

VOLUME FOURTEEN | ISSUE TWO | SPRING 2015

# FOR KEEPS

*Kiddie Car Classics*  
ARE BACK ON THE ROAD AGAIN

MEET THE FLOUR CITY  
*Collector's Club*

GET TO KNOW KEEPSAKE ARTIST  
*Terri Steiger*

INTRODUCING THE WORLD OF  
*Frosty Friends*



Hallmark  
KEEPSAKE  
ORNAMENT CLUB



# Add *magic* to your mantel.

*The very popular Frosty Friends series now goes beyond your tree with The World of Frosty Friends mantelscapes.*

## KEEPSAKE ARTIST TOM BEST

collaborated with fellow artists Tracy Larsen on **Here Come Frosty Friends** and Nello Williams on **Dome for the Holidays** to create a whole wintry scene for your mantel or table.

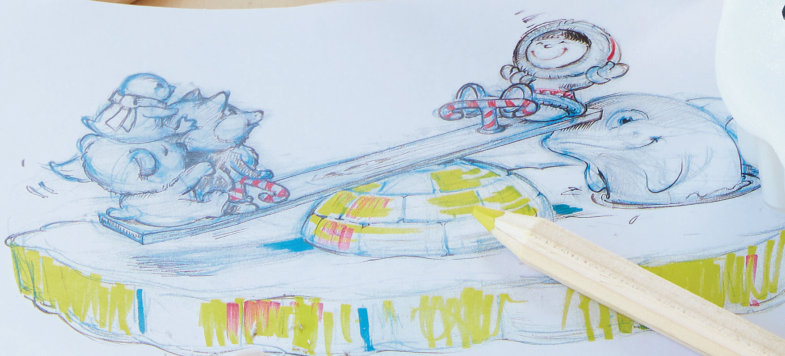
“With the magic cord, you can do anything, and the smart chip allows them to play off each other, creating quite the

light show,” says Tom Best. “I have wanted to create the Northern Lights ever since I started working on Frosty Friends. But in the context of an ornament, it’s hard to pull off. The mantelscape concept gave me the chance to do that.”

Tom turned in numerous ideas for the lights, including projection lighting. But ultimately decided to take advantage of the clear base of ice each one rests on. “There is a nice ebb and flow of colors paired with some holiday music that’s really neat,” says Tom.

The World of Frosty Friends fun will continue in 2016. Tom’s sketch gives us a sneak peek at his initial ideas for the friends you will be able to add to your collection. **FK**

Powered by the **Magic Cord**, these synchronized pieces light up, play music and one of them even sways to the beat.



FROM LEFT:

**HERE COME FROSTY FRIENDS**  
The World of Frosty Friends  
Available beginning Ornament Debut

**DOMES FOR THE HOLIDAYS**  
The World of Frosty Friends  
Available beginning Ornament Premiere



# First or final, they're all favorites.



## FIRST IN SERIES

Release at Ornament Debut *October 3-4*

- HOLIDAY BARBIE™ ORNAMENT**  
1st in the Holiday Barbie™ series (African American and Caucasian)
- 1932 FORD**  
1st in the Keepsake Kustoms series
- RING IN THE SEASON**  
1st in the series

**Oops...** We listed the price of **Holly** (Mary's Angels series) incorrectly in the *Dream Book* and *Wish List*. The correct retail price is \$9.95 (US) and \$12.99 (Canada).



## FIRST IN SERIES

Release at Ornament Premiere *July 11-12*

- CAN'T WAIT TO SKATE**  
1st in the Mary Hamilton's Bears series
- A WORLD WITHIN**  
1st in the series
- A LITTLE CRAB CAKE**  
1st in the Keepsake Cupcakes monthly series



## FINAL IN SERIES

- COOL ICICLES**  
3rd and Final in the Cool Icicles series
- CLOCK SHOP**  
10th and Final in the Noelville series
- LIEUTENANT NYOTA UHURA**  
6th and Final in the Star Trek™ Legends series
- A YEAR OF DISNEY MAGIC SERIES**  
12th and Final (not pictured)

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Keepsake Artist Don Palmiter and Editorial Strategist Mike Brush with some of this year's Kiddie Car Classics.

