



For Keeps

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A dream come true

Keepsake Artist Gregor Benedetti may be new to the team, but he's doing the job he's always dreamed of.

When our newest Keepsake Artist Gregor Benedetti creates something new, he knows he's onto a great idea when "my heart starts to beat really fast, my mind goes a million miles a moment and my feet start thumping." It's a feeling that started in his childhood when he spent summers in his grandfather's wood sculpting studio.

"He inspired me to go to art school," Gregor said about his grandfather. And their relationship is one that has served him well. Combining his love for art and his fondness for that wood sculpting shop has turned into an exciting career.

"It's like I have embarked on a dream job come true," he said. "Coming aboard the Keepsake team has been a super special experience."

The 2019 Keepsake Ornament Club Convention was what sealed the deal for him. "To see, first hand, the joy, excitement, love and appreciation for all the ornaments we work so hard on is so great. Most importantly, I have discovered a love of connecting with the fans one-on-one."

We're so excited to see Gregor's ideas come to life and look forward to you getting more chances to meet him at upcoming events.

2020 SAVE THE DATE

**KEEPSAKE
ORNAMENT PREMIERE 2020**
July 11-19

**KEEPSAKE
ORNAMENT DEBUT 2020**
October 3-11

**KEEPSAKE
ARTIST SIGNING EVENTS**
August-September

**HALLMARK
HOME & FAMILY
INTERVIEW WITH
ANITA MARRA ROGERS**

**MEET OUR NEW
KEEPSAKE ARTIST**

**GET READY FOR
ARTIST SIGNINGS**

Every chance they get

Whether it's for the good of their community, the love of ornaments or a good-old-fashioned bake off, this California-based club looks for every opportunity to get together.



They call themselves LOCO (Love of Collecting Ornaments), and they're as crazy about spending time together as they are about Keepsake Ornaments. For ten years, this group has been an active part of the Keepsake Ornament Club and their own local community. Two events from the past year will give you a good look at the unique ways they've found to connect with each other.

COOKING UP A LITTLE FUN

At their September meeting, several LOCO club members brought cookies made using recipes from the KOC Cookies Cookbook that was in their 2018 Dream Box. While some recipes were "more successful than others," it didn't seem to matter. All the members agree that it was the spirit of getting together that they enjoyed most.

"We had so much fun sampling the cookies and deciding which ones we will add to our own holiday baking," said Sharon B. And it was this sentiment that made all those calories worth it.

To top off the event, the members voted for their favorite recipe and awarded the winning chef with a handmade kitchen towel one of the other members made. Congratulations to LOCO member Sandy L. for taking the grand prize!



A TOUCHING TRIBUTE

On December 15, 2018, LOCO club members and their families participated in the Wreaths Across America event. This touching tribute to American veterans is performed across the country by simultaneously laying wreaths on the gravesites of deceased service members.

Prior to the ceremony, the club raised \$750—which provided them with 50 wreaths. Each one of them were placed on the graves at precisely 9 a.m. PT. This moving salute to our veterans won't soon be forgotten by the members. It was truly a special reason to get together.



SHARE AND CONNECT

Whether you're looking for more ideas to gather your members together or simply wish to share your own club's stories, reach out on [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com).



Anita Marra Rogers shows her true colors

You already know Keepsake Artist Anita Marra Rogers for the beautifully-crafted ornaments she creates. But this past October, she appeared on *Hallmark Home & Family* television show to talk about her other artistic passion: tie-dye! We spoke with Executive Producer Tracy V. and Producer Lauren C. about the experience.

Anita, who has spent nearly 35 years designing Keepsake Ornaments, was invited on *Hallmark Home & Family* to talk about some of her latest ornaments. She also spent time teaching host Cameron Mathison how to tie-dye shirts.

“One of my favorite things about having Keepsake artists come on the show is getting to see their individual artistic talents,” said Producer Lauren. “And getting to see an artistic talent like Anita’s, which was so vastly different from what you’d expect from an ornament artist, was so cool!”

