

# COLLECTOR'S COURIER

Volume Seven

Number Three 1993

## Side by Side, Member and Artist Create "Look for the Wonder"

about the Ukrainian Christmas Eve dinner," Joanne said.

Once the artist got to know the Charter member, their work on the ornament began in earnest. As Joanne recounted her family's Christmas observances, Lee took notes. To

*continued on inside page*

"I feel like Willy Wonka in the chocolate factory," Club member Joanne Pawelek said as she took in the hustle and bustle of the Keepsake Ornament building.

It was mid-May of 1992, nearly a year since she'd won the Club convention costume contest, and she was still excited. As her prize, she was flown back to Kansas City, where Hallmark artist Donna Lee was transforming her fondest holiday memories into a Keepsake Ornament.

"I was really excited from the beginning when I heard that Donna would design my ornament. I really love her angels," said Joanne, who is from the Canadian province of Alberta.

Out of their collaboration came "Look for the Wonder," which depicts the memories Joanne shared over the two

days she spent with the artist and the Keepsake Ornament staff.

Joanne told the artist how her family's holiday celebrations were influenced by Ukrainian traditions passed down by her grandmother, who grew up in that region of the former Soviet Union. "Donna's eyes lit up when I started telling her



*Joanne Pawelek worked closely with Donna Lee and the Keepsake Ornament staff as "Look for the Wonder" took shape.*

*Inside this Issue: Special Issue Designs  
Recalling the First Miniature Ornaments  
Win Great Prizes in Our Collector's Quiz*



*continued from front page*

make the ornament as personal as possible, Lee asked Joanne about her favorite colors and other details.

After meeting with Joanne in the late morning, the artist quickly sketched out how she visualized the ornament. "You did that already?" Joanne exclaimed as Lee slid the drawing into her hands just after lunch. In a matter of hours, the member's stories had taken shape as an ornament.

Many of the key elements from the stories — the first star in the night sky, Advent calendar, table and candle—were there. "She took bits and pieces of what I love about Christmas and made a collage," Joanne commented, clearly amazed that Lee

pulled it all together into one design and did it so quickly.

Joanne, one of about 825 Canadian Club members, has been collecting since she purchased her first ornament, the

1977 "Jack-in-the-Box," which inspired her costume. Her other interests include traveling. She works for a provincial government agency that deals with substance abuse.

Before returning home, Joanne had one parting thought. "If I had one wish, it's that every collector could experience the last two days I've spent

here," she said. Indeed, the grand prize winners from both of the 1993 convention costume contests will follow in her footsteps.

**"If I had one wish,  
it's that every  
collector could  
experience the  
last two days I've  
spent here."**

**—Joanne Pawelek**



## **Yule Tidings**

The summer holidays have nearly come and gone now and even the two Collector's Club conventions are all but a memory. And rather than sit and wonder where the time goes, at Club headquarters we are always looking forward, always striving to improve our membership program for you.

Your ideas and opinions are always of great value to us in the process of making things better. Because your opinion matters greatly to us, we have enclosed a questionnaire with this *Courier*. We hope that you will take a few minutes to answer our questions and provide us with your suggestions on our *Keepsake Ornament Treasury* binder.

For some time now members have indicated that this collection organizer could be improved. We want to produce a *Treasury* binder that best suits your needs, so we're asking for ideas from the primary users, you!

So, a single-page questionnaire is being sent in this mailing. We ask all of our questions in it and hope you will give us your answers as well as any additional ideas or suggestions for the *Treasury* binder. As always, your satisfaction with the Collector's Club is our highest priority.

*Rachel Perkal*

Rachel Perkal  
Collector's Club Manager

In the Ukraine, a family places a lighted candle in the window to welcome strangers to their Christmas Eve meal, explains Joanne Pawelek. "The youngest child watches for the first star of the evening, a sign that the meal can begin," she says. These customs served as part of the inspiration for "Look for the Wonder." Pawelek recalled her family using an Advent wreath to mark the 24 days before Christmas Eve. That memory led Donna Lee to include the angel and Advent calendar in the design. Joanne said many Ukrainian traditions were passed down by her grandmother, who lived in the Ukraine as a child.



