



# FOR KEEPS

Hallmark  
KEEPSAKE  
ORNAMENT CLUB

VOLUME 7, ISSUE 2 • April 2008

## PRESENTING THE SIGNING EVENT EXCLUSIVE ORNAMENT

### Design Features the Work of 18 Artists

Imagine a Keepsake ornament featuring the creative craft of many artists in the Keepsake studio. Eighteen of them contributed to *The Little Window Shoppers*, a detailed exclusive piece which will be available only at the In Store Artist Signing Events in September 2008. (See *inside for dates, locations, and artists*). The ornament features two charming children peering into the window of a Hallmark Gold Crown Store. Each detail of this ornament was created by a different Keepsake artist.

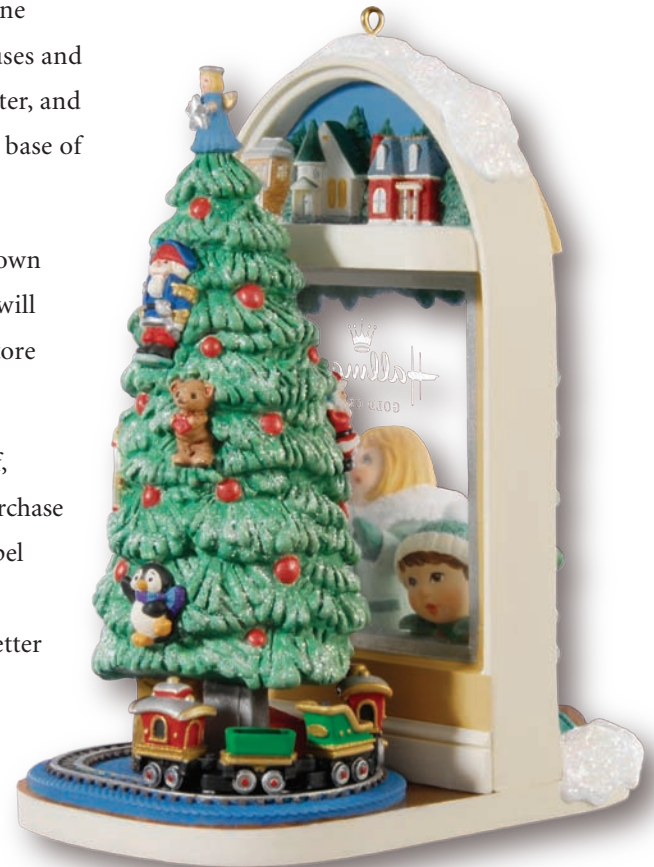
Here's what you'll see: the window arch and base were designed by Linda Sickman, with a surrounding garland by Nello Williams, and an awning by Edythe Kegrize. The children were created by Nina Aubé and Tammy Haddix, with a Gold Crown shopping bag by Terri Steiger, and snowfall created by Tom Best. Inside the store, a Christmas tree by Robert Chad is decorated with ornaments by Katrina Bricker, Julie Forsyth, Tracy Larsen, Kris Kline-Gaughran, Anita Marra Rogers, Sue Tague, and Sharon Visker. The tree

topper and packages are by Joanne Eschrich. The store décor of houses and shops was created by Don Palmiter, and the train on its track around the base of the tree is by Ken Crow.

Don't miss your opportunity to own this one-of-a-kind ornament. It will be offered at the September in-store signing events only for \$28.00.

In addition to the ornament itself, you'll have the opportunity to purchase a special edition coordinating Lapel Pin (\$7.50). The pin is a great conversation starter, and what better way to show your colors as a dedicated Keepsakes collector.

These 20 in-store signing events provide an opportunity to visit with a well-loved Keepsake Studio Artist, purchase exclusive product, and enjoy the company of fellow collectors. This year, the signing events will be held over four weekends in September to give collectors an opportunity to attend multiple signing events. To learn more about the events and the Keepsake Studio Artists, go to [www.KOCmembers.com](http://www.KOCmembers.com) and visit the "Meet the Studio Artists" and "Events" sections of the site.



