



Celebrating  
35 years!

# For Keeps

VOLUME TWENTY-ONE | ISSUE FOUR | WINTER 2022



TRIM THE TREE EVENT  
COMING SOON

MEET IMAN ZADROZNY

RING IN THE SEASON  
WITH TRACY LARSEN



North Pole Tree Trimmers  
Special Edition  
TRACY LARSEN

"This guy is a repaint of one of my series favorites, #2 from 2014. Instead of the candy cane red of the original, he's bringing out a fresh, minty green for this candy cane, with an outfit to match."

Merry Mice  
GREGOR BENEDETTI

"These Merry Mice are all about extending the holiday season! They love winter celebrations, and you'll always find them involved in fun activities we all love in the winter, too. I'm working on the 2023 design now, and let's just say these mice have a thing for hot cocoa!"

► Find all the event details at  
[Hallmark.com/TrimTheTree](https://Hallmark.com/TrimTheTree)

# Trim the Tree Event coming soon!

Get ready for Early Shopping at our final ornament release of the year.

**IF YOUR CHRISTMAS SPIRIT** isn't in full-on merry mode by now, this will get you there! (But who are we kidding, aren't we all just counting down the minutes?)

As you continue your countdown, here's a reminder that our Trim the Tree Event begins December 3. But for YOU, it begins with Early Shopping in store on December 2. We gotta say, we saved some of our favorite ornaments for the final release of the year, so we'd like to suggest you grab your Early Shopping Pass (enclosed) and come early for first dibs!



## Holiday Lighthouse Special Edition

**TRACY LARSEN**

"This lighthouse, with its distinct black and white spiral tower pattern, was based on the beautiful Cape Hatteras lighthouse found on the Outer Banks of North Carolina. I saw it in May and it's currently being renovated. Hope they watch out for spilled paint!"

## Jolly Santa

**JOANNE WRIGHT**

"I LOVE the retro look and have always wanted to duplicate this style in an ornament. Collectors and fans made me feel so good about my 2020 retro design (Nostalgic Santa) that I pushed for the Vintage Snowman a year later, and this Jolly Santa for 2022!"

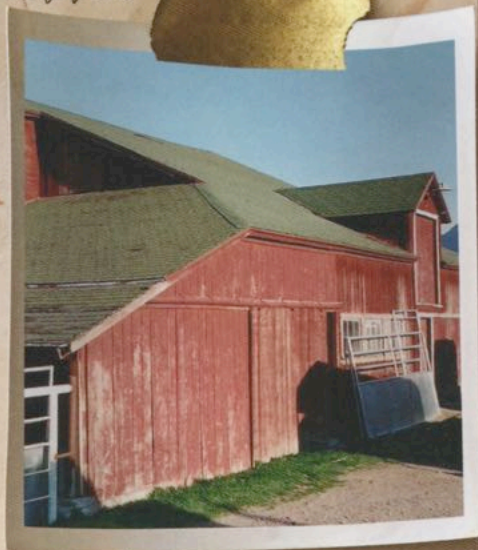


## Reindoggie

**TRACY LARSEN**

"I love the look of basset hounds! This is a pooch that wants to do his part for Santa, but he's not just any dog, he's a reindoggie—a special flying pup breed that sprouts its own antlers, just like the famous 'jackalope.'"

Barker family  
barn & dairy farm



Painting I did of my  
grandparent's home

Uncle  
Marvin's  
home



Uncle Wayne and Uncle Verle  
at Wayne's service station



Pencil  
sketches



North Ogden  
post office



# Inspired by home and family

Tracy Larsen shares a sneak peek and the story behind his 2023 Ring in the Season ornament design.

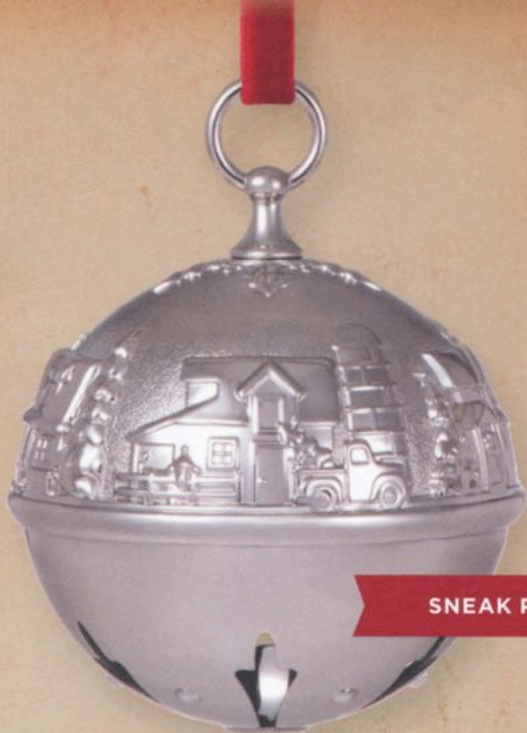
**WHEN IT COMES** to finding inspiration for an ornament design, there's nothing better than home and family, where traditions begin and lasting memories are made. That's just where Tracy Larsen found his vision for the 2023 Ring in the Season ornament, the 9th in the series.

"My mother's family—the Barkers, among others—were some of the earliest pioneers to settle the town of North Ogden, Utah, in the early 1850s," Tracy says. "It's my Mayberry, where the best of my childhood memories were made, and the homes and buildings featured on this ornament were a big part of that.

"The Barkers had a whole section of property along the main road, Washington Boulevard, starting with my grandparents' home on the south, then the family barn, silo and dairy cows. Then came my uncle Marvin's home, the post office that my aunt Maureen ran (and where Barker Dairy products were sold) and my uncle Wayne's gas and service station, where I worked as a teenager. Those buildings are all gone now, but the memories remain."

