

VOLUME SIXTEEN | ISSUE TWO | SPRING 2017

# For Keeps

A FRESH START  
NEW SERIES ORNAMENTS

REMEMBERING  
AN ANGEL

THIS CLUB  
IS A KEEPER

MEET OUR  
INTERN



  
**KEEPSAKE**  
ORNAMENT CLUB

30<sup>TH</sup> ANNIVERSARY

# Don't miss the 2017 series firsts...

## ON COVER: Cozy Critters

1st in the series. By Nina Aubé.

After wanting to do a cute bird series for years, Nina has set the bar (or branch) high with her adorable first-in-series chickadee.

Nina's been a bird lover for as far back as she can remember, so this series seems especially fitting for our "bird whisperer," whose maiden name, Vogele, means "little bird" in German.

Sneak peek!  
Cozy Critters  
2018



Mini

### Christmas Carousel

1st in a three-part series.

By Ken Crow.

"For this ornament, I was working to mimic a real carousel, just as small as I could make it," Ken says.



Mini

### A Creature Was Stirring

1st in a six-part series, with two releasing each year.

By Tammy Haddix.

"I read the story of *The Night Before Christmas* over and over again to get inspiration!" Tammy says.



### Brilliant Butterflies

1st in the series. By Edythe Kegrize.

"The inspiration for this fantasy butterfly came from Czech glass buttons," Edythe says. To capture the jewel-like effect in her butterfly's wings, she used a combination of metallic and iridescent paints, glitter and crystals.

## ...and finals



### 1968 FLH Electra Glide

19th and final in the Harley-Davidson® Motorcycle Milestones series.

By Robert Hurlburt.

While working on the final ornament in this series, Robert thought of his father-in-law, who was a second dad to him and loved all things Harley. Though he's gone now, Robert says "he would have really loved this bike because it has everything he loved most in a Harley."



### Dug

Disney•Pixar Up  
7th and final in the Disney•Pixar Legends series.

By Anita Marra Rogers.

The final ornament of this series brings sound and light together, which is a first for the series. You'll hear some of Dug's most memorable moments from the movie, and his collar lights up, too.



### Santa Certified

5th and final in the series.

By Ken Crow.

You know that the very best toys are handcrafted by Santa himself, and only those get the "Santa Certified" seal. Well, this time Santa needed a little help with the crafting, so who else would he call but Ken Crow? ■

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# New partnerships are here!

Get ready to see a great lineup of new properties and characters as you're flipping through this year's Dream Book. You'll notice ornaments from Nintendo, *The X-Files*™, *Elf*, *Deadpool* and the new Spider-Man movie, just to name a few.

Our Keepsake and licensing teams are always collaborating closely to decide which licenses to pursue for new ornaments. Those decisions, in part, are made by you! We listen to what you're asking for and look at the trends in the marketplace. Our focus on staying relevant has resulted in one of the most robust exclusive ornament portfolios in the world.

So what are we most excited about? All of it! But if we had to choose just a few favorites,

we'd start with Nintendo because of its nostalgia factor. Look for more excitement from Nintendo in 2018 as well.

Additionally, the LEGO® BATMAN™ crossover is so much fun, with huge popularity of the movie among all age groups.

And who doesn't love *Elf*? We're thrilled to bring you an ornament from this new classic Christmas movie, complete with real audio of Buddy's best movie lines. There has never been a sculpted ornament with his likeness before, but now we—and you—have it!

We're working for you with an eye toward the future for more exciting characters and licenses in 2018, so stay tuned and please keep telling us what you want! ■



Mario



Tiny Chatter Telephone



**LEGO® BATMAN™**  
THE LEGO® BATMAN™ MOVIE



**Daniel and Tigey**  
Daniel Tiger's Neighborhood®



Elf



**O Play-Doh® Tree**  
Hasbro®

► More about these ornaments | [KeepsakeCommunity.Hallmark.com](http://KeepsakeCommunity.Hallmark.com)

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# Remembering Mary Hamilton

1936-2017

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As many of you know, our beloved Mary Hamilton passed away in January. After 60 years with Hallmark, Mary retired in 2015. There is comfort in knowing that she will live on through her art. More significantly, though, she will live on through the impact she made on anyone who knew her, worked with her or even casually met her. These thoughts from her Hallmark friends and family say it best.



