

The M&M'S® Collectors Club 2017 Convention

Holidays In The Smokies

19th Annual Convention

Gatlinburg, TN



The M&M'S® Dispenser

Volume 19, Issue 1

June, 2017

This newsletter is the official publication of the M&M'S® Collectors Club for its members and is not affiliated in any part with Mars Chocolate North America. Trademark is used with permission. Reproduction of any portion of any issue is strictly prohibited without the consent of the club. All content is copyrighted. Any unauthorized use is protected by law. The M&M'S® Collectors Club is incorporated.



Holidays In The Smokies was this year's theme for the 19th Annual M&M'S® Collectors Club Convention held on May 3-6 in Gatlinburg, TN. This year's hosts were Rose Hudson and Jill Flynn.

We had an awesome attendance this year which included several new members, first time convention goers and their families. Everyone likes the annual convention because it gives them the opportunity to visit with friends they haven't seen in a while and catch up on their collections.

Wednesday was Registration Night where members could pick up their registration packet and convention shirt and mingle with other members they haven't seen for a while. Beginning on Thursday, each night celebrated a different holiday. Thursday night was Americana Night, Friday night was Halloween and Saturday night Christmas! Thursday night, Americana Night, featured a baking contest where members were asked to bring one of their favorite recipes using M&M'S® Brand Milk Chocolate Candies. On Friday, members were asked to dress in costume for Halloween! And Saturday Night was Christmas which featured a guest speaker Paul Hethmon. The man who brought the red M&M'S® Brand Milk Chocolate Candies back to life in the 1980's.

Continued on Page 3

Rose and Dennis Hudson did an excellent job in finding us a hotel. The staff at the Edgewater Hotel were fantastic people to work with. They went out of their way to accommodate everyone's needs especially towards the weekend when the hotel was completely filled. And just about all of our members were on the same floor also!

Gatlinburg is situated in the foothills of the Great Smoky Mountains National Park, the most visited national park in America! Being one of America's great mountain resort destination areas, the scenery in this small Appalachian town is breath taking especially if you're exploring the mountain roads!

Visitors can experience the great mountain heritage and the arts, crafts and shops that reflect that tradition. Many members also experienced the many venues such as the famous Dollywood Amusement Park at Pigeon Forge, TN. The Smokey Mountains and the Gatlinburg area are well known for visits of black bears coming down from the mountains, looking for something to eat! On several occasions, throughout the week, black bears were spotted roaming around our hotel near the pool and parking garage. A couple of bears were estimated at 350-400 pounds!



Black bears spotted at our hotel. Photo on left was taken by Lisa and Mark Ahlers overlooking the pool from their room. The parking garage photo was taken by the hotel security guard before he scared it away.

More Convention News Continued on the Next Pages!!! Don't Miss It!



President's Message

Hi Everyone!

It is hard to believe that it is already the middle of June. Where has the time gone?

The 2017 convention was a blast. This was our first visit to the Gatlinburg, TN area which was absolutely beautiful. Not even into the parking garage and Bill and I were greeted by a beautiful bear. So surprised to see one in the middle of town we forgot to take a picture! It was interesting to watch the police chase him into the parking garage and then out again. This seems to be a common occurrence in the area and a lucky surprise for us. The convention was a blast with fun games, prizes and our special guest Paul Hethmon. Many thanks go to Rose, Jill and everyone who helped make it a hit. It was nice to see the old faces and the new.

We are working very hard to build the club membership. If you need cards to hand out to collector's you meet they can be printed on the club web site. <http://www.mnmclub.com/> I am happy to mail some to you if you can not print them, just let me know. We have a new Facebook Group page that I hope everyone will join and share with fellow collectors. <https://www.facebook.com/groups/1920042011573701/> We are always open to suggestions to make our club #1 so please share your idea's and suggestions.

Vegas, Here we come. It is exciting that we are returning to where it all began 20 years ago. I look forward to seeing you all there. Have a great summer!!

- Jo Ann Bellamy; President

White Chocolate M&M'S® Brand to Become Permanent Candy Aisle Staples

Reprinted from Fox News, Published March 23, 2017

Are you a chocolate lover who prefers the sweet sans cocoa?

Rejoice, white chocolate lovers — Mars is answering your sugary-sweet prayer. The previously limited-edition M&M'S® Brand White Chocolate Candies will soon be available year-round.

This is the first time that the white chocolate candy will be available in the brand's standard bright colors instead of the seasonal pastel colors used during its typical Easter release each year.

