



# For Keeps

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## 2009 MEMBERSHIP ORNAMENTS



Three of the most beloved Keepsake Studio artists have been hard at work developing the 2009 Keepsake Ornament Club ornaments. These designs, shown here for the first time, capture the holiday spirit in vivid details and fun themes. Club members may choose two of the three designs:

**Christmas Window 2009, The Chocolate Shop, 7th in the Christmas Windows series, sculpted by Tammy Haddix.**

"I imagined the little boy in this ornament to be my youngest son, Ben, because he is so thoughtful and always wants to buy presents for someone," Tammy says. "And the chocolate-covered face is exactly him, because he has a fierce sweet tooth!" Tammy especially loves the candy boxes, which are sculpted from the back side and molded in clear plastic so you can see the candies inside the box.

**Christmas Cards for Santa, sculpted by Linda Sickman.** Linda's design goes beyond



the excitement of the children who write to Santa and imagines the jolly old elf when he goes to the mailbox to receive those letters. "He is so excited when the cards and letters spill onto the ground," Linda describes. "In fact, he can't even wait to go inside to read them, so he opens one at the mailbox." If you look closely at the open card, you'll see the Hallmark logo on the back and a Hallmark Gold Crown seal on the envelope of another. The open card, which is signed by Linda, is an actual Hallmark Christmas card design.

**Zippering Through the Snow, sculpted by Don Palmiter.** Armed with the original project sketch by Tracy Larsen, Don took special care to honor the fun intent of the design. "One of our past studio managers, who is now retired, was a motorcycle enthusiast and owned several bikes," Don explains. "He had a prized red motorcycle with a sidecar from 1937 that on rare occasions—if the weather was just right—he would ride to work. I used my memory of that bike and sidecar to make up my own vehicle for Snoopy and Woodstock." The feel of motion with Snoopy's ears and a string of lights blowing in the breeze add to the charm.

Can't decide on two of these three beautiful ornaments? Order all three together when you renew your 2009 membership.



From the top: Christmas Window 2009, The Chocolate Shop, 7th in the Christmas Windows series, sculpted by Tammy Haddix. Christmas Cards for Santa, sculpted by Linda Sickman. Zippering Through the Snow, sculpted by Don Palmiter. PEANUTS ©United Feature Syndicate, Inc.



# Memories for the Making

AUGUST 7-8, 2009 ❄️ THE 2009 KEEPSAKE ORNAMENT CLUB EVENT



**You are invited to join us for the 2009 Keepsake Ornament Club Event in Kansas City.**

This members-only event will be a weekend filled with memories as friends, both new and old, join together to celebrate collecting. Club members will be immersed in Keepsake Ornaments with lots of opportunities to meet Keepsake artists, attend artist seminars, purchase event exclusive product, and join in fun and games with all the Keepsakes flair you know and love. Join us in Kansas City, Missouri, home of Hallmark, for this one-of-a-kind collector's event. Our event is a true Crown Center destination allowing you to experience the home of Hallmark Cards, Inc. and the beauty of Crown Center.

## Event Web site

**KOCevents.com** is the official Web site for the 2009 event. This Web site will provide you with an overview of the event, event fees, exclusive product and much more. Best of all, you'll use this site to register for the event and even purchase product in advance. Check the site often for updates and news.

## How to register

This is a KOC members-only event. Your KOC member number will be required when you register. Go to **KOCevents.com** and click on the Registration tab for a complete list of what you will need to register.

- Registration for the event and the local club dinner is LIMITED and will begin at noon on April 1, 2009.
- All registrations will be taken at **KOCevents.com**.
- If you do not have a computer, you may still register by accessing the Internet at a friend's home or at a public library with Internet access.

## Friday & Saturday Event Activities—\$50.00 per member.

Includes admission to activities from noon-5:00 p.m. Friday and 8:00 a.m.-5:00 p.m. Saturday, plus a gift tote containing a commemorative Keepsake Ornament and other surprises. Does NOT include Friday Local Club Dinner.

## Friday Local Club Dinner—\$45.00 per member.

Local club members only.

Includes a traditional holiday meal served at 6:30 p.m. (doors open at 6:00 p.m.), a commemorative Keepsake Ornament and other surprises.

**Please note:** The Local Club Dinner will be held at the Crown Center Exhibit Hall adjacent to the Hyatt Regency Hotel at Crown Center. Members staying at the Westin Hotel may use the covered walkway connecting to the Hyatt or you may park at the Hyatt for a fee.

