



# FOR KEEPS



VOLUME 7, ISSUE 4 • Oct 2008

## We want to see you at Ornament Debut, Oct. 11-12

Pick up the newest Club Exclusive ornament, *Cool Yule Record Player* (\$28.00) at Ornament Debut. Designed by Sharon Visker, it plays three holiday classics, "Jingle Bells," "We Wish You a Merry Christmas" and "Jolly Old St. Nicholas" all in a cool jazz style. You may recognize the Viskophone brand first featured in Sharon's 2005 *Rockin' with Santa* ornament. (Limit one per KOC membership. While supplies last.)

And be sure to check out the next holiday ceramic ball ornament, *Adding The Final Touch*, featuring Snowball and Tuxedo trimming the tree. It's only \$6.95 with your purchase of a Hallmark Keepsake Ornament priced at \$7.95 or more. For more details and to see the entire collection, visit [Hallmark.com/SpecialOffers](http://Hallmark.com/SpecialOffers).

Take home both—and see the entire 2008 collection—while supplies last at Ornament Debut, October 11-12, at your Hallmark Gold Crown store. Don't forget your 2008 KOC membership card.

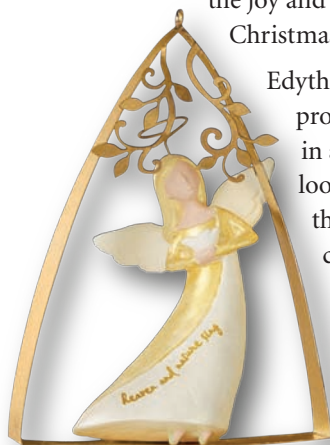


Cool Yule Record Player - \$28.00

## Artists collaborate to create Christmas collection

Heavenly peace. That's the feeling a team of Hallmark Keepsake Artists wants you to get from their tenderly crafted *Light of Bethlehem* collection, which includes five ornaments and a candle holder. Edythe Kegrize, Terri Steiger, Julie Forsyth, Joanne Eschrich and Linda Sickman collaborated to "make a collection that was fresh, inspirational and about simplicity," Edythe says.

A series of vignettes captures scenes from the sacred Christmas story. "Each ornament offers something unique," Edythe says. "Yet as a group, their beauty brings together the joy and tranquility at the heart of Christmas."



Heaven and Nature Sing - \$15.00

Edythe, Terri and Julie started the project together. "We turned in a slew of ideas of what the look might be," Edythe says. After they chose a design style, they continued the sketching process. Thoughtful details, elegant shapes and flowing curves contribute to a sense of calm and emotion in each piece. Edythe says Terri, a master at shaping graceful images, was ideal for the project. "She did a fabulous job."

Once the illustrations were perfected, the artists delicately handcrafted the visuals into tangible masterpieces. Edythe and team were thrilled with the results of their collaboration. "Sculptors are very adept at bringing ideas to life," she says. "They capture the original intent of the concept."



Hope Shines Bright, \$12.50



Let Us Adore Him - \$15.00



Silent Night, Holy Night - \$12.50

From the star of hope shining above a quiet little town to the Baby Jesus resting in His mother's arms. . . share the story of Christmas with the *Light of Bethlehem* collection.

This collection will be available beginning at Ornament Debut, October 11-12, only at your Hallmark Gold Crown store.

## Music brings back memories

We all have our personal soundtracks—those playlists of songs that instantly bring back big and small moments in our lives. You're in the car, and a familiar song transports you to another time: A sunny summer as a kid. A family road trip. Or that awkward school dance you'd rather forget.

Music brings those tucked-away memories into the light. It connects us to family and helps tell our entertaining, poignant—and wildly different—stories. Christmas songs trigger some of our fondest memories, and we all have our favorites.

The Keepsake Studio is continually inspired by music and the emotions it evokes. This year, to get into the Christmas spirit, we listened to song after festive song—and the result is *Sounds of the Season*, an eight-ornament collection of familiar moments and icons accompanied by music. You'll find Christmas hymns, popular carols, holiday hits and children's favorites.

