended to help keep the drink's sweetening power at a constant level, making it taste fresh longer.

"A change in sweetener does not change the flavor," he noted. PepsiCo said in a statement Sunday that it was adding a "very small amount" of acesulfame potassium "to ensure consistency with every sip." The sweeteners used in Diet Pepsi vary depending on the region of the world.



## *Pepsi Racing - part 2*

*by Larry Woestman and Lenny Vigna*

Next we come to the son of a legend, **Ralph Dale Earnhardt Jr.**, better known simply as Dale Earnhardt Jr, or just Jr. How many out there knew his first name was Ralph? He is a professional American race car driver. He is the person who drives the #88 Diet Mountain Dew/Amp/ United States National Guard Chevrolet Impala in the NASCAR Sprint Cup Series for Hendricks Motorsports. He also drives the Tax Slayer Chevrolet for his own team, Jr Motorsports, in the Nationwide Series. He is the son of the late NASCAR Hall of Famer Dale Earnhardt Sr. Dale Jr began his racing career at the age of 17 with his dad, competing in the Street Stock division at Concord, North Carolina's Motorsport Park. His first car was a 1979 Monte Carlo that he co-owned with his older half-brother, Kerry Earnhardt.



Dale Jr ran 9 Bush Series races between 1996 and 1997 for Dale Earnhardt Inc., before driving for them in the Bush Series full time in 1998. Dale won consecutive NASCAR Bush Series Championships in 1998 and 1999. In 1998 he made his first start in the Winston Cup. In 1999 he drove in 5 Winston Cup races in the #8 Budweiser Chevrolet for Dale Earnhardt Inc., then in 2000 he went full time in the Sprint Cup series.

Dale Jr played a part in recreating one of Sprint Cup's milestone in 2000 when he competed with his father and half-brother Kerry in the Pepsi 400 at Michigan International Speedway. The occasion was only the second time that a father had accomplished the feat.

In 2001, the major event of the season and his life occurred on February 18<sup>th</sup>, on the final lap of the 2001 Daytona 500. As Dale finished second to his teammate Michael Waltrip, his father crashed in turn 4. Dale Earnhardt Sr. did not survive the crash. He was pronounced dead at 6:15 pm that Sunday. Dale Jr scored victories at Dover and Talladega, as well as an emotional win in the return to Daytona in the Pepsi 400 that year. He finished 8<sup>th</sup> in Points for the year.

In 2002 Dale Jr had a roller coaster season. He struggled after enduring a concussion at Fontana in April---an injury he did not admit to until mid-September.

In 2004 he won the Daytona 500, six years to the day after his father won his only 500. On July 18<sup>th</sup>, during an off-weekend from NASCAR, Dale Jr crashed a Chevrolet Corvette C5 during a practice session, for the American Le Mans Series Grand Prix of Sonoma at Infineon Raceway. He suffered second and third degree burns on his neck, chin and legs. The burns prevented him from finishing 2 races after starting them. As long as a driver starts a race he gets credit for that race even if he doesn't finish it.

After much speculation, Dale Jr announced on May 10, 2007 that he would leave Dale Earnhardt Inc, the company founded by his father, to drive for another team in 2008. He said that unless he could gain the majority ownership of DEI he was leaving. On June 13, 2007 he announced that he had signed a 5 yr contract with Hendricks Motorsports, replacing Kyle Bush. One month later it was announced that his long-time sponsor Budweiser would not be with him when he made the move to Hendricks. On August 15, 2007 it was announced that he would not be taking his familiar #8 with him to Hendricks. He blamed his stepmother for not allowing the #8 to move with him. Dale Jr moved to the #88 car with Tony Eury coming from DEI to remain his crew chief.

On September 18 it was announced that he would be driving the #88 Amp/ Mountain Dew / National Guard Chevy for the 2008 season, with Amp Energy Drink being the primary sponsor for most of the races and Mountain Dew only primary sponsor for a few races. Dale Jr. drinks Mountain Dew so it was a natural fit for him. He has not had much success since coming to Hendricks, only winning 1 race, so far. Hopefully, 2012 will be a better year. He will be driving the Diet Mountain Dew car with Amp as a cosponsor along with the National Guard for 2012. After all, he was voted NASCAR's most popular driver from 2003 to 2011. There was a news release about "How Pepsi Landed Dale Jr", which stated that it all started with Jr. wanting a couple of Mountain Dew hats after seeing Brian Vickers driving a retro Mountain Dew car in 2007. It is a really interesting story.

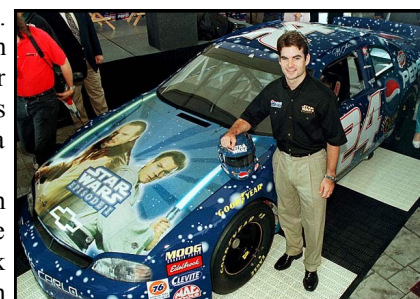
Now we come to the driver that Pepsi Racing is all about, **Jeffery Gordon**. He is a professional NASCAR driver and goes by the name of Jeff Gordon. He drives the #24 Drive to End Hunger/ DuPont/ Pepsi Chevrolet Impala for Hendricks Motorsports. He is a 4 time Sprint Cup Series Champion and a 3 time Daytona 500 winner. Jeff, along with Rick Hendrick, are the co-owners of the #48 Lowe's Chevrolet, driven by Jimmy Johnson, who won 5 consecutive Cup championships from 2006-2010



Jeff began racing at the age of 5, racing quarter midgets. The Roy Hayer Memorial Race Track, in Rio Linda, California is noted as the first track Jeff competed on. By age 6 he had won 35 main events and set 5 track records. At the age of 13 Jeff took an interest in the 650hp sprint cars. The minimum age for driving the sprint cars was 16 so he had to wait. Supporting his career choice, Jeff's family moved from California to Indiana where there were more opportunities for

younger racers. Before the age of 18 Jeff had already won three short-track races and was awarded USAC Midget Car Racing Rookie of the year in 1989. One of Jeff's Midget cars had a Diet Pepsi sponsor.

In 1990 Jeff met Hugh Connerty. He secured some sponsorship for a car through Outback in 1990. Ray Evernham was called to work with Jeff in his stock car debut. Jeff's first Bush race came on October 20, 1990 at Rockingham in the AC-Delco 200. He drove the #67 Outback Pontiac for Connerty. After a wreck he finished 39<sup>th</sup>. In 1991 and 1992 Jeff went on to the Bush



Series full time, driving Ford Thunderbirds for Bill Davis Racing. In his first season he won rookie of the year. In 1991 he was sponsored by Carolina Ford Dealers and Baby Ruth in 1992.

In 1992 car owner Rick Hendrick was so impressed with the talents and unlimited potential of the young racing phenom, that he signed Jeff in early May 1992 to a cup Series contract for the 1993 season. Jeff has since become an equity owner of the race team.

Jeff made his Winston Cup debut in the history-making 1992 Hooters 500 at Atlanta in the last race of the season and Richard Petty's final NASCAR race. This would be Jeff's first start in the #24 DuPont Chevrolet for Hendricks Motorsports that he has driven for his entire Cup Series career.

In 1994 Jeff collected his first career victory at the Charlotte Motor Speedway in the Coca-Cola 600, the longest race on the NASCAR circuit. 1995 saw Jeff win his first NASCAR Winston Cup Championship. He won it by battling Dale Earnhardt Sr. into the final race of the season. Jeff won his first Daytona 500 in 1997, becoming the youngest driver in history to win that race. That fact stood until 2011 when Trevor Bayne won the 500.

In 2009, when Jeff took to the track at Talladega Superspeedway on April 26, fans saw something they have not seen for many years, a Pepsi car in a Winston Cup race. The last time a Pepsi car competed in the Sprint Cup Series race was in 1983, when Darrell Waltrip drove the # 11 Pepsi Challenger to a second place finish in the season points standing. That same year Jeff drove a Pepsi car in the Pepsi 400 at Daytona International Speedway on July 7<sup>th</sup> 2009.

