



Once again this year it was a pleasure to gather with everyone and meet new faces at the 12<sup>th</sup> Annual M&M'S® Collectors Club Convention in Rockaway, NJ. The Crispy Critters Chapter Committee and helpers did a fantastic job of having everything ready to go for when the attendees began arriving. It was evident that Chris Sheats and Kathy Chabot had spent months in advance preparing for the event and along with all the help from the committee members there was not much left to do except start carrying on with the activities and events as they had them planned.

Many of the attendees started arriving to the Hilton Garden Inn on Wednesday so they could prepare their rooms for room hopping which meant collectors were drooling to see what each other had to sell or trade. In some rooms you would have thought it was the grand opening of Macy's and Bloomingdales!!! As they say "the early bird gets the worm"!!! One hot item this year was the set of 2010 Olympic pins from Canada. Of course there are the candy wrappers and advertising which is always a big hit. Then there are the more hard to find items with limited quantities that everyone wants. The registration team consisting of Wendy and Laz Herczku and Dot and Milt Maslin had the registration packets ready and were available anytime so attendees arriving did not have to wait for picking up their registration packet and gifts.

John Korbler was the official club photographer and with Robin Korbler as his assistant, did an excellent job of compiling photos of the convention. If you would like to see more of the photos please go to [www.2010mm.shutterfly.com](http://www.2010mm.shutterfly.com)

The first round of activities began on Thursday night with a Welcome Party where members could socialize and enjoy assorted munchies. It's always great to reunite with our collector friends especially those from outside the U.S. living in Canada and Germany!!! During the Welcome Party a couple of events were the Balloon Game and Dress as Your Favorite Topper Contest. The Balloon Game was a gas!! The object of the game was to have several groups of members blow up balloons and attach them to one another to form a pyramid. Shirley Olah served as the judge for this event which meant that there was no arguing about a bad call. The group with the tallest pyramid in a given amount of time won the game. Even though we all love Rose Hudson, NEVER send her to purchase scotch tape because she will bring back the worst sticking tape ever!!





## 2010 Convention Highlights - Continued From Page 1

Static electricity would have held the balloons better than her tape!!! After her team began experiencing problems like the others, they began using a better tape, but were disqualified at the end.

The Topper Contest was a lot of fun and some members did a great job of creating a costume. Shirley Olah dressed as a Cat woman took First Prize, followed by Margaret and Bob Gowdy for Second Place as a set of Cupids and Third Place going to Adrienne Bigalow-Kern for her rendition as a Santa topper. Other participants included Rose Hudson as a Bumble Bee, Kathy Chabot as an Angel, Gene Maclaughlin as a NASCAR Race Fan and Shirley Maclaughlin as an Easter topper.

Friday began with some people going sightseeing and the majority waiting on the much anticipated, always a thrill Club Auction starring our very own Mike Murphy as Auctioneer. Prior to the auction the annual club business meeting was held and then the fun and thrills began with everyone trying to get that one special thing in the auction. The auction is always a fun event and this year was no exception. Mars Snackfood U.S. donated several nice items for the auction which kept several people at the edge of their seats. Sara Landis seemed to have a problem winning anything that day mostly because her friends sitting at her table ganged up and were outbidding her. She really knows how to pick her friends!!!

After the auction ended everyone broke for socializing and dinner which was interrupted due to a fire alarm and evacuation at the hotel. The alarm also summoned the local fire and rescue departments. Some people who were eating in the restaurant elected to take their food with them outside. Fortunately our own acting Fire Chief Libby Dixon had everything under control and there was no fire so everyone was allowed back inside about a half hour later only after a few photo opps with the local fire department (see page 3).

Due to the alarm Friday evening's activities were delayed in starting but that didn't dampen any of the fun. The scheduled event of Boardwalk Games was a huge success!! Games such as Plinko, Shoot, Flush, Ring, Wheel, Line-M-Up and Ping Cup were just a few of the many games played for prizes. The colorful games, constructed by Chris Sheats involved skill, a steady hand and a good eye. Except for the ocean roar one would think they were at Atlantic City!!