## Hotel information and reservations

The Westin Crown Center, Kansas City  
1 E. Pershing Road  
Kansas City, MO 64108  
800-937-8461

Hyatt Regency Crown Center  
2345 McGee Street  
Kansas City, MO 64108  
800-233-1234

A limited number of rooms are still available in our block at the Hyatt Regency Crown Center. You must mention Hallmark Keepsake Ornament Club to receive the special rate of \$118 per night.

## Event activities

Go to **KOCevents.com** for a full overview of all the fun and excitement planned for the event. Here are just a few of the things you can expect:

Keepsake Studio artist signings

Keepsake product shop with event-exclusive products

Seminars by Keepsake Studio artists

Ornament Bingo and other games

Secondary market dealer room

Decorating photo contest

Sneak Peek

Prize giveaways

Live auction

## Event-exclusive products

Here's your chance to get Keepsake Ornaments designed specifically for our 2009 event—repaints and all-new designs featuring old friends and new ones. Products made for this event will not be sold afterward, so don't miss your chance to complete your collections. Get a look at our event-exclusive products online at **KOCevents.com** and click on the Product Shop tab.

**New for 2009**—purchase your exclusive ornaments and other products in advance! Just follow the simple instructions when you register online and have everything waiting for you to pick up when you arrive at the event. If you prefer to purchase your product on-site, the Product Shop will be open Friday and Saturday for your convenience.



# INTRODUCING THE 2009 CLUB EXCLUSIVE ORNAMENTS

As Keepsake Ornament Club members, you're the first to hear about the 2009 Club Exclusive ornaments only you can purchase at your local Hallmark Gold Crown store. Mark your calendars now, and plan ahead for the excitement!

**Capucine™ Barbie™ Ornament, sculpted by Patricia Andrews: Available during Hallmark Keepsake Ornament Premiere.**

This Barbie™ is all glam—dressed in a creamy cappuccino-colored evening ensemble with a taupe organza evening jacket and carrying a luxurious chocolate brown faux fur stole. “The Capucine™ Barbie™ Ornament is based on a 2003 limited-edition doll from the Barbie™ Fashion Model Collection,” Trish says. “I chose this design because she’s pure fantasy, with her intricate evening hairstyle and stunning clothes. She looks like a gorgeous model you’d find walking down a Paris runway!”

**A Newborn Blessing, sculpted by Robert Chad: Available in September.**

Inspired by the Mary’s Angels series, this is the first time Robert has sculpted different characters—Mary, Joseph and the Baby



A Newborn Blessing, \$16.50

Jesus—in this style. “Every year when I begin working on the next angel in the series, I begin with last year’s wax sculpt and reshape it into the new character,” Chad says. “With this design, however, I started from scratch, in part because of the new characters, but also because it is crafted of porcelain. When we create an ornament

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**“She looks like a gorgeous model you’d find walking down a Paris runway!”**

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in porcelain, the original sculpt has to be 13% larger than the finished piece to allow for shrinkage during the firing,” Chad explains. “So I had to sculpt this Mary’s Angel ornament larger than usual.” The result is a sweet rendering of the story of the first Christmas. Additional pieces to this nativity set will be introduced as Club Exclusive ornaments in the next two years.

**Artistic Elf, sculpted by Sue Tague: Available during Hallmark Keepsake Ornament Debut.**

Elves are an important part of the Christmas celebration for Sue, so the Artistic Elf ornament was a natural for her. The elf is painting a copy of a Linda Sickman train ornament to commemorate Linda’s beloved train series.

**Santa’s Merry Heart, sculpted by Sue Tague: Available during Holiday Open House.**

Sue collaborated with Robert Hurlburt, one of the newer Keepsake artists, on Santa’s Merry Heart. “Every year we try to come up

Barbie®  
*Fashion Model*  
COLLECTION



Capucine™ Barbie™ Ornament, \$25.00  
Barbie™ Fashion Model Collection

with a fresh, new way to depict Santa,” Sue says. “Collaborating with Robert gave me the ability to accomplish the look I wanted.”

Reminder: Your 2009 membership card will once again be included on the packing slip enclosed with your membership ornaments which will begin shipping in May. Be sure to remove your 2009 membership card from the packing slip and hang on to it—you’ll need it to purchase the Club Exclusive ornaments available at your local Hallmark Gold Crown store throughout the year.

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# FACES OF KEEPSAKES: DIANA MCGEHEE, PRODUCTION ARTIST

Long-time collectors of Hallmark Keepsake Ornaments might remember the 1986 Cookies for Santa ornament. The scalloped plate holding a gingerbread man and a frosted star cookie dated 1986 holds a special place in the heart of Keepsake production artist Diana McGehee. It's the first ornament she sculpted for the line.