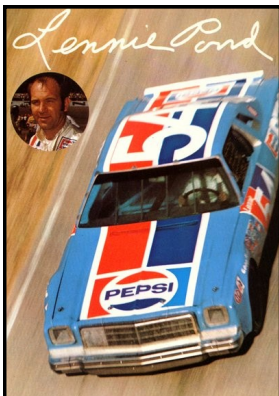
In 1999 Jeff's wife Brook along with crew chief Ray Evernham formed Gordon Evernham Motorsports [GEM] to compete in that year's NASCAR Bush Series, while still driving the #24 Du Pont Chevrolet in the NASCAR Sprint Cup series. The co-owned team received full sponsorship from Pepsi and ran 6 races with Jeff as driver and Ray as crew chief. Jeff took the checkered flag in only one of the 6 races at Phoenix International Raceway on November 6, 1999. Ricky Hendrick, Rick's son, ran an additional 2 races under the Du Pont sponsorship.

Due to offers from Dodge, Ray sold his half of GEM to Rick Hendrick at the end of 1999 and started his own Sprint Cup team. The Gordon Evernham Motorsports race team was renamed Jeff Gordon Motorsports, or just JG Motorsports.

In 2000 JG Motorsports attempted 21 races. The team ran 16 races with Ricky Hendrick as driver under the GMAC sponsorship, and did not qualify for 5 of the 16. Pepsi stayed as sponsor for the 5 races Jeff drove. Jeff won the last Bush race of the 2000 season at Homestead-Miami Speedway on November 11, 2000 in the Pepsi car. That would be the last Bush race Jeff would compete in. In 2002 the JG Motorsports Bush team was merged into Hendrick Motorsports and became the # 48 car in the Sprint Cup series driven by Jimmy Johnson.

In 1999 Jeff established The Jeff Gordon Foundation to help support children facing life-threatening and chronic illnesses. Something that is very near and dear to my (Larry's) heart is the Boy Scouts of America. In 2009 it was announced that Jeff would receive the Silver Buffalo Award, the Boy Scouts of America's highest award to non-scouters, for his work as a Scout recruiter and his humanitarian work.

Here are a several more drivers that now have or did have Pepsi or Mountain Dew for sponsors: Juan Pablo Montoya's #42 is cosponsored by Mountain Dew and has been since at least 2010. I'll bet none of you NASCAR fans knew that; Mike Mosley was a drag racer in the 1970's; Ernie Ivan was a NASCAR driver in the 1980's and 90's; Don Garlits was drag racer from the 1950's to the 60's, He had a one race deal with Pepsi ; Del Worsham was a drag racer in the 1990's, He had a Pepsi sponsorship for over 20 years; John Force was a drag racer and Mountain Dew sponsored his car from 1980 to 1983; Lenny Pond drove his # 54 sponsored Pepsi car in the entire 30 races of the 1976 season. There is a picture on the board of his car and him with his car. Jeremy Mayfield drove the # 19 Mountain Dew Dodge for Evernham Motorsports in 2002, 2003 and 2004. Kasey Kahne drove the #9 Mountain Dew Dodge for Evernham Motorsports in 2004. Casey Atwood drove the # 91 Mountain Dew Live Wire Dodge for Evernham Motorsports in 2003. It sure looks like Ray Evernham had a pretty good relationship with Pepsi after he left Hendrick. Brian Vickers drove the #57 retro Mountain Dew car in 2007. Looking at a Mountain Dew longneck from September 2000 I found a few more drivers I assume had a cosponsor of Mountain Dew since their names appear on the bottle. They were the #22 of Ward Burton, the #97 of Chad Little, and the #5 of Terry Labonte.



**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**PEPSI FEST 2013 REGISTRATION**

**March 14-16, 2013 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.**

**Registration Fee (postmarked by 3/1/13)** of \$20.00 per person covers Admission button, Name Lanyard, Pizza Party, Fest Snacks, registration and event materials. **Registration Fee postmarked after 3/1/13 or at the door is \$30.00 per person.** Your canceled check is your verification of registration.

**Packet Fee (postmarked by 3/1/13)** of \$30.00 includes Registration Fee and a Bag, 2013 Pepsi Fest Logo pin, Logo glass, Keychain & Window Decal. **Packet Fee postmarked after 3/1/13 or at the door is \$45.00 per packet.** Packets are available while supplies last. **IF NOT ATTENDING** but you wish to order a packet the cost is \$35.00. Your packet will be mailed to you **AFTER Pepsi Fest 2013.**

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](mailto: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: \_\_\_\_\_

BID# \_\_\_\_\_

Associate Member Name or Guest: \_\_\_\_\_

BID# \_\_\_\_\_

*Office Use Only*

Names & Ages of Children Attending

Mailing Address: \_\_\_\_\_

1 \_\_\_\_\_ Age \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

2 \_\_\_\_\_ Age \_\_\_\_\_

Home Phone \_\_\_\_\_

3 \_\_\_\_\_ Age \_\_\_\_\_

Cell Phone \_\_\_\_\_

4 \_\_\_\_\_ Age \_\_\_\_\_

E-mail \_\_\_\_\_

5 \_\_\_\_\_ Age \_\_\_\_\_

**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 *(postmarked by 3/1/2013)*

# \_\_\_\_\_ @ \$ 30.00 ea. = \$ \_\_\_\_\_

REGISTRATION FEE WITH PACKET *(after 3/1/2013)*

# \_\_\_\_\_ @ \$ 45.00 ea. = \$ \_\_\_\_\_

REGISTRATION FEE ONLY *(no packet) (postmarked by 3/1/2013)*

# \_\_\_\_\_ @ \$ 20.00 ea. = \$ \_\_\_\_\_

REGISTRATION FEE ONLY *(no packet) (after 3/1/2013)*

# \_\_\_\_\_ @ \$ 30.00 ea. = \$ \_\_\_\_\_

*Children under 10 FREE*

PACKET ONLY *(mailed after Pepsi Fest 2013)*

# \_\_\_\_\_ @ \$ 35.00 ea. = \$ \_\_\_\_\_

SWAP MEET TABLES *(3/16/2013 - If staying at the Indianapolis Marriott and reserved by 3/1/2013)*

1st Table \$10.00 = \$ \_\_\_\_\_

Additional Tables # \_\_\_\_\_ @ \$ 6.00 = \$ \_\_\_\_\_

SWAP MEET TABLES *(3/16/2013 - If NOT staying at the Indianapolis Marriott or NOT reserved in advance)*

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 FEST 2013 SCHEDULE & INFORMATION

*Schedule Subject to Change - Event Locations Posted on Arrival.*

**Tuesday, March 12, 2013**

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

**Wednesday, March 13, 2013**

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

**Thursday, March 14, 2013**

9:00 AM—10:30 AM Registration  
 9:30 AM—10:30 AM Silent Auction Check-In  
*Check-in closes for Kick Off Meeting*  
 10:30 AM—11:30 AM Kick Off & Business Meeting  
 1:00 PM—1:30 PM Silent Auction Preview  
 1:30 PM—4:00 PM Silent Auction  
*(this is an estimated time frame—  
 auction ends as timing and number  
 of auction items dictate)*  
 6:00 PM—7:30 PM Chapters Meeting, Show &  
 Tell and Fun Fest  
*(No Meal—Ice Cream Sundae Bar)*  
 7:30 PM Room Hopping

**Friday, March 15, 2013**

9:00 AM—10:00 AM Registration  
 10:00 AM—11:00 AM Seminar  
 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  
 5:30 PM—6:00 PM Group Picture  
 6:00 PM—7:30 PM PCCC Annual Meeting &  
 Be Sociable Pizza Party  
*Election of Officers & Pizza Dinner*  
 7:30 PM Room Hopping

**Saturday, March 16, 2013**

9:00 AM—10:00 AM Swap Meet Set Up  
 10:00 AM—12:00 PM Swap Meet

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

Pepsi Fest 2013 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.

Please review the schedule and following are brief explanations of the various events.

**CLUB HOSPITALITY ROOM** (Suite #160)

The Club Room was a such a hit last year that we have expanded on it by securing a suite to serve as our Club Room and Registration Room (*no more Harrison Room*). The Club Room will be open when there are no Fest events scheduled and for scheduled Registration times.

**EARLY BIRD REGISTRATION** (Suite #160)

We are once again 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. Registration will take place in Suite #160.

**KICK OFF & BUSINESS MEETING** (Liberty Hall)

This is the traditional opening Pepsi Fest Kick-Off and Business Meeting with the various officers of the Board of Directors presenting their annual reports to club members, regarding their work and the business matters of the club.