Everyone woke up at the crack of dawn to board the bus for the M&M'S WORLD® Store in New York City. Bus coordinators Wendy and Laz Herczku were standing at full attention by each bus making sure everyone was onboard and knew what to do when arriving in New York. Upon arriving to New York, the club was greeted by thousands of people preparing for the annual Revlon Run/Walk for Women. As the members entered the store, the employees welcomed everyone treating them with a nice breakfast and a couple of in-store special promotions. It was fun having the store all to yourself and knowing that all the customers are your friends. Special posters were in various locations throughout the store welcoming the collectors club. These are shown next to the group pictures on the cover. A couple of those posters were given out to members who spent over a \$1000 which was challenged by several. The remaining posters were sold in an auction later that evening at the banquet.

Upon returning to the hotel, a couple of workshops were held in the afternoon beginning with Barry and Patricia McGhee's presentation about M&M'S® Brand Character Tube Toppers. A Show and Tell session took place following Barry's talk. Both events were very interesting and enjoyed by those attending. More details regarding the events are located on Page 10.

The convention unfortunately was winding down to the Farewell Banquet Saturday evening. Following the group picture, members were welcomed to their banquet table with a very nice table centerpiece designed and built by John and Shirley Olah. The centerpieces featured a street lamp that actually lit up which displayed the name of a street or popular attraction in NYC and underneath the street lamp stood a M&M'S® Brand Character cut out of wood and painted to characterize that special place. See Page 9 for a special tribute to the Olah's with pictures of all the centerpieces!! Each member received several gifts including t-shirts, metal sign similar to the convention t-shirt design, and a pin. The dinner buffet was very good with plenty of leftovers and desserts. The highlight of the convention was a presentation from Stephen Linder from Mars Snackfood U.S. Stephen spoke about several of the new campaigns they are working on including the current Vote Campaign and new M&M'S® Brand Pretzel Flavored Milk Chocolate Candies. As an added treat Stephen brought along some advertising and t-shirts for lucky winners. Door prizes and gifts were passed out to members and a special game was held for giving out the centerpieces. The event ended with thanks to all, best wishes for safe travels home and "Hope to see everyone in Texas next year".

Many thanks to the Crispy Critters Chapter and especially to Chris Sheats and Kathy Chabot for all of their hard work in putting together another exciting and fun-filled M&M'S® Collectors Club Convention. If you have never been to a club convention, please try to go. Each year the club tries to hold the convention at a different location throughout the country so more people have the opportunity to attend. They are a lot of fun and it's a great way to meet new friends who also collect the same thing that you enjoy!!

### WHERE'S THE FIRE?

**"M&M'S® Brand Milk Chocolate Candies Melt in your Mouth" – Not in your hotel room!!!!**

Close to dinner time on Friday afternoon the fire alarm system at the hotel was activated which ultimately caused an evacuation of the hotel leaving some members no choice but to take their dinner from the restaurant outside with them!!! The local volunteer fire department, rescue and police arrived on the scene moments later and every-thing was under control in about a half an hour later.

Our own acting Fire Chief Libby Dixon, shown below getting a boost from Marilyn Griggs, both from the M&M'S® Collectors Club said that we were very fortunate no



candy melted and the department had a tremendous turnout of volunteer fire personnel (below) standing by near the fire truck to be sure no candy would melt!!!!



## M&M'S® Brand Collectors Form Tight Bond

Warren Reporter Published: Wednesday, June 02, 2010

Story Written By Alainna Liloia

Something with ties to Hackettstown has garnered a passionate international following. The M&M'S® Collectors Club recently held its 12th annual convention at the Hilton Garden Inn in Rockaway, NJ.

The event consisted of numerous activities, a banquet, and a trip to M&M'S WORLD® in New York City, where members enjoyed exclusive shopping hours.

