

VOLUME FOURTEEN | ISSUE ONE | WINTER 2015

# FOR KEEPS

## SHE'S BACK

AND MORE FABULOUS  
THAN EVER

Just one part of what makes  
2015 so awesome!

Get to know  
Keepsake Artist

**RODNEY GENTRY**

**10 KOC  
EXCLUSIVES**

to roll out this year

**LOCAL KOC**

earns its  
day of honor

Plus  
**IMPORTANT  
DATES**

to remember

See the latest  
**ALL-STUDIO  
ORNAMENT**

get on track



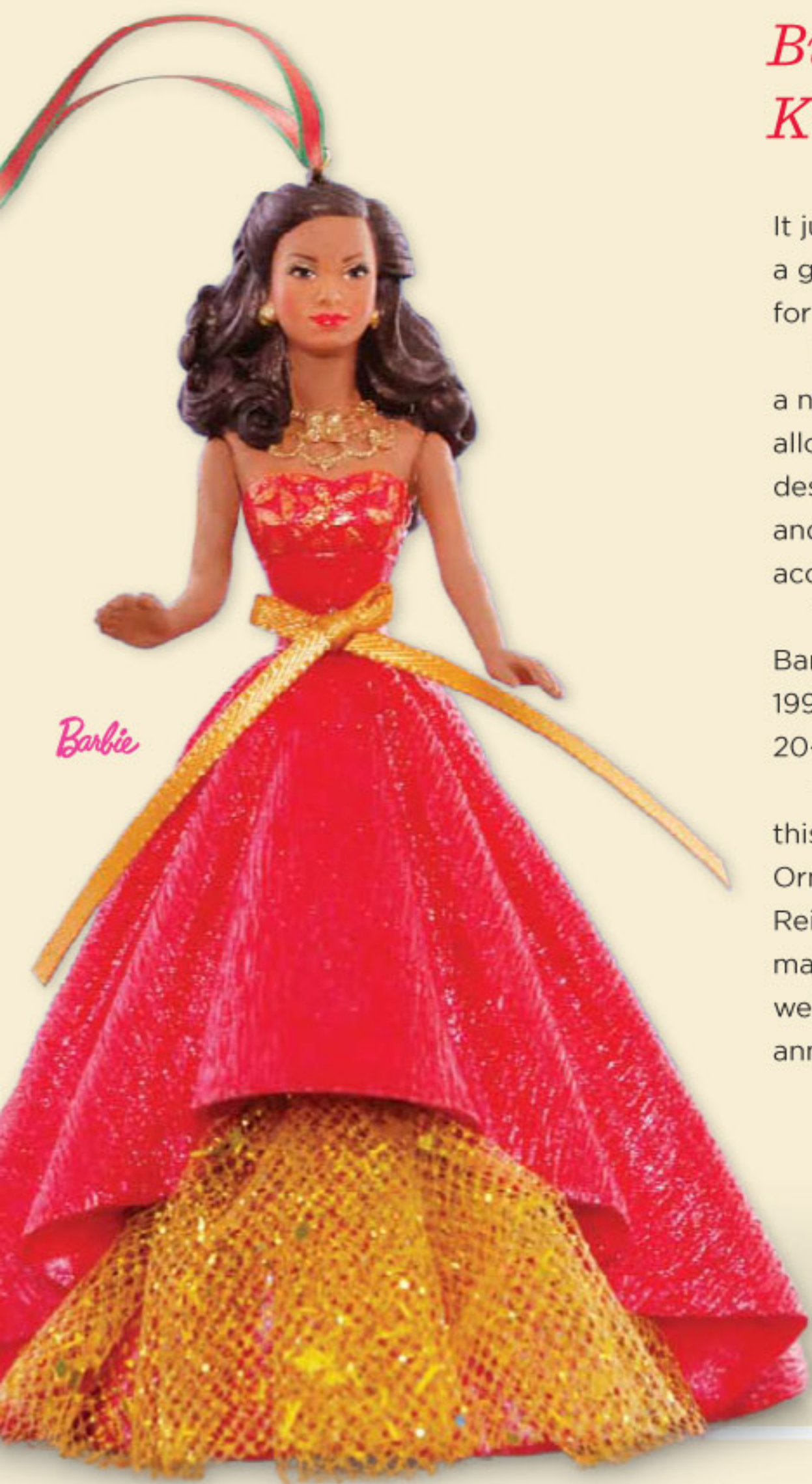
  
**KEEPSAKE**  
ORNAMENT CLUB

*Barbie*  
Ornament details inside.



