



# For Keeps

VOLUME 8, ISSUE 2 • APRIL 2009

## SANTA SLEIGH AND REINDEER

They might look good enough to eat, but this little set of gingerbread characters is purely decorative. Keepsake artist Edythe Kegrize cooked up a charming miniature rendition of Santa and his reindeer as a special treat for Keepsake lovers everywhere. Add one every month this year when you visit your favorite Hallmark Gold Crown store from July through October.

Get Santa in his sleigh and the first set of reindeer, Dasher and Dancer, beginning at Hallmark Keepsake Ornament Premiere in July. In August, Prancer and Vixen join the fun, and in September you'll find Comet and Cupid. Buy the final set of reindeer, Donner and Blitzen, at Hallmark Keepsake Ornament Debut in October. Keepsake Ornament Club members will have the exclusive opportunity to add the Cheerful Elf at Ornament Debut in October. Each

miniature ornament is \$8.50 and measures about 2 inches tall.

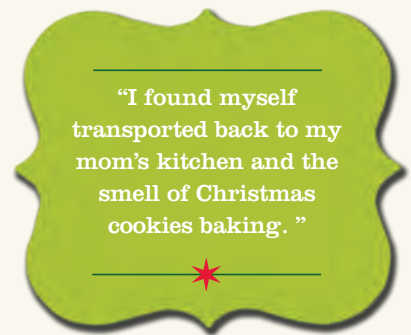
"When I was asked to create this special program for collectors this year, I tried to think of a unique way to depict Santa and his reindeer," Edythe says. "I found myself transported back to my mom's kitchen and the smell of Christmas cookies baking. One of my fondest Christmas memories is baking cookies with my mom; my job was to decorate them. So I fashioned each character to look like a gingerbread cookie and added 'icing' embellishments. For

Club members, I took special care with the Cheerful Elf design. Look closely, and you'll see he might be contemplating a nibble out of that Christmas tree."

You'll find lots of ways to fit the Santa Sleigh and Reindeer set into your holiday decor. They're perfect for a treat-themed tree or kitchen tree, or for perching in garland or on a wreath. They all can be hooked together and displayed on their own as well.



Cheerful Elf is a KOC Exclusive



"I found myself transported back to my mom's kitchen and the smell of Christmas cookies baking."



# THE EXPERIMENT

There were no lab coats or protective eye-wear, and no test tubes or Bunsen burners in the Keepsake studio's experiment. "The sole purpose of the project was to give participants an opportunity for creative expression outside of our day-to-day work," says artist Kris Gaughran, who helped plan the experiment. "Each person was set loose on a fun adventure of personal expression."



The project began with a blank ornament-headed figure named "Bucky," a concept by artist Tom Best. Tom's drawings were then given to production designer Orville Wilson, who created the 3D model of the character. Bucky was then cast, recast and finally molded in white resin to produce 38 figures—which were given to anyone who wanted to participate in the experiment.

Everyone had free reign to create whatever they wanted. They could use all of Bucky's parts or leave some out. They could carve it, dissect it, cover it in felt or fabric or just give it a surface pattern with paint. The possibilities were limitless.

The results were nothing short of amazing. Tammy Haddix turned her Bucky into a life-like gnome carrying a jar filled with fireflies that really light up. Tom Best created what he calls a "primitive collector"—the shrunken

heads it carries are also ornaments. And somehow, Don Palmiter looked at Bucky and saw Elvis—complete with big hair, a jumpsuit and rhinestone glasses.

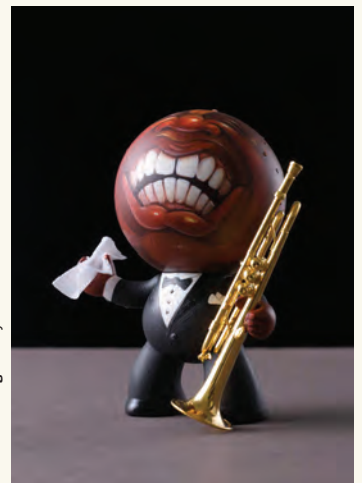
"We were inspired by each other," Don says. "A project like this rejuvenates your creativity. We were totally unrestricted by the constraints we have when working on specific ornaments for the line, such as price restraints or mold requirements. It provided a way to break away from our regular schedule and express ourselves in new ways. It also helped us see each other's talents in a new way."

Although none of the results are currently planned as Keepsake Ornaments, Kris says they may inspire products in the future.

More pictures of the final results are available on [KOCMembers.com](http://KOCMembers.com). The figures also will be on display at the Hallmark Visitors Center in August during the KOC Event.



Hum Bug – Edythe Kegrize



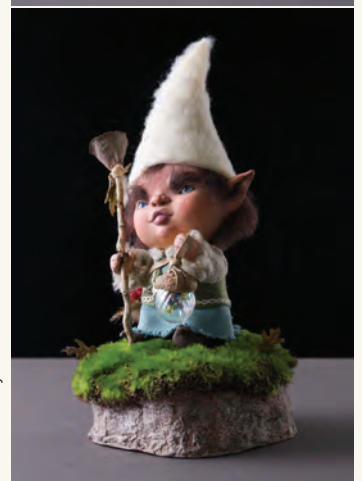
Louis Armstrong – Tracy Larsen



Elvis – Don Palmiter



Primitive Collector – Tom Best



Gnome – Tammy Haddix

# FIRST IN SERIES ORNAMENTS

## Season's Treatings

Ask anyone about favorite Christmas traditions and you can bet baking or eating Christmas goodies will be somewhere near the top of the list. The new Season's Treatings series celebrates this annual ritual with festive and delicious-looking holiday treats each year.



