

Introducing the 2008 Membership Ornaments

Anyone who meets Joanne Eschrich knows there's a sparkling smile behind every one of her creations for Hallmark Keepsake Ornaments. In 2008, Stanley T. Starr will join her Snowtop Lodge Snowman collection for KOC members only. Stanley's frosty-white porcelain body glows from the inside, illuminated by a regular light string. "I wanted to create the magical feeling that happens on a snowy winter night," says Joanne. "Stars shine over the little village at the base of the snowman, and I sculpted Santa in his sleigh around the snowman's tall hat."

The second KOC member ornament is a pedal car racer with wheels that really move. The test driver is none other than Santa himself. Santa Takes a Spin was created by Ken Crow. "When I was a kid, metal flake paint was really cool," says Ken. "It's a great feature of this modern-looking sports car. Also, I gave Santa an elfish quality that's a little different." Read more about Ken and his marvelous toy making adventure inside this issue.

Just for you, here comes the 6th ornament in the Christmas Window series for members only. It's Kringle's Korner Book Shoppe. The artist, Nina Aubé, a long-time collector of children's



Upper Left: Stanley T. Starr
 Upper Right: Kringle's Korner Book Shoppe
 Bottom: Santa Takes a Spin

books, sculpted herself as a little girl peering in the window. "I enjoyed researching little bookstores to get just the right details," Nina says. "I love animals, too, so I added the puppy, which has a real fabric leash." The ornament features a fun view from every angle, including a teddy bear tucked into a bookshelf inside the store.



You're The First To Know

The Club-exclusive ornaments will once again be available at your local Hallmark Gold Crown Store in 2008. At each Hallmark Gold Crown store event, you'll find delightful new designs created exclusively for Club members. Don't forget that you'll need to present your 2008 membership card to purchase these Club-exclusive ornaments.

Ornament Premiere brings Club members the opportunity to own The Soirée™ Barbie™ Ornament, sculpted by Trish Andrews. With her sophisticated brunette up-do and elbow-length evening gloves, Barbie® is ready to wow the red carpet crowd. The sleek gown with a flaring ruffle and sparkling beadwork is a designer's dream.

You didn't want to wait! Thanks to your enthusiasm, another Club-exclusive ornament has been added in September. This year, it will be a heartwarming new PEANUTS ornament called Christmas Hugs, featuring Charlie Brown and Snoopy in a snow-covered gazebo. There's a place to plug in a light from your own string, setting the little scene aglow with an extra-frosty sparkle.

During Ornament Debut weekend, the Cool Yule Record Player, sculpted by Sharon Visker arrives. This new design follows up the 2005 sell-out Rockin' With Santa with a colorful jazz theme. The lid of the nostalgic record player features a duo of Santa on sax and Reindeer on trumpet. Inside, three individual records deliver favorite Christmas songs in blues style when placed on the "Viskophone" turntable.

Holiday Open House brings you the fourth Club-exclusive ornament. Artist Edythe Kegrize faced a challenge: how to create a robe for Santa that would best represent multi-cultural Canada in her collection, Santas From Around the World. She finally decided to focus on natural beauty, using the textures of birch bark and quillwork embroidery. Her new Santa blends native craft with French and English traditions, such as the gift of fruit, which Santa carries in a basket decorated with Canada's maple leaf.

Don't miss these FOUR opportunities to collect your 2008 Club-exclusive Keepsake Ornaments.

July Ornament Premiere

September Additional Member Opportunity

October Ornament Debut

November Holiday Open House

Bring your membership card, and be prepared for lots of fun.



The Soirée™ Barbie™ Ornament



Christmas Hugs



PEANUTS © United Feature Syndicate, Inc.
BARBIE and associated trademarks and trade dress are owned by, and used under license from Mattel, Inc. © 2008 Mattel, Inc. All Rights Reserved.

Ken Crow: Master Toy Maker

Where does one of Santa's most talented toy makers live? Would you believe Missouri? He goes to work every day at Hallmark. His name is Ken Crow, and he isn't even an elf. But there's no doubt that the source of his incredible imagination has something to do with the magic of Santa Claus. Ever since he was a child, Ken has been fascinated with toys, especially ones that involve mechanical action.