"M&M'S® Brand White Chocolate Candies will hit shelves at select food, mass, convenience and drug stores nationwide starting in May 2017 in Singles packs that feature the brand's iconic colorful candy shells," a spokeswoman for Mars confirmed to Fox News via email. Some fans are pretty excited about the permanent new Mars offering!



Triple Chocolate M&M'S® Brand to Appear for Valentine's Day 2018

Reprinted from Cosmopolitan

Mars will debut Triple Chocolate M&M'S® Brand Milk Chocolate Candies for Valentine's Day 2018. These have a milk chocolate center surrounded by layers of both white chocolate and dark chocolate.



EARLY REGISTRATION



CONVENTION SHIRT



Wednesday night kicked off the 2017 Convention with Registration. Members arriving early were welcomed and could pick up their Registration Bag and Convention Shirt. The Registration Bag was a yellow tote from M&M'S WORLD® Store; filled with information and an array of gifts including a 75th Anniversary tin only available from military bases, treat bag, CD featuring the 75th Anniversary Event in Manhattan that Dennis Hudson and Ralph Corner attended, 75th Anniversary Coaster from the event, Fan Pull, Various Coupons including a special one that Rose and Dennis Hudson picked up from the M&M'S WORLD® Store in London while vacationing there last year, New Caramel flavored M&M'S® Brand Milk Chocolate Candies, and magnet. Some people received either a Cineplex popcorn bag that Ralph acquired in Canada, Menchie's ice cream bowl that Jill Flynn obtained, or a Can Coozie. Also some people received either a Special 75th Anniversary Edition Captain Marvel Comic Book or a 75th Anniversary Booklet from last years event. The convention shirt was cartoonish featuring the iconic Tennessee black bears and the M&M'S® Brand Red and Yellow Characters..



Many of our members brought items to trade and sell in their rooms so room hopping was fun especially when we were all on the same floor! Items varied from hard to find vintage items to newly released things. Some members brought pictures of their collections to share. Everyone does a super job displaying their items.



AMERICANA NIGHT

Thursday night was Americana Night celebrating 4th of July fun. The tables were decorated by Jill Flynn with red, white and blue themed decorations for the centerpieces and everyone received a newly released red, white and blue light up fan made by Candyrific. President Jo Ann Bellamy welcomed everyone and made some announcements. She then turned the microphone over to Jill so she could describe the events for the evening. A Baking / Cookie Contest was held and many members brought items to be judged. The idea was members were to bring their favorite homemade cookie or snack using M&M'S® Brand Milk Chocolate Candies to win bragging rights for the Sweetest Baker! A panel of judges, Sarah Stinespring, Marla Rivera and Larry Foss did a great job of judging. They could not be bribed and most likely had to take a swig of Maalox before going to bed! There were three categories and the winners were: **Snack Mix:** Peggy Flindt; **Cookies/Cakes:** Mavis Stanley; **Candy:** Ralph Corner. Each winner won a special gift. Members entering the contest all received M&M'S® Brand silicone baking cups. After the judging, everyone could enjoy the entries! There was so much food that it was available for the next two days as well! Jill Flynn had several trivia and other games such as Bingo, LCR, and Pictionary for people to try their luck at and the winners received tokens to buy M&M'S® Brand items from the gift tables. Thank you Bill Merritt for calling out those winning BINGO Numbers!





INTENSE JUDGING!





FRIDAY EXCITEMENT

Friday was a busy day starting off with the Club's Annual Business Meeting followed by the Silent Auction. During the Business Meeting Jo Ann introduced the Executive Board and then asked for everyone else to introduce themselves and mention when they joined the club. Most of the Business Meeting was devoted to planning the 20th Anniversary Convention in Las Vegas next year. Carolyn discussed some preliminary rates she already had found and opened the floor to questions, opinions and ideas regarding the

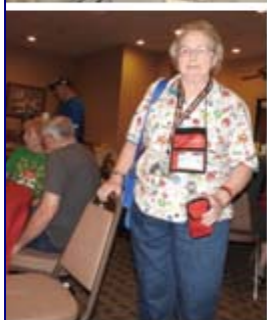
convention so she would have a better understanding what interested the majority. After the Silent Auction, members who were wearing costumes to the Halloween Party began preparing their costumes for the event. It was decided that the costumes would be judged prior to having pizza and soda since some costumes were involved with masks and difficult to wear. After the Pizza Party members were given a paper pumpkin to decorate by licking M&M'S® Brand Milk Chocolate Candies shell and painting the pumpkin. Shirley MacLaughlin won the best painting!! Winners of costumes and other contests won their choice of a Halloween Centerpiece. Games were played again afterwards for more tokens.



