

VOLUME FIFTEEN | ISSUE ONE | WINTER 2016

Hallmark  
KEEPSAKE  
ORNAMENT CLUB

# For Keeps

Minis  
ARE BIG  
THIS YEAR!

SNEAK PEEK  
ARTIST SIGNING  
ORNAMENT

GET TO KNOW  
KRISTINA  
GAUGHRAN

10 KOC  
EXCLUSIVES  
FOR 2016





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## The best things come in small packages

**COLLECTORS LIKE YOU** can't get enough of miniatures (and neither can we). So after numerous requests, we're very excited to expand upon this collection with some unexpected ornaments. From premium minis to ones inspired by a favorite series, and even some with light and action, we hope to amaze you.

Our 2016 collection will include more than 20 miniature ornaments, all of which will be scaled back to the smaller size they became known for. Over the years, the size has crept up and we

want them to be truly miniature in size so we can keep you asking, "how in the world did they make something that detailed so tiny?"

"It's been interesting to hear how collectors are using minis," says Theresa Murphy, Keepsake Associate Product Manager. "While intended for the tree, we hear stories and see pictures of collectors making jewelry and displaying them in unique ways throughout their home. We've also heard collectors ask for more display options so we're working on alternative tree concepts for 2017 and beyond."

**1. A World Within** The 2nd in this adorable mini series with a sculpted wintry scene inside.

**2. Sweet Little Mouse House** Features light. The unofficial companion to the Noelville series that ended in 2015.

**3. Hummingbird** A mini version of Edythe Kegrize's 10th anniversary of Beauty of Birds.

**4. A Little Frosty Fun** Our "fun" play on the very popular Frosty Fun Decade series.

**5. "Quill" You Be My Snow Buddy?** The mini companion to this year's Snow Buddies Series ornament.

### COMING SOON...



**Petite Penguin** 1st in series. This new series is based on the popular unofficial Kris' penguin series. Each year, we will feature mini-sized versions of three of her penguins.

**Display Tree & Tree Skirt** Show off your mini collection with our new display tree, featured on the cover. It releases at Ornament Premiere. Its special tree skirt will be available at Ornament Debut. (Not pictured)



TOP: Annual pre-Ornament Premiere celebration.

LEFT: Club members at the 2015 KOC Event in Kansas City.

RIGHT: Nick Orille delivering donations to a local charity.

## Local club makes magical memories

**ALMOST 10 YEARS AGO**, Elam's Magic Hallmark Memories Club in San Diego, California, was formed. Since then, it has grown to 87 members. Club President Renee Micallef says the club is very active and had an exciting 2015 — with 28 members attending the KOC Event in Kansas City and 12 attending D23 in Anaheim the following weekend, the group made lots of memories and even stronger friendships.

One of the highlights each year is the "Pre-Premiere" party for club members. Excited that "Barbie" is back, club members celebrated Ornament Premiere by donating new Barbie™ dolls to San Diego's Rady Children's Hospital.

Club Sponsor Scott Elam always attends the party dressed up as an ornament. This year — five club members guessed it — as Beetlejuice.

"It's passionate members like Nick Ordille who make all the difference," says Micallef.

Nick is the club's Community Outreach Representative and he loves to give back. He builds relationships with the charities the club chooses each year, helps educate club members about how their contributions impact the community, and ultimately gets the donations into the right hands.

"He goes above and beyond to strengthen our club and community," Micallef adds.

# Keepsake artists gather around Santa's workbench

**THIS YEAR**, the Keepsake Studio Artists will once again hit the road to visit Hallmark Gold Crown stores around the country. Locations and dates will be revealed in the April issue of *For Keeps*.

Here's a first look at this year's annual Keepsake Studio Ornament. Every artist in the Keepsake studio was involved in creating Santa's Workbench — each one added his or her own personal creative touch.

