

COLLECTOR'S COURIER

"ROOMBOXES" SPREAD THE JOY OF COLLECTING



Sharing the joy of miniatures is a way of life for Kay Felde. A miniaturist for over 20 years, Felde creates

spectacular "roomboxes," combining her love of miniatures with her love of Hallmark products.

The "Hallmark North Pole Division" (pictured here) is one of Felde's most detailed works. Measuring 25 inches wide by 22 inches deep by 15 inches high, the room took more than ten years to create. Felde adds new designs each year, but right now, "It features 26 Keepsake Ornaments, 30 Keepsake Miniature Ornaments, and 36 Merry Miniatures," she says.

At the center of the room, the 1983 "Old-Fashioned Santa" Keepsake Ornament decorates a



miniature tree with help from the 1986 Merry Miniature "Kaybeth."

Designs from the "Nostalgic Houses and Shops" series are lined up along Santa's workbench, while underneath, the "Rocking Horse" series waits to be delivered Christmas Eve.

Shelves on the back wall display Merry

Miniatures, Keepsake Miniature Ornaments, and even miniature versions of Hallmark puzzles! Miniature elves work throughout the shop.

Like Santa and his elves, Felde stays busy throughout the year. She conducts classes and programs for local clubs, churches, schools, and civic organizations—either for free or to benefit a charity chosen by the organization. At

Christmastime, Felde's miniature scenes are displayed in a local store to enthusiastic audiences.

What's next for Felde? "I am working on a small log cabin for the background of some of the Thanksgiving Merry Miniatures figurines," she says. "I will probably eventually make a scene for each holiday." Whatever she decides to make, Kay Felde's labors of love are sure to continue spreading joy all year 'round!

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- CLARA'S 1994 TOP PICKS



DISNEY DREAM COMES TRUE FOR KEEPSAKES ARTIST

"A mountaintop experience...the highlight of my artistic career so far..." Keepsakes artist Ken Crow speaks in superlatives whenever he describes his experience sculpting ornaments inspired by Disney's new animated feature film, *The Lion King*.

"It was always a dream of mine to do something for Disney," the artist explains. "I grew up near Disneyland. In fact, Disneyland and I are about the same age! In my opinion, nobody pushes art as far as Disney does. The theme parks are a wonderful combination of art and technology."

While visiting California to obtain the licensor's final approval of the sculpted ornaments, Crow realized another dream—a conversation with a Disney animator.

"I always thought being a Disney artist would be so exciting," Crow says. "I have so much respect for them, and I put them on a pedestal."

The Keepsakes artist treasures his memories: his special conversation with a Disney animator and the autograph he received: "Very best wishes and much respect to a fine artist."

"I felt I had the support of everybody at Hallmark and at Disney," he says. "That kind of support

keeps you trying, and I pushed my talents farther than I ever thought I could."

In planning the collection of ornaments, Crow says he focused on family and friendship situations in *The Lion King*. The artist says that he especially identifies with the design depicting the playful cub Simba on his father's shoulders.

"I give my son and my daughter rides like that all the time, except we call them 'elephant rides,'" Crow says. "Just the thought of them riding on my back makes me feel big and strong, and warm and cuddly at the same time."

"Now my son Paul asks me everyday, 'when is the movie coming out?'"

[Editor's note to Paul:

You can see the film this summer, and your dad's Special Issue collection beginning July 23.]



"Mufasa, Sarabi and Simba" on Pride Rock. The Keepsake Magic Ornament plays "Circle of Life" and the light in the sky changes from dawn to dusk.



"Simba and Nala," childhood friends.



"Mufasa and Simba," the lion king and his son.



"Timon and Pumbaa," the meerkat and the warthog.

Editor's Note: This is the second in a series of columns originated by one of our younger collectors. If you know of other young collectors with special stories to tell, have them drop us a note so we can share their stories with other club members.

Remember the popular song that went something like this: "Wherever we go, whatever we do, we'll do it together"? The lyricists must have had the Flick family in mind.

Katie Flick, age 10, learned the thrill of collecting from some of the best. Growing up in a family of collectors, she's traveled with parents and grandparents, learning the art of scouring the countryside for porcelain figurines, antique cars and furniture, and Keepsake Ornaments, of course.

"We're buddies," says Katie's mom, Betty. "We do everything together."

Katie's "Gram," Shirley Flick, agrees. "Wherever we go, we're into a Christmas store or any place they have ornaments."

From their home in New Orleans, Louisiana, the family has traveled to collector's shows throughout Tennessee, North Carolina and Texas. And when Betty and Shirley traveled to Kansas City for the 1991 Collector's Club convention, Katie asked, "When's the next one? I want to go." And so she did.