**CHAPTERS MEETING, SHOW & TELL AND FUN FEST** (Liberty Hall)

This event is an opportunity for local Chapters to share information about their Chapters so members can learn more about the local chapters and 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 a time for Show & Tell of your favorite or unusual Pepsi items and an opportunity for fellowship with family style games, and an Ice Cream Sundae Bar for all to enjoy. (*No meal is planned for this event.*)

**ANNUAL MEETING & BE SOCIABLE PARTY**

Annual Meeting business this year will be the election of Vice President, Treasurer and the four (4) Members-at-Large to the Board of Directors, followed by the Be Sociable Pizza Party. This year due to liability issues the pizza will be provided by the Hotel.

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

A Member interested in running for any of the offices up for elections must be a member in good standing. If you would like to share a brief bio and your interest in an office in the newsletter prior to Pepsi Fest, please submit to Diane Gabriel no later than December 1, 2012.

EAST COAST PEPSI CONNECTION (ECPC)  
2013 REGISTRATION  
July 19<sup>th</sup> - 20<sup>th</sup>, 2013

Tullahoma & Wartrace, Tennessee

**YAHOO!!!** This year ECPC is 'Dewing' it in Tennessee. We are starting our 2<sup>nd</sup> five years a little differently - celebrating one of the favorite 'other flavors' from PepsiCo - **Mt. Dew!** Since Pepsi doesn't have a museum for us to visit, we are **dewing** the next best thing and visiting the **Mt. Dew** Museum in Wartrace TN. It is only right that we recognize the rich and interesting history of **Mt. Dew**. The signs, bottles and memorabilia related to **Mt. Dew** have their own dedicated collectors. This will be a great experience for them and a wonderful chance for those Pepsi collectors who don't 'dew' it to see what they are missing! Invite any **Mt. Dew** collectors you know to join us.

Please make your room reservations directly with **The Holiday Inn Express in Tullahoma, TN** and mention that you are registering in the **East Coast Pepsi Connection** or the hotel's group code 'EPC' block to get our special group rate of **\$87 (+ 14.75% tax) per night, double occupancy for registered participants. This is a very popular vacation area so make your reservations as soon as possible to be sure you get a room and definitely no later than 7/01/13.**

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 (no packet)	# _____ @ \$7.50 each	\$ _____
Children under 12	##* _____ free	\$ <u>N/C</u>
Pizza Party (ages 12+)	# _____ @ \$6 each	\$ _____
Children under 12	##* _____ free	\$ <u>N/C</u>

TOTAL ENCLOSED \$ \_\_\_\_\_

\* Please show # for planning purposes - Thank you

EAST COAST PEPSI CONNECTION 2013  
REGISTRATION

# East Coast Pepsi Connection 2013

## Dewing it in Tennessee

Thursday, July 18, 2013

*Registration - Anytime you find June*

6:00 PM 'Traditional 'Early birds' dinner  
8:00 PM visiting, room hopping, swimming???

Friday, July 19, 2013

*Registration - Anytime you find June*

*until 4 sightsee, visit, shop - enjoy the area or the hotel*  
4-5:30 PM Welcome Meeting: Show & Tell & ask the other experts!  
5:30-6 PM Mt Dew Presentation: Lord Wayne Burgess  
6 PM Pizza Party  
7:15 PM Room hopping and visiting

Saturday, July 20, 2013

Use AM to visit antique shops and sightsee  
Mt Dew Museum opens at 11:00 AM  
Picnic (place to be determined) in the afternoon

**YAHOO!!!!** ECPC starts its second 5 years by celebrating one of PepsiCo's most popular drinks - **Mt.Dew!** We are going to the most western border of the 'East Coast', crossing a timeline & exploring the hillbilly history & unusual collectibles of **Mt.Dew**. Now will be the time to find out more about those **Mt.Dew** pieces in your collection - or find out why you should add **Mt.Dew** to your collection! Join us as we visit the **Mt.Dew Museum** in Wartrace Tennessee & learn **Mt.Dew** history!

**The Holiday Inn Express & Suites**  
**2030 North Jackson St**  
**Tullahoma, TN 37388**  
**(931)-222-1414**

**Tennessee is a popular vacation area so make your reservations by July 1, 2013 to be sure you get a room in our block and at our rate of \$87 (+tax = about \$100).** This rate will NOT be available after 7/1/13. Please call for reservations, indicating you are part of the **East Coast Pepsi Connection** or 'EPC' block to get our special rate. The hotel will honor our rates for longer than our event in case you want to stay and explore the area. **Directions from exit 111 off I-24:** go 10 miles on Highway 55 to Tullahoma, turn right at the intersection of Highway 55 and 41A (Jackson Street), 4 miles to hotel on right. Please check their website for more specific directions from your location.

## ***PEPSI-COLA COLLECTORS CLUB EXPRESS***

### **DON'T FORGET - PROMOTE THE CLUB & WIN A PRIZE!!!!**

Help promote the PCCC, grow our membership and win a prize by doing so.

Contest runs from April 1, 2012 thru March 31, 2013.

A Special prize to the PCCC member who brings in the most new members using the Promo Brochure. Be sure to write your name or Member ID# in the spot marked on the brochure. The Winner will be announced at Pepsi Fest 2013.

*You do not need to be present to win — but it would be great if you were there!*

Download and print copies of the PCCC Promotional Brochure to share with friends and collectors, and place them in Antique Shops, Flea Markets, Swap Meets or any other place a Pepsi Collector may be found.

You can also contact Diane Gabriel, [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com) or phone at (724) 658-6310 to request a supply of brochures to be sent to you.



**My name is Pat Richardson and I am seeking the office of Treasurer. I have served as your transition treasurer for the past two years. I ask for your vote to elect me treasurer for the next two years.**

**If elected I will continue to place a treasurer's report in each newsletter. My books are available if a member would like to review them. If there are any questions I may be reached per e-mail at [treasurer@pepsicolacollectorsclub.com](mailto:treasurer@pepsicolacollectorsclub.com) or in my room at Pepsi Fest. Now I ask for your support by giving me your vote.**



**My name is Lee Manchester and I am seeking the office of Member at Large – East Coast. I have served in this role for the last year. I am asking for your vote to re-elect me for this position. I have been a member of the PCCC since 2001 and have attended several Pepsi Fests. You may have seen my 1956 Chevy Wagon in Indianapolis last year. My wife and I will be there again this year, but we will be leaving the car home.**



### **“Tim-Tom’s Tips”**

**By Tim O’Donoghue**

### ***Membership Drive Contest ongoing until Pepsi Fest 2013!***

You put some PCCC Brochures at all of your local Antique and Stuff Stores (the stores you hit on your travels, too) with your Name or PCCC ID Number. It is that simple.

You can download the brochure at [PepsiColaCollectorsClub.Com](http://PepsiColaCollectorsClub.Com) or get with Diane, her address is on the outside of your PCCC Express Newsletter.

Nice Prizes are in store for the club member that brings in the most new members between now and Pepsi Fest 2013.

**If we don't bring in the Next Pepsi Generation, there won't be one.**

# PEPSI-COLA COLLECTORS CLUB EXPRESS

## Our PCCC Family



Terry K (T.K.) Lunt  
Feb 29, 1936 - Oct 31, 2012

Terry was born and raised in Arizona. He joined the Navy in 1953. He retired from the Navy in 1972, and relocated to Modesto where he was employed at Rule Dale Auto Plaza for 24 years. While in high school he was a stand out athlete and continued in sports while in the Navy as an All Navy Fast Pitch Softball Pitcher. His passions included Classic cars and collecting Pepsi memorabilia for which he became well known. He never stopped collecting. He is survived by his wife of 58 years, Martha, son Ray (Teri), daughter Raynene (Ernie), 8 Grandchildren, 6 Great Grandchildren, and preceded in death by 1 Great Grandson. He will be remembered as a Loving Husband, Father and Grandfather. Terry was a big man in stature and lived life to the fullest, but on his own terms. You never had to wonder what was on T.K.'s mind, he would always tell you. Terry always made sure that Family and Friends were first. A celebration of Terry's life will be held at a later date (TBA).