Once again, Keepsake Artist Edythe Kegrize conceptualized the design and directed the piece. She decided on Santa's Workbench because it offered the opportunity to incorporate a lot of interesting tools, and of course fun toys being made.

The collaborative process starts with a sketch. Edythe sketches an ornament concept that will showcase the varied talents in the Keepsake studio. Then each artist signs up for their spot on the piece and is encouraged to add their

special touch, even if that means straying from the initial sketch. Edythe provides art direction throughout the process to ensure it progresses as a unified piece and ultimately brings the piece to life.

"My favorite aspect of Santa's Workbench is that it reminds me of my dad's workbench he built for himself. As a child, I was mesmerized by all the cool gadgets and tools that covered its surface, although his 'toys' were more electronic in nature," says Edythe.



## Santa's Workbench

**Contributors:** Design Concept and Art Direction by Edythe Kegrize. Color and Technical Team — Susan Wieland, Lisa Vogel, Nita Obbink, Jennifer Swanson **A.** Anita Marra Rogers **B.** Nina Aubé **C.** Joanne Eschrich **D.** Sharon Višker **E.** Rodney Gentry **F.** Robert Chad **G.** Ken Crow **H.** Matt Johnson **I.** Tammy Haddix **J.** Jake Angell **K.** Robert Hurlburt **L.** Terri Steiger **M.** Tom Best **N.** Debra Nielsen **O.** Orville Wilson **P.** Kristina Gaughran **Q.** Tracey Larsen **R.** Růth Donikowski **S.** Nello Williams



Kristina demonstrating her technique at our Union Hill Studio.

## 5 fun facts about Kristina Gaughran

*Although Keepsake Artist Kristina Gaughran has been with Hallmark for more than 20 years, there are still some things you may not know about her.*

### 1. She wasn't always a *Star Wars*™ fanatic.

"I was only four when *New Hope* came out and my older brother was the one who collected the toys. I just remember playing with his trash compactor with the little foam trash and the Dianoga creature. My love of *Star Wars* came much later as a way to connect with him and work on ornaments that he would enjoy."

### 2. She loves vintage Christmas decorations.

"The tree topper I use on my tree was handed down to me from my mom. It's from the 70's I believe and I have many pictures of our trees growing up with her perched on the top. Mom always thought she was ugly, but I think she is just quirky. Being the nostalgic sap I am, she continues to grace the top of our tree every year."

### 3. She dreamed of being an animator.

"I love Disney, and growing up, I wanted to be an animator. When *The Little Mermaid* came out on VHS, I watched it over and over again (75 times total, but who's counting?). And to this day, one of my favorite vacation spots is Disney World. It's just a magical place."

### 4. You won't catch her watching *Arachnophobia*.

"I don't like spiders, they freak me out. Like REALLY freak me out, even pictures of them. (I don't even like the word "spider.") I do my best to remain calm around my boys so I don't pass my fear on to them."

### 5. She's a crafty chick.

"I like to be crafty. I rarely finish anything, but am always trying out new projects. Crochet, knitting, embroidery, sewing — you name it."