"My parents knew that any toy I received I'd take apart. I wasn't being deliberately destructive. I just wanted to see how things are put together and what's inside. Fortunately, they accepted this."

Ken has been creating delightful ornaments for Hallmark Keepsakes since 1983. Some of his favorites include *I'm Melting! I'm Melting!* (2004), *Polar Coaster* (2003), and *Circus Mountain Railroad* (2002). All of these ornaments feature intriguing

"My parents knew that any toy I received I'd take apart."

action that tells a story. In his typical modest manner, Ken says, "All I want to do is make somebody smile." To that task he applies considerable genius—and ingenuity.

Ken's special talent was recognized and challenged in 2006 when he received the Barbara Marshall Award, a paid sabbatical during which a Hallmark artist can explore his or her own personal adventure in creativity. Given the time and resources to work on his



"This was the greatest moment of my Hallmark career," Ken Crow said of this photo. Pictured (from left to right) are Don Hall, Jr., Barbara Marshall, Ken's wife Linda, Ken, and Don Hall, Sr. with "Benson Chatswell" in the Hallmark Visitor's Center.

proposed project, Ken spent six months imagining, sketching, and crafting a collection of sixteen mechanical toys and marionettes ranging up to 24 inches in height. With the turn of a crank or a tug on a string, the delightful creations of McClinkencog's Toyshoppe spring to life.

"I wanted to recreate the feeling I got the first time I went into a toy store," Ken says. His collection of marionettes and marvelous machines does that, and more. It became the inspiration for future innovation in action mechanisms for Keepsakes Ornaments.

Ken's favorite creation in McClinkencog's Toyshoppe is a character called Benson Chatswell. Some of the ideas and creations from McClinkencog's Toyshoppe led directly to a special collection of Keepsake Ornaments for 2008. Ken, along with Katrina Bricker, helped design six "micro-mechanics" ornaments with action themes. Turn a little crank, and things start to move every which way!

Basketballs bounce. Snowboards slalom. Santa and a reindeer rebound off a trampoline. It's all pretty amazing—especially what's going on behind the scenes. That would be the clever engineering of Master Toy Maker, Ken Crow. It'll make you smile for sure.



Katrina Bricker's illustration artwork that inspired one of the six micro-mechanics ornaments for 2008.

Meet A Member: Ralph Bailey from Atlanta

"I love the Nostalgic Shops and Houses—that's what got me hooked," says Ralph, a Keepsakes collector since the 70s. "Originally I was buying for my nieces, five of them. Then Uncle Ralph got addicted." Ralph worked as a tour guide for the Atlanta Preservation Center for 13 years. So, when the miniature versions of Victorian houses and shops began to appear as Hallmark Keepsake Ornaments, he was immediately attracted. "I put those ornaments on the mantelpiece, with little Santas in front. Decorating with them gives me a feeling of contentment, warmth, and belonging." Then, with a chuckle, he adds, "I've been accused of being a nine-year-old."

Before attending the August 2007 collector event in Kansas City, Ralph decided to go all-out with a costume recreating Pop! Goes the Santa from the series Jack-in-the-Box Memories.

"I special-ordered some wallpaper that had a brick pattern, and a friend helped me put it together. A cousin who's artistic helped create the birds. My pastor let me borrow the Santa suit." Putting together the costume took as much as fifty hours of work. Transporting it from Atlanta to Kansas City posed yet another problem. Ralph figured out a way to collapse the chimney, secure it with Velcro, and fit it into a garment bag that could be checked.

In Atlanta, two retail sponsors of his local clubs were so excited about the costume they invited him to come to their stores for Keepsakes events. "Little kids came up and started telling me



Ralph Bailey from Atlanta as "Pop Goes the Santa" August 2007

what they wanted for Christmas. As a child, Santa always represented the goodness and kindness in the world." With hundreds of ornaments in his collection, Ralph often decides to decorate his tree simply with "favorites." In fact, Ralph looks forward to adding new ornaments to his collection each year. "I just love the detail, the surprise, the little extra something in Hallmark Keepsakes Ornaments."