"It is amazing how a song can take us back to some of our favorite memories," says Kim Jones, KOC Program Manager. "Every year, when my kids and I are driving around looking at Christmas lights, we listen to Christmas music on the radio. When the song 'I Want a Hippopotamus for Christmas' comes on we always crank up the radio and we all sing it at the top of our lungs (even though none of us can sing at all!). When I saw this ornament for the first time, I knew it would be one that I would be adding to my family's collection this year."

The *Sounds of the Season* collection will be available in November at your Hallmark Gold Crown store. And only during Holiday Open House, Nov. 8-9, save \$5.00 when you buy any two *Sounds of the Season* Keepsake Ornaments. Visit your Hallmark Gold Crown store for more details.



I Want a Hippopotamus for Christmas - \$15.00



Bad to the Bone - \$15.00



The Chicken Dance - \$15.00

## The most wonderful time of the year begins with Holiday Open House, Nov. 8-9

*'Twas the month before Christmas and all through Gold Crown, every shopper was smiling—not one had a frown!*

We can't wait to see your smiling faces in November. Stop by your local Hallmark Gold Crown store during Holiday Open House for your Club Exclusive *Canada—Santas From Around the World* ornament (\$15.00). Sculpted by Edythe Kegrize, its incredible details make it a must-have for your collection. (Limit one per KOC membership. While supplies last.)

Keep building your holiday ceramic ball ornament collection with *Christmas on Main Street*. Featuring the *Nostalgic Houses and Shops* series, this ornament is only \$6.95 with your purchase of a Hallmark Keepsake Ornament priced at \$7.95 or more. For more details and to see the entire collection, visit [Hallmark.com/SpecialOffers](http://Hallmark.com/SpecialOffers).

Get both ornaments while supplies last during Holiday Open House weekend at your local Hallmark Gold Crown store. And be sure to check out lots of other weekend-only special offers. As always, bring your 2008 KOC membership card.



Canada -- Santas From Around the World - \$15.00

## The Magic from Year to Year Bob Byerley – Painter of Our American Childhood

In a historic first, “The Magic from Year to Year” by Bob Byerley is now available exclusively to Keepsake Ornament Club members. This marks the first time that Byerley has incorporated Keepsake ornaments into one of his creations. This painting celebrates the magic of Christmas as seen through the eyes and brush of Bob Byerley.

The story behind the painting: *It was two weeks before Christmas, and our minds could think of nothing else. Snow had started falling the afternoon before and continued all night and throughout the day. Dad left work early and picked up a tree at the Boy Scout lot. We all agreed that it was the prettiest tree we ever had! The excitement was building as he and Mom lit a fire in the fireplace and stood the tree up for decoration. We kept our decorations in the hall closet. “Kids,” Dad said, “go to the closet and bring out our ornaments.” My cousin, my little brother and I needed*



*no further prodding. We dashed to the closet and entered our wonderland of Christmas memories. Cascading down and around us were the most beautiful symbols of the season, carrying the magic from year to year!*

### Pricing and Ordering information:

Fine Art Print:

16x20 Image Size, 18x24 Paper Size, Open Edition, Signed by Bob Byerley -- \$35.00

Giclee on Paper Limited Edition:

24x30 Image Size, Qty 350, Signed by Bob Byerley and Numbered -- \$195.00

24x30 Artist Proof, Qty 35, Signed by Bob Byerley and Numbered, unique pencil remarked by Bob Byerley -- \$395.00

Giclee on Canvas Limited Edition:

24x30 Image Size, Qty 150, Signed by Bob Byerley and Numbered, Studio Enhanced -- \$1095.00

24x30 Artist Proof, Qty 15, Signed by Bob Byerley and Numbered, Bob Byerley Enhanced -- \$1295.00

32x40 Executive Edition, Qty 50, Signed by Bob Byerley and Numbered, Bob Byerley Enhanced -- \$2250.00

To Order:

Visit -- [www.newbyerley.com](http://www.newbyerley.com)

Call – 1-888-852-8278

(within Kansas City area, 1-816-525-5200)

Fax – 1-816-525-4094

Or send a check or money order:

Byerley Studio, Inc.

1018 SE Hamblen Rd.

Lee’s Summit, MO 64081

You must provide your KOC membership number.