## TAKE A CLOSER LOOK

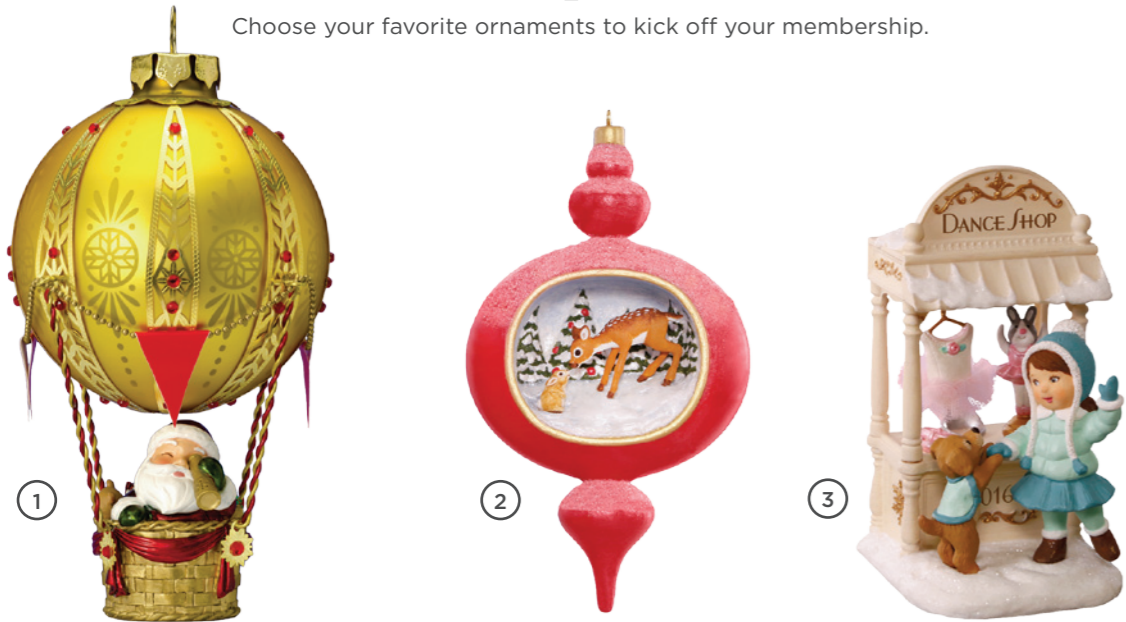
So now you think you know Kristina Gaughran? Try to guess what's missing from her workspace at [Hallmark.com/KristinasBooth](http://Hallmark.com/KristinasBooth)

# Ring in the new year with 10 new Exclusive Ornaments

EACH YEAR, Keepsake Artists put their imaginations to work on designs they create specifically for members of the Keepsake Ornament Club. Plus this year, we are adding another membership perk that you will learn about in a future issue. But for now, here's your first look at these great reasons to renew your KOC membership.

## Membership Ornaments

Choose your favorite ornaments to kick off your membership.



## Extra Exclusives

As a bonus just for joining, you can purchase any of these ornaments.



▶ LEARN MORE ABOUT THE KEEPSAKE ORNAMENT CLUB | [Hallmark.com/KeepsakeOrnamentClub](http://Hallmark.com/KeepsakeOrnamentClub)



## In-Store KOC Exclusives

Enjoy special event releases throughout the year.



### 1. Festive Flyer

*New premium offering.* "I love designing with mixed materials. This one is a fun combination of glass, metal with an etched design, twisted wire, crystals and tiny fabric flags." — Edythe Kegrize

### 2. Inside Story

*1st of 3 in the Inside Story series.* "This type of design reminds me of the ornaments we had on our tree when I was a kid." — Anita Marra Rogers

### 3. Christmas Window 2016

*14th in the Christmas Window series.* "I love to dance, so this is for all the kids (and adults) who love it as well." — Nina Aubé

### 4. Santa's Christmas Train

*Repaint of the 2015 KOC Event studio ornament.* "Every member of the studio has contributed to the creation

of this highly detailed and playful ornament." — Edythe Kegrize

### 5. Honeysuckle Angel

"I gotta say this is the cutest thing I've ever seen. Who knows, maybe it will turn into a future series ornament (wink, wink)." — Robert Chad

### 6. Mermaid Gown Barbie® Doll

"We are thrilled Barbie™ is back with Hallmark! And we especially love this beautiful porcelain and fabric mermaid gown." — Patricia Andrews

### 7. Rustic Santas

*Available beginning Ornament Premiere Weekend, July 9-10.* "This set is extra special because the original 4-5' tall Santa carvings that Tracy, Robert and I worked on were auctioned off for charity at the KOC Event in 2013." — Anita Marra Rogers