Above: back side of *The Little Window Shoppers*  
Below: front of *The Little Window Shoppers*



## Wild Tiger Ends The Carousel Series

The Carousel Series is going out with a roar. *Wild Tiger* is the 5th and final figure in the official series. But wait! There's still a space for one more fabulous animal on the merry-go-round. How will you complete your Carousel? Here's what to do: Attend Ornament Premiere at a Hallmark Gold Crown store near you.

*Happy Kangaroo* will be available as a Special Edition ornament available at Ornament Premiere. This companion piece is a must-have for Carousel collectors.



Handsomely saddled in red and green, *Happy Kangaroo* looks ready to leap into action. A jeweled collar adds holiday sparkle. Any child, or the child in all of us, would

pick this kangaroo for the ride of a lifetime. Make sure you collect it for your Carousel.

Don't forget: Look for *Happy Kangaroo* at Ornament Premiere.

## Fun at the 14th Annual Flamingo Fling Charity Auction and Show

Inspired by renowned ornament collector, Clara Johnson Scroggins, the Flamingo Fling has become a favorite annual gathering in Tampa, Florida, for all ornament collectors.

At this year's event on March 7 and 8, Tammy Haddix, Hallmark Senior Artist, signed her Keepsake ornaments, while members of the Keepsake team gave a preview of the 2008 Keepsake ornament line and Dream Book.

For the Charity Auction this year, Tammy created a one-of-a-kind, hand painted, tabletop centerpiece titled "Polar Parade Ship," one of the top-selling items. Auction proceeds support Southeastern Guide Dogs, Inc.

"This event is always a treat for members of the Keepsake team," says Debbie Mora, Keepsake Ornament Club Specialist. "It gives us an opportunity to spend time with many of our KOC members, ornament collectors, and Gold Crown retailers. We love to see the excitement as they see a sneak peek of some of the 2008 ornaments for the first time. For us, there is nothing better than seeing the ornaments come to life in the hands of our collectors as they tell us why each series or special ornament means so much to them. It also gives us an opportunity to hear what our collectors would like to see in the future and how we can continue to improve the Keepsake line."



Tammy with Liz Johnston, winner of Polar Parade Ship.

## FEATURED IN 2008: A Santa Claus Christmas

The six spritely Santas in the 2008 collection *A Santa Claus Christmas* express the spirit of Christmas in all its delightful variety. The artists who created them used hand-crafting techniques to bring a folk-art look to each lively figure.

### Ringin' in the Season was the collector's choice at the 2007 KOC 20th Anniversary events.

Terri Steiger created *Twinkle Claus*. "I like the happy, light, cheerful feeling, and also the nostalgia of the tinsel, as Santa himself becomes the Christmas tree."

*Ringin' in the Season* is the musical task of the Santa created by Ken Crow. "I designed this Santa for my daughter. I wanted her to put it on her piano while she sings, and know that I made it for her. Sculpted on the ornament are the actual notes of *fa-la-la-la-la*." This ornament was the collector's choice at the 2007 KOC 20th Anniversary events and will be available as a tabletop centerpiece also. Wind the bottom of the tabletop piece to hear *Deck the Halls*.

Joanne Eschrich placed Santa on top of the world in her ornament called *Peace on Earth*. "I wanted this Santa

to have a universal look, not specific to any particular country. Santa travels around the world for all children, and peace, like the words on the globe, comes in all languages."

For *The Spirit of Giving*, Linda Sickman balanced Santa on one foot atop his loaded sleigh. "Some of the packages actually wobble like they're falling off the sleigh," says Linda. "Things are getting away from Santa, just like they get away from me sometimes."

Santa serves up *A Jolly Ho-Ho-Ho* as the host of a party in Sue Tague's imagination. "When we were asked, 'What do the holidays mean to you?' I thought about entertaining," says Sue. "And lots of food."

