

VOLUME FIFTEEN | ISSUE FOUR | FALL 2016

For Keeps

All aboard for

ORNAMENT DEBUT
OPENING OCTOBER 1-2

SNEAK PEEK
2017 KOC CONVENTION

LISTEN IN!
A STAR TREK™
50TH ANNIVERSARY CHAT

GET TO KNOW
TAMMY HADDIX




KEEPSAKE
ORNAMENT CLUB

SHARE YOUR
#KEEPSAKEIT
MOMENTS.

So much new at Ornament Debut

Join us for the fun during opening weekend, October 1-2.

HOW SWEET IT IS!

The Noelville Express has entered the station! Available beginning at Ornament Debut, this two-ornament set is a companion to the Noelville series and is offered only to KOC members.



Created by Nina Aubé, the Noelville Express is full of sugary treats. Nina shares, "It's fun to decide what sweets to use. Thinking about it always makes me hungry, so of course I need to do some 'research' with real candy. And in the end, I always eat my research."

Nina inherited the Noelville series from its original artist, Linda Sickman, when Linda retired in 2012. Nina didn't miss a beat (or a sweet) as she continued the series through 2015. Because of its popularity,

Nina and the team wanted to keep it going in some form, so the Noelville Express was born.

Nina kept this piece in scale to the houses from the Noelville series so they can all be displayed together. And if you have a sharp eye, you'll notice that the same little boy who appears in the ornaments Nina created for the series also appears in the Noelville Express. He's a cute little character who's always smiling and waving. We'd be smiling, too, if we were surrounded by all those sweets! ■



TABLETOP REINDEER JOINS FATHER CHRISTMAS

Did you pick up the tabletop version of Father Christmas at Ornament Premiere? Don't miss his reindeer companion, first available at Ornament Debut! They were designed by Joanne Eschrich, who was particularly pleased with the amount of fabrics she was able to use and the details she was able to give both pieces. As a centerpiece on your table or mantel, the two pieces bring both spirit and warmth to the season. ■

► For full event details, visit Hallmark.com/OrnamentDebut.

MAKE LIMITED QUANTITIES YOUR FIRST STOP AT ORNAMENT DEBUT

Hurry in, one per customer while supplies last, available in store only.



1



2



3 THE NIGHTMARE BEFORE CHRISTMAS



4



5



6 Nature's

1. Catwoman™

BATMAN CLASSIC TV SERIES

Kristina Gaughran based this ornament on the original Catwoman™ from 1966.

2. Cupcakes for Christmas!

This companion ornament to Ruth Donikowski's Christmas Cupcakes series features tiny representations of the first six cupcakes from the series in an adorable tin.

3. Sally

Disney Tim Burton's *The Nightmare Before Christmas*

As a companion to the 2016 Dr. Finklestein ornament, Sally is depicted here without her arm. She left it with Dr. Finklestein in her escape to see Jack Skellington.

4. 773 Hudson Steam Locomotive

This ornament is a gold repaint of the 21st in the LIONEL® Trains series and one of the most popular Lionel engines ever. First introduced in 1950 in celebration of Lionel's 50th anniversary, the Hudson 773 was modeled after the New York Central Class J1e—Joshua Lionel Cowen's favorite locomotive.

5. Santa's Sweet Reindeer

As a companion to the final in Tammy Haddix's Santa's Sweet Ride series, this ornament complements Santa in his sleigh. Though Santa and this series are flying off into the sunset, keep an eye out for some special reappearances in the future.

6. Autumn Blessings

Jim Kemme and Debra Nielsen collaborated on this Marjolein Bastin design, featuring a fun fall scene.



Holiday Barbie™ makes her entrance at Ornament Debut, October 1-9.

WHICH MARY'S ANGEL SURPRISE WILL YOU GET?

Retired artist Mary Hamilton's Buttercup ornament, the first in her 29-year-old Mary's Angels series, comes back this year as your mystery ornament, repainted in two different colorways. Which one will you get, periwinkle or the special version with golden wings? You'll have to open your box to find out. ■



5 fun facts about Tammy Haddix

Meeting her husband was a real family affair. Get more trivia with Tammy below!



1. Just call her ARTSY.

"I have the same personalized license plate on my Mini Cooper that I had on my car in college. It's 'ARTSY,' which my dad came up with way back when because that's what he would call me."

2. You really can't have too many.

"I have over 20 storage boxes of Christmas ornaments and decorations. My husband thinks it is WAY too much. Lucky for him, I don't make him get them all out for me."

