

## WHAT WILL YOU KEEPSAKE THIS YEAR? Ornament Premiere is almost here!

That's right. It's just around the corner! On July 12 and 13, over 170 new ornaments will be available at your neighborhood Hallmark Gold Crown store. Among the new designs for 2008, three new series will be introduced.

First in the *Comic Book Heroes* series is *Superman™* (\$16.50), sculpted by Robert Chad. Each heroic character in this series will be flying right out of the comic book. Open it up and read the story inside! *Candy Claus* (\$15.00), sculpted by Sue Tague, launches the *Noel Nutcracker* series. This oh-so-sweet Santa features simple nutcracker motion. Each year a nutcracker will be decorated in a charming holiday theme. And don't forget *Trimming The Tree* (\$15.00), the first piece in the *Making Memories* series by Tammy Haddix. Every year, a big and little snowman will be featured in a variety of festive memory-making scenarios.

This year's Club-exclusive ornaments are sure to enchant you and make your Christmas bright. *The Soirée™ Barbie™* Ornament, sculpted by Patricia Andrews, will make its red-carpet debut. From tiara to toe, this dazzling creation will undoubtedly bring a little glamour to your



The Soirée™ Barbie™ Ornament

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tree. Pick up *The Soirée™ Barbie™* Ornament (\$25.00) exclusively at your Hallmark Gold Crown retailer beginning Ornament Premiere weekend, while supplies last.

Who likes sweets? If you said, "I do!" then you're in for a treat. The *Sweet Treat Elf*, sculpted by Kristina Kline-Gaughran, is our gift to you with the purchase of a Hallmark Keepsake Ornament priced at \$7.95 or more during Ornament Premiere. Sparkling like a little gumdrop, this adorable elf will help you savor the holidays.

With both Club-exclusive offers there is a limit of one ornament per membership. And remember, you'll need to present your 2008 membership card to take advantage of these exclusive designs created just for you! Remember your 2008 membership card will be attached to the packing slip enclosed with your membership ornaments.

Don't miss out on the very first Holiday Ceramic Ball Ornament. This cheery collectible titled *A Holiday "Hello"* features a scene with *Snow Buddies*. These ornaments are only \$6.95 each (regularly \$12.95) with your purchase of a Hallmark Keepsake Ornament priced at \$7.95 or more.

This year, there's a new opportunity just for our KOC members. Beginning August 25 you'll find a few more surprises at your local Hallmark Gold Crown store. And we think you're going to really like what you see.

You guessed it. The second Club-exclusive ornament will be available for purchase beginning August 25. *Christmas Hugs* (\$20.00), the endearing PEANUTS® ornament, highlights a much-loved duo,



Christmas Hugs  
 PEANUTS © United Feature Syndicate, Inc.



Charlie Brown and Snoopy. They look so happy that it's Christmastime, you can't help but to share their joy. *Christmas Hugs* also features an additional lighting effect. Just attach it to a light string—your tree and smile will be aglow!

While you're at your local Hallmark Gold Crown store in August check out the second Holiday Ceramic Ball Ornament. Featuring an ice-skating scene with *Frosty Friends*, this collectible titled *So Nice Being On Ice* will cheer any holiday aficionado. It's only \$6.95 (regularly \$12.95) with your purchase of a Hallmark Keepsake Ornament priced at \$7.95 or more.

To purchase the KOC exclusive ornaments, bring your 2008 KOC membership card and your Christmas spirit.

## ONE GIANT THANK YOU for Tracy Larsen.

Who's a bright star shining in our little Kansas City universe? That would be our very own Tracy Larsen. An accomplished Keepsake artist, Tracy not only has an eye for detail, but a gift for sparking a warm memory.

He designed and sculpted this year's commemorative ornament honoring NASA's 50th anniversary. Tracy's mission with *Snoopy NASA* was to create a nostalgic scene that celebrated numerous years of exploration and discovery. Snoopy has been NASA's official symbol of excellence for the manned space program. With Tracy's help, this charming pal continues to make us smile. After landing on the moon in his doghouse spaceship, Snoopy proudly stands by the flag he's planted into the lunar surface. And with the lovable PEANUTS® beagle as top-dog astronaut, this endearing ornament helps us remember a magical time.

