

for keeps

inside: → More KOC exclusive ornaments | KOC Event registration info | New dates for Ornament Premiere

YOUR 2011 KOC MEMBERSHIP ORNAMENTS ARE HERE!

CHOICE INCLUDES FIRST-EVER MAGIC MEMBERSHIP ORNAMENT

For 24 years, an annual membership to the Keepsake Ornament Club has added at least one new ornament to a member's tree. Here's a first look at this year's KOC exclusive ornaments.

HIDE 'N' PEEK

Hide 'n' Peek is unique as a membership ornament—it's the first battery-powered Magic ornament featuring movement and sound. The ornament is the first to be designed by Mike Adair, who you might recognize

as a co-creator and voice of Hallmark's boisterous, coffee-and-doughnut-fueled animated characters hoops&yoyo™. Mike wanted to make an ornament capturing a little tale of Santa preparing for his big night. When you turn the crank you'll see toys that refuse to stay in their gift boxes and you'll hear an original version of "Parade of the Wooden Soldiers" as arranged and performed by Hallmark writer Tracy Icenogle. Mike says he very much wanted to think of his Hide 'n' Peek ornament as telling an animated story rather than capturing just one moment of it. "The idea was for crank-powered movement, but I wanted more than just a loop of a quick action," he says. "I wanted mechanics that added the feel of telling a story through music and motion."



Mike's original concept drawing

HIDE 'N' PEEK

CHRISTMAS WINDOW 2011

BY TAMMY HADDIX

For this year's ninth in the Christmas Window series, Keepsake Artist Tammy Haddix selected sporting goods as the theme for her imaginary storefront. While not based on a specific store or window, Tammy says she did draw inspiration for the store's contents from her 10-year-old son, Ben. She says the bicycle in the store window is one he likely would ride. Among her favorite features of this ornament are the posters in the store as well as the company logo for the imaginary Haddix Co. that appears on the bike. Tammy put her graphic design skills to work along with her sculpting skills to create the artwork herself.



STARLIGHT ANGEL

BY EDYTHE KEGRIZE & KRISTINA GAUGHRAN

Plans for this design started out right at the top—of the Christmas tree, that is. Starlight Angel started as a tree topper for Hallmark's Wonder & Light ornament collection. Keepsake Artist Edythe Kegrize scaled her design down to ornament size and added details, including the artwork along the angel's hemline. She then turned it over to Keepsake Artist Kristina Gaughran, who sculpted the ornament to resemble a figure made from sheer porcelain. Edythe says Starlight Angel was inspired by holiday luminaria and features pinprick holes and indented patterns that allow a soothing glow of light to radiate from within it.



2011 MEMBERSHIP ORNAMENTS

2011 CLUB EXCLUSIVE ORNAMENTS



SNOWSHOE SNOWMAN

BY SUE TAGUE

Keepsake Artist Sue Tague created this wordy snowman with an assist in engraving from Keepsake Artist Robert Hurlburt. She designed it as a companion piece to Santa's Merry Heart, her Club exclusive ornament for Holiday Open House in 2009 that proved popular with members. The snowman sports words and phrases all over his cap and scarf that evoke holiday memories. But why snowshoes? Sue says, "I always have trouble putting legs on snowmen! They add some fun and some visual interest to make this snowman stand apart from the rest."



LADY OF THE MANOR™ BARBIE® DOLL BARBIE™ ORNAMENT

BY PATRICIA ANDREWS

This year's Barbie™ exclusive ornament is based on the 2006 doll of the same name from the Barbie® Fashion Model Collection. The doll wears a strapless gown embellished with extravagant floral embroidery work. Keepsake Artist Patricia Andrews sketched a proposal for the ornament's pose that was approved by Mattel, Inc., makers of the world-famous fashion doll, before she started sculpting. As with past exclusives, this ornament depicts the doll in porcelain and fabric.



SEEKING THE KING

BY ROBERT CHAD

This pair of porcelain shepherds makes the third set of ornaments inspired by the popular Mary's Angels series in this nativity scene collection. Keepsake Artist Robert Chad began the Club exclusive collection with Mary, Joseph and baby Jesus in 2009, and the three kings in 2010. When Robert sculpts ornaments in the collection, he makes them 13-percent larger than finished size to account for the shrinkage of porcelain in the manufacturing process.



THE GIFT OF LOVE

BY KATRINA BRICKER

Keepsake Artist Katrina Bricker started with an idea from Keepsake planners to design an ornament that reflects Christmas and love. "It's a reminder that Christmas isn't about the gifts and the busy times, but about love from family and friends that makes everybody feel good." She created the ornament of Santa embracing a heart using digital sculpting applications. A 15-year member of the Keepsake Studio, this is only her second ornament she has created as a digital sculpture. Once she completed her work, a true three-dimensional version of the ornament was created, detailed and painted.

It's the KOC 25TH class reunion!

REGISTER APRIL 1 TO JOIN US AUGUST 5-6 IN KANSAS CITY

Two days of fun times with great friends are planned for the Keepsake Ornament Club 25th Class Reunion, August 5-6 in Kansas City, Mo. And, of course, you're invited!