*“Mary illustrated the warmest parts of humanity, with an acute sense of calm. It radiated from her soul to her brush.”*

**Don Hall, Jr., Hallmark CEO**

*“Mary’s work went far beyond technique. It encompassed the qualities she valued most: emotion, human connection and storytelling. Mary embodied the purpose of Hallmark’s creative community. She was a storyteller, maker, inventor and explorer. And perhaps even more important, she was an ever-present teacher, mentor and friend to many across the company.”*

**Darren Abbott, Creative Group Vice President**

*“Creating art was never work for Mary. Her artistic expression was her lifeblood and gift to us, gifts that will last many, many lifetimes and no doubt live on*



*in product. Her legacy—her sweet, sweet voice—is timeless, and her illustrated ideas are universal.”*

**Craig Lueck, Master Artist and Longtime Friend to Mary**

*“I accompanied Mary to the last KOC convention and watched as she signed and interacted with collectors. She marveled at how many people collect and love her work. She accepted her celebrity with quiet humility and was genuinely interested in everyone she spoke with. Any accolades she received only seemed to motivate her to continue creating art that would delight others. I am so grateful to have known her and will miss all the many qualities that made her so dear and unique. A precious soul, indeed.”*

**Pam Kenefake, Reference Librarian**

*“Mary had such a sweet soul, and now she’s our beloved Hallmark angel.”*

**Diana Rice, Keepsake Ornament Club Specialist**

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And a beautiful farewell message from Mary’s longtime friend and fellow artist Craig Lueck...

*“Mary, we thank you for your beautiful devotion to loving well through your paint and brush and your life. For reminding us that tenderness matters. And for showing us that we, too, can discover our own lovely lives through opening our hearts to deeper connections with family and friends.” ■*

# This local club is a keeper!

Thirty years of collecting and camaraderie have made the Keepsake Keepers a local club of note.

Like KOC, this year also marks the 30th anniversary of the Keepsake Keepers local club in the Kansas City area, sponsored by Naomi's Hallmark in Shawnee, Kan. The club has 63 of the kindest members you'll ever meet, and they're proud to share their hometown with Hallmark.

"It's fun to be here where we can see the great community citizen that Hallmark is and to be close to special things Hallmark offers, like Hallmarket," says Club President Margo Brashears, speaking of the yearly Hallmark employee craft fair.

Club members enjoy helping at Naomi's Hallmark by preparing preorders for Ornament Premiere and Ornament Debut events and by being available to help store personnel during those busy weekends.

"Our sponsor does a lot of nice things for us, so it's a great way for us to return the favor," says Margo.

Their club sponsor also joins them for their meeting after going to market to give club members a sneak peek of the new holiday merchandise that will be available. Whether

it's at bingo or an ice cream social, club members enjoy sharing news about ornaments, experiences at Hallmark events and things they've found to add to their collections.

"We always love show-and-tell time," says Margo.

The Keepsake Keepers also share a love of giving back. From collecting teddy bears for the Bears on Patrol program to fun activities for families staying at the Ronald McDonald House to gathering donations for Harvesters, SafeHome and the troops, this Kansas City club is a real treasure in spreading happiness and kindness throughout the community and beyond. ■



**Club members** Doris Bergman and Lee Schooler get Keepsake Ornaments signed by their favorite artist, Joanne Eschrich.



**Members of the Keepsake Keepers** gather for their annual December party, complete with a gift exchange.

# Meet our 2016 intern, Amanda Jessup

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**Amanda Jessup** was impressed with the welcoming atmosphere at Hallmark and throughout Kansas City.