Not everyone can say they got to see a historical event as incredible as the moon landing. Tracy recalls the moment from his childhood when he saw Neil Armstrong and Buzz Aldrin set foot on the moon. "I remember watching the moonwalk on the black and white TV." With a reminiscent smile he adds, "I guess I was part of the early days."

And since that inspiring "giant leap for mankind," Tracy has inspired others with his creations. He illustrated the 2007 Snoopy astronaut ornament—a piece that depicted the patriotism and awe NASA continues to instill into so many. Tracy also was privileged to illustrate a poster for the Challenger astronauts. "I created it in recognition of those who died," he says. In doing so, he was able to meet an astronaut who is famous around the world: "I had a chance to meet Jim Lovell, who Tom Hanks played in *Apollo 13*."

After sketching several versions, Tracy sculpted *Snoopy NASA* pretty quickly. He faced a few snags with the helmet, but in the end, it fit the brave beagle perfectly. The base is the moon—a perfect shape to hang on your tree. Tracy says, "It was kind of fun to do a moon type of thing. It lends itself to a ball ornament." Looking closely at the piece, there is remarkable precision. Charming nuances reflect Tracy's signature artistry, like tiny beagle paw marks in the moon dust. "I really like the little footprints. That's what I remember from the original moonwalk photos. It's a symbolic reference to that." Another aspect he enjoys? "Snoopy's Flying Ace persona has been one of my favorite alter-egos. Putting him in a space scenario was fun," he says.

Tracy has been a PEANUTS® fan since he was a kid; so creating *Snoopy NASA* was an ideal project for him. In fact, the first card he ever created for Hallmark was a Snoopy card—the first of many Charles Schulz's characters he incorporated into product. "It kind of keeps coming back," he says, referring to his relationship with the PEANUTS® gang. "When I was little, I would look at comic strips and draw them out. I actually drew a lot of PEANUTS® characters." His parents proudly kept many of his early masterpieces that he did when he was only four or five years old. They saw his knack for illustration and encouraged him. Tracy's work of creating instantly likeable characters has kept him forever young. "I never had to grow up, I guess."

Tracy hopes that *Snoopy NASA* will bring back some good memories from the early days of the space program, when it seemed like anything was possible," he says

For those of us who still wish on stars, we believe it is. Mission accomplished, Tracy.



Snoopy NASA  
PEANUTS © United Feature Syndicate, Inc.  
\$15.00, Gold Crown Exclusive,  
Available beginning at Ornament Debut



## A visit to Keepsake Korners

It's official! The Nostalgic Houses and Shops reside in a beautiful town called Keepsake Korners. This sparkling town filled with 25 years of love and memories was chosen from hundreds of submissions we received from all of you. And wow, did you come up with some great ideas. Thanks for joining in on the fun!

## OH WHAT JOY!

What happens when great minds think alike? If you're talking about two imaginative artists like Ken Crow and Katrina Bricker, you get magic.

At this year's Ornament Debut, look out for *Spin-A-Majigs*, because they are, in a word, enchanting. A collection of six intricately designed action ornaments, each piece reflects a buoyant scene of holiday fun. And the coolest part? They're mechanical! As Ken would put it, "It's just good old-fashioned mechanics. It complements your abilities because anybody can make this work."

Once you spin the snowflake cranks, the characters come to life! With so much going on in every scene, it's easy to become captivated with their charm. Ken and Katrina wanted to make activity-based ornaments centered around children and their interests. "The basic premise was to appeal to the kid in all of us...and the activities kids do every day," Katrina says. For two kids-at-heart, Ken says, "It's like extending our childhoods... enjoying it a little bit longer." Katrina agrees. "This stuff keeps us young."

Katrina illustrated each piece, while Ken did the sculpting. The two worked closely with engineer Ron Carlson. "We'd sit in a room and powwow to come up with ideas. We'd take it the furthest possible way," Katrina says, using her arms to show the scope of the project. After brainstorming hundreds of concepts, they narrowed down their ideas. How do you condense so many great design directions? Ken and Katrina say you listen to the reactions of others. "You know when you have a great idea. Everyone lights up," Ken says.

