



## Come join the fun at this year's KOC Convention!

Experience the magic of the Hallmark Keepsake Ornament Club Convention, August 8-10, in Kansas City, Missouri!  
Register now at [Hallmark.com/KeepsakeEvents](http://Hallmark.com/KeepsakeEvents)

Here are just a few things to be excited about this year:

- 3 full days of games, prizes, crafting, artist panels and interviews, and more time to connect with Keepsake artists and fellow collectors.
- You'll be able to reserve your spot for the artist signings you want. And as always, you can get up to two signatures from each artist.
- Event-exclusive invitations to Hallmark Channel movie screenings and Home & Family special guest appearances.
- A beautiful lineup of event-exclusive product available for purchase before and at the event.
- An enchanting studio piece, pre-signed by all contributing artists.
- Build your own agenda, with less waiting in line for events.
- Every attendee receives an event bag, 3 convention-exclusive ornaments (\$40+ value), 2 dinners and free gifts throughout the event.
- A new registration option for kids, with sessions and event gifts just for them.
- You'll get Crown Rewards Bonus Points at the Product Shop.

Don't miss this special opportunity to connect with friends, share your love of Keepsake Ornaments and make amazing memories. Learn more and register now at [Hallmark.com/KeepsakeEvents](http://Hallmark.com/KeepsakeEvents) before it's sold out.

### Save the date

**July 13-21** | Ornament Premiere Event

**August 8-10** | KOC Convention

**October 5-13** | Ornament Debut Event

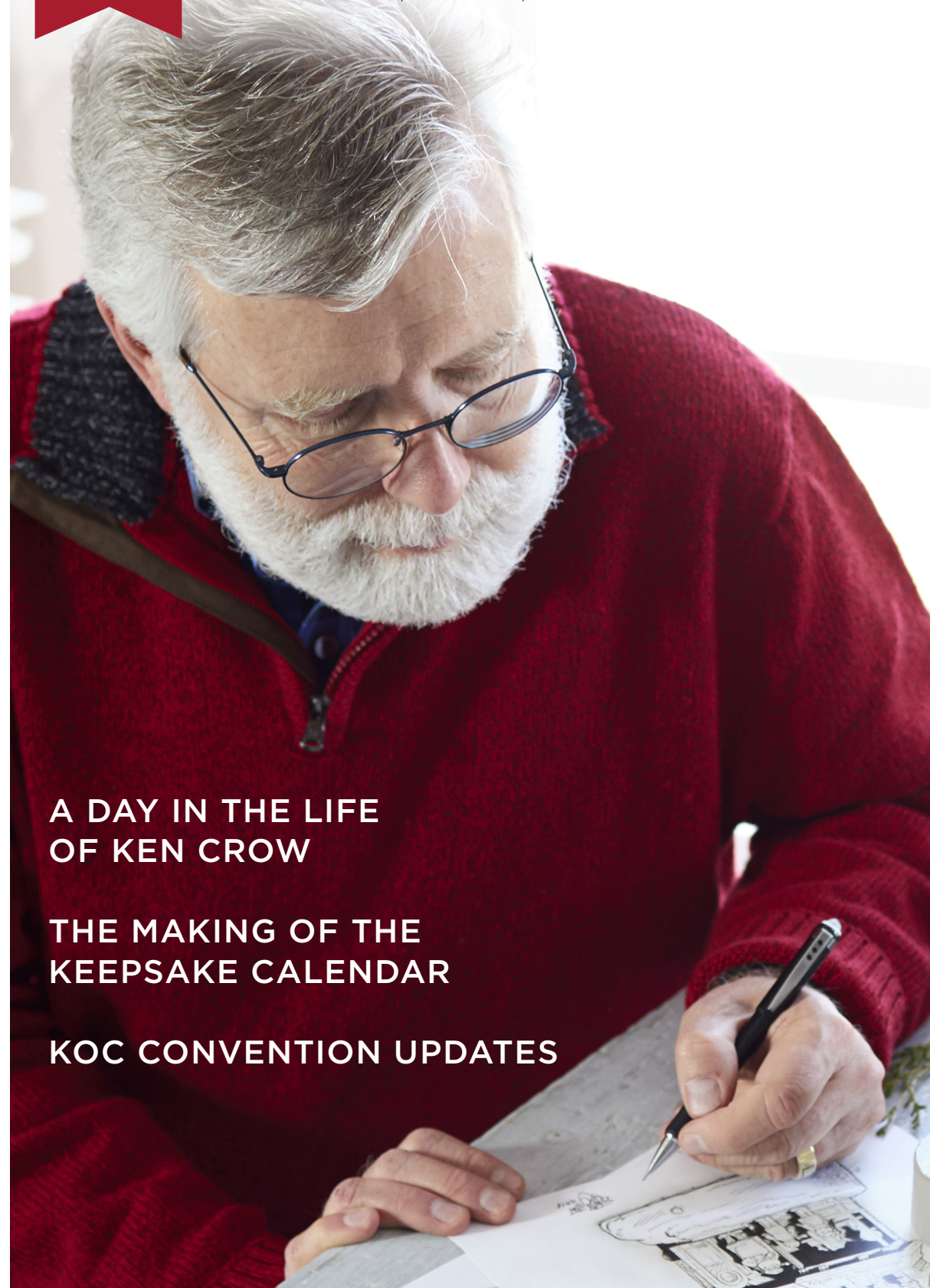
**November 8-15** | Holiday Open House Event