New Caramel Flavor M&M'S® Brand Milk Chocolate Candies Magazine Ad and Candy Wrappers. Get Nutty contest and Strawberry flavored M&M'S® Brand Peanut Candies.



SILENT AUCTION





SPOOKY PUMPKIN CENTERPIECES

Each of the tables were decorated with adorable pumpkins and diorama scenes inside them surrounded by Halloween bags and treats for each member. The creative diorama pumpkins were designed and constructed by Jill and Steve Flynn.



CRAZY COSTUMES

Members in Crazy Costumes were seen roaming the hotel hallways on their way to the party! As with Thursday's Bake Off, there was great participation! Everyone who participated in the event did a great job making their costumes and were all winners! The costume judges were the same members who judged the bake off, Marla Rivera, Sarah Stinespring and Larry Foss. They most likely had a tougher time with this contest. Many thanks to them for their help and everyone for participating! The winners names are posted on the next page with more costume photos.



From Santa Claus to Red Nose, Super "M" to the M&M'S® Queen and Lollipop Girl all the costumes were awesome! The categories and winners were **Most Creative:** Peggy Flindt Super "M"; Honorable Mention, Marilynn Griggs TV Commercial Theme; **Best Female:** Melissa Eller Yellow M&M'S® Queen; Honorable Mention, Shirley MacLaughlin, Farm Girl; **Best Male:** Ralph Corner Popeye w/Mint Spinach M&M'S® Flavored Candies; Honorable Mention Greg Brown, M&M'S® Brand Yellow Character Red Nose; **Best Couple:** Michelle Nelson and Joan Perrin, PJ Twins!



**W
I
N
N
E
R**



**J
U
D
G
E
S**

Photo Left:
Judges Larry Foss and Sarah Stine-spring look over each costume as they walk by. Also judging was Marla Rivera, not pictured. No bribing allowed!! Thank you Judges for your help on both nights!



AUCTION



Saturday began with the famous Club Auction. Greg Brown was the club's Auctioneer and did a fantastic job keeping the event rolling. Dennis Taylor, Steve Flynn and Ralph Corner helped with displaying the auction items. Carolyn McAlarney and Dennis Hudson did a phenomenal job with bookkeeping. There were a lot of nice items in the auction including some older items, new Christmas and Easter items from Europe, items from Mexico, hard-to-find items from the 75th Anniversary Event in Manhattan.

The last item to be auctioned off was the Mystery Box. Congratulations to Bob and Mugs Gowdy who won the auction!



CLUB-WIDE RAFFLE WINNER

This year's Club-Wide Raffle Winner was Jill Flynn. Congratulations Jill and Thank You everyone for participating!



Farewell Banquet



As they say all good things have to unfortunately come to an end however it was a fun ending this year!! Saturday evening was the Farewell Banquet, however it was no ordinary party. **HO HO HO!** It was time to celebrate Christmas at the Banquet and what would Christmas be without a surprise! As your reading this you're probably thinking red color, surprise, mystery guest! You'll have to wait just a little longer to find out!!!

First though we began the banquet with Jo Ann welcoming everyone and choosing guest tables for the buffet line. A delicious barbeque style buffet dinner was prepared which included chicken and ribs, salads, dessert. Each table was decorated with a large Christmas Gift made by Jill, Steve, Rose and Dennis. As everyone found out later, it contained gifts for each person sitting at the table.

Continued on Next Page

Farewell Banquet Continued After everyone finished dinner, Jo Ann thanked Jill and Rose for their hard work and said a few words about the club. Ralph acting on behalf of the club presented Jill and Rose each a gift consisting of a M&M'S® Brand Mitz handbag and a deck of playing cards. Ralph mentioned that putting on a convention is a lot of work, there is no pay and the chair people go beyond volunteering. Rose and Jill split up their main tasks. Jill took care of each day's activities and decorations. Rose handled the logistics such as checking out hotels, food menu, gifts, and other behind the scenes details. He said since the club's existence it has always been a tradition to present the chairperson(s) a gift as a token of appreciation. He also mentioned last year a couple things fell through the cracks and one of them was not acknowledging Carolyn and Jo Ann with a gift for their hard work at the 2016 convention in Florida. Ralph presented Carolyn and Jo Ann the same type of handbag. Rose then acknowledged Ralph for helping them out with many of their convention details. Rose presented Ralph with an awesome M&M'S® Brand watch and a picture. Jill presented Ralph with a coffee mug for his recent birthday. Age unknown - still mid 20's!!! Jill congratulated Dan and Betty Graber on their 25th Wedding Anniversary and congratulated Marilyn Griggs for attending all of the 19 conventions since the club's inception. Jill presented Marilyn with a special 75th Anniversary shirt given out at the special event in Manhattan last year.