As a production artist, Diana's job typically is more about getting technical drawings and colors correct and making sure all the information about the designs makes it to the manufacturer. She also often does original painting of other artists' sculptures. And occasionally, she sculpts ornaments. Diana has been a proud member of the Keepsakes team for 27 years. "I've seen

Keepsakes grow from a small business to the great success it is today," she says. "It's been very exciting."

She especially appreciates her co-workers. "Through my dad's illness and death, my mother's cancer and recently my own cancer, the Keepsakes team has stood by me and supported me," she says. "They are beyond co-workers; they are my family."

Diana's love for three-dimensional art was apparent at an early age. As a child, she spent hours making elaborate houses out of shoeboxes (and anything else she found in the trash) and creating objects to put in her houses. Eventually, she went on to study graphic arts at Central Missouri State University. She joined Hallmark in 1977 as



a production artist for books and joined the Keepsakes team in 1981.

Many collectors will remember the wonderful decorating ideas that Diana created several years ago. Below is a new decorating idea Diana just created.

## VALENTINE'S DAY WREATH *Great Loves Like Ours*, created by Diana McGehee.

Don't pack away all of your ornaments this year. Keep some of them out and continue to enjoy them past the Christmas season. Here Diana McGehee shows how you can display your favorite Keepsake Ornaments in January and February with this Valentine's Day wreath. Diana chose her Disney Princess ornaments and a heart-shaped candy box to create this one-of-a-kind wreath.

Visit [KOCMembers.com](http://KOCMembers.com) for step-by-step instructions on how to create this Valentine's Day wreath. You'll also find several other Valentine's Day decorating ideas from Diana.



## MEET A MEMBER: JACKYE STANFIELD

Many Keepsake Ornament collectors share their passion with friends and family. For Jackye Stanfield in Bonaqua, Tennessee, that includes getting her young grandchildren hooked on the hobby.

When 11-year-old Chandler Prince was born in 1997, Jackye bought the Grandson ornament for him. From there, her desire to share collecting with this new generation in her family took off. Chandler's collection includes every design in the Star Wars™, Miniature Harley-Davidson® and Fire

Brigade series along with several Toy Story and Veggie Tales designs. She also collects for another younger grandson, James Martin, who is nine years old, and for Chandler's little sister, Brilee Prince, who is one year old.

"When the boys became old enough, they would pick their own ornaments out of the Dream Book," Jackye says. "They have so many ornaments now that they have their own Christmas trees to put them on. Chandler also goes with me to ornament signings and carefully picks out the ornaments from his collection that were sculpted by the artist we're going to see."

Last fall, Chandler met Kris (Kline) Gaughran at the Kirlin's Hallmark store signing event in Clarksville, Tennessee. He proudly went through the signing line several times with his grandma to make sure all of his ornaments created by Kris were signed by her.

Of course, both the boys are members of the Keepsake Ornament Club along with their grandmother. Jackye also is a member of five local collectors clubs. She owns several thousand Keepsake Ornaments, and she puts them all up every year on a variety of themed trees throughout her home. Her favorites are the Mary's Angels series. She owns every ornament in the series and has gotten all of them signed by Keepsake artist Robert Chad.

"I begin decorating after Halloween, and I keep my trees up until the end of February or early March," Jackye says. "I love to sit down with a cup of coffee and admire my collection."



## For KOC Members Only

There will be a special Collector's Edition of the Dream Book created just for our most loyal Keepsake Collectors. Watch your mailboxes in early May for this special edition Dream Book.

## The KOC team has moved.

We have a slightly different mailing address this year.

Please send all KOC letters and correspondence to this address:

**Hallmark Keepsake Ornament Club**  
PO Box 419580, MD #166  
Kansas City, MO 64141

## BONUS ORNAMENT AVAILABLE FOR MULTI-YEAR MEMBERS!

Renew your Club membership for three years, and you'll receive this year's multi-year bonus ornament. Cool Decade, sculpted by Tammy Haddix, is a repainted version of this year's final ornament in the series. Current members in their second or third year of a three-year membership may buy this ornament for \$13.45 (\$8.50 plus \$4.95 for shipping, handling and tax.) Information is included on your renewal form. Also just a quick reminder to multi-year members: Please submit your choice of your two membership ornaments to us by March 13, 2009 or we'll choose your two ornaments for you. Just complete the enclosed multi-year renewal form.