# WELCOME BACK, BARBIE!

## *Business partnership paves the way for new Keepsake Ornaments starting this year.*



It just goes to show that you can't keep a good woman down (from the tree) for long.

Hallmark and Mattel have announced a new licensing agreement for 2015 allowing Keepsake Ornaments to produce designs featuring the iconic Barbie® doll and all her fabulous fashions, friends and accessories after a two-year hiatus.

The companies' agreement to create Barbie® Keepsake Ornaments began in 1993 and ended after a very successful 20-year run in 2012.

"We couldn't be more eager to share this awesome news with Keepsake Ornament Club members," says Nicole Reid, Hallmark retail merchandise manager. "Hallmark is very happy to welcome Mattel and Barbie® back to our annual line of Keepsake Ornaments. We

already have exciting things planned for Barbie® this year and beyond."

Since 1993, Keepsake Ornaments produced more than 200 designs under the Barbie® license with Mattel, including those in more than half a dozen series.

Barbie® collectors can look for a Fashion Barbie™ ornament and a Western Barbie™ ornament in 2015 as well as two-packs filling the gap in Keepsake's run of Celebration Barbie™ ornaments (details below). The first in an all-new Barbie® Keepsake Ornament series also is planned, specifics of which will be announced in the 2015 *Dream Book*.

Also, collectors can expect to see an event-exclusive Keepsake Ornament at the 2015 National Barbie® Doll Collectors Convention, planned July 29-Aug. 1 in Arlington, Va.

## CATCH UP YOUR COLLECTION WITH THESE

Collectors of Barbie®-inspired Keepsake Ornaments might breathe easier with news of new special edition two-packs.

The end of the Celebration Barbie™ series in 2012 meant that 2013 and 2014 Hallmark editions of the Holiday Barbie™ Doll were not created for the tree. The two-packs will cover those years with ornaments by none other than the most prolific of all Barbie® sculptors at Hallmark, Keepsake Artist Patricia Andrews.

"When they told me we would be designing for Barbie® again, I went right back to my supply drawers and got what I had saved," Patricia says. "I had hoped this might be a temporary separation.

"We have some true-blue, devoted collectors for Hallmark and Barbie®," she says. "Collectors have been so disappointed we weren't doing ornaments, and hoped we might again. I always said, 'We never can say never.'"



### CELEBRATION BARBIE™ ORNAMENT SET

Inspired by the 2013 & 2014 Holiday Barbie™ Dolls Set of two ornaments.  
Available July 2015



# A NEW YEAR BRINGS 10 NEW EXCLUSIVES



Each year, Keepsake Artists put their imaginations to work on designs they create specifically for members of the Keepsake Ornament Club, and 2015 is no exception. Actually, though, the year is an exceptional one for KOC members as no fewer than 10 ornaments will be available exclusively to them—a greater number than ever. Here's your first look at these great reasons to renew your KOC membership along with a little background on each from its creator.