"We had two full buses who were delighted to be in M&M'S WORLD® before it was open to the public, and we were greeted by four of the M&M'S® Brand characters for photo ops," said club member Rose Hudson.

Approximately 100 members attended this year's convention. Activities included a welcome party, auction of M&M'S® Brand memorabilia items, game night, swap-a-thon, and a contest in which members dressed as their favorite candy character. In addition, a Mars, Incorporated representative attended the banquet as a guest speaker. One of Mars Snackfood U.S. plants is located in Hackettstown, NJ.

"The speaker usually shares information about upcoming promotions, plans and items to become available," said M&M'S® Collectors Club President Mike Murphy. Mike Murphy is among the founding members of the club, who formed the M&M'S® Collectors Club in 1998 and met for the first convention in 1999. The club currently has two United States chapters and one European chapter. The United States chapters are the Crispy Critters Chapter of Pennsylvania and the Nuts Undercover Chapter of Iowa.

"I decided to begin collecting M&M'S® Brand candy-related items, because of the initials in my name," said Murphy. "I decided to join the club, because I wanted to meet with other collectors and see what items they had."

In addition to the yearly convention, the club holds picnics and parties. Furthermore, members of the club embarked on a club cruise this January.

"The purpose of the club is to bring people together who share the same common interests and passion for their favorite candy and memorabilia," said M&M'S® Collectors Club Trustee Chris Sheats. The organization is non-profit, and its goal is to connect collectors with each other and disseminate information about M&M'S® Brand memorabilia. "The club offers the members information on collection items, where items may be found, and an opportunity to attend events and buy hard-to-find items," said Murphy. "It provides a network of friends who are all working on their collections." Murphy feels that the members are a key component of the club's unique nature. "I think the members are what make the club special. I have personally developed such great friendships through collecting," Murphy said.

Hudson chose to join the club only after meeting other members. "I attended a picnic here in the Poconos with club members who also enjoy collecting M&M'S® Brand memorabilia," said Hudson. "The people were so knowledgeable and nice that I decided to join."

Upcoming events include the next annual convention to be held in Texas, and two picnics to be held in Florida and Pennsylvania. In addition, there may be a second club cruise as well as the formation of an international chapter based in Germany.

As the club continues to grow, current members continue to enjoy meeting with other collectors and organizing events. Hudson said, "The club promotes good will, friendships, and a shared understanding of M&M'S® Brand memorabilia."



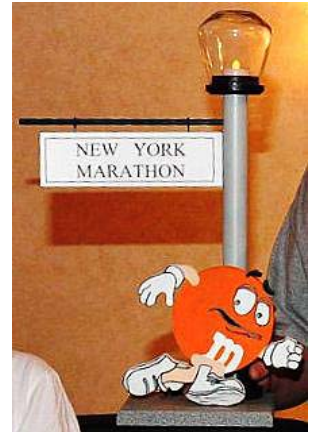
Pictured at the M&M'S® Collectors Club convention is Pete Christiano, a retiree of M&M'S® Brand, at the Hackettstown plant.

# John and Shirley Olah's Craftsmanship

One thing about our collectors club, we have many members who come from all walks of life and are very talented. Shirley and John Olah are a couple of those very talented special people we have. When it comes to crafts, this couple goes all out. They have helped out before at club functions with their talents for making table decorations as well as other items when called upon. This year was no exception. John and Shirley donated their time, skills and materials to make all of the wonderful table decorations for the convention banquet and no one needed a GPS for traveling to New York City while attending this year's banquet. Each table decoration consisted of a street lamp that actually lit up which displayed the name of a street or popular attraction in NYC and underneath the street lamp stood a M&M'S® Brand Character cut out of wood and painted to characterize that special place.

John said that they had a lot of fun making these and he even nipped his finger while cutting out one of the figures. He said he wanted each figure to swivel so after some experimentation he used a CD sandwiched between two pieces of wood used for the base. While John cut the pieces out, Shirley did the painting on each one carefully staying between the lines!!!