John "Jack" F. Lalla, 73, of Cedar Rapids, died Friday, November 9, 2012 at the Dennis and Donna Oldorf Hospice House of Mercy following a brief illness. John Francis Lalla was born May 26, 1939 in Iowa City, the son of Vincent and Pearl Marie (Riche) Lalla. Survivors include his brother Joseph R. (Suzanne) Lalla of Raeford, North Carolina and their daughter Caroline Lalla; sister in law Pat Lalla and her children Joe (Vicki) Lalla, Jim Lalla, John Lalla, Miranda Lalla, and Jason Lalla; many great and great great nieces and nephews; and numerous special friends at Emergency Management Association.

Jack is preceded in death by his parents, brother Vince, nephew James Lalla, and niece Anne Lalla.

Jack served his country in the Army. He was a Cedar Rapids Police Officer for 27 years and also worked as Volunteer Coordinator for EMA. Jack also served as commander of the Iowa Wing of the Civil Air Patrol.

Official PCCC Website

[www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)

E-mail:

[secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)

### WELCOME NEW AND RETURNING MEMBERS

Wayne Van Leuven Fallbrook, CA	Bruce & Donna Weir Effingham, IL
Ron & Linda Perkins Pittsboro, IN	Lana Leffingwell Yona, Guam
Darrell Long St. Louis, MO	Carter & Irene Davis Onancock, VA
Dean & Cindy Johnson Castle Hayne, NC	Richard Nix Rougemont, NC
Nathan Millikan New Castle, IN	Dennis Yost Deland, FL
Linda Janik Lupton, MI	Steven Pennington Richlands, NC



# The Dew View



Check out the Mountain Dew bottle club website. It's more than just bottles!

ECPC July 18 and 19, 2013 will feature a Mountain Dew theme as well as a visit to the Mountain Dew museum in Wartrace, Tennessee. Check out the ECPC Registration and Schedule pages in this newsletter.

Mountain Dew Game fuel was available for a limited time in cans and bottles. Get yours before it's gone!

The Johnson City Gold Vintage should soon be sporting the new names for each region of the U.S.

Some areas of the U.S. already sell 99 cent cans of Pepsi, Diet Pepsi, and Mountain Dew. Now, some of those areas are selling some, or all, of the Mountain Dew 99 cent cans pictured below. They are Dew, Code Red, Live Wire, and Voltage.



This is a nice bottle printing proof for ACL bottles. Great collectible!

## 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](mailto:secretary@pepsicolacollectorsclub.com).

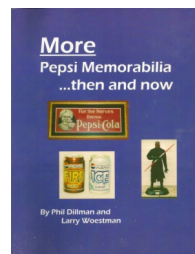
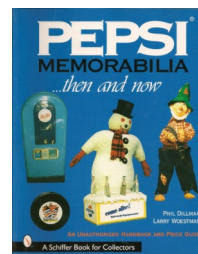
**For Sale:** Value guides from PCCC club members Phil Dillman and Larry Woestman:

“Pepsi Memorabilia...then and now” from 2000 - \$14.95 each (limited qty)

“More Pepsi Memorabilia...then and now” from 2009 - \$29.95 each

Please include \$5.00 shipping per book. Send check or money order to:

Larry Woestman, 14750 S. Karlov, Midlothian, IL 60445 or call 708-385-0646



**Wanted:** To buy - Returnable glass bottles in all sizes of Pepsi Free, Caffeine Free Pepsi Free, Diet Pepsi Free, Sugar Free Pepsi Free, Pepsi Light. Contact Ronnie Davis, 1181 E. Hyco Rd., South Boston, VA 24592 OR 434-579-2159

**Wanted:** Mountain Dew name bottles from the Pittsburgh, PA area, specifically with the names “Chuck and Poodge.” I’m trying to locate some for the family of that bottling plant manager and his wife. Thanks!

Contact Phil Dillman at [pd62pepsi@sbcglobal.net](mailto:pd62pepsi@sbcglobal.net) or 708-528-6469 weekdays, 708-799-8486 evenings.

**Wanted:** Pepsi-Cola Hutch bottle, real or reproduction, contact Don Birchall at [fuzzies2@gmail.com](mailto:fuzzies2@gmail.com)

### Future Club Events

**Pepsi-Fest #27**

**ECPC**

**Ozark Mountain**

**Pepsi Celebration**

**Indianapolis, IN**

**Tullahoma, TN**

**Branson, MO**

**Las Vegas, NV**

**March 14 - 16, 2013**

**July 19 - 20, 2013**

**August 7 - 10, 2013**

**November 2013**

### Official Pepsi Collector’s Vision Test

*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 Diane Gabriel,  
335 Mathews Way, New Castle, PA 16101 or e-mail it to her at  
[secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com).*



**PEPSI-COLA COLLECTORS CLUB**  
**c/o Diane Gabriel**  
**335 Mathews Way**  
**New Castle, PA 16101**

PRSR STD  
 U.S. Postage  
**PAID**  
 ep▶direct  
 Fond du Lac, WI

# 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](mailto:secretary@pepsicolacollectorsclub.com)

Member ID: \_\_\_\_\_ Primary Member Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**PCC Club Logo T-Shirt (Logo: Front & Back,)**

Colors: White, Light Blue, Indigo, Banana, Grey  
 \$15.00 - Sizes (S, M, L, X-L)  
 \$18.00 - Sizes (2XL, 3XL, 4XL)

**PCC Club Logo Golf / Polo Shirt (Logo: Front Only / Unisex Sizes)**

Colors: White, Light Blue, Indigo, Banana, Grey  
 \$26.00 - Sizes (X-S, S, M, L, X-L)  
 \$30.00 - Sizes (2XL, 3XL, 4XL)

**NOW OFFERING  
 SWEATSHIRTS**

**(Logo: Front Only)**

Colors: Grey, Light Blue, Navy  
 \$22.00—Sizes (S, M, L, XL)  
 \$26.00—Sizes (2XL, 3XL, 4XL)



ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

**Shipping Charges**  
 1-2 Item s\$ 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	\$
<b>ORDER TOTAL</b>	\$





# THE PCCC EXPRESS

Volume 30  
Number 2

Apr - Jun  
2013

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

## Why Take Less When Pepsi Fest Is Best!

### PRESIDENT'S CORNER - by Kim Kinzie

Pepsi Fest 2013 was fantastic! A remarkable gathering of Pepsi collectors from all over the United States and Canada all coming together to reunite with old friends, make new friends, and increase their knowledge of the history of Pepsi. Speaking of history, the year 2013 marks the 30<sup>th</sup> anniversary of The Pepsi-Cola Collectors Club. Who knew a few enthusiastic Pepsi collectors from California would come together and start something that would bring so many people together from all over and would continue to grow, and we will definitely be around for many years to come.

This year the Registration Room was combined with the Club Hospitality Room which made for quick and easy registration and members could grab a snack and a Pepsi anytime. First timers and returning members could easily gather to meet, share stories, and just plain hang out with friends. Everyone seemed to enjoy their Fest packets, which

included among other goodies a PCCC Membership Directory that was made possible with ad donations from the Indy Ad Show and ICollect247. If you did not attend Pepsi Fest – don't fret - you can still get a Membership Directory. Instructions on how to receive your directory are shared in this issue.

Another first time gathering, suggested and presented by Linda Reinholtz, was to form a Ladies group. Linda gave a great presentation and all the ladies in attendance had great ideas to share. More information about the group is included in a separate article in this newsletter. Thank you to Linda for presenting such a wonderful idea and for all the Ladies who participated.

The Silent Auction was once again an exciting event with the anticipation of who will be quick enough to get that final bid written before time runs out. Thanks to Tim O'Donoghue and his crew that volunteered to again make this a fun and exciting event. Susan Johnson returned as our Auctioneer for our Oral Auction and, as usual, brought high excitement and entertainment to the auction. Thank you Larry Woestman and his auction team for

their hard work and a successful auction.

Thursday night was a special time as we honored John Johnson of the Memphis, MO Pepsi bottler. John's gracious support of the PCCC helped the team through the transition, and provided us with the resources to reach the exceptional success that it has had in the past two years. John's son Mike was also in attendance and we were honored to have him with us as well. In appreciation for his support, John was presented with a Pepsi Fest / PCCC Millage Chart and was named an Honorary Member for Life. **THANK YOU JOHN!** The evening continued as we enjoyed Ice Cream Sundaes and members shared their Show & Tell goodies. The evening program concluded with awarding of numerous door prizes and then off to Room Hopping we went.

June Frost and Phillip Dillman presented an excellent seminar on the history of "Pepsi and Pete Cartoons". Not only was the information and facts interesting and enlightening but also *Continued on next page...*

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Pepsi Trading Spot



SNOW at FEST!