At the Collector's Club convention in July last year, Katie, mom and "Gram" all dressed up as the Tender Touches Glee Club Bears. Proudly wearing their participation medals, they enjoyed the convention festivities from start to finish. After some initial coaxing from mom to join the dancing at one event, Katie

didn't want to leave the dance floor. "Just give me a few more minutes," she pleaded late into the night. "I finally got my mom and my Gram to dance with me!" she says with delight.

Beyond the dancing and singing, Katie recounts favorite memories of her trip to the land where Keepsake Ornaments are made. "I enjoyed the games and food at the State Fair the first night of the convention," she remembers fondly. "I really liked dressing up in costume, visiting the houses that were all decorated, and meeting the artists and Miss Rachel."

Already looking forward to the next convention, Katie continues to enjoy her ornament collection year 'round. Katie also collects Merry Miniatures and enjoys displaying them during every season, including Valentine's Day. "I like the little ones because you can hold them.

They're just as fun as the ornaments and I keep some of my favorites up all year."

During Christmas, she adds lights to her ornament display pole that runs from floor to ceiling in her room. She trims the ornament display with garland and artificial flowers for a festive touch.

"Barbie is in the center because she's so pretty," Katie explains. "I'm looking forward to the second one so I can make a whole line of Barbies."

Other favorite ornaments include the CRAYOLA® Crayon series, which she has for "every single year." Katie

considers it a special honor that many are signed by the artists.

"I fall asleep looking at my ornaments, because they're so pretty, cute and pleasant," she says. "Everybody likes ornaments, you know?"

Everybody includes Butsie, Katie's Boston bull terrier. "He gets his own ornaments, so he can have fun, too!" she says.



PAPER OR PLASTIC?

Anyone who's been in a grocery store recently has heard the question: "Would you like paper or plastic?" Recently the Keepsakes quality and packaging teams have been asking the same question. Although all 1994 Keepsake Ornaments were originally going to come packaged in tissue, the teams have decided to re-introduce bubble wrap this year. Consequently, some of your 1994 Keepsake Ornaments may come packaged in bubble wrap and some in tissue.

Environmental concerns were one reason the team had switched to tissue. But, bubble wrap may actually be the more environmentally friendly choice. "There's less chance that someone will throw the bubble wrap away," says Mark Preisinger, quality assurance administrator, "which is ultimately better for the environment." By 1995, all Keepsake Ornaments are expected to be back in bubble wrap, making the correct answer to this dilemma: "Plastic, please!"

SKETCHBOOK

Artist Anita Marra Rogers Finds Inspiration in Childhood

"I think about children, and my own childhood, whenever I'm working on Christmas ornaments," says Keepsake Ornament artist Anita Marra Rogers, "because, to me, children are what Christmas is really about."

Her 1991 "Secrets for Santa" Keepsake Ornament reflects this sensitivity to children's experiences. Rogers designed it from an experience many remember fondly—going to visit Santa each year to whisper in his ear about all the things they're hoping to find under the tree on Christmas morning.

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really about."

Having a two-year-old daughter, Alexandra, has brought Rogers back to her childhood in a special way. "Last Christmas, I took her to see Santa—the very same Santa that I'd visited when I was a child. I modeled the Santa in this ornament after him."

Rogers has been incorporating her favorite memories into Hallmark Keepsake Ornaments since 1987. She began her artistic career drawing, but later taught herself to sculpt. "I couldn't get two-dimensional work to pop off the page," she explains. "I felt like I was taking the life out of it by flattening it out."

Many collectors are certainly glad she pursued three-dimensional artwork. Rogers' sculptures, such as the 1993 "Baby's First Christmas" photo holder, have an appealing, realistic look. The photo holder looks like a



(Above) Keepsakes artist Anita Marra Rogers relaxes at home with her new son, Leonard Christopher, daughter Alexandra, and husband, David. (Right) Rogers's 1994 "Mom" Keepsake Ornament.

soft, handmade baby's quilt with a white eyelet border.

"This was inspired by a baby quilt that a friend of the family made for Alexandra when she was born," says Rogers. "I tried to give the ornament that same handmade, quilted feeling."

In addition to creating Keepsake Ornaments, Rogers has started an ornament collection for Alexandra to enjoy in the future. The 1993 Artists' Favorites design, "On Her Toes," by Patricia Andrews is the first in this collection. "On Halloween,

Alexandra was dressed as a ballerina," says Rogers, "and this looks just like her."

This year, another of her own creations, the 1994 "Mom" ornament, which reads "M.O.M. Most Outstanding Mom," will be even more fitting for Rogers. She and her husband, David, have just welcomed their second child. When interviewed for this article, Rogers was still expecting. Her face lit up when she talked about the anticipation of a new family member, who is sure to provide more artistic inspiration. "We can't wait!" she said.