Besides the cheerful visuals, many other factors contributed to the construction of these micro-mechanics. Things like the grip and how it feels in your hand,

the ease of turning the crank, the alignment of the shapes when they move about, and the chunkiness of the 3D characters were important considerations. "It all comes

down to millimeters," Katrina says of the precision involved. "You try to use your best judgment and best chemistry and hope it just sings," Ken adds. Once Katrina's sketches were loaded into the computer, Ken scanned them into a 3D program. He says seeing the images digitally is "magical in its own right."

Wheely, Wheely Fun



But wait—there's more. Flip the *Spin-A-Majigs* over and you'll find another surprise. The frosty blue backing was designed with just the right amount of transparency to see the inner workings. Ken says, "Part of it is seeing how it works. I think kids are really into seeing the mechanics." During the initial collaborative stages, Ken and Katrina discussed childhood toys that were fascinating because of their moving components.

When he was a kid, Ken took his toys apart, then put them back together because he was curious to see how everything worked together. He even disassembled his brother's Mickey Mouse watch! Who knew his mischievous tinkering would one day turn into a career? He says, "If you have that passion, somehow it finds you. Things come to you." Katrina, whose 94-year old grandfather

is enthralled by her recent work, can look back at how her childhood correlates with what she does today. "It's amazing how it goes back," she says. "How your whole life would be directed. I knew this is what I wanted to do."

Every year, Ken's wife decorates a 9-foot tree that displays his ornaments. Katrina's mother-in-law has a "KaTREEna" in her home filled with the artist's twinkling creations. And both sculptors can't wait for their kids to see these new additions. With so much family support, it's easy to recognize the love that goes into each piece.

Ken says, "When I was a little boy, my grandma saw my pictures and asked, 'Did you just draw that?' I said 'Yes' and she gave me this smile. I still remember that. To this day, I'm still trying to please Grandma, trying to bring that smile to someone else." A modern day Geppetto, Ken says, "I'm turning into an elf. I have become the guy I want to be." About Hallmark's innovation, he continues, "I like what we're becoming, it's the closest thing to Santa's workshop on the planet. Let's make more people happy."

And Katrina? She's thrilled to be an "ornamenter"—a phrase she spontaneously coined to describe her merrymaking profession.

*Spin-A-Majigs* are also grin-a-majigs. They give kids of all ages something to smile about. *Spin-A-Majigs* will be available at Ornament Debut at your local Hallmark Gold Crown store.



Hoopy Holidays



Downhill Fun



Snowball Fight

# MEET A MEMBER

## Patty Frozina

"If it doesn't move, then decorate it!" That's Patty Frozina's motto. One year, as her husband was taking a long winter's nap in his recliner, she draped him in Christmas lights and took a picture. The next thing you know, the photo magically became a Christmas card!

You could say Patty knows a little something about decorating for the holidays. In fact, she celebrates all year long! The charter Keepsake Ornament Club member and treasurer of Hallmark Antelope Valley Ornament Collectors Club in Lancaster, CA, puts up approximately 18 themed trees. And that's just for Christmas. Patty also trims a tree each month to correspond with the particular holiday. When it comes to the holidays, she says, "I don't let one go by!" And she means birthdays, too.

"I was anxiously waiting to put up a grandchild's first tree. I didn't think I was ever going to do that," she recalls. But when her grandson, Luke, was born, her wish came true. And it came true again the day her little granddaughter, Mandy, was welcomed into the world. Patty's looking forward to taking them

to the Hallmark Gold Crown store so they can pick out their own special ornaments.

An avid collector since 1973, Patty was inspired by her Hallmark Gold Crown retailer to join the Keepsake Ornament Club when it first began, and to become a charter member of her local H.A.V.O.C.C. chapter. Patty recalls his words: "You've got to do it and you've got to do it now." And after all these years of collecting pieces that bring joy to her life, Patty says, "I'm so glad I did."

It's a merry occasion at the Frozina household when the Keepsake Dream Book arrives in the mail. Patty laughs, "It's a red-letter day when that book comes." Her husband wholeheartedly agrees, she says. "He knows for an hour that I'm buried in that book." Patty curls up in a comfy chair, peruses the new ornaments, picks out the must-haves, then starts making her list (and checking it twice, of course!). "When it comes to Hallmark there is no budget anymore. My husband gave up a long time ago on that!"