## One Man's Treasure: The First Keepsake Miniature Ornaments

Many of our Club members collect Keepsake Miniature Ornaments and can recount unusual stories about events that sparked their interest in these tiny treasures. But Charter Member and Hallmark executive Buddy Jones may have the most unusual story of all.

Now a Hallmark vice president, Jones (shown below) was Keepsake Ornament general manager when miniature ornaments were first discussed at Hallmark. In fact, it was Jones who said "no" to the idea — and he wasn't alone.

"We had the opportunity to do some consumer research," Jones recalls, "and the answer wasn't even 'maybe.' When we showed consumers a variety of small scale objects representing ornaments, the response was 100 percent 'No, we're not interested.'"

But the Keepsake Ornament artists still believed in the idea. They felt that the consumers said "no" because they had not seen actual ornaments depicting holiday traditions and memories. So when Jones was called away from the department by a promotion, the staff

gave their popular leader a unique going-away present.

Led by an enthusiastic Donna Lee, a group of artists including Linda Sickman, Joyce Lyle, Ed Seale, Duane Unruh, Anita Marra Rogers, Ken Crow, Bob Siedler, LaDene Votruba, Joyce Pattee,

**"There's probably not a possession that I treasure more than that tree and the memories it brings," says Buddy Jones.**

Sharon Pike, Diana McGehee and others filled a miniature tree (below at left) with their interpretations of what miniature ornaments should be.

"It was phenomenal!" Jones exclaims. "Not only were the designs consistent

with the creativity we had always seen in Keepsake Ornaments, but half of the ornaments were made just for me.

"The figure on top of the tree is a business person with a mustache ... carrying a briefcase and wearing a Hawaiian lei as a reminder of my favorite vacation spot," he notes. "And there's a tiny cola can labeled TAB, my beverage of choice at the time."

Jones glances fondly at the tree on the table in his office. "There's probably not a possession that I treasure more than that tree and the memories it brings," he says softly. "I would never part with that tree — why would I ever consider giving away a memory!"

He did part with the tree briefly — the Keepsake Ornament staff borrowed it for a presentation that led to the launch of the miniature ornament line.

"When the line came out in 1988, I was really proud," says Jones. "It was nice to admit that I made a mistake and see someone else succeed. Look at the good that came of that 'No.'"

"I have seen the same thing repeated over and over again — when people really have a passion for doing something at work, at home, or in the community. The first answer isn't always 'yes' — but because of facing the challenge of a 'no,' ideas get better."



*20 Years of Christmas Memories*

## Merry Miniatures Grow in Popularity As Their 20th Anniversary Nears

Sandi Hight, a Merry Miniatures collector from Skowhegan, Maine, needs just five pieces before she can call her collection complete. Hight began collecting in 1975 and counts herself fortunate to have the rare 1974 Reindeer (XPF493): "I just happened to be lucky to find that the following year," she says.

Though she can't remember exactly what she paid for the 1974 Reindeer, she thinks she gave about \$6.95 for the set, which included an angel, snowman and Santa Claus. Today, the reindeer is valued at more than \$400 on the collector's market.

More and more collectors are discovering Merry

Miniatures, causing the collectibles to grow in popularity and value. Although Suzanne Gembach of Richlands, Virginia, has only been collecting Merry Miniatures for the past four years, she is noticing they're getting harder and harder to find. "That means to me the collectible is very, very hot," she says.

Traveling to collectibles shows, Suzanne continually heard the comment from other Merry Miniatures collectors: "What are we going to do without a color book to keep track of the designs we have?"

With an entrepreneurial spirit and a collector's enthusiasm, she decided to develop *The Merry Miniature Collector's Guide*. Suzanne included several user-friendly features in the first edition, including a pocket for business cards exchanged at collectibles shows.

The growing interest in Merry Miniatures has prompted others to publish their own guides. Ellen Gordon of

Laguna Hills, California, has just issued a second edition of her inventory record in a ring binder, while other enthusiasts have produced pocket-sized guides and even a computerized listing.

The Collector's Club also has responded to popular demand by updating the Hallmark Merry Miniatures historical brochure. Still in development, the guide will highlight Merry Miniatures from 1974 to 1994, when the line will celebrate its 20th anniversary. That's all we can tell you now. Look for details in a future issue of the *Courier*.