3. Her Snow Buddies are old friends.

"My Snow Buddies series was inspired by a Christmas gift wrap I designed when I was an illustrator. The art director I created it for moved to Keepsakes before I did. When I got to Keepsakes, she came to me and asked me to design a series around it. That was 20 years ago!"

4. Service is a family tradition.

"My oldest son, Zachary, is now serving in the Navy as an engineman. He is following in the footsteps of my grandfather, my husband's grandfather and my husband. I am very proud to be a Navy mom, but it is also very hard to have him away from home."

5. It was a setup.

"My husband, Rick, and I were set up by our moms. They're friends who worked together and shared photos of us with each other. I thought my mom was crazy for trying to set me up. But when I saw his picture and showed it to my best friend, we decided I should call him. (He was too shy to call me.) We met that same night, and it was love at first sight! It's great having our moms be such good friends. They also love patting each other on the back for their matchmaking skills." ■

Keepsake artists share Halloween spirit



Keepsake artists, left to right: Tammy Haddix, Lisa Vogel, Tom Best, Tracy Larsen, Debra Nielsen and Ruth Donikowski.

Last October, our Keepsake artists took a break from their year-round Christmas focus to get in the Halloween spirit by creating some pumpkin works of art. Though we can only show a couple of them here, you can go behind the scenes for a look at their carving, painting and crafting. Visit bit.ly/keepsakepumpkins.



Left: Club members, left to right: Jerri Wilson, Leslie O'Rourke, Club Sponsor Carrie Tergin, Diana Prenger, Alan Prenger, Katrina Heard, Chris Heard, Irene Tergin and Jim Tergin. Right: Mascot Sugar Heard marches in the Pet Parade with her dad, club member Chris Heard.

Local club feels like family

When joining a club makes you feel like you're part of a family, you know it's a good thing. That's just how it feels to belong to Carrie's Capitol Collectors (CCC) of Jefferson City, Missouri. Sponsored by Carrie Tergin of Carrie's Hallmark Shop, the club not only feels like family, much of it *is* family.

Club President Katrina Heard explained, "Many of my own family members belong to the club of 17 people, but we're all a very close-knit group. We've taken time to get to know each other." In addition to sharing a love for Keepsake Ornaments and Christmas, club members talk about what's going on in their lives, attend KOC conventions together and are united by a desire to serve their city.

That commitment to service starts with their sponsor, Carrie, who also happens to be their city's mayor! With Carrie's support, the club volunteers its help for a variety of city activities and celebrations, often providing refreshments while talking up and even demonstrating Keepsake Ornaments.

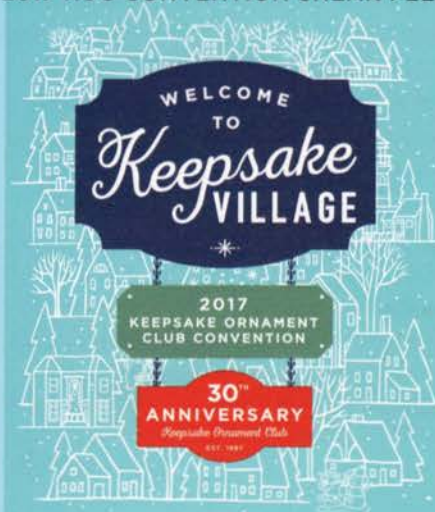
Members also work to provide scholarships for local high school seniors in a unique and fun way. By securing donations from club members and local businesses, the club creates a variety of themed gift baskets that are raffled at the city's annual Pet Parade to raise scholarship money. From a Season's Treatings basket to a Puppy Love theme, those baskets always include a Keepsake Ornament.

And speaking of puppy love, the club also has its own faithful mascot, a poodle-terrier mix named Sugar. Sugar loves to participate in the

Pet Parade, and she follows up the event with her own meet-and-greet session at Carrie's Hallmark!

From sharing their passion for Keepsake Ornaments to serving their community together, it's easy to see why Carrie's Capitol Collectors has become a real "family thing." ■

2017 KOC CONVENTION SNEAK PEEK



Here it is, the theme and logo for the 2017 KOC convention, celebrating the 30th anniversary of the Keepsake Ornament Club! We hope you're ready for an event full of fun, nostalgia and excitement about the future. Make your plans now for August 3-5, 2017, at the Sheraton Crown Center. Visit the events page on Hallmark.com/KeepsakeOrnaments for the link to make your reservations.

Holidays are more fun with Frosty Friends



FROSTY FRIENDS gifts are the newest way to enjoy the adorable characters from the longest-running series in Keepsake Ornament history. This water globe was inspired by the very first ornament in the Frosty Friends series.