**December 2-8** | Gift of Memories Event



# For Keeps

VOLUME EIGHTEEN | ISSUE ONE | SPRING 2019



**A DAY IN THE LIFE  
OF KEN CROW**

**THE MAKING OF THE  
KEEPSAKE CALENDAR**

**KOC CONVENTION UPDATES**



## A day in the life

Creating magic is just another day at the office for Keepsake Artist Ken Crow.

► Learn more about a day in the life of Ken Crow at [KeepsakeCommunity.Hallmark.com](http://KeepsakeCommunity.Hallmark.com)

What goes on during the course of Ken Crow's work day is something very few people experience—he gets to create original ornaments that become part of your Christmas celebrations.

But first things first. “When I get to the office, I like to have a cup of coffee with Robert Hurlburt. That’s the best way to start my day—having a good friend to talk to,” explains Ken.

From there, Ken works on a variety of ornaments in different stages of creation. So what does he enjoy most? “My favorite time of day is when I’m sculpting something, and I’m hitting my stride and feeling good about it. My worst time of day can also be sculpting—when I think it’s not working, and I’m feeling really bad about it. But the most wonderful part of the day, by far, is when things click.”

When it comes to the ornaments Ken likes to work on most, he’s quick to answer: “Magic ornaments! It’s like working on a movie: it has a set, characters, story, music and I love all that.”

To get his magic ornaments working just right, Ken credits collaborating with an old friend, former Keepsake Engineer Ron Carlson. “I’d put Ron as one of the most important people in my Hallmark life. I put my wife at number one—she was a Hallmarker—but it has been a great pleasure to work with Ron.”

And thanks to modern technology, Ken and Ron are still able to work together long distance. “Ron’s retired now, so when we work together, he’s Skype-ing me from his computer in the Tetons. He’s in his lodge-like home with snow outside, and I can see him on my computer screen in my booth. And we can each see what the other is working on. It’s a pretty amazing futuristic way of making a Christmas ornament.”

## First & final in series

Take a look at the series ending their runs as well as the newcomers that you can read all about in this year’s KOC Dream Book.



mini first in series

**Cozy Lil’ Critters**  
1st in the Cozy Lil’ Critters series  
By Nina Aubé



first in series

**Holiday Parade**  
1st in the Holiday Parade series  
by Tammy Haddix



first in series

**Prince of the Forest**  
1st in the Noble Nutcrackers series  
By Terri Steiger



mini final in series

**Christmas Carousel**  
3rd & final in the Christmas Carousel series  
By Ken Crow



final in series



**1955 Chevrolet® Bel Air®**  
5th & final in the Keepsake Kustoms series  
By Robert Hurlburt and Don Palmiter



final in series

**Frosty Fun Decade**  
10th & final in the Frosty Fun Decade series  
By Tammy Haddix



mini final in series

**A Creature Was Stirring**  
6th & final in the A Creature Was Stirring series  
By Tammy Haddix



## 18 months of ornaments

Creative Video Strategist Joel Franklin talks about creating the new 18-month Keepsake calendar in this year's Dream Box.

**Q:** Can you explain the process behind the ornament photo shoots?

**A:** It was important that each scene fit the aesthetic of that month, so we made these little diorama worlds. They weren't really, like, finished sets that you just set down and shoot. Each shot was built; our stylist would show up with shoeboxes for each shot, and the pieces for each shot were then set up to create the illusion of the scene.

