

# for keeps

inside: → KOC event reminders | Ornament Premiere and Debut exclusives | Master Artist retires

## IT'S A NEW YEAR OF KEEPSAKE FUN

BIG SURPRISES ARE IN STORE FOR PREMIERE AND DEBUT WEEKEND SHOPPERS

With KOC members now combing through the Club-exclusive edition of the 2011 Dream Book, excitement is building for the days when hundreds of new Keepsake Ornaments reach Hallmark Gold Crown stores. But there's even more in store for Ornament Premiere and Ornament Debut weekends than members will see in the Dream Book.

More than a dozen additional Keepsake Ornaments will be available on the event weekends, including four ornaments that will not be seen by anyone until Ornament Debut Weekend on October 8-9.

"We are as excited to reveal each of these ornaments as everyone is to see them," says Marie Corbin, Keepsake merchandise manager. "We love planning surprises for our Keepsake friends." *Continued inside »*



HOLLY

MISTLETOE

» Continued from cover

### LIMITED QUANTITY ORNAMENTS

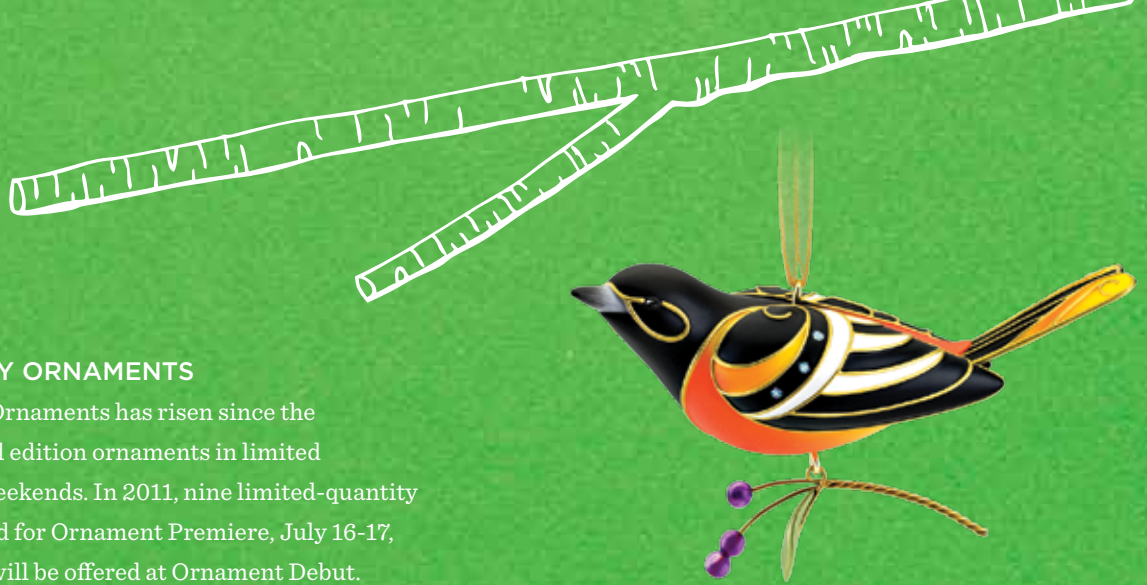
Interest in Keepsake Ornaments has risen since the introduction of special edition ornaments in limited quantities for event weekends. In 2011, nine limited-quantity ornaments are planned for Ornament Premiere, July 16-17, and an additional six will be offered at Ornament Debut.

A pair of those ornaments will serve as companions to two popular series. For Ornament Premiere, collectors will be introduced to Holly, a male fairy who is styled to accompany Mistletoe, this year's entry in the Fairy Messengers series. Keepsake Artist Kristina Gaughran came up with the idea for Holly, who appears to be receiving a kiss blown to him from Mistletoe. This is the seventh year for the series.

On Ornament Debut, a female oriole will be available in limited quantities and can be paired with a male Baltimore Oriole created for the Beauty of Birds series by Keepsake Artist Edythe Kegrize. The male oriole, the seventh official entry in the series, will be available in July at Ornament Premiere.

### DEBUT REVEAL ORNAMENTS

Can you keep a secret? Keepsake Ornament creators sure can—and they intend to keep details on four 2011 ornaments as a surprise until Hallmark Gold Crown doors open for Ornament Debut Weekend on October 8.



BALTIMORE ORIOLE

“We selected designs we thought would be fun to reveal slowly,” says Marie. “There are different ways that each one of them will be exciting for everyone.”

She's not giving away any specifics about the ornaments so far, but she does offer these hints:

- Ornaments may include favorite characters or licensed properties
- One or more may be Magic ornaments
- Creators of the ornaments include collector-favorite Keepsake Artists

“They are the kind of ornaments that Keepsake collectors and Christmas enthusiasts are sure to love,” Marie says. “They are really fun.”

Clues to details of the ornaments are included in the 2011 Dream Book, and more clues will be revealed online at [KOCMembers.com](http://KOCMembers.com) and on [Hallmark.com/Keepsakes](http://Hallmark.com/Keepsakes) from now until Ornament Debut Weekend.