But did you know our little friends didn't start as Keepsake Ornaments? The very first ornament, featuring a charming little boy and a polar bear exchanging Christmas cards atop an ice block, was based on a Hallmark greeting card illustration.

From cards to ornaments to gifts like earmuffs, mugs, interactive plush and more, Frosty Friends continues to warm hearts, and that's what they'll always be about. ■

Hallmark Heritage reimagines history

THE HALLMARK HERITAGE COLLECTION is inspired by Hallmark's long, rich heritage and passion for connecting, creativity and craftsmanship. Hallmark's history, legacy and commitment to all things beautiful and meaningful have been reimagined for you to enjoy and share.

Heritage Collection ornaments are made in Poland in the age-old European tradition. They are entirely made and painted by hand and mouth-blown by dedicated, skilled artisans. Note, these are not Keepsake Ornaments, but we hope you'll love them as much as we do!

This angel was inspired by a 1960s illustration Hallmark Artist Terri Steiger found in our archives. The fine pinpoint designs on the angel's wings and robe were influenced by the signature embossing technique used by Viennese artist Andrew Szoeki, who designed Hallmark's now-famous crown logo. ▶



▶ Discover more about the craft and inspiration behind this collection at [Hallmark.com/Heritage](https://www.hallmark.com/Heritage).

Live long and prosper™

When I was asked to tell Keepsake Ornament Club members *how* our new Star Trek™ 50th anniversary tabletop display works, I chose instead to talk about *why* it works with Editorial Director Michael Brush. — Senior Writer Kevin Dilmore



Kevin Dilmore (left) and Michael Brush geek out over the new Star Trek™ tabletop display, To Boldly Go.

Kevin: Tell me your first memories of the show.

Michael: We had a little black-and-white TV set, and I would try to bring it into the kitchen to watch Star Trek™ during dinner. Every once in a while my parents would let me. They watched it, too.

Kevin: My friend's kitchen had a square light. We would flip that on and off, then run outside and pretend we had just beamed down.

Michael: We had a closet, and when you got in and closed the door, that meant you were beaming. We would scoot over to the side so if the door opened again, we were gone. Then we would close the door and open it again, and we would come back.

Kevin: Those stories are the most fun. It's not just memories of watching but also how it captured our imaginations. I feel the tabletop display has this transportational effect—pardon my pun—on fans, too.

Michael: We hope that it will give fans a glimpse of what it would feel like to be on the bridge. It's such an iconic place, and it's where the characters we love came alive.

Kevin: How did you even start distilling the essence of the show into sound clips?

Michael: I wanted to capture the unique personalities of Captain Kirk, Mr. Spock and Dr. McCoy. There's chemistry with those three characters, and I looked for moments that really call that out.

Kevin: The range in what you've chosen establishes that so well. There are serious moments and funny ones. Why do you think we find the show itself still relevant after 50 years?

Michael: I believe Star Trek™ captures optimism about our world and all of the possibilities beyond it. In the 1960s and today, hope for a brighter future is always relevant.

Kevin: Someone online wrote that Star Trek™ would work today only if it reshaped itself based on current technology. "Why wouldn't Spock just send a text?" All I could think was that the writer had missed the point. Regardless of what the phasers and uniforms look like, it's about humanity's efforts to be better than we are. ■



Sneak peek! Special cookie cutter series coming in 2017

ONE OF OUR MOST BELOVED SERIES, Cookie Cutter Christmas, has inspired a new six-month series. Look for a new ornament release each month from January through June both at Hallmark Gold Crown stores and online. The cookie cutters will each be shaped to represent a monthly holiday or event and are perfect for gifts or collecting. See all six at Hallmark.com/CookieCutterSeries.



January
1st in series



June
6th and final in series

Save the date

October 10

Comic-Con-exclusive Keepsake Ornaments will be available for KOC members to purchase online. There's a limited supply of 250 each, so don't miss out! Visit Hallmark.com/KeepsakeOrnamentClub to see the ornaments and order yours.

November 11-17

HOLIDAY OPEN HOUSE
Join us and pick up this KOC-exclusive ornament created by Nina Aubé in continuation of that dangly style we've all grown to love.



Dangle All
the Way

December 2-4

Hurry for extra exclusives



Wiener
Wonderland

Barbie

Shoe-sational! Barbie™ Ornament

**GIFT OF MEMORIES
WEEKEND EVENT**

Put your best foot forward at this fun event, where you'll see these and more new ornaments, plus a very special storage box offer.

If you haven't ordered your extra exclusives yet, there's still time. Order online now at Hallmark.com/KeepsakeOrnamentClub.
U.S. only.



Santa's
Christmas Train