Congratulations Dan and Betty Graber on your 25th Wedding Anniversary!!



Jill and Ralph then lead into the banquet's surprise mystery guest. Many thought that Santa Claus was going to reappear but something even bigger was planned than Santa, although our surprise did have something to do with the color red!! Jill introduced Paul Hethmon and his wife Marci. Paul was invited to speak on how he brought back to life the color red to the M&M'S® Brand Milk Chocolate Candies!! Ralph said last year while searching for articles to put in the club newsletter, he stumbled on to Paul Hethmon's story about how back in the 1980's, a bored college student at the University of Tennessee created a playful joke that eventually grew into a worldwide rally of bringing back the red colored candy.

Ralph mentioned to Jill and Rose about Paul stating that from the articles he read, Paul may still near Knoxville somewhere and it would be cool if we could get him to come to the convention. Jill started searching for Paul to see if he would come to our convention and talk about his fame with the M&M'S® Brand. She lucked out one night and he agreed. Based on a website Ralph found, he made up a booklet about Paul and with Paul's agreement, everyone received an autographed copy after his speech at the banquet.



Congratulations Marilyn for attending all 19 conventions including this year!!

Paul brought a DVD and we were able to watch one of the movie clips. It was really fun listening to him tell what all he went through, the people they met, how Mars, Inc. became interested, and the fun he had doing this with his college friends. Paul also brought copies of newspaper clippings, and some fan mail he received from people all over the world who mailed in 99 cents and wanted to belong to his 'Society for the Restoration and Preservation of Red M&M's' He said they had members in Europe, in Australia, and in Hong Kong. and had to raise the dues because it would cost him more than \$.99 just to mail them back their membership cards."



Paul said "One of the people who joined the 'Society for the Restoration and Preservation of Red M&M's' was Hans W. Fiuczynski, the External Relations Director for Mars, Inc., in Hackettstown, New Jersey." "Simply put, Fiuczynski handled the media and public relations for M&M'S® Brand. He also had a sense of humor." Paul said "I never actually wrote the Mars company. He found my address and wrote the letter to me. I got a check from M&M'S® Mars, Inc. for \$.99 for their public relations guy to join the 'Society.'" Paul said on January 9, 1987, he received a letter from Hackettstown, New Jersey reading 'Dear Paul: Good things do happen to those who wait!' They reintroduced red M&M'S® Brand Milk Chocolate Candies! They also included a copy of the five-page press release they issued to all of the newspapers and media. The club will feature Paul's story in the next newsletter and on our website. Paul and Marci are wonderful people and it was great having them be our guests at the convention. It was a great treat for everyone! Thank you!

After a few more general announcements and a couple games Jill had up her sleeve, it was time to open the big Christmas Present sitting on everyone's table. Inside the gift box for everyone, was a tote bag with the same convention logo as used on the shirts and a special 75th Anniversary Military Tin only available at the military bases!! In fact some of the tins came from Frankfurt Germany!

The winner for the club's 2017 annual Club-Wide Raffle was drawn and this year's lucky winner was Jill Flynn! Many thanks to all of our club members who participated and congratulations Jill!!

Jill and Rose would like to thank everyone for attending this year's convention. It was a fun time for everyone to come together and some members went home with some exciting things they were looking for to add to their collection! We hope our new attendees had fun also!



2017 Banquet Gifts were a special 75th Anniversary Military tin and a convention tote bag.



Greg and Vickie Brown show their display they were given earlier in the day.

BANQUET





Starting at the top, L-R: Various sized bags of Red, White & Blue Candies and ads honoring USO. Target has exclusive R.W.B Peanut Butter flavor M&M'S® Brand Milk Chocolate Candies. OH CANADA! Limited Edition Canadian bag of candies honoring Canada's 150th Anniversary. A new Candy Display Jill Flynn acquired. The display holds the red and yellow bottles. Red, White and Blue gumball machines from Candyrific. NASCAR ad and dangler. Various ads and different sized candy wrappers for Guardians of the Galaxy Vol. 2 Movie. Many Thanks to Sharon Cross, Vickie & Greg Brown, Rose Hudson, Jill Flynn, Jo Ann Bellamy, and Carolyn McAlarney for contributing to the newsletter!