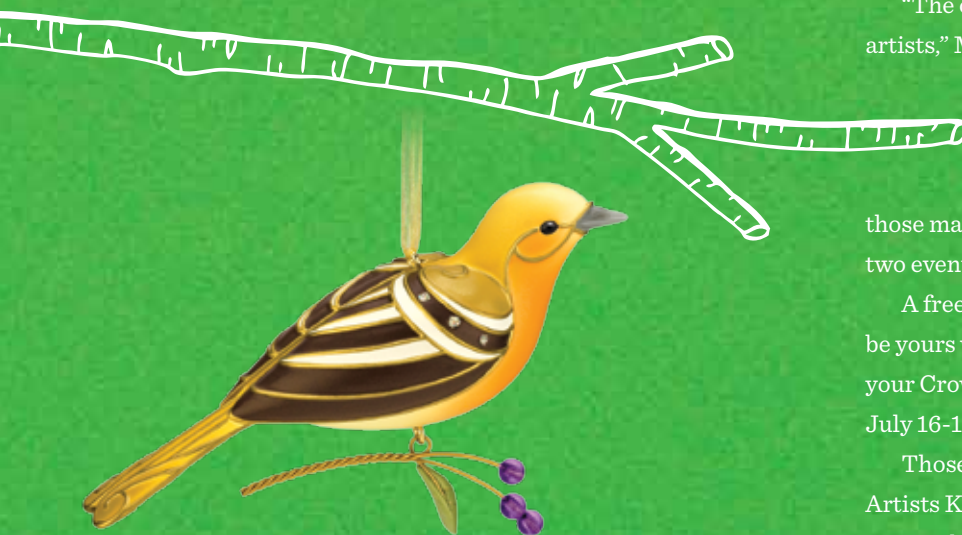
“The clues might be visual or sound or stories from the artists,” Marie says. “It's all about building the anticipation for the weekend reveal.”

### FREE ORNAMENT

A free Keepsake Ornament will be the reward for those making Keepsake Ornament purchases on each of the two event weekends.

A free special edition of Let It Snow!, a 2010 ornament, can be yours when you purchase any Keepsake Ornament and use your Crown Rewards card on Ornament Premiere Weekend, July 16-17, and on Ornament Debut Weekend, October 8-9.

Those eligible to get the ornament, created by Keepsake Artists Kristina Gaughran and Terri Steiger, will receive a coupon by mail. The ornament will be available to pick up starting Thanksgiving weekend, November 25, at Hallmark Gold Crown stores.



FEMALE ORIOLE

# A CAREER OF CREATING



*Sue Tague signing a Keepsake Ornament for a fan.*

## SUE TAGUE RETIRES AFTER 46 YEARS OF DRAWING AND SCULPTING LOVABLE CHARACTERS

Sue Tague can trace her influence on Keepsake Ornaments back to the very first set of ball ornaments produced in 1972. After 46 years as an illustrator, product designer and sculptor, it's difficult to point out a type of Hallmark product that she did not create at one time or another in her career.

"I've worked on about everything," says Sue, who recently retired from Hallmark as a Keepsake Artist. "At Hallmark, I got an education in all kinds of stuff and the opportunity to make all sorts of wonderful products. It was a lot of fun."

She began as an illustrator in what was then called the "Cute Department," and one of her very first supervisors was renowned Hallmark Master Artist Mary Hamilton, whose own work is reflected in the Mary's Angels series of Keepsake Ornaments.

"I never had studied sculpting at all, but I used to make little sculpted things as gifts for people," she says. "When Hallmark started its Little Gallery gifts, I was asked to do some work because people had seen what I made on my own."

And while in the company's gift-wrap and party department, she created what would become her first Keepsake Ornament.

"I came up with this group of elf characters who interacted playfully with nature, and I did three pieces of artwork featuring the elves. One was chosen for a ball ornament for the 1972 line," Sue says. That ornament, simply named *Elves*,

features a group ice-skating on a rink made from a sardine can.

Her first Keepsake Ornaments as a signature artist appeared in 1996. Some of her favorites to create were among her Keepsake series, such as *The Language of Flowers*, *Happy Hatters* and *The Way to Bees*, as well as her *Itty Bitty Bears* and "The Queen of..." collections.

"I really enjoy making characters out of thimbles and boxes and other objects," she says. "I loved the jointed ceramic teddy bears and any dangly characters that move, like *Snowshoe Snowman* that I did for the Keepsake Ornament Club this year. *Sweet Little Soldier* (from 2008) is one of my all-time favorites because I loved the mechanics, and *Chocolate Moose* (from 2007) because I like that quirky play on words with visual humor and movement."

Sue says she does plan to keep creating, and she also hopes to see KOC members at the Club's 25th Class Reunion event in August in Kansas City, Mo.

"Since I've retired," she says, "it's astounding how busy I am just living life!"