NEW KEEPSAKE ORNAMENT

If you've ever wished that a Keepsake Ornament Collector's Club Convention or Artist's Appearance would come to your part of the country, you may just get your wish in 1994. This fall, the "Keepsake Ornament Expo" hits the road, traveling to St. Louis, Detroit, Boston, Baltimore, Jacksonville, Dallas, Denver and San Francisco.

For the first time in Keepsake Ornament history, the excitement of Keepsake Ornaments will tour the country, visiting collectors at locations closer to their homes.

"The cities were carefully chosen based on Club member population density in those areas," says Club Manager Rachel Perkal. "We also wanted to be sure we had an event in each geographic region of the country."

The full-day, activity-filled Expo will take place on Saturdays this fall.

Expo Activities

Those attending the Expo will enjoy an action-packed day of Keepsakes fun. Planned activities include Keepsakes workshops, lectures, videos, appearances by Keepsake Ornament artists, and ornament signings. Of course, there will be lots of surprises and chances to win fantastic prizes.

"Mrs. Claus' Cupboard" Sold at the Expo

By attending the Expo, you'll enjoy an opportunity to purchase the second edition of the Keepsake Signature Collection, "Mrs. Claus' Cupboard." This very special ornament will only be available at the Keepsake Ornament Expo and the seven Artist's Appearance events in 1994 (see story on opposite page).

One important note: With the exception of "Mrs. Claus' Cupboard," Keepsake Ornaments will not be sold at the Expo. Please be sure to bring along your favorites

for signings. Artists will sign their 1994 designs. In order to manage potential volume, members are requested to limit past years' designs to the 1993 Signature Collection piece, "Santa's Favorite Stop," only.

"Memories in the Making"

The theme for this year's Expo is "Memories in the Making." This means you'll get a behind-the-scenes look at how Keepsake Ornaments are created, developed, and made.

"Our hope is that collectors from all across the country will be able to share in these very special events and be a part of 'making memories,'" says Perkal. "We hope to see you at the Expo!"

How to Register

A special pre-registration form is included with this *Collector's Courier*. In addition to reviewing the instructions, here's what you need to do with it:

1. During the week of July 23-30, take this form to a Hallmark store near you that is hosting a Keepsake Ornament Premiere. Only they can register you for the Expo location of your choice. The last day to register is July 30, 1994.
2. While at the Premiere, purchase \$15 worth of Keepsake Ornaments to qualify and pay your \$10 registration fee. You will receive a confirmation number from your retailer, which will be followed by a written confirmation from the National Club.

Non-members can register for the Expo during Premier Week, too, but they must first join the Club at a cost of \$20. Then, in addition to their \$15 Keepsake Ornament purchase, the entrance fee is \$10.



KEEPSAKES ARTISTS COLLABORATE TO CREATE "MRS. CLAUS' CUPBOARD"

The second highly-detailed design in the Keepsake Ornament Signature Collection, "Mrs. Claus' Cupboard" represents the collaborative effort of all 14 Keepsakes studio artists.

The hutch, designed by Linda Sickman, is complete with 10 Keepsake Miniature Ornaments and features design elements that have a special meaning for the artists who sculpted them. Collectors will be delighted to discover that several of the miniature ornaments were inspired by favorite Keepsake Ornaments from previous years.

"Mrs. Claus' Cupboard" will only be available at Keepsake Ornament Expo events and seven Artist's Appearance events (see stories on these two pages for details).

NATIONAL ORNAMENT PREMIERE WEEK FEATURES "EAGER FOR CHRISTMAS"

Mark your calendar for the week of July 23-30. It's National Ornament Premier Week—your opportunity to sign up for the Keepsake Ornament Expo...and to enter both local and national register-to-win contests.

EXPO GOES "ON THE ROAD"

Locally, each participating retailer will have a limited number of Tender Touches "Eager for Christmas" Premiere Ornaments available for purchase. This design will be available only during Premiere Week. And nationally, four lucky winners will each receive a \$500 retail-value Keepsake Ornament shopping spree. Other national prizes will also be awarded.

The entire 1994 Keepsake Ornament Collection will be on display, and the first



two Special Issue designs will be offered. They include the first in the new BARBIE Collectible Series, entitled "Debut-1959," and a group of designs featuring characters from *The Lion King*, Disney's new feature-length animated film. (For a preview of the new BARBIE Series, and an interview with Ken Crow regarding *The Lion King*, see other stories in this issue of the *Courier*.)