Along with collecting, Patty loves to travel. Some of her favorite excursions have been girls' weekends with her collector friends. Patty can't say enough about how much her friends mean to her. "When I first moved up here, I knew no one. Our local club helped

me to settle and decide this is where I wanted to be." Patty and her good friends, Debbie Cowles and Jackie Maurer, volunteered at the KOC 20<sup>th</sup> Anniversary Event in Las Vegas last year and had a blast. "I think last year's artist signing was one of the best they've had in a long time." And take it from Patty, she knows because she's been to every Keepsake event except one.

Patty is also devoted to helping others. Her club has made Christmas stockings for a local children's hospital, facilitated toy drives and donated to those affected by the 2007 fires in Southern California.

Patty would like to say, "Hallmark, keep up the good work!"



Patty pictured with grandson Luke



### Don't forget to renew your KOC membership.

Renewing is easy. Just fill out this form and mail it, or fax it at 1-800-200-3400 or call us at 1-800-HALLMARK.

Renew by August 15 & receive 300 Crown Reward Points

MEMBER NUMBER

JKEEPS08

NAME

ADDRESS  CITY

STATE/PROVINCE  ZIP/POSTAL CODE  HOME PHONE

WORK PHONE  E-MAIL

### Choose your ornaments.

With a 2008 Keepsake Ornament Club membership of \$25.00\* you can choose two of the three Club Membership ornaments shown. Check the boxes of the ornaments you want (limit one of each design per membership). If you don't mark which ones you want, we'll choose your ornaments for you.

### Make your payment.

CHECK/MONEY ORDER PAYABLE TO HALLMARK KEEPSAKE ORNAMENT CLUB

(U.S. FUNDS ONLY)  VISA  MASTERCARD  DISCOVER

CREDIT CARD NUMBER

SIGNATURE  EXP.  MM/YY

Want all three? Add \$22.00 for the third ornament (postage, handling and appl. tax included).



STANLEY T. STARR



CHRISTMAS WINDOW 2008



SANTA TAKES A SPIN

Purchase a three-year membership and receive this year's multi-year bonus ornament. Rosemary, sculpted by Robert Chad, is a repainted version of the 21st in the Mary's Angels ornament series.

(Ships separately from membership ornaments.)

### Pricing Information\*

	Total	Membership	Appl. Tax + S&H
<input type="checkbox"/> One-year	\$29.95	\$25.00	\$4.95
<input type="checkbox"/> Two-year	\$54.95 (Save \$4.95)	\$48.00	\$6.95
<input type="checkbox"/> Three-year	\$79.95 (Save \$9.90)	\$71.00	\$8.95

ROSEMARY  
21st in the  
Mary's Angels series.  
Sculpted by  
Robert Chad.



\*All prices quoted in U.S. funds.

Note: Credit card orders will not be billed until ornaments ship. If shipping to Canada, please add \$5.00. Applications must be postmarked by December 31, 2008. Questions? Please call 1-800-HALLMARK.

#### Ordering Information:

You can join the Hallmark Keepsake Ornament Club:  
By phone—in the U.S., call 1-800-HALLMARK, 7 a.m.-7 p.m. Monday-Friday.  
In Canada, call 1-800-268-3230, 8 a.m.-5 p.m. Monday-Friday (Eastern time).  
By fax—1-800-200-3400  
By mail—Send to Hallmark Keepsake Ornament Club, P.O. Box 419824, Kansas City, MO 64141-6824

#### Delivery:

Membership ornaments will arrive four to six weeks after we receive your order.

#### Hallmark Crown Reward Points:

- Members and gift recipients must be enrolled in the Hallmark Crown Reward program at the time a Hallmark Keepsake Ornament Club membership is processed to receive points.
- Points are offered only to current U.S. members on product-only purchases.
- Hallmark Crown Reward Points are awarded based on purchase price excluding shipping, handling and sales tax. Hallmark reserves the right to alter, exclude, limit or modify the Hallmark Crown Reward program rules,

regulations or reward levels or to terminate this offer or other Hallmark Crown Reward programs at any time at its discretion.