## PEPSI-COLA COLLECTORS CLUB EXPRESS

very well presented with images and stories. They concluded the presentation with the results of the "Pepsi and Pete" quiz. Prizes were awarded to those with the highest score. Thank you June and Phillip for a job well done!

We kicked off the Friday night activities with a group picture courtesy of Anna & George Byars and Brian Moore. Then for the first time in 30 years the PCCC held its first election of officers at the Annual Meeting. Those elected were: Larry Woestman, Vice President; Pat Richardson, Treasurer; Lee Manchester, East-Member at Large, and Jerry Porter, Central-Member at

Large. Following the meeting we watched Pepsi commercials and pictures of Pepsi-Fest past while sharing in the traditional Sociable Pizza Party.

The Swap Meet was another huge success with over 40 vendors and we thank Dutch Richardson for his planning and organizing the event. Several members shared the opinion that Room Hopping traffic and sales were up, and everyone had a great and relaxed time at Pepsi Fest.

A BIG Thank You to everyone there as well as all those who volunteer their time to help make every club event better than ever. Pepsi Fest and the Pepsi-Cola

Collectors Club would not be as successful and as enjoyable without the help and support of all its Club members. Make your plans NOW for Pepsi Fest 2014 which will be held once again at the Marriott on March 13-15, 2014. Reserve your room early they go fast! And don't forget – there is more fun to be had this year with the other gatherings coming up this summer and fall, as well as local chapter get-togethers! Check out the events, mark your calendars, and plan to join us for a Pepsi or a Dew!

## 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 or with questions about the chapters, please send it to Terry Brennan at [dietpepsi@mchsi.com](mailto:dietpepsi@mchsi.com). *The next issue will need your meeting dates for July through October or beyond.*

### Local Chapter Meetings

Iowa Pepsi Club Chapter meetings listed so far April 27 in Boone, IA and October in Dahinda, IL.

**Iowa Chapter 15th Anniversary**, June 21-22, Marshalltown, IA

The Michiana Chapter meets in the Elkhart, Indiana area, with 2013 remaining meetings slated for May 11, July 13, September 14, and November 9.

The Chicago Connection Chapter has meetings slated for April 13 in Midlothian, IL, June 15 in Shorewood, IL, August \_\_ in St. John, IN, and October \_\_ in Dahinda, IL (joint meeting with Iowa Chapter).

Las Vegas

Northwoods Chapter

Ozark Chapter - August 7-10, 2013 Branson, MO

Pepztime Washington State Chapter

Southeast Wisconsin Chapter (WISE)

Show Me Chapter

Southern California

**Remember that all meetings are subject to change.**

Doug and Nell Shapland, current members of the Iowa Chapter, are interested in starting a new chapter in the Omaha, Nebraska area. If you live near them, please contact them through Terry Brennan.

### Keystone/Buckeye Chapter Report for April-June 2013

The Keystone/Buckeye Chapter has scheduled their 2013 meetings and all members of the PCCC are invited to our gatherings which are hosted by members of our Chapter and they all begin at 12 Noon and ends when the Pepsi stops flowing or folks need to make the drive home. Our first gathering for this year will be held on Saturday, April 27, 2013 at the home of Kathy and Dave Rogers in Gibsonia, PA. Kathy and Dave didn't make it physically to Pepsi Fest this year, but Kathy contributed by making several of the unique personal Fest and Club Logo items that were in the Raffles and Door prizes. The other meetings scheduled for this year are Saturday, August 3<sup>rd</sup> at the home of Keith and Karin Lane in Mentor, OH and Saturday, October 5<sup>th</sup> at the home of Dave and Jennifer Klette in Union, KY. If you live in PA, OH, WV, KY, MD or any other state you are more than welcome to come and join in the fun, food, and fellowship of our gatherings. We are a NO dues Chapter and we share Pepsi tales, Show & Tell and have a good Pepsi Time! We only ask that you RSVP so that we can prepare enough delicious food! Contact Diane Gabriel at (724) 658-6310 or via e-mail at [pepsiwaytag@comcast.net](mailto:pepsiwaytag@comcast.net) to RSVP and get on our e-mailing list for invites and directions.

# Collector's Spotlight



Long ago (about 21 years-pretty long) in a little house far far away (2 blocks, ok not very far) began the Pepsi collection of Lenny Vigna.

Starting as an idea to have their basement decorated like a 50's diner, Lenny was on a quest to find a couple of old Pepsi signs, maybe a clock. Yes, A clock.

So Lenny and Laura went to the semi annual Slot Machine and Juke Box show in St. Charles IL. Looking at all the advertising goodies and reeling at the prices (\$100 for a CLOCK???) they happened to run into a guy carrying around these Pepsi price guide books. Where would you find such a thing? The guy turned out to be Phil Dillman.

The rest, as they say, is history.

Phil told them of a magical place called 'Pepsi Fest' and invited them to meet fellow collectors at a Pizza Hut to talk Pepsi and see some one else's Pepsi treasures. In those 21 years Lenny and Laura are happy to say they have made many wonderful friends. What started out as a bunch of people just getting together and talking Pepsi turned into a group of friends that meet and talk about everything. And Pepsi, of course. Together they share triumph and tragedy, happiness and sorrow. Who thought a delicious soda could do so much?

Like all new collectors, Lenny wanted everything that had Pepsi on it. After a while, the lip gloss, baby bottles and little toy cars were taking up valuable real estate. So out with the new and in with the old. Lenny decided he really likes trays. And clocks. And light up signs. And records. And plant opening glasses. And local bottler items. The list goes on. Soon the collection needed a new home. The Vignas made the move to a new house with plenty of room for their growing collection. And grow it did. Thanks to ebay, Lenny and Laura were now getting Pepsi stuff from all over the world. Increasing the number of trays to 130 at last count, and they are learning to 'say Pepsi please' in lots of fun languages.

Any time you are in the Chicago area, feel free to look them up. All are welcome for chapter meetings or just to drop in and say hi and have an ice cold Pepsi.



# Pepsi News



*A Burger King restaurant in China*

Some areas of the U.S. have begun selling 4-packs of 16 oz cans of Pepsi products for just \$2.00.

Mtn Dew Kickstart, a morning energy drink, consists of orange juice mixed with citrus or fruit punch flavors. See the picture on the Dew View page.

Burger King in China is serving Pepsi products Burger King in the U.S. served Pepsi products for a short time around 1980.

24 oz cans of Pepsi and Wild Cherry Pepsi are now available in select stores but should be available nationwide soon.

Glass non-returnable bottles of Pepsi and Mountain Dew 4-packs are starting to appear in different U.S. markets. See the picture on the Dew View page.



*New graphics for the 7 1/2 oz Diet Pepsi cans*



*New 24 oz Pepsi can - front and back*



*Left - new Pepsi bottle design to be released soon*

*Right - Doc 360 in a new large mouth aluminum bottle*

*Bottom - Jeff Gordon's race car and Jeff himself are pictured on a box of Tropicana Mandarin oranges*



# ANNUAL MEETING MINUTES AND MEMBERSHIP REPORT

Diane Gabriel, PCCC Secretary

## Membership Statistics (presented at the Kick Off Business Meeting)

As of March 14, 2013 membership is: 543 – Primary Members, 203 – Associate Members, and 2 – Junior Members for a total of 748 Members. The PCCC has members in 5 countries: United States (735), Australia (1); Canada (10); Germany (1) and Guam (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 (86); Illinois (71); Ohio (64); California (52); Michigan (47); Pennsylvania (41); Iowa (38); Missouri (34); North Carolina (25); and Wisconsin (24). In 2012 we welcomed 62 new members, as of this writing in 2013 we have 17 new members.

## Minutes of the Annual Meeting of the Pepsi-Cola Collectors Club

### March 15, 2013, Indianapolis, IN

The Annual Meeting of the Pepsi-Cola Collectors Club held at the Marriott East in Indianapolis, IN was called to order at 6:55 PM by President, Kim Kinzie.

Order of Business was the Election of Officers. Nominations were received from the floor for the following offices: Vice-President, Treasurer and Members at Large. Members were elected by a voice vote. The following were elected for a two year term: Larry Woestman, Vice-President and Pat Richardson, Treasurer. The following were elected for a one year term: Lee Manchester, Member at Large (East), and Jerry Porter, Member at Large (Central). No nominations were received for Members at Large for the Mountain and Pacific zones.