Ralph enjoys conversations with collectors around the world through two official online clubs. In his hometown, he is active in the Northeast Atlanta Collectors Club joined with the Sharing Joy Club under the sponsorship of two stores. "The retailers are very good to us, providing information, and asking us what we like." What is Ralph's special request? "Please do a Collector event in Atlanta!"

Multi-year Ornament Available For Purchase

Are you in your 2nd or 3rd year of a 3-year membership? Now you can purchase the membership ornament created especially for new multi-year members.

As in the past, the multi-year ornament is free to anyone who begins or renews their KOC membership for three years in 2008. This year's multi-year ornament is a specially repainted Mary's Angel. She's named Rosemary--21st in the Mary's Angels series.

FOR THE FIRST TIME THIS YEAR, the multi-year ornament will also be available for purchase by KOC members who are in their 2nd or 3rd year of a 3-year membership. You pay only \$8.50 + \$4.95 shipping and handling for a total of \$13.45. This ornament can be ordered by calling 1-800-Hallmark or by completing the 2008 multi-year membership form. This ornament will ship separately from other membership ornaments.



Faces Of Keepsakes: Frank Zizzo - Creative Director

Frank Zizzo arrived in the Keepsakes Studio two years ago as the new Creative Director. He soon realized he'd stepped into a family. As he observed, "The artists help and encourage one another, in both their skills and their personal lives. A lot of life experiences are brought into the sculpting." Family vacations, children, pets, favorite hobbies, and much more are part of the everyday conversation in the workplace. The stories and the people who live them add an element of emotion to every idea and sketch.



Frank Zizzo, Creative Director

Frank speaks with great respect and admiration for the studio artists, who are, he says, "the best of the best—world class." Even so, he sees part of his role as encouraging the artists to stretch and challenge their talents. By

changing customary assignments and giving artists a variety of opportunities, Frank helps them be recharged. The creations, too, are improved by new eyes and a fresh imagination. "Our success with new ideas, especially with our Licensing partners, has increased." The most important thing to Keepsakes artists is getting their ideas accepted and translated into actual ornaments that consumers will love. Frank wants to showcase every talent and see it used to the fullest.

A significant change during Frank's time with Keepsakes has been improvements in technology. Traditional sculpture in wax is now enhanced and augmented by "virtual" sculpting capabilities, and by machines which can "grow" three-dimensional objects from digital data input. "Digital technology is a new tool in the artist's toolbox," Frank says. "But the ideas still come through the eyes and the hands of the artist, who controls every move."

"Our essential question for every design is, What makes it Keepsakes?" says Frank. "The artists know they can impact someone's life by capturing just the right moment. It can't be just another Santa hat. It has to be much more. We're always looking for new materials, new styles, new stories to tell." He enjoys and appreciates the collaborative atmosphere of the Keepsakes Studio, where he has now become one of the family.

Just A Friendly Reminder...

Be sure to check the packing slip enclosed with your membership ornaments, which begin shipping in mid-May. Your Membership Card will be attached to the packing slip. You'll need it to purchase the Club Exclusive ornaments that will be available at your local Hallmark Gold Crown Store throughout the year. When you receive your membership ornaments, peel your membership card off the packing slip, put it in a safe place and remember where you put it.

500 Bonus Points

If you renew your KOC membership by March 14th, you'll receive 500 Crown Reward Bonus Points.

Trivia

Ken Crow's inspiration for this year's membership ornament "Santa Takes a Spin" comes from two popular long running series: Kiddie Car Classics and Toymaker Santa. "I knew both of these series were very popular with our KOC members," said Ken. "Therefore, I thought if there was a way to bring elements from both series together we would have a big hit with this membership ornament." "Also knowing how much our KOC members love those extra little details of Keepsake Ornaments, I decided to completely sculpt the underneath of this ornament -- just turn this ornament over and you'll see Santa's feet on the peddles."



**Ever Wonder How
Your Keepsake Studio
Artists Decorate Their
Homes for Christmas?**

Upper Left: Linda Crow shows off the upright piano in their home. Center: Ken's daughter shows some of the many mechanical ornaments in their collection. Upper Right: Tammy Haddix's family in front of fireplace. Lower Right: Tammy's Kitchen Tree. Below: Hallmark Studio Artists

Happy New Year from the Hallmark Keepsake Studio Artists!