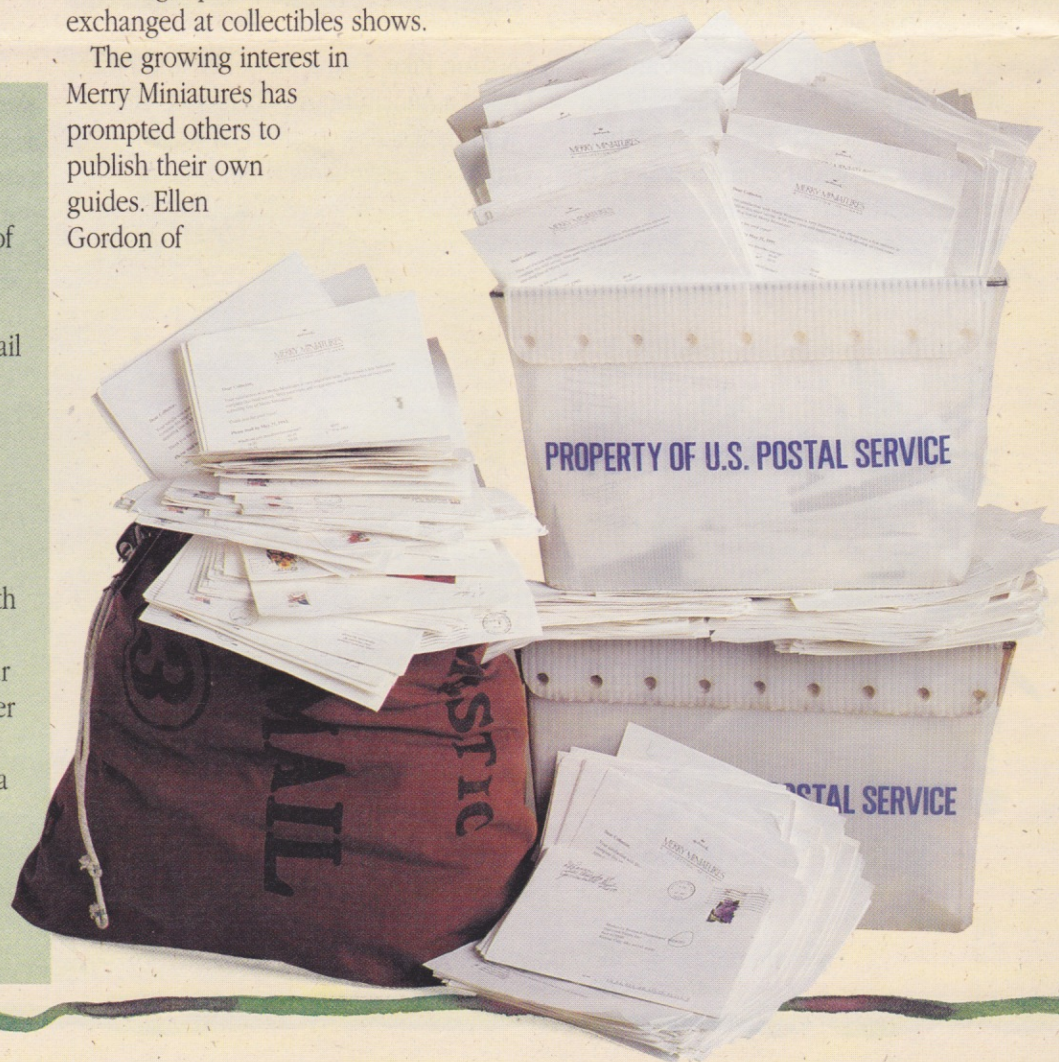
Meanwhile, a recent survey of Hallmark retailers also revealed that many consumers are purchasing several Merry Miniatures during each visit to their Hallmark store. "It's just like eating chocolates," observes Kyra Hicks, who helps plan the Merry Miniatures line. "You can't stop with just one."



Kyra Hicks adds this special message: "Thanks to the hundreds of collectors who took the time to respond to our questionnaire. The response to the Merry Miniatures mail survey in the May Collector Club mailing has been fabulous!"

Enthusiastic Merry Miniatures collectors returned thousands of surveys. Some collectors wanted to share their collections with us and enclosed delightful photographs with their surveys. One collector was so enthusiastic about responding to our survey, she accidentally enclosed her mortgage payment.