Sharon Visker's version of Santa is called *Magic Man*. "Like a magician, Santa is pulling Christmas stuff out of his hat. For extra whimsy, he's balancing on the rooftop of a little house. The words on the house, like Believe and Surprise, are what Christmas and magic are all about."



Clockwise from the top: *Peace on Earth*, *A Jolly Ho Ho Ho*, *Magic Man*, *Ringin' in the Season*, *Twinkle Claus*, and *The Spirit of Giving*

## MEET A MEMBER: Mike Little from Connecticut

“My most memorable moment as a collector,” Mike says, “was during the 1998 25th Anniversary Keepsake Collectors convention in Kansas City. I entered a photo in the “Mantel” category. I was really surprised when my name was called for First Place. Even better, two other members of my local club won prizes that same year, a First and a Second in their categories.”

Mike began collecting Keepsakes ornaments as a teen, using money from his paper route to buy favorites. “It snowballed,” he admits. So, how many does he own now? “Probably a couple thousand.”

Since the space in his townhouse isn’t especially generous, Mike usually settles for one large tree each year, which he decorates according to a theme. One year, it was all blown glass. Another year, Santas. Other years, all Series or all Signed ornaments. Sometimes the theme is obvious only to him. One of his all-time favorite ornaments is Ed Seale’s “Jack Frosting,” from the mid-80s, because it represents the beauty of his

New England hometown. Another favorite is the Snoopy in a green outfit signed by Bob Siedler. “It means a lot because I won it in the Photo contest,” he says.

“For me, collecting is fun, it’s a hobby, it’s a hunt—the excitement of the quest,” Mike explains. As the manager of Kathy’s Gold Crown Hallmark Store in Bristol, Connecticut, for the past eight years, Mike is well-known to his customers. His association with the store began when he helped the owner set up the Keepsake ornament display one year. “I have great bosses,” says Mike. “They’re a lot of fun.”

He is also the president of his local club, The New England Ornament Collectors Club. “I have met so many people at events. Even when I don’t know anybody when I get there, I’ll have new friends when I leave. I just enjoy the camaraderie among the collectors.”

What would Mike like to share with the Keepsake studio artists?

“I miss the individual miniatures. I get a lot of requests for them from my customers, too.” Perhaps smaller ornaments mean more room for more? That’s something all devoted Keepsake collectors can appreciate.



Mike with Sue Tague

## Save The Dates

Note the dates below on your calendar for 2008 in-store events and exciting product opportunities. You won’t want to miss the chance to collect all of the special Keepsake ornaments and Keepsake Ornament Club Exclusives that will be offered only at your local Gold Crown Store. Quantities are limited and available only while supplies last. Below are just a few of the ornaments we know you will want to add to your collection.

### Ornament Premiere 2008 –Saturday and Sunday, July 12 - 13

- *The Soiree™* Barbie™ Ornament - Keepsake Ornament Club Exclusive -
- *A Holiday “Hello”* - First Holiday Ball Ornament

### Beginning August 25

- *Christmas Hugs* - The Peanuts® Gang - Keepsake Ornament Club Exclusive
- *So Nice Being on Ice* - Second Holiday Ball Ornament

### In-store Artist Signings – Saturday, September 6, 13, 20, and 27 (see list for artists and store locations)

### Ornament Debut 2008 – Saturday and Sunday, October 11 - 12

- *Cool Yule Record Player* - Keepsake Ornament Club Exclusive
- *Adding the Final Touch* - Third Holiday Ball Ornament

### Holiday Open House 2008 – Saturday and Sunday, November 8 - 9

- *Canada Santas From Around the World* - Keepsake Ornament Club Exclusive
- *Christmas on Main Street* - Fourth Holiday Ball Ornament

### Beginning November 21

- *Having a (Snow) Ball!* - Fifth Holiday Ball Ornament

## In The July Issue Of For Keeps

Event information for 2009 will be published in July. Stay tuned.