• Points are awarded when product ships.

#### Order and Shipment Information:

- Please pay in U.S. funds.
- All orders must have a U.S. or Canadian shipping address.
- Canadian customs requires consumers to pay Customs Clearance charges and applicable taxes on each shipment.
- All payments are pre-authorized when processed and again when shipped. Debit card users will see the funds reserved approximately three business days after initial processing and shipment. Any debit impact is due to the rules of your debit card issuer.
- Hallmark Crown Reward Certificates may not be used toward Keepsake Ornament Club membership fees or membership ornaments.
- Offer subject to change without notice.
- Ornament quantities are limited and are offered while supplies last.
- If you are not completely satisfied with your ornaments, you may return them and we'll refund the merchandise price.

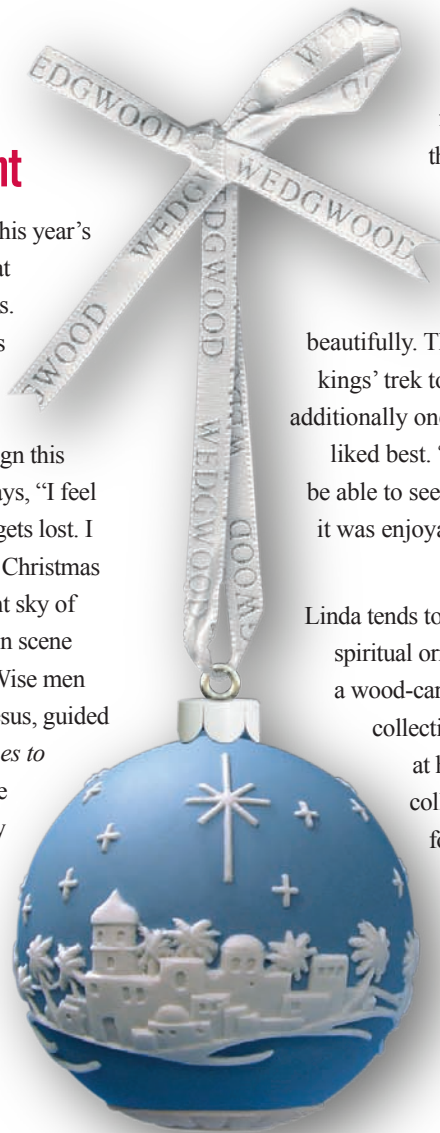
To see Hallmark's current privacy statement, go to Hallmark.com or call 1-800-HALLMARK. Program subject to change without notice.

## Linda Sickman creates 2008 Wedgwood Ornament

Among the array of collectibles at this year's Ornament Debut is an ornament that reminds us of the story of Christmas. Called *Heaven Comes to Earth*, this Wedgwood treasure was lovingly illustrated by Master Artist Linda Sickman. When asked to design this limited quantity ornament, Linda says, "I feel at times the meaning of Christmas gets lost. I wanted to bring back more of what Christmas is all about," she says. Under a night sky of Wedgwood blue, the white porcelain scene depicts the journey to Bethlehem. Wise men and shepherds travel to see Baby Jesus, guided by the star of the east. *Heaven Comes to Earth* honors that holy night and the blessed birth at the heart of so many people's faith, including Linda's. "I think it goes back to my religious upbringing. That was always the center," she says, recalling twinkling memories of Christmas Eve. "We always went to midnight mass. It was the apex."

Should you find yourself envisioning Linda's creation on your tree, imagine a delicate ball with a dimensional, raised image on its surface. This method of contouring called *bas-relief* (pronounced "ba relief"), adds contrast and interest to the picture. After drawing many iterations of the panoramic scene, Linda worked with Wedgwood to determine the thickness and texture of the porcelain to slip cast the design onto the ball.

You can usually find Linda diligently sculpting at her desk, so this project was a fun deviation from a typical day's work. "I enjoyed doing it. Most of the time I am sculpting—doing a drawing that was finite was different for me. Plus, it was fun collaborating with Wedgwood. They create such quality products." Linda has a favorite aspect of this ornament. Well, maybe two. With a smile akin to a kid on Christmas morning, she says, "It's a toss-up. I really enjoyed designing the three kings." Something



Heaven Comes to Earth  
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Stoke-on-Trent, England © 2008 Waterford Wedgwood USA, Inc.