## Pedal on over. *Hallmark Kiddie Car Classics are back!*

THE BELOVED COLLECTION WAS originally introduced in 1992 and consisted of scaled, die-cast metal replicas of full-sized pedal cars produced in the '20s through the '60s.

The line expanded to include Side-walk Cruisers, such as tricycles and scooters. Accessories were also added to create realistic settings like a gas station for collectors to display with their collection. But in 2001, the Kiddie Car Classics line retired and has been greatly missed ever since.

"Every signing event I go to, I sign a large number of Kiddie Car Classics. And I've had many requests from collectors to bring them back," says Hallmark Keepsake Artist Don Palmiter who has worked on the line since its inception.

So after 15 years, Hallmark has decided to relaunch with new versions of four cars that were in the original line—same size and nostalgic feel.

"What makes them so special is not only the artistic element that goes into them, but the functionality. They steer and pedal just like the real pedal cars did," says Mike Brush, Keepsake editorial strategist.

Don's favorite in the original collection was the 1935 Auburn Limited Edition—complete with working headlights, taillights, horn, suspension and clicker. "And we did an American Tandem that had a remote control. It was the epitome of Kiddie Car Classics."

For Don, his retirement in February 2015 is bittersweet. "The best part

of Kiddie Car Classics was all of the relationships I developed with pedal car collectors and restorers all over the country," says Don.

*"I've been at Hallmark for almost 48 years and that's the most fun I've ever had. It was a ball."*

Kiddie Car Classics will relaunch at Father's Day and will include four full-sized versions, as well as the identical ornament for each. It will be a part of the new Hallmark Garage concept. According to Mike, "It's simply car stuff for car guys... things you can display, play with, drink from and more—neat stuff for your man cave." **FK**





## 5 Fun Facts About Terri

*Keepsake Artist Terri Steiger has been with Hallmark for more than 25 years. But there are still things we have yet to learn about her, including these fun facts.*

### 1. YOU KNOW ONE OF HER STUDY BUDDIES.

"I went to college with the famous Hallmark Keepsake Artist Tom Best. And even though I was an illustration major in college, two of my favorite classes were advertising and creative writing."

### 2. IT WAS HALLMARK OR BUST.

"When I interviewed with Hallmark right out of college, I told the VP of Creative at the time that I would even wash floors to get a job at Hallmark."

### 3. HER FAVORITE COLOR IS ORANGE. COLOR OF FOOD, THAT IS.

"I love orange-colored foods—Cheetos®, Goldfish®, orange circus peanuts, halos, tangerines, sugared gooey orange slices and Reese's® peanut butter cups...well, the wrapper is orange."

### 3. TERRI IS A BOOMERANG.

"I worked at Hallmark for 6½ years, but then left to freelance for 7. While freelancing, I did editorial illustrations for *The Kansas City Star*, among many other things. But then I returned to Hallmark and have been back for 19 years."

### 4. SHE HAS WRITTEN & ILLUSTRATED HALLMARK CARDS.

"Although working in Keepsakes is my favorite, I've also worked on cards, gift wrap and gifts."

## Hostess with the mostess.

*Meet one of our local Keepsake Clubs who made a big impression during the 2014 Artist Signing events.*

**THE FLOUR CITY COLLECTOR'S CLUB** is a charter club, founded in 1992 by Scott McNiven, owner of Scott's Hallmark in Rochester, New York, which is also the club's sponsor.

Its 30 club members enjoy meeting quarterly, but the highlight of 2014 was being one of the 16 clubs chosen for the Local Club Artist Signing events. "We felt so honored to be chosen...we just went wild," exclaims Linda Zeller, club secretary and Hallmark store employee.