Amanda came to Hallmark from Drexel University in Philadelphia. With a background in fine art and painting, she chose a different artistic path in college, double-majoring in digital media and digital sculpting and modeling. Amanda will graduate in June with a master's degree in digital media.

While at Hallmark, Amanda worked on ornament concepts and digital sculpting, contributing to seven ornaments during her internship, including the Teachers Change the World ornament.

"In the digital space, you can create so much more in a smaller amount of time," she says. "I love the idea that my digital work transforms into something in the physical world."

This was Amanda's first experience with Kansas City, and she was in for some surprises.

"I was thinking Kansas City would have cows and flat land. And I wasn't expecting people to be so welcoming, warm and friendly. It was a bit of a shock!"

On working at Hallmark, Amanda says she enjoyed the atmosphere and the free reign she had as an artist.

"The people here are very knowledgeable and helpful. I've learned a lot about modeling, and I'm impressed with the collaboration between different departments. And, just as importantly, it's a nurturing environment where people are valued. That good-natured atmosphere helps creativity."

In her future, Amanda is looking forward to working in the art world on anything that moves through digital media. She's excited to see the products she worked on in the stores and says her internship was a great experience to be able to grow, explore and contribute. ■



Look for **Teachers Change the World** in stores this October.

# Building a community, together

Because you're a valuable member of our Keepsake Community, we're committed to bringing you exclusive news, content, sneak peeks, artist features and more! It's free with your membership, so start taking advantage of this great benefit today.

► Check it out | [KeepsakeCommunity.Hallmark.com](http://KeepsakeCommunity.Hallmark.com)

## Connect with Keepsake artists like never before

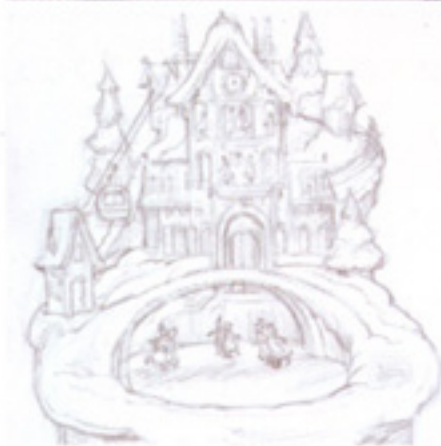
Get sneak peeks of new ornaments, behind-the-scenes interaction with artists and more.



**Ken C.** created [Ken's Sketchbook](#)

Tue, 01/31/2017

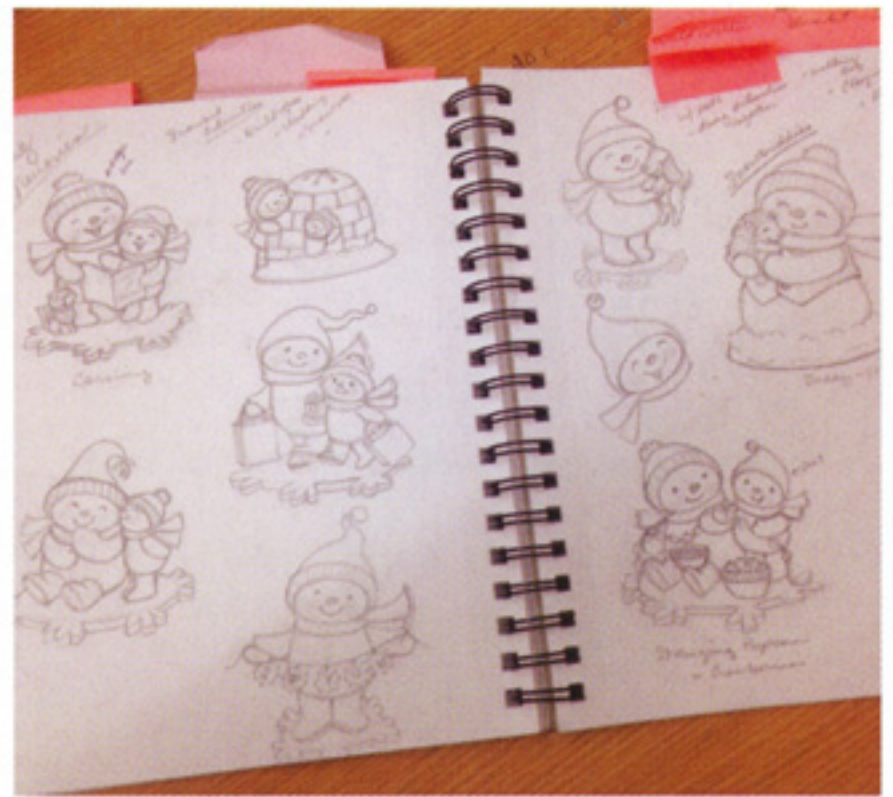
Most of my work starts with a pencil sketch and then progresses into a digital rendering and sculpt before it is fully formed and ready for approval. This is the progression of how I created last year's Winter Wonderland ornament. The sketch is how I first conceived it as a European styled glockenspiel. As it developed, it turned into a Winter Wonderland. The other image is how I made final drawings and a sculpt.