From an early age, Linda longed to be an artist. Even before working at Hallmark, she decorated her tree with her original handmade ornaments. "I was doing ornaments before I was doing ornaments. Who knew that it was going to grow into such a lifelong love?"

As she's been captivating us for years with her love of art, she does it once again. *Heaven Comes to Earth* comes to us not only from the hand of the artist, but from the heart.

This is one of many projects Linda completed prior to announcing her retirement. She will continue to be a part of the Keepsake family. Thank you, Linda, for sharing your memories. And for making them a part of ours.

that posed a challenge was figuring out what the finished image would look like encircling the ball—which she pulled off beautifully. Thus, showing the kings' trek to Bethlehem was additionally one of the parts she liked best. "I also wanted to be able to see their journey, so it was enjoyable to make that possible, too."

Linda tends to gravitate toward spiritual ornaments. She has a wood-carved Anri nativity collection on her mantel at home. She's been collecting the pieces for years, deriving much inspiration and joy from them. She says it "got to a point of making a statement."

## Announcing the 2009 KOC Event in Kansas City!

You're invited! The 2009 Keepsake Ornament Club event will be an occasion you won't want to miss. We have so much to celebrate and we want you to join us!

Mark your calendar: Friday and Saturday, August 7-8, 2009.  
Location: The Westin - Crown Center, Kansas City. Call 1-800-937-8461 for room reservations. \$118/night - must mention Keepsake Ornament Club to get this rate.

**Make your reservations early to get this discounted rate - available on a limited number of rooms!**

Watch for more news and information on the event in the fall issue of *For Keeps* and the events section of [www.KOCmembers.com](http://www.KOCmembers.com). Event registration will open in early 2009. We're planning on having a festive time, we hope you join us!

## UPDATE 2008 ARTIST IN-STORE SIGNING EVENTS

Please note the location change below on Saturday, September 20 for the Robert Chad Signing Event at Steve's Hallmark. You can go to [www.KOCmembers.com](http://www.KOCmembers.com) and click on "Meet the Studio Artists"



for a complete list of ornaments credited to each of our artists. Pictured here is the coordinating event lapel pin (not shown actual size).

**Saturday, September 20**

Steve's Hallmark  
Newpark Mall  
1071 Newpark Mall  
Newark, CA 94560  
510-792-3141  
Artist: Robert Chad



# FOR KEEPS



## FACES OF KEEPSAKES: Juli McGuire—Retail Merchandise Leader, Keepsake Ornaments

“My little boy thinks I have the coolest job in the world,” says Juli. “When I got my promotion to this position, he called it my graduation.” At five years old, Juli’s son enjoys a growing collection of Star Wars™ Keepsake ornaments. In 2007, he received the first in a series, Santa’s Sweet Ride.

“My husband’s mother passed along ornaments from her tree to ours. I’ve recently realized that, because of her, I own the 1978 first-in-series Carousel, a real treasure.”

Juli has commemorated three household moves

with new home ornaments from Keepsakes. She identifies strongly with Keepsake collectors and looks forward to meeting many of you in the coming year. “They’re a passionate group of people,” she says. “I can’t wait to go to the artists’ signings.”

As Retail Merchandise Leader for Keepsakes, Juli will be listening carefully to collectors to develop new ideas and catch the trends. Her experience as a buyer for collectibles featured in Hallmark stores, and before that in the craft and hobby business, will serve her well.

She’s pleased to be associated with the Keepsake artists. “The sculptors have adapted to new technology, reinventing the creative process. They are a really neat group of people. I think collectors are going to be so happy with the 2008 ornaments.”

We are thrilled to announce a special offer coming to our KOC members ONLY! We are partnering with master artist Bob Byerley to create a painting that will feature some favorite Keepsake ornaments. Imagine a scene that captures the magic of the holidays, of trimming the tree with the ornaments you’ve collected over the years. For the first time, KOC members will have the opportunity to purchase several different sized prints directly from Byerley Studios. Ordering details and a picture of the painting will be provided in the next issue of *For Keeps*.

## PAINT THE TOWN RED...and Green!

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