A motion to adjourn was made by Dutch Richardson and seconded by Leonard Vigna. The motion was carried and the meeting adjourned at 7:10 PM.

Respectfully Submitted,

*Diane L. Gabriel*

PCCC Secretary

### **PEPSI FEST VOLUNTEER LIST**

We have tried our best to acknowledge everyone who assisted in some capacity or another, please forgive us if we have forgotten anyone.

John Baker  
Mary Ann Baker  
Scott Betts  
Dale Borth  
Anna Byars

George Byars  
Staci Clark  
Charles Davaney  
Dale Devendorf  
Amy Dillman  
Phil Dillman  
Linda Diring  
Steve Diring  
Andrea Donofrio  
Joe Donofrio  
Randy Elijah

June Frost  
Diane Gabriel  
Tom Gabriel  
Kim Kinzie  
Scott Kinzie  
Craig Leaf  
Kathy Leaf  
Lee Manchester  
Paula Maki  
Linda  
McClanahan

Brian Moore  
Tim O'Donoghue  
Ambra Pettibone  
Ron Pettibone  
Jerry Porter  
Sharon Porter  
Katie Redden  
Bob Reinholtz  
Linda Reinholtz  
Dutch Richardson  
Pat Richardson

Joe Sheahan  
Scott Stofferahn  
Terry Strayhall  
Jenny Strayhall  
Linda Summers  
Lenny Vigna  
Larry Woestman



## **2013 PCCC MEMBERSHIP DIRECTORIES ARE NOW AVAILABLE!**

The 2013 PCCC Membership Directories are available to all members. Due to the cost of shipping we cannot mail them directly to members. If you would like a copy, please send a request for a Directory along with a check or money order for **\$3.00 payable to the Pepsi-Cola Collectors Club** and mail the request to:

**Diane Gabriel, 335 Mathews Way, New Castle, PA 16101.**

There is a limit of 1 directory per primary/associate member (household).

**Official PCCC Website [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)**

**(Please visit the site and the member's forum often!)**

**E-mail: [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)**

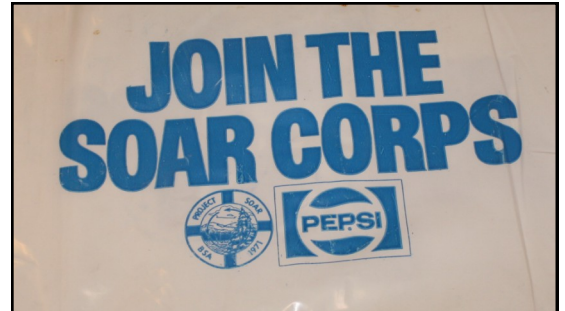
# Scouting For Pepsi Collectibles



Pepsi has sponsored many events for both the Boy Scouts and Girl Scouts. Their magazine Ads (shown above) in the scouting magazine "Boy's Life" were created specifically for that group. Variations on the same ads also found their way into the Boy Scout Handbook as seen on the next page.

Other items pictured here include Post Cards, a plastic garbage bag for the "Save Our American Resources" Corps, Uniform Patches, Calendars, a commemorative can, and some collectible coins. There are likely more items to be found.

Scout items are just one more category which are considered "cross-collectibles", with collectors of scouting memorabilia competing for these same items. Do your best to do your duty to add some of these items to your own collection. *Most of the items in this article are from the collection of Larry Woestman.*



# PEPSI-COLA COLLECTORS CLUB EXPRESS



The coins pictured here are just a few examples of the coins that were given out by a Boy Scout Counsel in Ohio. They were available for various levels of Cub Scouts, Boy Scouts, and Eagle Scouts. There should be a total of 17 coins in the set. Each coin had the Pepsi



# PEPSI FEST 2013



*Pat Richardson was serious about remaining as Club Treasurer (it worked!)*



*Jay & Diane Memler enjoying the Hospitality Room*



*Pat Richardson helping sell Club merchandise*



*Everyone seemed to enjoy the Ice Cream Sundae Bar*



*Club President, Kim Kinzie, presenting John Johnson and his son, Mike, with honorary lifetime PCCC memberships*



*Richard "Shorty" Moore checking out some of the items in the Silent Auction*

*The Pepsi & Pete PowerPoint Seminar, presented by June Frost and Phil Dillman, was enjoyed by all, despite Phil's computer deciding to update in the middle of it!*







*The Chapters set up displays that highlighted their group's events and activities. The East Coast Pepsi Connection (ECPC) and Ozark gatherings were also represented and promoted their upcoming events, as well.*

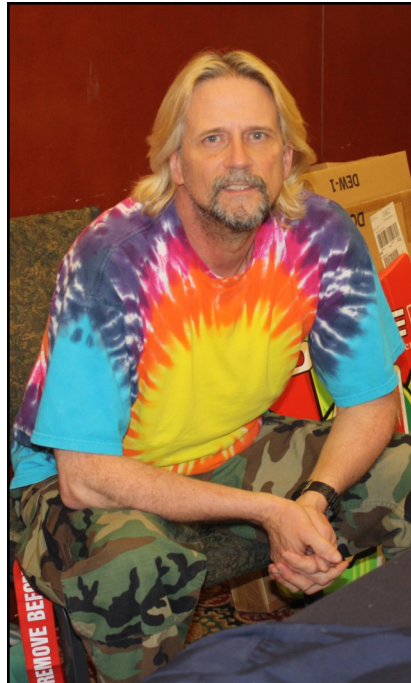




*A good crowd for the Oral Auction with returning Auctioneer Susan Johnson*



*Larry Woestman assisting Auctioneers Susan and Roger Johnson*



*Michael Noll brought a lot of items from Terry Lunt's collection to sell*



*"Tim-Tom" O'Donoghue nearing the end of the raffle prizes*



*Last call for raffle tickets!*



*One of the PCCC mileage signs in the swap meet raffle*



### The New PEPSI LADIES' CHAPTER!

This year at Pepsi Fest, a group of women met for the first time with the goal of forming a Ladies' group to enhance the Pepsi Cola Collectors Club. Sixteen women got up early on Friday to meet and discuss their vision of what such a group would be. They each introduced themselves and how they came to Pepsi collecting and the PCCC. They then decided the main **Goal** of the group would be to promote the PCCC whenever they could. Wearing Pepsi and PCCC clothing at outside events is one way to do that.

Primarily, they saw their Club's **Purpose** as one of **Hospitality**. To welcome and encourage newcomers by spending time in the Registration Hospitality Room, organizing a meeting with new members and focusing on **engaging** people within the PCCC and promoting friendship.

To share news of their group with the entire PCCC, they decided to submit stories and information through the Newsletter. To stay in touch and share ideas and information within their group, they decided to start a Pepsi Ladies' Chapter Facebook page. It's up and running!

The group welcomes ALL ladies of the PCCC and wish to invite other regions to organize similar groups and share their news on the Facebook page as well! Any ideas that Chapter members wish to present to the entire group or the Board should be submitted through Linda Reinholtz, Chairperson. Feel free to e-mail her at: [linda.reinholtz@gmail.com](mailto:linda.reinholtz@gmail.com); or by mail: 320 S. Jefferson St., Unit B, Waterford, WI 53185.



Long-time PCCC member, Dave Ezell, looks right at home as he sold lots of great Pepsi items from his personal collection in preparation for his official retirement in April. Congrats, Dave!

Meanwhile, Larry Woestman retired in February and was obviously in a celebratory mood at Pepsi Fest!



EAST COAST PEPSI CONNECTION (ECPC)

2013 REGISTRATION

July 19<sup>th</sup> - 20<sup>th</sup>, 2013

Tullahoma & Wartrace, Tennessee

**YAHOO!!!** This year ECPC is 'Dewing' it in Tennessee. We are starting our 2<sup>nd</sup> five years a little differently - celebrating one of the favorite 'other flavors' from PepsiCo - **Mt. Dew!** Since Pepsi doesn't have a museum for us to visit, we are **dewing** the next best thing and visiting the **Mt. Dew** Museum in Wartrace TN. It is only right that we recognize the rich and interesting history of **Mt. Dew**. The signs, bottles and memorabilia related to **Mt. Dew** have their own dedicated collectors. This will be a great experience for them and a wonderful chance for those Pepsi collectors who don't 'dew' it to see what they are missing! Invite any **Mt. Dew** collectors you know to join us.