Tracy started with a pencil sketch that shows all those buildings he remembers so fondly, but it was his family who brought those places to life, and he honored them on this ornament, too.

"My mom's four brothers are represented in the scene. My uncle Verle, who took care of the family cherry orchard, is driving his truck to deliver the Christmas tree. My uncle Marvin is represented by the dairy barn, the Quality Dairy delivery truck, his home and the post office, and my uncle Wayne with his Barker Service Station. My uncle James, who was killed in the Italian Alps in 1945



SNEAK PEEK

as a member of the 10th Mountain Division during World War II, is represented by the star in the front window of my grandparents' home."

This isn't the first time Tracy has been inspired by his childhood home. He's featured both his hometown and his grandparents' house in various ornaments over the years.

"It started with the lithopane ornament and the A Joyous Christmas ball ornament back in 1999. And, in 2012, I used my grandparents' home as inspiration, with their house in the center of swirling snow, while Dean Martin sings 'Let It Snow.'"

Tracy's 2023 ornament brings together all the very best parts of Christmas: happy childhood memories, the places that take us back to those times, and the people we love at the center of it all. We'd say when it comes to next year's holiday, there will be no better way to ring in the season.



# Introducing Iman Zadrozny

We sat down (virtually) with our newest Keepsake artist to get to know her—and we'd love for you to meet her, too!



## Can you tell us a bit about yourself?

Art has been part of my life for as long as I can remember. I spent my younger years collecting the vibrant fall leaves in Watertown, MA. My first loves in art were pencil drawing, acrylic painting and collage. I learned digital art programs at a relatively young age, too. I have a bachelor of fine arts in illustration from Ringling College of Art and Design. I had so many great influences who helped shape me into the artist I am today. From teachers to my parents, friends and professors, they all helped me find my way.

## How did you come to Hallmark?

I did an internship with Hallmark in the summer of 2021. I was so thankful to have Orville Wilson as a mentor. He's such an amazing artist, and I learned so much.

## What made you want to come back to Hallmark as an employee?

When I got to Hallmark and saw that they really do value artists with a diverse skill set, I knew I'd found my place. I'm not just any one thing, I want to be everything—a digital artist, a traditional artist, a painter, a sculptor! It was so refreshing to find a place that not only accepts my path as an artist but encourages me to branch out in my skills. My position at Hallmark is unique—I'm an illustrator and a sculptor for both the Visual Studios and the Keepsake Studio, so it gives me a chance to work with so many amazing people who are passionate about their work.

## What's your favorite of the ornaments you've created so far?

My favorite so far was the one I made for *Thor: Love and Thunder*. I'm a big Marvel nerd, and Thor is one of my favorite characters, so getting to sculpt him made my inner child so happy. When the ornament came out, I went to my Hallmark store only to find it had sold out! After checking two more stores and online, I finally found one. The feeling of knowing how dearly my work was treasured by Keepsake fans out there was so moving.

## Any sneak peeks of 2023 ornaments you can share?

One of the ornaments I have coming out is Baby's First Christmas (at left). It was inspired by the Tigger stuffed animal I had as a child that I was obsessed with, so I wanted the ornament to be reminiscent of a soft hug.



SNEAK PEEK

Disney  
Winnie  
the Pooh

## Are you working remotely?

I'm lucky to be able to work from my home in Orlando, FL. Hallmark has been so accommodating to make me feel as welcome and comfortable as possible. From weekly virtual sketching together to lunch hangouts, we've been doing our best to stay as close as we can. A big thank-you to everyone who has welcomed me into the Hallmark family!



## *Keepsake Ornaments*

Get ready for a  
year of celebration!



**IN 1973, WE HAD** a little what-if moment. What if we could create ornaments that would bring people together around their Christmas trees every single year, connecting them with love, laughter and shared memories?

Fast-forward to today, and we could not be more excited about celebrating 50 years of what-if moments and memories with Hallmark Keepsake Ornaments and YOU! And you only turn 50 once, right? Sooooo, what if we make 2023 a year of celebration?

Did we hear you say great idea? Good, because we're busy planning, and we hope you have your party hat ready! One thing we can't wait to share is a virtual anniversary event we'll be holding in August 2023. That's when the ornament above will release **ONLY** for 2023 Keepsake Ornament Club members. Stay tuned because you'll be the first to know what else is coming! We can't wait to start our next 50 years with you.

# It's time to renew your membership

2023 Keepsake Ornament Club  
enrollment is open now!

If you haven't renewed your membership for 2023, now is the time! Join us by 1/15/23 so you don't miss a single benefit! We'll be celebrating 50 years of Keepsake Ornaments, along with your special savings (up to \$30 in coupons), top-tier Crown Rewards Bonus Points, Early Shopping at ornament release events, club-exclusive ornaments, insider info and—oh—your annual membership gift valued at \$150! This Dream Box is a special one, with 3 club-exclusive ornaments, an anniversary lapel pin, custom Keepsake playing cards and more!

**You've got 3 easy options to renew now:**

1. Visit [Hallmark.com/KOC](https://Hallmark.com/KOC)
2. Call 1-800-HALLMARK
3. Stop by your local Hallmark Gold Crown store

Just a heads-up, this will be your last issue of *For Keeps* if you don't renew your membership. And, one more reminder, our 50th year means more fun, more celebrating and more memories than ever before.

**We really hope you'll be part of it!**

## Save the date

**2023 KEEPSAKE ORNAMENT CLUB ENROLLMENT** | Open now!

**TRIM THE TREE EVENT** | December 3-11 (KOC Early Shopping on December 2)