### 8. Mischievous and Loving

*Available beginning September 3.* "Working on this with my good friend Nina Aubé was a special treat for me. And bringing Puppy Love and Mischievous Kittens together made it twice as nice." — Anita Marra Rogers

### 9. Noelville Express

*Available beginning Ornament Debut Weekend, October 1-2.* "It was fun changing it up a bit and designing a gingerbread vehicle to coordinate with all the candy-covered buildings." — Nina Aubé

### 10. Dangle All the Way

*Available at Holiday Open House Event in November.* "I love porcelain character bells and have a collection of my own." — Nina Aubé



Choose from 3 easy ways to join:

- **Online:** Go to [Hallmark.com/KeepsakeOrnamentClub](http://Hallmark.com/KeepsakeOrnamentClub) (U.S. only)
- **Phone:** Call 1-800-HALLMARK
- **Mail:** Send this form to P.O. Box 419824, Kansas City, MO 64141-6824

EMAIL (OPTIONAL) \_\_\_\_\_  
If you would like to receive Hallmark email updates about your membership, including a confirmation and temporary membership card, please provide your email address.

BIRTHDAY \_\_\_\_\_ / \_\_\_\_\_  
MONTH DAY

Is your information above current? Please indicate corrections or changes.

Renew by March 15, 2016 and earn

**500 BONUS POINTS**

Plus, earn an additional 250 Bonus Points when you renew online.

### 1. Membership Package

Select your membership package, checking **ONLY ONE** box from the five options listed below.



Festive Flyer



Inside Story



Christmas Window 2016

- |  |                          |
|--|--------------------------|
| <input type="checkbox"/> Festive Flyer                         | <b>\$30</b> (\$40 value) |
| <input type="checkbox"/> Inside Story & Christmas Window 2016  | <b>\$30</b> (\$40 value) |
| <input type="checkbox"/> Festive Flyer & Inside Story          | <b>\$45</b> (\$60 value) |
| <input type="checkbox"/> Festive Flyer & Christmas Window 2016 | <b>\$45</b> (\$60 value) |
| <input type="checkbox"/> All three ornaments                   | <b>\$60</b> (\$80 value) |

Fill out your Membership Package total \$ \_\_\_\_\_

### 2. Extra Exclusives

You may also purchase any of these Extra Exclusive Ornaments at the additional costs listed below (limit one of each ornament per membership).



Santa's Christmas Train  
\$39.95



Honeysuckle Angel  
\$7.95



Mermaid Gown Barbie®  
\$29.95

- |  |                |
|--|----------------|
| <input type="checkbox"/> Santa's Christmas Train | <b>\$39.95</b> |
| <input type="checkbox"/> Honeysuckle Angel       | <b>\$7.95</b>  |
| <input type="checkbox"/> Mermaid Gown Barbie®    | <b>\$29.95</b> |

Fill out your Extra Exclusives total \$ \_\_\_\_\_

Calculate your subtotal by adding your Membership Package total + any Extra Exclusives. **SUBTOTAL** \$ \_\_\_\_\_

### 3. Shipping

Please use your subtotal to calculate shipping costs using the chart to right.	<b>Subtotal</b>	<b>U.S. shipping</b>	<b>Canada shipping</b>	<input checked="" type="checkbox"/> <b>Required Shipping*</b> (see chart to left) \$ _____
	\$0 - \$49.99	<b>\$6.95</b>	<b>\$12.95</b>	
	\$50 - \$74.99	<b>\$9.95</b>	<b>\$15.95</b>	
	\$75 (or more)	<b>\$12.95</b>	<b>\$18.95</b>	

\*Shipping cost includes applicable shipping, handling and taxes for products shipped directly to the consumer.

Membership ornaments ordered 2/1/16-6/1/16 will begin shipping 6/1/16. Membership ornaments ordered after 6/1/16 will arrive 4-6 weeks after ordering.