## Linda Sickman Retires After 45 Years

To everyone who has loved a Keepsake Ornament,

On March 11th, I celebrated 45 amazing years with Hallmark Cards. During my anniversary celebration, I announced my retirement. I will leave Hallmark on April 1st, taking with me an abundance of gratitude and wonderful memories.

I cannot tell you how much joy I feel when I think of all the good people I have met at ornament events over the years. From the beginning, I have personally experienced so much change along with you. What a privilege it has been to sit down, chat with collectors and share stories of our families, our sorrows, and our life joys. These have been special times for me.

Working as a Keepsake artist has brought many changes to my life, too. From starting with a staff of four artists to growing into a studio of more than twenty. From sculpting with industrial clay to designing with the wax we use today. From developing a line of glass balls to creating an array of handcrafted ornaments. And from a variety of materials – plastic, tin, porcelain, silver, cold cast with moving parts and attachments galore – to make ornaments that tell stories, warm hearts, and celebrate cherished moments. With your interests and loyalty, you have inspired us. Thank you, from the bottom of my heart, for all of your support and love.

As time goes by, many aspects of our lives change, as well as what becomes most important. The one thing that has never changed throughout my life is how priceless my family and friends are to me. I have found that I want and need to spend more quality time with them. By putting my professional career aside, I will have the opportunity to create new memories with the ones I love. Every day, we are called on to help with God's work.

I have had the time of my life. Thanks to all the loyal fans and collectors who have made it so.

Fondly,



Linda Sickman



## 2008 ARTIST IN-STORE SIGNING EVENTS

Mark your calendar now, and don't miss the artist signing events nearest you. *Please note that artists' schedules are subject to change due to unforeseen circumstances.*

### Saturday, September 6

Annie's Hallmark  
Park Place  
5870 E Broadway Blvd  
Tucson, AZ 85711  
520-790-7430  
Artist: Linda Sickman

Jan's Hallmark  
Windward Commons  
12850 Highway 9 North  
Alpharetta, GA 30004  
770-346-9050  
Artist: Tammy Haddix

Mark's Hallmark  
Gresham Station  
1152 NW Civic Drive  
Gresham, OR 97030  
503-465-2982  
Artist: Julie Forsyth

Susan's Hallmark  
Holly Plaza  
15227 N. Holly Road  
Holly, MI 48442  
248-634-7921  
Artist: Nina Aube'

Trudy's Hallmark  
Portofino Shopping Center  
19075 I-H 45 South  
Shenandoah, TX 77385  
936-271-1951  
Artist: Edythe Kegrize

### Saturday, September 13

Hallmark Creations  
The Plaza at Delray  
1550 South Federal Hwy  
Delray Beach, FL 33483  
561-276-8566  
Artists: Terri Steiger  
and Robert Hurlburt

Kirlin's Hallmark  
East Towne Mall  
140 E Towne Mall  
Madison, WI 53704  
608-241-2255  
Artist: Tracy Larsen

Kitty's Hallmark  
Kitty's Korner  
5580C Sunset Blvd  
Lexington, SC 29072  
803-359-7511  
Artist: Katrina Bricker

Party Shop  
Lakes Village Shopping Center  
3418 Lake City Hwy  
Warsaw, IN 46580  
574-267-8787  
Artist: Ken Crow

Tina's Hallmark  
McKinley Mall  
3701 McKinley Pkwy  
Buffalo, NY 14219  
716-828-1101  
Artist: Sharon Visiker

### Saturday, September 20

Hallmark Creations  
Eagle Run  
13220 W Maple Road  
Omaha, NE 68164  
402-496-7878  
Artist: Nello Williams

Heritage Shop  
Fairlane Village Mall  
7177 Fairlane Village Mall  
Pottsville, PA 17901  
570-429-1270  
Artist: Anita Marra Rogers