To ensure she continues to have a home in which to display her collection, we've returned her payment, along with our thanks and good wishes.



## KEEPSAKE

# SKETCHBOOK

## Greg Raymond Makes Listening His Business

If you've ever wondered what happens to all the comments and suggestions made to the Collector's Club, Greg Raymond can tell you. As marketing manager for Keepsake Ornaments and Hallmark Galleries, Raymond's job is to look at collectibles through the eyes of consumers and retailers, and that requires listening.

"We try to learn what consumers want," Raymond says. "This can include new kinds of technology, popular characters they might enjoy, which lifestyles or situations are special to them, and what they want to pay for ornaments."

Setting the tone for the ornament and Galleries lines is a complex job that has Raymond and his staff interacting with many people. "We talk a lot to the Club staff, who spend a lot of time talking to collectors," Raymond explains. "And, we have some opportunities to meet face-to-face with collectors at places like the International Collectible Exposition in South Bend, Indiana, and at Artist's Appearances."

Visits to stores are another way of keeping in touch with what both collectors and retailers want. But, ultimately, Raymond says, "...we are all consumers of our product. We also ask our wives, husbands, mothers, and

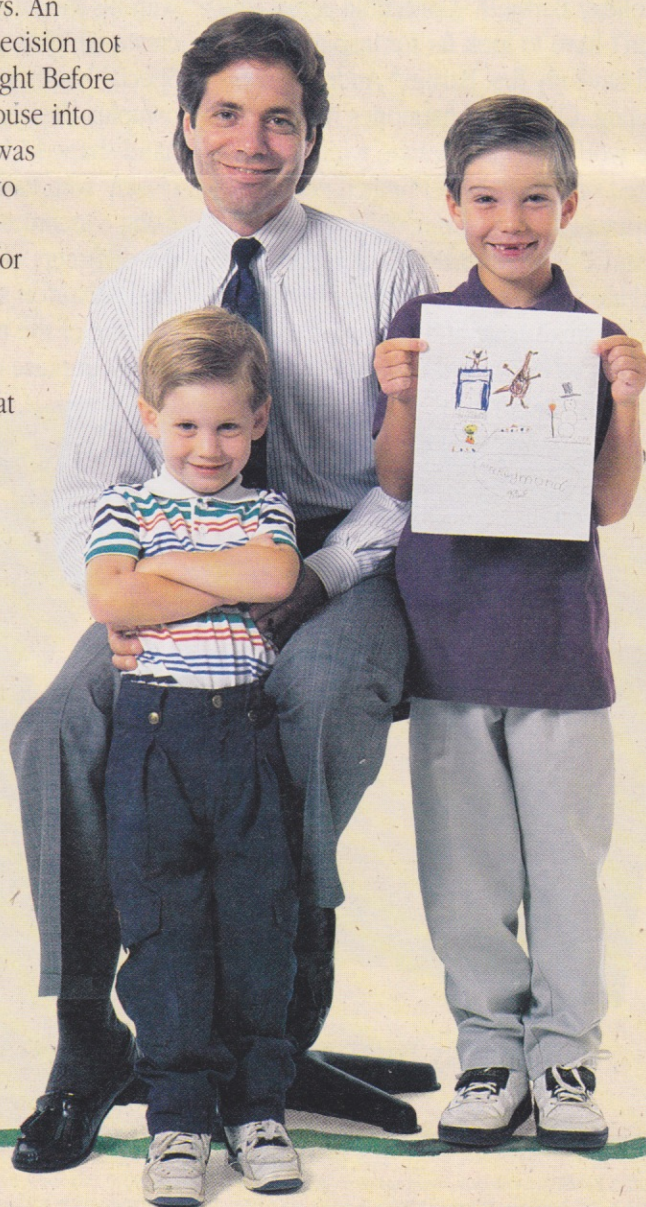
children what they like and dislike." Recently, Raymond took a potential concept (in the form of a children's book) home to read to his children and get their reactions. "We keep in touch with consumers in big and little ways," Raymond says. "It varies from the South Bend show to a bedtime story—and everything in between!"