Expo Schedule

ST. LOUIS.....**SEPTEMBER 10**
St. Charles Exhibition Hall Duane Unruh
Mark Twain Mall Bob Siedler
1355 South Fifth Street Ed Seale
St. Charles, MO 63301

DETROIT.....**SEPTEMBER 17**
University of Michigan-Dearborn Patricia Andrews
Field House/Arena Don Palmiter
4901 Evergreen Road Joyce Lyle
Dearborn, MI 48128

BOSTON.....**SEPTEMBER 24**
Ramada Inn Rolling Green Ed Seale
Conference Center Joyce Lyle
311 Lowell Street LaDene Votruba
Andover, MA 01810

BALTIMORE.....**OCTOBER 1**
5th Regiment Armory Anita Marra Rogers
219 29th Division Street Robert Chad
Baltimore, MD 21201 Ken Crow

JACKSONVILLE.....**OCTOBER 8**
Morocco Shrine Auditorium Don Palmiter
3800 St. John's Bluff Road Dill Rhodus
Jacksonville, FL 32245 Patricia Andrews

DALLAS.....**OCTOBER 15**
Dallas Market Center Linda Sickman
2100 Stemmons Freeway Anita Marra Rogers
Dallas, TX 75207 John Francis (Collin)

DENVER.....**OCTOBER 22**
The Regency Hotel Ken Crow
3900 Elati Street John Francis (Collin)
Denver, CO 80216 Duane Unruh

SAN FRANCISCO.....**OCTOBER 29**
The Fashion Center LaDene Votruba
699 Eighth Street Robert Chad
San Francisco, CA 94103 Bob Siedler

1994 Artist's Appearances

In addition to the Keepsake Ornament Expo, there will be seven Artist's Appearances in 1994. Here's why:

- Last year, four Hallmark retailers in the continental U.S. won the Ornament Premiere Club Membership Drive. By doing so, they each earned an Artist's Appearance in 1994.
- Because there are no Expo locations close enough for our Canadian and Alaskan members to attend, two in-store events will also be held in Canada.
- And, finally, because Club membership has grown so tremendously in Hawaii (and because those members would obviously have difficulty getting to an Expo event), there will be an in-store event held in Hawaii.

"Mrs. Claus' Cupboard," the second design in the Keepsake Ornament Signature Collection, will be available at all of the following events:

Aiea, Hawaii - Duane Unruh
August 13, 10 a.m. - 2 p.m.
Mark's Hallmark Shop
Pearlridge Shopping Center - Phase I
Aiea, Hawaii 96701 (808) 487-8383

Ohio - Ed Seale
August 20, 10 a.m. - 2 p.m.
Pattie's Hallmark Shop
Kingsgate Mall, 1224 Park West
Mansfield, OH 44906 (419) 529-2599

Pennsylvania - Don Palmiter
August 21, 10 a.m. - 2 p.m.
Angelique Boutique
Church Hill Mall, 1099 N. Church Street
Hazleton, PA 18201 (717) 455-6774

New York - Ken Crow
August 27, 10 a.m. - 2 p.m.
Bauton's Hallmark Shop
Upper Level near Center Court
The Galleria at Crystal Run, Rte. 84 & 17
Middletown, NY 10940 (914) 692-2333

North Carolina - Dill Rhodus
November 6, 1 - 5 p.m.
Margaret's Hallmark Shop
Hendersonville Road
Asheville, NC 28803 (704) 274-5747

Calgary, Alberta, Canada - Linda Sickman
November 12, 11 a.m. - 3 p.m.
Hallmark
Northland's Village Shops
#40 5111 Northland Drive NW
Calgary, AB
T2L 2K1 (403) 286-3634

Abbotsford, British Columbia, Canada - Linda Sickman
November 13, 12 - 4 p.m.
Kelly's Hallmark Shop
Sevenaaks Shopping Centre
166 32900 South Fraser Way
Abbotsford, BC
V2S 5A1 (604) 853-0101

WHY A SWIMSUIT?



Because we heard this question from many of the people who have had a chance to sneak a peak at this first in the new BARBIE Collector's Series ornament, we thought we would share the answer with you. When BARBIE® made her debut 35 years ago this

year, she made a fashion statement in her striped swimsuit, open-toed sandals and hoop earrings. A collector favorite, an ornament based on this original BARBIE seemed the perfect way to kick-off this nostalgic collection.

Do You See Stars?

Do you see stars? We mean beside your name! If there are asterisks (***) beside your name on the outside of the mailing envelope for this *Courier*, you will need to renew your membership before you receive the 1994 membership offer. Renewal forms will be sent to you during the month of May.

Need to Contact The Club?

If you need to notify the Club of a change in your address, wish to send us a letter or renew, you can contact us at:

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Hallmark Keepsake Ornament
Collector's Club #161
P.O. Box 412734
Kansas City, Mo., 64141-2734
Telephone: 816-274-4000

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