At the end of the banquet the members at each table were given the opportunity to win the table decoration through a little spin-the-wheel type game that Chris Sheats and the Olah's came up with. The game was tied into Chris's convention theme of Boardwalk Games. Congratulations to all the winners as you won a very nice memorable item to add to your collection. Shown below are 13 of the decorations. John and Shirley presented a special street lamp to Chris Sheats and Kathy Chabot depicting the M&M'S® Brand Orange Character (Crispy) at the New York Marathon, for all their hard work towards making this year's convention a great success and a lot of fun!!!

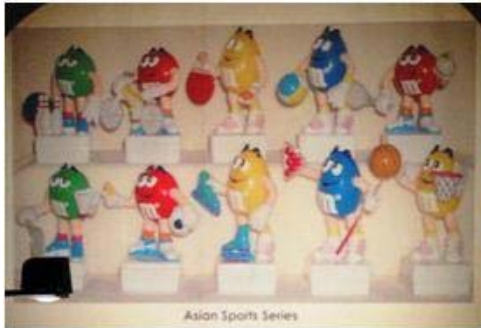


# Convention Offers Several Learning Workshops for Members

Several workshops put on by club members were held on Saturday afternoon and were well received by those attending. Some members were stunned saying that they never knew that there were variations of items or that they even existed.

## Barry McGhee Dazzles Everyone with His Knowledge on M&M'S® Brand Character Tube Toppers

Barry McGhee has been collecting M&M'S® Brand Character Tube Toppers for a long time. Throughout this art of collecting he has discovered many rarities, mistakes, or one-of-a-kinds. What ever you call it these variations have intrigued Barry and his knowledge about them makes it even more interesting. Someone may say to Barry have you seen that topper on ebay and Barry will answer oh yes but did you know it comes in five different color variations!!! Or did you know that the facial expressions and eyebrows are different in all five?



Barry pointed out that there are several locations throughout the world where the toppers are made. Some of them are dated and say what country they were made in. If the toppers were released again in the following year, the topper may come from a different country or perhaps a different mold which may explain the variations. But non-the-less Barry feels that this is what makes the excitement of collecting fun!!! During Barry's presentation, with help from his wife Patricia, he showed over 40 slides of various topper sets and variations. One of his most recent discoveries is also what many other

collectors are discovering and that is if you keep the candy in the tubes over long periods of time, there is some sort of larva that turns into a tiny worm and ultimately into a moth or some sort of bug. Shown above is a paper tube that Barry displayed with tiny perfectly round holes where the worms ate their way out. So if you haven't already emptied the tubes, it's advised to empty the candy from your tubes and wrappers.

## Members Show and Tell About Their Interesting Finds

Members gathered Saturday afternoon for a Show and Tell event. Dottie Christiano, chairperson for the event, introduced several members who had some great items to show and describe to others. The items mostly were either something new to them or a hard to find item that was unknown until they discovered it. Dennis Hudson who also collects hard plastic toys from the early years displayed an M&M'S® Brand toy candy gun in its original packaging. Greg Brown displayed his many books of candy wrappers showing some of the harder to find wrappers he obtained through the years. Rose Hudson presented two Kellogg's cereal boxes advertising M&M'S® Brand items inside. Many members remained afterwards to look at the various items and compare stories. These events are always fun because you never know what strange thing exists out there or you may have it and someone else knows something more about it. It's almost like watching the Antiques Road Show on TV!!







Welcome to the  
**2010**  
 M&M's Collectors Club Event!  
 Thanks for being such amazing fans!

*~ Farewell Banquet ~*

EIF ENTERTAINMENT INDUSTRY FOUNDATION  
**REVLON RUN/WALK FOR WOMEN**  
 NEW YORK CITY  
 2010  
 WINNING THE FIGHT AGAINST WOMEN'S CANCERS

**Closed**  
 See You Next Year in Texas!!!