*Where it all began: *Elves*, from the first set of ball ornaments ever produced by Hallmark, featuring charming art by Sue Tague.*



**Hallmark**  
**KEEPSAKE**  
 ORNAMENT CLUB

**25<sup>TH</sup> CLASS REUNION**



**CLASS IS IN session.**



Robert Chad



Ken Crow



Tammy Haddix



Becky Hottel



Tracy Larsen



Edythe Kegrize

**REGISTRATION IS NOW OPEN FOR THE KOC 25TH CLASS REUNION IN KANSAS CITY**

Back in 1987, clothes were a little preppier, hair was a lot frizzier, and Keepsake Ornament Club members were just starting a shared journey of friendship and collecting.

Today, KOC members are planning to celebrate 25 years of KOC fun at the Keepsake Ornament Club 25th Class Reunion. Registration started April 1 for the event, scheduled August 5-6 in Kansas City, Mo.

Members will be able to get their Keepsake Ornaments signed by artists each day, a change from previous events. They also will be able to attend artist seminars, play games for chances at one-of-a-kind prizes, and purchase ornaments and other products

created exclusively for the event.

Registration for the event is limited and can be done only at [KOCevents.com](http://KOCevents.com), the official web site for the Class Reunion event. Registration for the event is \$50 per member. This includes admission to all-day event activities on Friday, August 5, and Saturday, August 6, plus a gift tote containing a commemorative Keepsake Ornament and other surprises. Tickets for a Friday night dinner, which is open only to members of local clubs, will be \$45 each and are not included in the registration fee.

The weekend also will be your only chance to get Keepsake Ornaments designed





Julie Forsyth



Lynn Norton



Don Palmiter



Anita Rogers



Diana McGehee



Valerie Shanks



Terri Steiger



Nello Williams

GO TO [KCCEVENTS.COM](http://KCCEVENTS.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.

specifically for our Class Reunion event, including all-new designs and repaints featuring old friends and new ones. For your convenience, you will have one opportunity during your online registration to purchase a bundle of all event-exclusive products in advance. Pre-purchased ornaments will be available for pickup at the event and will not be shipped. Products made for this event will not be sold afterward, so don't miss your chance to complete your collections.

The Hyatt Regency Hotel at Crown Center will serve as headquarters for the event. A limited number of rooms will be available for a discounted rate at the Hyatt as well as the

### hotel info:



**Hyatt Regency Crown Center**  
2345 McGee Street  
Kansas City, MO 64108  
(800) 233-1234  
Reservation line: (888) 421-1442

**The Westin Crown Center**  
1 E. Pershing Road  
Kansas City, MO 64108  
(800) 937-8461  
Reservation line: (888) 627-8538

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.



# New series starts UP in 2011

Beloved characters from Pixar Animation Studios films are no strangers to Keepsake Ornaments, as they started hanging on family trees in 1998. This year, they get special attention with the first in a new series dedicated to the studio.

The Disney/Pixar Legends series begins with a moment from the 2009 film *Up*, when Carl awards Russell his soda-cap pin as the Ellie Badge. The new series aims at not only capturing characters but also highlighting memorable scenes that reflect the essence of Pixar's feature films.

"There's warmth and humor and emotion in these scenes, and we want to bring them to the tree," says Charles Young, Keepsake

product development manager. "We're really excited about our approach to this series."

Expect to see Keepsake Ornaments inspired by every Pixar film dating back to the studio's first, *Toy Story*, released in 1995. But the series will not stick simply to the lead characters, Charles says, as some less-seen favorites are likely to appear. And the series will include moments from Pixar's celebrated short films as well as their feature-length films.

"Parents and young kids really like our ornaments from *Toy Story* and *Cars*, and those aren't going away," he says. "This series will give us a wider range of Pixar memories to hang on the tree."



Here's a look at work in progress on the 2012 ornament for the Disney/Pixar Legends series—Sulley and Boo from *Monsters, Inc.*

## NEW GIFT CARD FEATURES SOME OLD FRIENDS

There's a fun way to give Hallmark gifts this year that should appeal to KOC members: Hallmark's latest gift card.

This year's Snow Buddies ornament, designed by Keepsake Artist Tammy Haddix, is featured on the gift card, which will be available in June at Hallmark Gold Crown stores.



Hallmark Designer Jill Halverson created the art for the card, designing a backdrop with a wintry atmosphere and adding Tammy's signature for a personal touch.

"There's some tradition behind using Snow Buddies for our gift card, and that's fun to keep up," says Jill. "I really like the look of it."

The gift card can hold up to \$500 and is reusable.

## THREE SERIES FINISH UP IN 2011

As KOC members add new Keepsake Ornaments to their trees and collections, they will bid fond farewells to three series this year. Comic Book Heroes and Holiday Angels as well as the miniature Festive Santa series will end their runs when they go on sale July 16 during Ornament Premiere Weekend.

Eternal Love is the name of the sixth and last Holiday Angels ornament. Fans of that ending series may be interested in the start of the Angels Around the World series this year. Captain America and the Avengers will end the Comic Book Heroes series on its fourth year and Festive Santa will finish with its third ornament.

# 500 BONUS POINTS

when you bring your completed Dream Book Wish List to your Hallmark Gold Crown retailer by **July 10.**



crownrewards