Please make your room reservations directly with **The Holiday Inn Express in Tullahoma, TN** and mention that you are registering in the **East Coast Pepsi Connection** or the hotel's group code 'EPC' block to get our special group rate of **\$87 (+ 14.75% tax) per night, double occupancy for registered participants**. **This is a very popular vacation area so make your reservations as soon as possible to be sure you get a room and definitely no later than 7/01/13.**

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 (no packet) # \_\_\_\_\_ @ \$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 2013

# East Coast Pepsi Connection 2013

## Dewing it in Tennessee

Thursday, July 18, 2013

*Registration - Anytime you find June*

6:00 PM 'Traditional 'Early birds' dinner  
8:00 PM visiting, room hopping, swimming???

Friday, July 19, 2013

*Registration - Anytime you find June*

*until 4 sightsee, visit, shop - enjoy the area or the hotel*  
4-5:30 PM Welcome Meeting: Show & Tell & ask the other experts!  
5:30-6 PM Mt Dew Presentation: Lord Wayne Burgess  
6 PM Pizza Party  
7:15 PM Room hopping and visiting

Saturday, July 20, 2013

Use AM to visit antique shops and sightsee  
Mt Dew Museum opens at 11:00 AM  
Picnic (place to be determined) in the afternoon

**YAHOO!!!!** ECPC starts its second 5 years by celebrating one of PepsiCo's most popular drinks - **Mt.Dew!** We are going to the most western border of the 'East Coast', crossing a timeline & exploring the hillbilly history & unusual collectibles of **Mt.Dew**. Now will be the time to find out more about those **Mt.Dew** pieces in your collection - or find out why you should add **Mt.Dew** to your collection! Join us as we visit the **Mt.Dew Museum** in Wartrace Tennessee & learn **Mt.Dew** history!

**The Holiday Inn Express & Suites**  
**2030 North Jackson St**  
**Tullahoma, TN 37388**  
**(931)-222-1414**

**Tennessee is a popular vacation area so make your reservations by July 1, 2013 to be sure you get a room in our block and at our rate of \$87 (+tax = about \$100).** This rate will **NOT be available after 7/1/13.** Please call for reservations, indicating you are part of the **East Coast Pepsi Connection** or 'EPC' block to get our special rate. The hotel will honor our rates for longer than our event in case you want to stay and explore the area.

**Directions from exit 111 off I-24:** go 10 miles on Highway 55 to Tullahoma, turn right at the intersection of Highway 55 and 41A (Jackson Street), 4 miles to hotel on right. Please check their website for more specific directions from your location.

# Ozark Mountain Pepsi Club Show

Branson, Missouri - August 7, 8, 9, 10, 2013

Registration: **DEADLINE is JUNE 15, 2013**

*Mail form to:*

***Ozark Mountain Pepsi Club***

***Linda McClanahan***

***3715 Dixie Dr., St. Ann, MO 63074***

**Registration with packet** \$20.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_  
(includes: new items & cards)

**Registration Fee only** \$ 5.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_  
(for spouse and/or children attending with you)

**The Butterfly Palace (8/8/2013) 10:00 AM—Noon**

Adults 18 and up \$16.68 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

Teen's 13-17 \$ 9.99 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

Children 4-12 \$ 7.76 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

**The Twelve Irish Tenors (8/9/2013) 8:00 PM**

Adults 18 and up \$24.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

Teen's 13-17 \$16.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

Children 12 and under \$11.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_

**Picnic at KFC (8/9/2012) *Need to know number for food*** FREE X \_\_\_\_\_ = \$ 0.00

**Registration Packet Only (not attending)** \$30.00 ea. X \_\_\_\_\_ = \$ \_\_\_\_\_  
*Packets will be mailed after the show*

**Membership Dues**

\$18.00 per family (or individual per year) \$18.00 = \$ \_\_\_\_\_

\$23.00 outside the USA \$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 *Mention the club name for the special room rate*

## SCHEDULE OF EVENTS

### Wednesday, August 7, 2013

Registration Evening

### Thursday, August 8, 2013

10:00 AM—12:00 PM (or later) - Butterfly Palace  
& Rainforest Adventure

5:00 PM—Bingo

7:00 PM—Business Meeting & Set up for Silent Auction

### Friday, August 9, 2013

8:30 AM - Silent Auction (*last minute check in*)

9:00 AM - Auction Start

11:30 AM - Pepsi Swap Game

3:30 PM - KFC Picnic

8:00 PM - Twelve Irish Tenors

### Saturday, August 10, 2013

#### **Cardinal Room**

9:00 AM—12:00 PM - Swap Meet\*\*

1:30 PM - Pepsi Raffle\*\*

### **PCCC TREASURER'S REPORT**

FISCAL YEAR: MARCH 9, 2012 to FEBRUARY 28, 2013

BANK BALANCE on MARCH 9, 2012	\$6,736.41
<u>INCOME</u>	
MONEY FROM PEPSI FEST 2012	\$6,898.68
MEMBERSHIP DUES	9,139.00
PAY PAL—membership dues	1,075.00
T-SHIRTS	853.00
PEPSI FEST REGISTRATION for 2013	3,902.00
DONATION from MEMBERS	750.00
MILEAGE SIGN	2,125.00
ADVERTISING FOR MEMBERS ROSTER	650.00
TOTAL	\$25,392.68

<u>EXPENSES</u>	
NEWSLETTER---- printings & postage for 4 newsletters	\$6,691.58
RAFFLE ITEMS for 2013	1,172.61
AUCTIONEER for 2012	100.00
FOOD for PEPSI FEST 2012 -- pizza & cupcakes	793.40

PRINTING & POSTAGE	2,571.74
HOTEL for 2012	2,722.00
T-SHIRTS	1,460.27
MILEAGE SIGN	695.50
BIRTHDAY ITEMS	92.83
WEBSITE MANTANCE	400.00
PEPSI FEST ITEMS for PACKAGE	4,454.99
PROJECTOR	517.87
TOTAL	\$21,672.79
BANK BALANCE as of FEBRUARY 28, 2013	\$10,456.30

SUBMITTED BY PAT RICHARDSON, TREASURER

***DONATIONS ARE  
ALWAYS APPRECIATED***



## **DON'T FORGET - PROMOTE THE CLUB & WIN A PRIZE!!!!**

Help promote the PCCC, grow our membership and win a prize by doing so.

Contest runs from April 1, 2013 thru March 31, 2014.

A Special prize to the PCCC member who brings in the most new members using the Promo Brochure. Be sure to write your name or Member ID# in the spot marked on the brochure. The Winner will be announced at Pepsi Fest 2013.

*You do not need to be present to win — but it would be great if you were there!*

Download and print copies of the PCCC Promotional Brochure to share with friends and collectors, and place them in Antique Shops, Flea Markets, Swap Meets or any other place a Pepsi Collector may be found.

You can also contact Diane Gabriel, secretary@pepsicolacollectorsclub.com or phone at (724) 658-6310 to request a supply of brochures to be sent to you.

## **CURRENT PCCC BOARD MEMBERS**

Kim Kinzie, President	Lee Manchester, Member at Large (East)
Larry Woestman, Vice-President	Jerry Porter, Member at Large (Central)
Pat Richardson, Treasurer	Craig Leaf - Board Support Coordinator
Diane Gabriel, Secretary	Scott Kinzie - Email Correspondence
Terry Brennan, Chapter Information & Alliance (CIA)	Amy Dillman, Board Support
Phillip Dillman, Newsletter Editor	Tom Gabriel, Board Support
Wayne Burgess, Webmaster	Kathy Leaf, Board Support
Tim O'Donoghue, Club Promotion	Dutch Richardson, Board Support

## **WELCOME NEW AND RETURNING MEMBERS**

Larry & Heidi Johnson (Covina, CA)	Philip Daniel (Kansas City, KS)
Alfred Flynn (St. Louis, MO)	Carlton & Anne Brand (Blue Ridge, GA)
William & Cheryl Steck (Beaver Falls, PA)	Daniel Holmes (Greenville, MA)
Amanda Dunn (Middletown, OH)	David Hanni (Medina, OH)
Michele Twilley (Hartley, DE)	Allen Jones (Moyock, NC)
Mike Noll (Nunn, CO)	Brent Johnson (San Francisco, CA)
Dan Quinn (Yorktown, IN)	Michael Hunt (Plainfield, IN)
Bill & Inez Prather (Longmont, CO)	Amy Vehling (Washington, IN)
Danette Tanner (Ava, IL)	Marty Macauley (Edmonton, Alberta, Canada)
Roger Moats & Meagon McHenry (Collinsville, OK)	Glenn & Sheila Sermersheim (Indianapolis, IN)

### **“Tim-Tom’s Tips”**

By Tim O’Donoghue

### ***New Membership Drive Contest ongoing until Pepsi Fest 2014!***

Grow Your Club now before it's too late! Some ideas:

Talk up the Club to everyone you meet. Carry around the PCCC Brochure and hand it to anyone who acts even a little interested.