An important lesson Raymond and his team learned from all this listening is that, although collecting means different things to different people, there is a common thread. "You don't violate the trust that's been developed with consumers," Raymond says. An example of this was the decision not to carry over the 1992 "Night Before Christmas" Tin Display House into 1993. Initially, the house was going to be offered for two years. "But the Keepsake Ornament line is known for not repeating designs," Raymond explains, "and, we're the only people in this industry that make that promise." In the end, Hallmark decided to only make the house available one year as a way of retaining the collectibility of the piece.

Consumer comments often have a direct effect on decisions. For example, feedback led to the introduction of more ethnically diverse ornaments and the

development of certain properties—popular figures such as Garfield® and PEANUTS whose use has to be licensed.

Also, the decision to begin a new international series in 1991, was made after collectors expressed their disappointment over the ending of the "Windows of the World" series. The "Peace on Earth" series has not proven as popular as hoped, and is being offered in its third and final edition this year. "I think we're making the right business decision," Raymond says, "but again, we'll continue to listen."



*One of the many ways Raymond researches consumer preferences is to consult his sons, Alex and Nick. Alex, his older son, enjoys designing his own Keepsake Ornaments.*

# Much Talked About Among Collectors, Special Issue Designs Arriving Soon

As if the new Keepsake Ornaments and 1993 Club conventions weren't causing enough of a buzz among collectors, the greatly anticipated Special Issue designs will be unveiled in just a few weeks.

The three designs are "Holiday Barbie™", "U.S.S. Enterprise™" and "Messages of Christmas," a Keepsake Magic Ornament that will record and play back a voice message.

## "Holiday Barbie™"

When Patricia Andrews began sculpting the first edition in the new "Holiday Barbie™" Collectible Series, she didn't have to look far for inspiration. "I still have my first Barbie," Andrews says, smiling. Childhood memories returned as she worked on the design, which is based on Mattel's 1993 limited edition Happy Holiday® Barbie doll.

Andrews faced many challenges, including accurately depicting the face at such a small scale and creating hand-painted artwork for the tiny eyes. "Painting one eye

took me between six and eight hours," she recalls. The final result is a tribute to Andrews' fondness for Barbie.® "If you could imagine the perfect doll," she says, "it would be Barbie.®" The ornament will be shipped to Hallmark stores beginning November 1.

## "U.S.S. Enterprise™"

What does 20 years of engraving experience have to do with the U.S.S. Enterprise™ from STAR TREK®: THE NEXT GENERATION? Technical artist Lynn Norton, a self-described "Star Trek enthusiast," used that experience, along with his model-making knowledge, to create a highly detailed prototype for the Special Issue ornament. "Because of its complex design, the prototype had to be hand-shaped," Norton explains. Working closely with Paramount Pictures and using a technical manual developed by the designers of the original studio model, Norton strove for authenticity. Lighting of the main deflector array, warp drives, impulse engine, and the beacon

atop the main bridge adds excitement to the ornament.

The Keepsake Magic Ornament will be shipped to Gold Crown/REACH stores August 2 and all other participating stores September 20.

## "Messages of Christmas"

Artist Bob Siedler's voice rang out loud and clear as he sang a few bars of "Jingle Bells." Actually, it was his voice playing back on "Messages of Christmas," a technological first for Hallmark. "You can record any Christmas message for up to 16 seconds and then the person you send the ornament to can play it back," explains Siedler, who designed the ornament.

The popularity of the 1992 "Santa's Answering Machine" and technological advances led to the ornament's creation. "We discovered the technology for an ornament that records after we did the answering machine," says Siedler. "We thought it would be great to create an ornament that lets you share a personal message with family and friends."

The ornament will be available only in Gold Crown/REACH stores beginning October 1. Ask your local retailer if you have questions about any of the Special Issue designs.



"Holiday Barbie™"



"U.S.S. Enterprise™"



"Messages of Christmas"

# What A Good Idea!

For centuries, families have enjoyed counting down the days until Christmas using an Advent calendar...opening its tiny doors one day at a time to discover holiday scenes hidden inside. But just wait until your family and friends discover that you've transformed this delightful German custom by using a three-dimensional Advent tree.

Beginning December 1, you'll be adding one Keepsake Miniature Ornament each day to create a tree full of your favorite designs by Christmas Day. What's more, each day's ornament will be a surprise (even to you!) because it's hidden in holiday wrap.