Orders must be received between October 1 and December 20, 2008.

**All orders taken, processed and shipped through Byerley Studio. Byerley Studio will also handle all customer service questions about this painting.**

## Just close your eyes and believe!

Just as this ornament brings back the long-ago magic and wonder of waiting for Santa on Christmas Eve, it also reminds us of the long-ago relationship which brought the image to life. Mr. Joyce C. Hall, founder of Hallmark Cards, Inc., approached Norman Rockwell in the late 1940s to paint a series of Christmas designs. These two men from different parts of the country connected in so many ways: in their love of traditional values and family life and in their respect for the common person. They both shared a need to tell a story and through that story to

communicate the importance of expressing what is unique in each individual, while celebrating the emotion shared by all.

*Waiting for Santa* (\$12.50)

is a special edition ornament issued in limited quantities and will be available at Ornament Debut, October 11-12, only at your Hallmark Gold Crown store.

Waiting for Santa, \$12.50, Special Edition, 3-sided ornament shown below.

From an original illustration by Norman Rockwell in the Hallmark Fine Art Collection



# MEET A MEMBER

## Pat Baer

“They were the cutest things I ever did see,” says Pat Baer, recalling the first time she discovered Keepsake Ornaments. This spunky Kentucky collector has loved Hallmark Keepsakes since 1975. Pat — an Adams Angels Collectors Club member — drives thirty miles to monthly meetings at her favorite store in Barboursville, West Virginia. Charlotte, the store owner, goes out of her way to make club members feel appreciated. “She’s fantastic,” Pat says.

Pat’s circle knows she loves getting ready for Christmas. The transformation begins on the first of September, and family and friends call the result “The Hallmark House.” Twenty or more trees hold her treasured Keepsake Ornaments, and wreaths display even more on the walls. Her five siblings are amazed by her ability to bring so much holiday cheer to her corner of the world. “We know its Christmas when we go to Sis’s!” her family

tells her. “They also know that if you hang around long enough, you’re going to be dressed up like Santa Claus,” she says.

Once Pat’s house is ready for the holidays, it’s only fitting her friends should enjoy it, too. Pat hosts the annual Christmas party for her local club, charming her guests with the ornaments she’s collected for so long.

Her Keepsake Ornaments don’t all go away when the holidays are over. “Hallmark makes so many ornaments you can use throughout the year that don’t pertain just to Christmas,” Pat says. She keeps her angel and kitchen ornaments on display year round.

And she loves finding ornaments that represent wonderful memories. When her son was little, she bought him a Tin Lizzie car. Years later, Hallmark created the Tin Lizzie Kiddie Car—which now sits next to a photo of her son with the original.

Pat’s granddaughters have caught the collecting bug, too. Known in their town

as the “Hallmark Girls,” these 11- and 12-year-olds skip after-school activities to attend local club meetings and socialize with their fellow collectors. “The girls say when they grow up, they’re going to live in my house and decorate like I do,” Pat says. Pat plans to keep filling her home with new memories every year — and keep the old ones with her always.



Pat pictured with granddaughters Lilly (left) and Lexie (right).



**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  
October 31, 2008  
& receive 300  
Crown Reward  
Points

FKEEPS08

MEMBER NUMBER

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, 8 a.m.-5 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.

## Play it again, Nello

Keepsake Studio Artist Nello Williams brings back the Nellco brand with his *Swingin' Into Christmas* jukebox, available for the first time at Ornament Debut, Oct. 11-12.

"I remember jukeboxes in the pizza parlor when I was a kid," Nello says. "I loved the designs." His new ornament combines art-deco influence—he calls it "the golden age in design"—with a '50s-era aesthetic.

He researched jukeboxes through the years to uncover the details that inspired his design, from a stylized Christmas tree on the grille to the tiny window that reveals a record player inside. "The design is an interesting balance between futuristic and nostalgic—an interesting dichotomy," he says.

Push a button, and the *Swingin' Into Christmas* jukebox plays four Christmas classics: "Deck the Halls," "Up On the Housetop," "It's the Most Wonderful Time



*Swingin' Into Christmas* - \$28.00

of the Year" and "It's Beginning to Look a Lot Like Christmas."