To kick off our celebration of 25 years of the Keepsake Ornament Club, you will have plenty of chances to meet Keepsake artists, attend artist seminars and purchase ornaments and other products created exclusively for the event. This year, artist signings will be held each day, allowing you to get twice as many signatures. And more games are planned, meaning you will have even more chances to win prizes, including a wider selection of repainted ornaments and truly one-of-a-kind items.

REGISTRATION

Registration for the event is limited and will begin at noon on April 1, 2011, only at KOCevents.com, the official website for the Class Reunion event. You can also use the site to purchase your exclusive ornaments in advance. Registration for the event is \$50 per member. This includes admission to event activities on Friday, Aug. 5, and Saturday, Aug. 6, plus a gift tote containing a commemorative Keepsake Ornament and other surprises. Local club members can register online for a Friday night dinner. Tickets will be \$45 each and are not included in the registration fee.

EVENT EXCLUSIVES

The weekend will be your chance to get Keepsake Ornaments designed specifically for our Class Reunion event, including repaints and all-new designs. Ornaments also can be purchased in advance when registering. Products made for this event will **not** be sold afterward, so don't miss your chance to complete your collections.



HOTEL INFORMATION

All event activities will take place at the Hyatt Regency Hotel at Crown Center. A limited number of rooms will be available for a discounted rate at the Hyatt as well as the Westin Crown Center Hotel, which adjoins the Hyatt via enclosed walkway. Reserve rooms early and mention the Keepsake Ornament Club to get the discounted rate at each hotel.

Here's an early look at Mrs. Claus's Cupboard, the Keepsake Artists' signing ornament for the KOC 25th Class Reunion event. It's a companion piece to last year's signing ornament, Santa's Armoire, which you can get as a repaint when you renew your KOC membership for 2011.

Hyatt Regency Crown Center

2345 McGee Street
Kansas City, MO 64108
Reservation line: (888) 421-1442

The Westin Crown Center, Kansas City

1 E. Pershing Road
Kansas City, MO 64108
Reservation line: (888) 627-8538

UPDATES

Go to KOCevents.com for the latest informational updates and all the details you need about the Keepsake Ornament Club 25th Class Reunion, including event fees, exclusive products and much more.

It's a NEW YEAR for collecting

Since 1987, when Keepsake Ornament Club members were offered The Carousel Reindeer as their first exclusive ornament, each year has brought new excitement as members learn what ornaments are coming just for them. This year, not one but two repainted favorites will be available when you join or renew your Club membership.

The 2011 ornament in the popular Snow Buddies series by Keepsake

Artist Tammy Haddix will receive a styling exclusively for members this year. And here is your first look at the repaint and also at the version of Snow Buddies heading to stores in July.

Santa's Armoire, the ornament designed especially for artists' in-store signing events around the country in 2010, will be offered to KOC members with a new look. In all, 28 artists had a hand in Santa's Armoire from initial design to final production. It will

serve as a companion to Mrs. Claus's Cupboard, available at the KOC 25th Class Reunion event this summer in Kansas City, Mo.

To be able to buy the repaints, renew your KOC membership for 2011 in the enclosed application.



Created by 28 Keepsake artists



SNOW BUDDIES
REPAINT



SNOW BUDDIES
ORIGINAL

A new look just for KOC members

LOONEY TUNES READY FOR NEW GENERATION

Get ready to welcome some classic friends to the neighborhood. The iconic Looney Tunes characters are back in a brand new half-hour animated sitcom—*The Looney Tunes Show!*

The show airs on Cartoon Network and stars Bugs and Daffy as odd-couple roommates, living in Bugs' house along with Speedy and Bugs' dog—Taz! Other characters in the neighborhood include Yosemite Sam, Tweety, Sylvester, Porky and foreign-exchange student Marvin the Martian.

And Road Runner and Wile E. Coyote are hitting the big screen with a series of all-new computer-animated 3-D short films. You can catch the latest short, "Rabid Rider," now showing in theaters with the new *Yogi Bear* movie.

One person excited about a new

generation of Looney Tunes fans is Keepsake Artist Robert Chad. "It's my childhood! Looney Tunes is what got me to draw in the first place, and it's sure to inspire the imaginations of kids today."

Here's a peek into Robert's own imagination with his Marvin the Martian for 2011.



ORNAMENT PREMIERE SET FOR JULY 16-17

The excitement surrounding this year's new Keepsake Ornaments is going to build a little longer than usual.

Keepsake Ornament Premiere Weekend, during which more than 170 all-new ornaments will be available at Hallmark Gold Crown stores, is planned for July 16-17, 2011.

Typically, Ornament Premiere Weekend is set on the weekend following Independence Day. With the July 4 holiday falling on a Monday this year, Keepsake officials chose to push the event out one week to better fit the schedules of potential summer vacationers.

"We wanted to make sure everyone had the chance to get back home from the holiday, get settled and then get ready for the excitement of the weekend," says Kim Jones, KOC program manager.

Keepsake Ornament Debut Weekend is set for Oct. 8-9.