Encourage everyone to participate in the custom by letting a different family member choose a wrapped ornament each day, or make a visiting relative or friend feel extra special by inviting them to do the honors.

Here's what you'll need: A partially decorated miniature tree, set up in your entry hall, family room or other prominent place in your home. You'll also need a total of 25 festively wrapped Keepsake Miniature Ornaments from present or past years. And a decorated basket to hold the packages. (If you prefer, simply arrange the packages around the tree. After all, this is YOUR new tradition.)



# Collector's Quiz Contest

You could win one of three complete sets of the entire 1993 Miniature Ornament collection just by solving this crossword puzzle and returning a copy of it to the Collector's Club. Member Guy Groff of Pitman, New Jersey, created the puzzle. Three winners will be chosen at random from all correct entries postmarked by October 31, 1993. Just complete the puzzle, make a photocopy of the page and send it to the Club at the address on the back of the *Courier*. Include your name, address and a daytime phone number. The winners will be announced in a future *Courier*.

Directions: Unscramble the 20 names. Place each ornament in its proper year in the grid. If done correctly, the middle vertical column will spell out an ornament members receive every year.

73	B I E T S E Y - C L A R K
74	S N O W G O O S E
75	D R U M M E R - B O Y
76	S H E P H E R D
77	W E A T H E R - H O U S E
78	A N I M A L - H O M E
79	S K A T I N G - S N O W M A N
80	C A R D L I N G - B E A R
81	R O O F T O P - D E L I V E R I E S
82	E L F I N - A R T I S T
83	S N E A K E R - M O U S E
84	C L A S S I C A L - A N G E L
85	M O U S E - W A G O N
86	B L U E B I R D
87	R E I N D O G G Y
88	K R I N G L E - T R E E
89	C A C T U S - C O W B O Y
90	C H R I S T M A S - C R O C
91	S T A R S H I P - E N T E R P R I S E
92	B E A R - B E L L - C H A M P

- |                    |                         |                        |
|--------------------|-------------------------|------------------------|
| 1. FINEL SITART    | 8. GLEKIRN REET         | 15. DRIBLUBE           |
| 2. GROCANIL RABE   | 9. MISTSHARC ORCC       | 16. TOROPOF VELISIREED |
| 3. YESTEB LARCK    | 10. USOME GOWAN         | 17. PRESHRED           |
| 4. MAILNA MEHO     | 11. RASHTIPS PRENTESIRE | 18. THAWEER USHOE      |
| 5. GRODYNEGI       | 12. CASLCISLA ELANG     | 19. GESONOWOS          |
| 6. RABE LEBL MAPCH | 13. REDMURM YOB         | 20. STUCAC BOWYOC      |
| 7. STIKANG WOMANN  | 14. KRANEE S MUESO      |                        |

# Courier Mail Box

When they wanted an Artist's Appearance in their area, a local collector's club in Wisconsin learned that a little creative campaigning never hurts. The pictures below are from "Wanted" posters created by the Central Wisconsin Ornament Collector's Club to suggest that Hallmark send a Keepsake Ornament artist to their area.

The lighthearted posters were sent to the national Club earlier this year. Nancy Soddy, president of the local

club, was wanted for "harassment of the Hallmark Club to get an artist to central Wisconsin," according to her poster. Other members were charged with attempted kidnapping of an artist and trying to bribe Hallmark to send an artist to Wisconsin. "Everybody knew we were going to have to do something creative to get Hallmark's attention," Nancy said.

The effort paid off. Linda Sickman will appear at a store in Rothschild, Wisconsin, on October 23.

# You Ought to Be in Pictures

What if you walked into a Hallmark store and saw yourself, a family member or your pet gazing back at you from a photo holder Keepsake Ornament? A new Club contest—open only to members of local Keepsake Ornament clubs that are sponsored by a Hallmark retailer—will make it possible for several collectors in 1995.

To enter, send in a color print of your favorite photo in one of several categories: Our Family, Grandmother, Baby's 1st Christmas, Dog, Cat, 1st Christmas Together and Anniversary Year. Include your name, address and club name.

Winners will be announced in 1994. Entries are due by December 31, 1993. Contact any of your local club's officers for details.



NEED TO CONTACT THE CLUB?  
If you need to notify the Club of a change in your address or wish to send us a letter, you can write to us at:  
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