Talking up your Pepsi Love may get you connected to a someone who has a Pepsi item for sale. (My old story: I bought my 1940s Pepsi Bottle Radio from a Cok# guy, his wife was using it as a hat rack!? I talked to him about Pepsi and he mentioned he had a few Pepsi items he would sell, (yea-haaaa!).

Put your PCCC Affiliation at the bottom of all your on line auction descriptions. I have a PCCC “Signature Block” I cut and paste at the bottom of my e-Bay listings.

Take the PCCC Brochure and put a stack at the front of your usual Antique and Stuff Stores (your there looking for Pepsi Stuff anyway, and if a person is in one of these stores they are definitely our target audience)

***If we don't bring in the Next Pepsi Generation there won't be one.***



## Our PCCC Family

Brenda Kay Wright, 56, of Rensselaer passed away March 5, 2013 at her brother's home in Rensselaer.

Brenda was born Feb. 8, 1957 in Rensselaer. She was the daughter of the late Marvin and Loretta (Sutherlin) Ritter. She grew up near Morocco and attended North Newton High School.

On Aug. 19, 1977, at the St. Luke Lutheran Church in Rensselaer, Brenda married Win Wright who survives.

For the past 15 years Brenda was the Associate Lawn and Garden Manager at the Walmart store in Rensselaer. She was previously the manager for two years at Family Express, was a dispatcher for both the city and county police and a cook for the Jasper County Sheriff Department, worked nine years for Jackson Hewitt during tax season and worked at the former A&P Store and Northway Products. She also had worked for the Tippecanoe Beverage Wholesale Company in Winamac, and was a stocker for Walmart, Strack & VanTil Grocery and CVS. Brenda was a member of the Jeff Gordon Collector's Club, the National Pepsi Club-CA and had been a Girl Scout leader. She was an avid NASCAR fan with racing at Bristol being her favorite track. She loved bowling and greatly enjoyed her bowling trip to Reno.

Brenda is survived by her loving family, husband Win Wright of Rensselaer; daughter, Tina (Chris) Wolf of Bloomington, Ind.; son, Kenny Wright of Ocala, Fla.; four grandchildren, Kerrick and Kaeden Wolf and Hailie and Josalyn Wright; and a brother, Brian (Brenda) Ritter of Rensselaer.



Steve Lowrimore 53, was born on April 2, 1959 in Tulsa, he died on October 12, 2012 in Muskogee. He attended schools in Muskogee, and at the age of 17 went to work for the Pepsi-Cola Company. Steve was a very dedicated employee of Pepsi Bottling Group at the time of his death, completing over 35 years of service. Steve proudly served as a volunteer fire fighter on the Brushy Mountain Volunteer for approximately 23 years and was serving as the Fire Chief at his death. He was also a volunteer fire fighter on the Texanna Volunteer Fire Department in Eufaula. Steve enjoyed bull riding, baseball, bowling and Men's Softball in his early years, but in his later years he enjoyed golfing at every opportunity that came along, and fishing with his lake friends and family. Steve enjoyed pulling his grandchildren on the tube on Lake Eufaula and telling them: "one more time". He also enjoyed watching the Dallas Cowboys.

Steve was preceded in death by his parents, grandparents, a brother Jeffery, and his nephew Michael Lowrimore. Steve is survived by his wife Ruby of 27 Years of the home; daughters Jenny Lois Ann Lowrimore and Jessica Rector. Sons Jason and wife Alyssa Oeser, Jeffrey Oeser, Jared Oeser and wife Rhea, and John Mark Lowrimore; grandchildren, Bradley, Michael, Reanna, Fynlei Oeser. Sister Deborah Anne Kirk (Who always referred to Steve as "Bubba"). Steve was a devoted husband, dad, grandpa, brother, and friend!!

Funeral Services for Steve Mark Lowrimore (The Pepsi Man) of Muskogee will be 10:00 a.m. Friday October 19, 2012 in Timothy Baptist Church with Steve Morgan and Van Paul Barkley officiating. Burial will follow in Bower Cemetery in Longtown, OK. Pallbearers will be Jenny Lowrimore, Jason Oeser, Jeffrey Oeser, Jared Oeser, Arron Fleehart and Tom Collier. Honorary Pallbearers are Lynn Freeman, Robert Campbell, Chris Rouse, Jesse Morgan, Chad Oeser and Jim Murray. Donations may be made to Brushy Mountain Volunteer Fire Department or to Texanna Volunteer Fire Department in Eufaula.

Funeral service arrangements are under the direction of Bradley Funeral Service. Friends may send condolences to the family at [www.bradleyfuneralservice.com](http://www.bradleyfuneralservice.com)





# The Dew View



New Mtn Dew Kickstart flavors - a mix of Orange Juice and other flavors designed for morning consumption.



A camouflaged case of Mtn Dew designed for hunters.



A ceramic jug used to advertise a promotion in Canada.



A scarce 1960s 7" 33 1/3 rpm record with radio commercials.



New glass bottles of Mountain Dew are hitting the stores!



An early 1970s vinyl beach bag.

## 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](mailto:secretary@pepsicolacollectorsclub.com).

**For Sale:** Various bottles in the following flavors - Teem, Mountain Dew, Patio and Diet Patio Cola, and KAS. Also have a Tropic Surf 10 oz. at \$50.00, 10 oz Devil Shake at \$100.00, and a 12 oz Evervess at \$150.00 (shipping not included). Also have bottle cartons for Teem and Mountain Dew. For a complete list, contact Hal Rhea at [halandfonda@hotmail.com](mailto:halandfonda@hotmail.com) or 303-997-9366.

**Wanted:** To buy - Returnable glass bottles in all sizes of Pepsi Free, Caffeine Free Pepsi Free, Diet Pepsi Free, Sugar Free Pepsi Free, Pepsi Light. Contact Ronnie Davis, 1181 E. Hyc0 Rd., South Boston, VA 24592 OR 434-579-2159

**Wanted:** Pepsi-related Records, 45, 33 1/3, and 78 rpm, 7", 10", 12", and 16", commercials, sounds effects, Transcription, Training, etc. Pepsi Mountain Dew, Teem, Patio, Evervess. Foreign or domestic. Looking to BUY or for information to see what other collectors have for compiling a data base. Contact Lenny Vigna at [leonardvigna@aol.com](mailto:leonardvigna@aol.com).

**Wanted:** Pepsi-Cola Hutch bottle, real or reproduction, contact Don Birchall at [fuzzies2@gmail.com](mailto:fuzzies2@gmail.com)

#### Future Club Events

**ECPC**

**Ozark Mountain**

**Pepsi Celebration**

**Pepsi Fest**

**Tullahoma, TN**

**Branson, MO**

**Las Vegas, NV**

**Indianapolis, IN**

**July 19 - 20, 2013**

**August 7 - 10, 2013**

**November 15-16, 2013**

**March 13-15, 2014**

*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 Diane Gabriel, 335 Mathews Way, New Castle, PA 16101 or e-mail it to her at [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com).*



If you have the 78 RPM records of "Get Hep" or "Swinging The Jingle," you have seen the name of the vocalist Anita Boyer. PCCC member Lenny Vigna located this publicity photo of Anita Boyer on Ebay so now we can put a face to the name and the voice of the songs that were inspired by the famous Pepsi-Cola jingle, "Pepsi-Cola Hits The Spot."

**PEPSI-COLA COLLECTORS CLUB**  
c/o Diane Gabriel  
335 Mathews Way  
New Castle, PA 16101

PRSR STD  
U.S. Postage  
**PAID**  
ep▶ direct  
Fond du Lac, WI