1

## GLINDA THE GOOD WITCH™

Madame Alexander\*

"I love doing the leading ladies from THE WIZARD OF OZ. She's a beautiful pink confection of a doll. And what girl doesn't dream of a crown, a poufy, pink skirt and a wand to grant wishes?"—Debra Nielsen

*Available for purchase in stores beginning Ornament Premiere Weekend, July 11-12*

2

## PUPPY LOVE

25th Anniversary

"After 25 years, it's still my favorite ornament to do every year. This is the first one I've done with more than one puppy, so there's something for everyone."—Anita Marra Rogers

*Available for purchase in stores beginning September 5*

3

## HANGIN' WITH TEDDY

"My sister (Keepsake Artist Sue Tague) had a small teddy bear with mechanics inside that made it tumble. I played with that bear long after she was done playing with it. This one's arms and legs dangle similar to what Sue has done in some of her ornaments."—Julie Forsyth

*Available for purchase in stores beginning Ornament Debut Weekend, October 3-4*

4

## STEEPED IN SPIRIT

"I love the look of mid-century modern stylings in ceramics. That look is surging in popularity again, so I wanted to bring that sense of simplicity and charm to this ornament."—Terri Steiger

*Available for purchase in stores at Holiday Open House Weekend in November*





## MEMBERSHIP ORNAMENTS



### FRIEND OF A FEATHER

"This ornament inspired a series I'm starting for 2016 just for KOC members. I'm looking forward to doing more of these. I love scene-within-a-scene designs."—Anita Marra Rogers (with Rodney Gentry)



### A TWEET RETREAT

"Baking is a huge tradition in my family, and anytime I can get a bird on something, I'm happy. If those were real birds on the birdhouse, we might have a problem with them eating themselves out of house and home, but they are cookies, too."—Edythe Kegrize



### CHRISTMAS WINDOW 2015

*13th in the Christmas Windows series*  
"My boys have taken guitar lessons, so they inspired the little boy playing air guitar outside the music shop. Knowing my boys, he's probably playing a song by Queen."—Tammy Haddix

## MEMBERSHIP RENEWAL OFFERS



### COZY ON ICE

"Ice skating was a big part of my Christmas growing up in Pennsylvania. My dad would line a wood frame with plastic, get out the garden hose and set up a skating rink in our backyard. He even piped music outside!"—Edythe Kegrize



### PETITE TREAT

"This is my first mini-cupcake. It's also a sneak peek of the full-sized one I'm making for the Christmas Cupcakes series in 2016. I constantly explore new techniques. For next year's full-sized cupcake, I rolled two pieces of felt together and cut them to make the peppermint effect on top."—Ruth Donikowski



### MRS. CLAUS'S KITCHEN SINK

This is a repainted version of an ornament available last year at 16 in-store signing events. In all, 30 members of the Keepsake Artist Studio contributed to the creation of this ornament.

*Earn* **500 BONUS POINTS**

when you renew your membership  
by March 15, 2015!\*





# 5 THINGS YOU MIGHT NOT KNOW ABOUT RODNEY GENTRY

*As Keepsake Artist Rodney Gentry begins his 28th year in the studio, he shares a few insights into his creations and his creative process—and adds new perspective on the “hand of the artist.”*

## 1 **RODNEY GOT HIS START IN NASCAR.**

“I was assigned to do just the graphics on our Jeff Gordon ornament (in 1997), but then was asked to do the whole ornament. So it became my first ever.”

## 2 **BACK IN THE DAY, HE WAS A SCRAPPER.**

“My first job at Hallmark in 1979 was to remove scrap material from cut cards before stacking them on skids. I applied for an artist position and was told they had an opening in manufacturing, so I took it.”

## 3 **HE’S ALL ABOUT THE DETAILS.**

“I have a reputation for accuracy. When I did the G.I. Joe Lunchbox Set (in 2002), my prototype came back from the licensor with no changes at all. That was a really big deal to me!”

## 4 **HE MAXIMIZED HIS ON-THE-JOB TRAINING.**

“I attended the Kansas City Art Institute under a Hallmark program. I’m very thankful for that chance to build the skills I have today.”

## 5 **HE’S A SELF-DESCRIBED NATURE FREAK.**

“While I work, I listen to National Geographic specials. It’s soothing to me, and I get an education on nature from the sky to the ocean.”