**Tammy H.** created [Tammy's Sketchbook](#)

Tue, 01/31/2017

Many people don't know that all my ornaments start with a sketch. When an idea comes to me, I need somewhere to sketch it out and this is what I use my sketchbook for. A lot of these sketches were created while I was working over at Hallmark Live. It is fun to show kids and adults how I work. This page of sketches is for my Making Memories series. Can you find the 2016 ornament that started on this page?



## Share ideas with other collectors

Show off your collection, plus get decorating ideas and inspiration from fans just like you.



**Mary L.** created [Valentine Tree](#)

Tue, 02/14/2017

I keep a holiday tree out all year in kitchen dining room corner. This year's ornament Love Shack by Matt Johnson is perfect for my Valentine tree. I also love the 2009 ornament by Julie Forsyth, Merry Smoochmas! When shopping for ornaments, I also think of what other holiday the ornaments could be used for on my kitchen tree. The new cookie cutter heart ornament is also wonderful for my display!



**Jennifer B.** created [Still Christmas](#)

Wed, 02/01/2017

Anyone else still have Christmas up?

I have not taken down anything- including the formerly live tree. The cats love it and I'm not done celebrating. I'm a little worried to turn the lights on though?



# Quick Facts About the KOC Convention

We hope you'll join us at this year's Keepsake Ornament Club Convention in Kansas City, August 4-5. Find more details and more reasons to get excited at [KOCevents.com](http://KOCevents.com).

- 1,800 Fellow fans, friends and club members who'll be there
- 23 Keepsake artists who will be signing ornaments
- 10 Convention-exclusive ornaments for sale
- 3 Fun and informative seminars you can attend



Plus, don't miss the 30th anniversary celebration, live auction and awesome door prizes all weekend long!

Here's a sneak peek of this year's convention pin.

## 2017 Fan Convention Exclusives

See the full lineup of exclusive fan convention products—including new itty bittys®—at [KeepsakeCommunity.Hallmark.com](http://KeepsakeCommunity.Hallmark.com).

### Comic-Con® International

July 19-23 | San Diego

### New York Comic Con™

October 5-8 | New York



U.S.S. Enterprise™ NCC-1701-C  
STAR TREK: The Next Generation™



T-70 X-Wing Fighter™  
Star Wars: The Force Awakens™



Harley Quinn™  
Suicide Squad

► **Can't attend the conventions?** We're making limited quantities of the three ornaments above available only to club members to buy online. Look for more details soon.

### D23 Expo

July 14-16 | Anaheim



Mickey's Magical Railroad  
Disney Mickey Mouse

### National Barbie® Doll Collectors Convention

July 19-22 | Houston



Shoe-sational! Barbie™ Ornament  
Special Edition

### Creation Entertainment's Official Star Trek™ Convention

August 2-6 | Las Vegas



U.S.S. Enterprise™ NCC-1701-C  
STAR TREK: The Next Generation™