Nello's favorite feature is the flashing light display. "I was really pleased with how our product development engineer, Nick Pedersen, choreographed the lights. He did a wonderful job making them blink on and off with the music." After the music stops, the synchronized LED lights will twinkle on your tree for as long as you'd like.

His jukebox is just Nello's latest musical Keepsake Ornament. Nello, who plays guitar, keyboard and ukulele, has contributed to recordings for Halloween ornaments, Ken Crow's *Jazzy Jalopy* and Tom Best's *Santa's Jukebox* (a rockabilly arrangement of "Jingle Bells"

by The Nello Wayfarers). And the Keepsake Studio spotlights his talent on more than ornaments—"I'm the birthday accompanist for everyone in the studio," he says with his cool rock star flair.

Check out *Swingin' Into Christmas* (\$28.00) at your Hallmark Gold Crown store beginning Ornament Debut Weekend, Oct. 11-12.

## By the chimney with care

You know you've been nice this year! So get your stockings ready for Santa with our Hallmark Gold Crown Exclusive *Stocking Holders* (\$18.50 each), designed to hang from most mantels and ledges. Each stocking holder has a wood-carved look and features a different character—a *Snowman*, *Bear*, *Reindeer* and *Santa*. Designed by Keepsake Studio Artists Tammy Haddix, Joanne Eschrich, Anita Marra Rogers and Sharon Visker and available at Ornament Debut, Oct. 11-12, only at your Hallmark Gold Crown store.



## 2009 KOC Event Update

**Friday and Saturday  
August 7-8  
Kansas City**

Next year's KOC event is in the works, and we're planning a terrific time for all.

### RESERVE YOUR ROOM

The block of rooms at the Westin Crown Center reserved for event participants is full. There's a limited block of rooms at the Hyatt Regency Crown Center, just a 10-15 minute walk to the Westin by a covered walkway. To make a reservation at the Hyatt, please call 1-800-233-1234; mention the Keepsake Ornament Club for the special rate of \$118/night.

### ENTER OUR PHOTO CONTEST

Part of the event next year is a Photo Decorating Contest—so take some great snapshots of how you decorate with Keepsake Ornaments this holiday season. Hold on to those photos; more information will be coming about the contest in 2009.

### LOOK FOR MORE DETAILS

We'll send detailed registration information for our 2009 event with your membership renewal in late January. We are looking forward to seeing you in 2009!



# FOR KEEPS



## FACES OF KEEPSAKES: Debbie Mora, Retail KOC Operations Specialist



Debbie plays a vital part on the KOC team—making sure orders get from Hallmark into members' hands. To keep up with club members, Debbie reads all the local club newsletters. "It keeps me connected with our members and helps me to put a face with a name."

Before she began working at Hallmark's headquarters, Debbie was a sales associate at a Hallmark Gold Crown store. Her experience assisting shoppers helps in her current role. "We're always looking for ways to help our members have fun and for ways to make the Club better," she says.

A collector herself, Debbie understands how a Keepsake Ornament can bring back entertaining memories.

Her face lights up when she talks about her 1995 *Glinda, Witch of the North*

ornament. "When I was in grade school, I played Glinda in the school play." As a native Kansan, she went on to play the good witch at Ornament Premiere at her Hallmark Gold Crown store.

She collects the *Snowtop Lodge* series because it reminds her of building snowmen with her sister. And because she and her husband were married in Hawaii, they love *Santa's Hula Day*. She believes Keepsake Studio Artists do an amazing job capturing little moments that help us remember special times in our lives, so Debbie is happy to see them recognized at KOC events. "Their talent is unbelievable. It's fun to see them in front of the collectors—to see them as the superstars they really are." Debbie is looking forward to next year's Kansas City event or "family get-together."

## Just a couple of friendly reminders

If you have recently moved, please call 1-800-Hallmark to give us your new address.

KOC exclusive e-mails are the best way to get late-breaking news—and exclusive Crown Rewards Bonus Point offers. To get on the list, visit [kocmembers.com](http://kocmembers.com), sign in with your KOC membership number and zip code and enter your current e-mail address at the bottom of the page.

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
HALLMARK