CHECK/MONEY ORDER PAYABLE TO HALLMARK KEEPSAKE ORNAMENT CLUB  VISA  MASTERCARD  DISCOVER **TOTAL** \$ \_\_\_\_\_

\_\_\_\_\_

CREDIT CARD NUMBER

\_\_\_\_\_

EXP. (MM/YY)

\_\_\_\_\_  
SIGNATURE

ORDER AND SHIPMENT INFORMATION: All orders must have a U.S. or Canadian shipping address. If ordering from outside the U.S., please pay in U.S. funds. Canadian customs requires consumers to pay customs clearance charges and applicable taxes on each ornament. Membership ornaments ordered 2/1/16-6/1/16 will begin shipping 6/1/16. Membership ornaments ordered after 6/1/16 will arrive 4-6 weeks after ordering. All memberships will be charged upon purchase. Any debit impact is due to the rules of your debit card issuer. Ornaments available while supplies last.

For full KOC membership terms and conditions, visit [Hallmark.com/KeepsakeOrnamentClub](http://Hallmark.com/KeepsakeOrnamentClub). To see Hallmark's current privacy statement, go to [Hallmark.com](http://Hallmark.com) or call 1-800-HALLMARK. Hallmark Marketing Company, LLC

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500 Crown Rewards Bonus Points: Offer valid through 3/15/16. Must be a Crown Rewards member to receive Bonus Points. Limit one bonus per Crown Rewards membership, per offer. No cash value. Bonus Points will be credited quarterly and can be verified online at [Hallmark.com/CrownRewards](http://Hallmark.com/CrownRewards).

250 Crown Rewards Bonus Points: Offer valid through 7/31/16 online at [Hallmark.com](http://Hallmark.com) only. Must be a Crown Rewards member to receive Bonus Points. Limit one bonus per Crown Rewards membership, per offer. No cash value. Bonus Points will be credited quarterly and can be verified online at [Hallmark.com/CrownRewards](http://Hallmark.com/CrownRewards).



# It pays to be in the Club



**2016 MEMBERSHIP ORNAMENTS**

- Access to 10 club-exclusive ornaments
- A redesigned, quarterly issue of *For Keeps* in a collectible format — the same size as your KOC-exclusive Dream Book
- Our next Keepsake Ornament Club-edition Dream Book (U.S. only)
- More up-to-date online experience — out with the old, log-in website and in with easy, up-to-the-minute access to news. Be sure to follow us on Facebook to get updates as they happen!
- Exclusive Bonus Points offers\*
- Surprises, including a new product perk to be announced soon

\*Must be a Crown Rewards Member to receive bonus points. Join now at [Hallmark.com/CrownRewards](http://Hallmark.com/CrownRewards)

Renew by  
March 15, 2016 and earn

## 500

**BONUS POINTS**

*Details on back*

Plus, earn an additional **250 Bonus Points** when you renew online.



We hope you had a happy and healthy holiday season!

Here's a gift that does not require a gift receipt:  
**2016 1st in series sneak peek!**



**Heirloom Angels**

By Keepsake Artist Ruth Donikowski.

Each ornament in this new series will feature a charming angel design inspired by vintage decorations from Christmases past and will release at 2016 Keepsake Ornament Premiere.

## Save the Date

February 1	May 14
<p><b>KOC REGISTRATION OFFICIALLY OPENS</b></p> <p>Don't miss the opportunity to join and get Club-exclusive ornaments, including this premium offering.</p>	<p><b>DREAM BOOK PARTY</b></p> <p>Celebrate the launch of the 2016 Dream Book and add these Baby Fairy Messengers to your collection.</p>
July 9–10	October 1–2
<p><b>KEEPSAKE ORNAMENT PREMIERE WEEKEND</b></p> <p>Join us for the annual unveiling of more than 200 all-new ornaments.</p>	<p><b>KEEPSAKE ORNAMENT DEBUT WEEKEND</b></p> <p>Enjoy weekend-only savings and get your hands on more than a hundred new ornaments, including limited-quantities.</p>