**Q:** How long did it take to shoot the 18-month calendar?

**A:** We had 2-3 weeks to find all the stuff we needed—cotton balls for snow, old dollhouse furniture, etc.—then our stylist would build as much as she could before our shoot. We did 4 shoot days, dividing all 18 shots over that time, so we were averaging about 4-6 shots a day. There were times we'd be so focused on a shot in this mini world, and then we'd step away and the real world is big. It kind of messed with my equilibrium a bit. I won't say this calendar was out of my wheelhouse... but it was out of my wheelhouse a little bit. Luckily, I had a fantastic photographer and a talented stylist.

**Q:** Did the Keepsake artists have any say in their ornament's shoot?

**A:** I feel a responsibility to each artist and their style and who they are. With this calendar, I tried to keep the artist in mind when coming up with these concepts. So I met with each of the artists for a quick chat. For Anita's page, I asked, "Okay, if these two little puppies lived in a world, what would they be like?" and Anita said, "Well, that dog is laying on a pillow, so he's probably snuggled up comfy somewhere, and the other dog has a little chew toy in his mouth so he may be a little more mischievous and up on the furniture." So I took those little tidbits from the artists and tried to incorporate them as much as I could.

**Q:** Is there anything in particular KOC members can look forward to in the calendar?

**A:** I tried to put as many little "Easter eggs" in the photos as I could. So in the diner spread, you'll see Nello's photo on the wall with his jukebox ornament. Or you'll find the 2017 studio ornament in Ken's Toymaker Santa picture. I tried to keep in mind that the KOC members are our biggest fans and they're hopefully going to put this calendar up and display it. So I wanted to make it as interesting and aesthetically pleasing as possible.



► Learn more about the making of the calendar at [KeepsakeCommunity.Hallmark.com](https://KeepsakeCommunity.Hallmark.com)

# What's on your wish list?

We asked a few Keepsake artists what ornaments are a must-have for them this year.



► To hear more from the artists, watch our video at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)



## JAKE ANGELL

This year, I'm happy that my Tree Rex ornament finally got made; I've been pitching this idea for a while now. My son and I love dinosaurs, and I have 2 of them in the line this year. I couldn't be prouder! It's a HUGE dinosaur year for me!



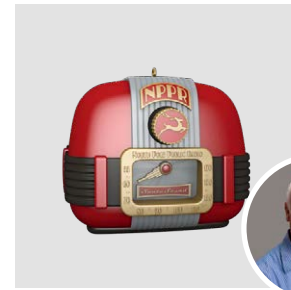
## KRISTINA GAUGHRAN

While I have a lot I'm excited about, one in particular is the *My Little Pony™* Seashell™ ornament. It takes me back to my childhood. I still have all the ponies I had as a child and a few I've collected as an adult (though I never received a seated one, so this will be my first).



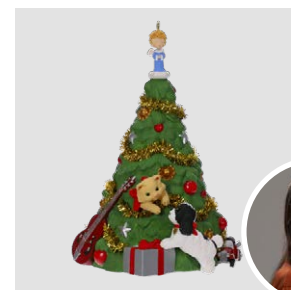
## TAMMY HADDIX

I'm looking forward to seeing what collectors think of the Snow Buddies ornament. In 2019, he'll be cuddled up with an alpaca in the cutest hat yet! The alpaca was inspired by a trend I've seen for alpacas (and I've always loved them). In the Snow Buddies series, I've had to branch out to farm and petting zoo animals, because it's going on its 22nd year! It makes it super fun!



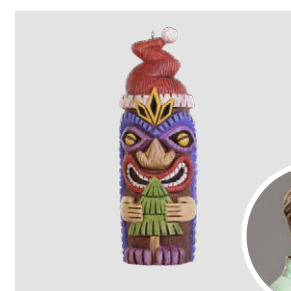
## TRACY LARSEN

The ornament I'm most excited to see is the North Pole Public Radio ornament. It's inspired by my Grandma Barker, who had an old, black Bakelite radio from the '30s or '40s in her kitchen. The radio I created, which people can tune in to listen to North Pole programming, is an homage to that radio and time period.



## ANITA MARRA ROGERS

For me, it's the KOC-exclusive O Tannenbaum ornament. It has my little granddog, Oreo, on it. It also features characters from different artists, like Nina Aubé's Mischievous Kittens, my Puppy Love, Mary's Angels that Robert Chad does, Nello Williams' miniature guitar and an old firetruck from Don Palmiter.



## SHARON VISKER

One ornament on my wish list is my Tiki Tidings creation. It just makes me happy and brings back memories of warmer places and beaches. I love tiki, and it reminds me of Polynesian travel. My dream is to visit Hawaii someday to enjoy some beach time and the culture.