Tracy is a big fan of having Keepsake artists on the show. “It is always so special when our audience gets to know the people who create the magical Keepsake Ornaments they buy every year,” she said. “Since Anita has been a big part of creating Keepsake Ornaments for many years, it was extra special for her to preview her new additions with our viewers.”

While Anita and Cameron were the only ones making shirts in the segment, Anita surprised some of the crew and Cameron’s co-host, Debbie Matenopoulos, with their own shirts. During the segment, Cameron really took to the process. “He was genuinely pleased with how well his shirt turned out. He loves wearing it!” said Executive Producer Tracy.

As you can tell, having Anita share one of her artistic passions was something special. Lauren hopes it will lead to many other segments like this one. “I really hope that more Keepsake artists can come and show us their amazing talents,” she said. “Joanne Eschrich [Wright] and I have been musing on doing a cooking segment someday in the future.”

We’ll have to wait and see what happens next. But until then, you can see the entire segment at the link below and find Anita’s tips for making your own tie-dye shirts. Oh...and you’ll also hear how her work has made the Queen of England a fan!



Learn to DIY tie-dye with Anita at bit.ly/AnitaMarraRogers



HALLMARK KEEPSAKE ORNAMENTS

Artist Signing Event

A TRULY MAGICAL EXPERIENCE

Unparalleled artistry. Inspired design. Unmatched craftsmanship in every detail.
Meet the artists who bring it all together to help you capture memories and tell your stories
through the magic of Keepsake Ornaments.

See all the details at Hallmark.com/KeepsakeEvents



Joanne Wright and Emma Leturgez-Smith
8/1/2020

Elam's Hallmark Shop
La Mesa, CA
Elam's Magical Hallmark Memories Club

Edythe Kegrize
8/29/2020

Ann's Hallmark Shop
Florence, KY
Northern Kentucky Keepsake Collectors Club

Terri Steiger and Robert Hurlburt
8/1/2020

Amy's Hallmark Shop
Spartanburg, SC
Spartanburg Keepers

Sharon Visser and Jake Angell
8/29/2020

Jane's Hallmark Shop
Niles, IL
Magical Memories Collector's Club

Edythe Kegrize and Robert Chad
8/8/2020

Amy's Hallmark Shop
Littleton, CO
Rocky Mountain Ornament Club

Tom Best and Nello Williams
9/12/2020

Mark's Hallmark Shop
Citrus Heights, CA
Sacramento Valley Ornament Collectors Club

Debra Nielsen and Tracy Larsen
8/8/2020

Jan's Hallmark Shop
Ballwin, MO
Ornament Dreamers

Rodney Gentry and Matt Johnson
9/12/2020

Fredrick's Hallmark Shop
Brookfield, WI
Fredrick's of Hollymark

Matt Johnson
8/15/2020

Hill's Hallmark Shop
Lacey, WA
Hill's Hallmark Ornament Club

Anita Marra Rogers
8/19/2020

The Paper Store of Farmingdale
Farmingdale, NY
Long Island Keepsakers

Tammy Haddix and Allie Jachimowicz
8/15/2020

Jan's Hallmark Shop
Franklin, TN
Jan's Treasures Hallmark Collectors Club

Tracy Larsen and Gregor Benedetti
9/19/2020

Little Green Apple
Roseville, MI
Keepsake Patrollers

Orville Wilson and Nina Aubé
8/22/2020

Hallmark Creations
Ellicott City, MD
Memorable Keepsake Collector's Club (MKCC)

Tammy Haddix
9/26/2020

Joanne's Hallmark Shop
Pittsburgh, PA
HECK (Holiday East Collectors Klub)

Kristina Gaughran
8/22/2020

Amy's Hallmark Shop
Orlando, FL
Ornaments on Parade Society (O.O.P.S.)

Joanne Wright
9/26/2020

Amy's Hallmark Shop
Ridgeland, MS
Renaissance Ornament Collectors Club