Lynn's Hallmark  
Southpark Mall  
302 Southpark Circle  
Colonial Heights, VA 23834  
804-520-4983  
Artist: Joanne Eschrich

Steve's Hallmark  
Westfield Oakridge  
925 Blossom Hill Road  
San Jose, CA 95123  
408-629-5888  
Artist: Robert Chad

Werner's Hallmark  
Regency Hills Shopping Center  
1992 25 Mile Road  
Shelby Township, MI 48316  
248-650-1925  
Artist: Don Palmiter

### Saturday, September 27

Coach House Gifts  
Richland Mall  
6001 West Waco Drive  
Waco, TX 76710  
254-772-8963  
Artist: Sue Tague

Coppin's Hallmark  
Fashion Place  
6191 South State Street  
Murray, UT 84107  
801-268-2441  
Artist: Sharon Visiker

Elam's Hallmark  
Sports Arena Square  
3231 Sports Arena Blvd  
San Diego, CA 92110  
619-523-1444  
Artist: Tammy Haddix  
and Orville Wilson

Jan's Hallmark  
Edwardsville Marketplace  
2312 Troy Road  
Edwardsville, IL 62025  
618-656-9445  
Artist: Tom Best and  
Steve Goslin

Kirlin's Hallmark  
Governor's Square  
2801 Guthrie Hwy  
Clarksville, TN 37040  
931-647-9419  
Artist: Kristina Kline-Gaughran

## Name That Town

*The House on Holly Lane*, *the Service Station*, *the Toy Shop* and many more houses and shops fill a magical town that has no name. In this special town, each house and shop features the design of special Keepsake “architects.” As we celebrate the 25th anniversary of the Nostalgic Houses and Shops series, we want to give you a chance to become a part of Keepsake history. We need your help in naming this beautiful town. Join us as we visit this town built with love and filled with memories that will last a lifetime.

Here’s how to submit your suggestion: e-mail to [kocmembers@hallmark.com](mailto:kocmembers@hallmark.com) by May 31, 2008. Type “Houses and Shops” in the subject line.

One suggestion per member please. No return confirmation or response will be provided.

The selected town name will appear in the July issue of FOR KEEPS.

## Get Extra Crown Reward Bonus

Get 100 BONUS POINTS when you register or update your e-mail address on [Hallmark.com/crownrewards](http://Hallmark.com/crownrewards)

Visit [Hallmark.com/crownrewards](http://Hallmark.com/crownrewards) for terms and conditions.

## The Mayor’s House

*A Special Edition for the 25th Anniversary of Nostalgic Houses and Shops*

*The Mayor’s House* will be offered as a Limited Quantity ornament to celebrate the 25th anniversary of the Nostalgic Houses and Shops series. The two-story English Tudor house has two fireplaces, fine furnishings, and many decorative details inside and out. Artist Don Palmiter, who elected himself mayor when he created the *Town Hall* in 2000, might well have designed and furnished this handsome home for his own comfort and joy.

The Mayor’s House will be available at Ornament Premiere while supplies last.

For 2008, you’ll also be able to add *Don’s Nursery* to your regular series collection.

The store features holiday greenery, poinsettias, pots, and other accoutrements for gardening.



## Don’t Miss Out — Collect All Five

*A Holiday “Hello”* is a new ornament inspired by the Snow Buddies series that first appeared in 1998 and will be the first of five ceramic ball ornaments offered throughout the season. Visually dramatic at 4 3/4” high, each ornament will depict well-loved Keepsakes icons featured in a scene that wraps all the way around. Don’t forget to look on the back of each ornament for a special feature.

A new ceramic ball ornament will be available at Ornament Premiere, during the membership opportunity beginning August 25, at Ornament Debut, Holiday Open House, and beginning November 21. Purchase each ornament for \$6.95 (regularly \$12.95) with the purchase of ANY Hallmark Keepsake ornament priced at \$7.95 or more. These ornaments are sure to be new favorites, so plan ahead. They are only available at Gold Crown retailers while supplies last.