They had six months to prepare for the in-store signing event which was held on August 8–9, 2014. During that time, Linda made store aprons for everyone to wear during the event, as well as favors filled with store samples and goodies. Club members also had fun preparing raffle baskets, which raised more than \$1,600 for local charities.



**FRONT ROW** (L to R): Hallmark Keepsake Artists Edythe Kegrize and Orville Wilson  
**MIDDLE ROW** (L to R): Club members Linda Zeller, Bonnie Graff, Jean Thom, Kaitlyn Longberry and Nancee Fischer **BACK ROW** (L to R): Hallmark editorial strategist Mike Brush and club members Bonnie Sale, Cindy Barrett and Tracy St. James

The night before the event, they hosted a welcome dinner for Hallmark Keepsake Artists Edythe Kegrize and Orville Wilson and editorial strategist Mike Brush. Hundreds attended the main event the following day and the club added 10 new members.

One of the club's favorite traditions is helping hang ornaments at the store for Ornament Premiere and Ornament Debut. They love getting a first look at the ornaments. Afterward, Scott opens up his home to club members for dinner. "Scott is the driving force behind our club. He's very involved and makes it so much fun. We've all become great friends and enjoy sharing our stories, our ornaments and our love for Hallmark," says Linda. **FK**

## Get more insider info online



Go to **Hallmark.com/TracysBooth** and guess what's missing from Tracy Larsen's workspace.

Find exclusive news and more at **KOCmembers.com**. Plus, check back often for the latest updates.



# Hallmark Events

May 16	July 11-12	October 3-4
<b>DREAM BOOK PARTY</b> <p>Come celebrate the launch of the 2015 <i>Dream Book</i>, as well as the birth of a new Baby Fairy Messengers series.</p>  <p>LOTUS AND POINSETTIA BABY FAIRY MESSENGERS 1st in the Baby Fairy Messengers series <i>Set of two mini ornaments.</i></p>	<b>ORNAMENT Premiere</b>	<b>ORNAMENT Debut</b>
<b>August 7-8</b> <b>DESTINATION KEEPSAKES KOC EVENT</b> <p>In Kansas City, Missouri. Registration is officially open at <a href="http://KOCevents.com">KOCevents.com</a>.</p>		
		 <p>RAMBLIN' SNOWMAN</p>

## Fan Conventions

April 16–19		July 29–August 1	
<div>STAR WARS™ CELEBRATION</div> <div>Convention Exclusive</div> <div>AN EPIC VISION</div> <div>Star Wars™</div> <div>Set of two ornaments based on Ralph McQuarrie's original concept art.</div> <div></div>		<div>2015 NATIONAL BARBIE® DOLL COLLECTORS CONVENTION</div> <div>Convention Exclusive</div> <div>SHOE-SATIONAL!</div> <div>Barbie®</div> <div></div>	
August 14–16		July 9–12	
<div>D23 EXPO</div> <div>Convention Exclusive</div> <div>THE BAND CONCERT</div> <div>Mickey Mouse</div> <div>Repaint of 2013 ornament</div> <div></div>		<div>COMIC-CON® INTERNATIONAL, SAN DIEGO</div> <div>Convention Exclusives</div> <div>BATMAN CLASSIC TV SERIES</div> <div>BATMOBILE</div> <div>Repaint of 2011, 1966 Batmobile™</div> <div></div>	
		October 8–11	
		<div>NEW YORK COMIC CON</div> <div>Convention Exclusives</div> <div>U-3PO™ AND R5-D4™</div> <div>Star Wars™: A New Hope™</div> <div>(not pictured)</div> <div>XENOMORPH: FROM EGG TO ALIEN</div> <div>Alien™ (not pictured)</div>	

Visit [KOCmembers.com](http://KOCmembers.com) to see all the convention-exclusive ornaments and itty bittys®.