## GO ONLINE to MEET MORE KEEPSAKE ARTISTS!

Visit [KOCmembers.com](http://KOCmembers.com) to learn more fun facts about your favorite artists and even get a closer look at their workspaces. This month, check out [Hallmark.com/OrvillesBooth](http://Hallmark.com/OrvillesBooth) for a tour of Orville Wilson’s art booth. And study up—there will be a quiz.

## KOC MEMBERS EARN A DAY OF HONOR

*Officials recognize Route 66 KOC of Tulsa, Oklahoma, for helping others near and far.*

When members of the Route 66 Keepsake Ornament Club get together in Tulsa, Okla., it isn’t just to check out sneak peeks or swap collecting stories. They likely are discussing their latest plan to share some care for those who need it.

These efforts have not gone unnoticed, as members learned on Sept. 5, 2014, when the Tulsa County Commission declared a countywide Route 66 Keepsake Ornament Club Day in appreciation for the club’s donations of more than \$108,000 in cash and goods since 2002.

“There are many people less fortunate than us who need help,” says Fran Woodside, club president, “and we want to help however we can.”



From left, club members Fran Woodside and Anita Frazier, shelter representative Doris Vivian, store manager Lisa Spunaugle, and club member Sallie McBrier.

The club’s 35 members work monthly to collect clothing, shoes, personal goods and other items for clients of the Tulsa County Emergency Shelter, which serves homeless families and individuals.

Beyond that, Route 66 Club members also donate time and goods to prepare for mailing to armed services members through Blue Star Mothers of America.

The club, founded in 1996, is sponsored by J’s Hallmark Gold Crown in Tulsa.



# KEEPSAKE ARTISTS ARE *ALL ABOARD*

... THIS TRAIN ...

**Santa's Christmas Train** to pull into KOC Event as an exclusive ornament.

For seven years, Keepsake Artist Edythe Kegrize has set in motion the concept to be realized as the annual All-Studio Keepsake Ornament. Ask her about the creative process for this piece involving more than two dozen artists, and it stops sounding like something headed for the tree.

"Some Keepsake Artists are known for cute designs, some are more structural designers, and some do surface designs," says Edythe. "When you try to consider one thing that includes opportunities and possibilities to capture all of the different talents in this studio, it's less of an ornament and more of a huge puzzle."

This summer, collectors will see the fruits of this labor when Santa's Christmas Train makes its first and only stop for 2015 at "Destination: Keepsakes," the Keepsake Ornament Club collector event planned Aug. 7-8 in Kansas City, Mo.

The ornament began with a sketch and a structural concept devised by Edythe and Keepsake Artist Robert Hurlburt. They

identified more than two dozen individual facets of sculpture and design on the piece, from the headlight lantern on the train's front (Ken Crow) and the smiling face on the front of its smokebox (Tracy Larsen) down to the curlicues of smoke billowing from its stack (Julie Forsyth). In all, 28 artists are credited.

"Every artist has a different style, so you have to design one piece in which all these styles can live together," Edythe says. "I like seeing it come to life. It becomes better and better than anything I could design only by myself. I think the piece is stronger with all of us touching it than any one of us doing it alone. It has that richness."



## RENEW YOUR KOC MEMBERSHIP—BE A PART OF A BIG YEAR!

With all that's planned for 2015, there is no better time than now to renew your Keepsake Ornament Club membership. You will guarantee delivery of the latest *Dream Book* as well as continue to receive regular issues of *For Keeps*, the KOC newsletter. You will have access to members-only information at [KOCmembers.com](http://KOCmembers.com), and be qualified to purchase Club-exclusive ornaments all year long. Don't miss out!

As an example of what KOC membership provides to you, here's a sneak peek into 2015—the second ornament in the Kringle and Kris series by Keepsake Artist Kristina Gaughran.



A SNEAK PEEK JUST  
FOR KOC MEMBERS!

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SAVE  
THESE  
DATES

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**MAY 16**  
Dream Book Party

**JULY 11-12**  
Keepsake Ornament  
Premiere Weekend

**OCTOBER 3-4**  
Keepsake Ornament  
Debut Weekend