Season's Treatings

The first design spotlights decorated Christmas cookies. Each ornament in this series will also include miniature cooking utensils, such as this year's cookie sheet and rolling pin.

"I love all the different and fun cookies that people bake during the Christmas holidays, so this seemed like a good way to start the series," says Sharon Visker, who created the design. "In the future, look for different Christmas treats—cupcakes, pies, more cookies and other surprises."

And because Sharon knows everyone loves to share their Christmas baking with others, she welcomes your ideas for unique treats to feature in the series. So if you see Sharon at a Keepsake event, be sure to share the sweets your family enjoys during the holidays. (Samples, of course, are optional.)

## Mickey as Bob Cratchit, First in the Mickey's Christmas Carol series

Mickey as Bob Cratchit starts a series based on characters and scenes from Disney's animated Mickey's Christmas Carol. Mickey (as Bob) is sitting at his desk dotting his I's and crossing his T's—with a real feather for a quill—for his boss, Scrooge.

"We're going to do the characters from the movie in favorite or significant situations," says Nello Williams, who sculpted the design. "Some of the fun will be choosing those moments and making them all fit well together. I've personally always loved *A Christmas Carol*, and it's fun to see how the various Disney characters work so well in their parts. I think both Disney and Dickens collectors will have something to look forward to."

## A Visit From Santa

Each of the ornaments in the A Visit from Santa series will feature Santa sharing the spirit of the season with his animal friends. The series is based on sketches of a Santa doll Keepsake artist Tammy Haddix created many years ago for her own enjoyment. She keeps the sketches close at hand because she has always wanted to create them as ornaments.



Mickey as Bob Cratchit, First in the Mickey's Christmas Carol series

Collectors tell us they love their Keepsake Ornament series—especially the first in a series ornaments. You know the feelings...the anticipation of what the next year's design will bring...the excitement about ways you might decorate with the series...or the desire to find the first in a series you let get away the first time around.

Well, get ready, because here we go again. Several of our 2009 first in the series ornaments will capture your heart—and start you on your way to collecting another series.

# A FOND FAREWELL

Nothing lasts forever (well, maybe Frosty Friends!). Yes, it's true that all good things must end, and this year we bid adieu to five of our favorite series. Don't miss your chance to celebrate with these series one last time.

"Creating and collecting Santas is one of my passions, and I'm excited to be able to share it with collectors," Tammy says. "This series reminds me of my Snow Buddies series in portraying a relationship with the animals.

But this time I'm able to sculpt some of the larger animals, such as this year's polar bear and possibly a moose or a reindeer. I truly hope collectors enjoy it as much as I have enjoyed creating it."

## Festive Santa

Each miniature ornament in the Festive Santa series will highlight the man of the hour presenting year-dated packages. In this first design, a busy but gleeful Santa is juggling presents above his head. Keepsake artist Don Palmiter collaborated with Nina Aubé, who conceived the idea, to create this first in the series miniature ornament. Nina will continue the series in future years.



Festive Santa

"You'll find Santa in some pretty unique poses as the series moves forward," Nina says. "In fact, you might be surprised at some of the silly situations our plump friend gets himself into."

Nina was glad to collaborate with Don on this first in the series. "Don did a great job bringing my original idea to life," she says. "I'm excited to bring you more designs in this series in the years to come."



Disney  
Classic  
Pooh

A Snack for Pooh  
11th in the Winnie the Pooh series



Lighthouse Greetings  
13th in the series



Cool Decade  
10th in the series



Old Brick Church  
12th in the Candlelight Services series



Pop! Goes the Elf  
7th in the Jack-in-the-Box Memories series

# CALLING ALL FISHERMEN!

created by Diana McGehee

Production Artist

One of the fun things about having a hobby or favorite sport is being able to display it in your home. For all you fishermen, how about a fishing tree? Start with an artificial tree that looks a little rustic. Attach all your favorite Hallmark Keepsake fishing ornaments, a few bobbers, old fishing lures, even stringers for garland. Use an old metal minnow bucket for the stand and attach a “Gone fishing” sign. You will have a fun and creative way to enjoy your ornaments all year. Just set it up in a family room, by the fireplace or in an office. You can even add a few photos of that famous fish you caught last summer on vacation. (For safety be sure to file down or cut off any sharp ends of hooks.)



## FACES OF KEEPSAKES: RUTH DONIKOWSKI, SENIOR ARTIST

Meet the newest member of the Keepsakes family, Ruth Donikowski. Ruth joined Hallmark's 3D design studio in January 2008, and she already has several designs coming your way in the 2009 Hallmark Keepsake Ornament line:

- Baby's 1st Christmas  
(Winnie the Pooh Collection)
- Like Mother, Like Daughter
- Health Care Pros (a medical tote that commemorates health care workers)
- Remembered with Love  
(a memorial ornament)

“I feel like this is a good fit for me because I love working in 3D,” Ruth says. “I’ve worked mainly with sewn products for Hallmark these past 21 years, and I would like to bring that skill to the Keepsakes team. I also like working in miniature.”

Ruth has lent her skills to Keepsakes many times. In 2002, she created Threadbear, a fabric bear wrapped around a spool of thread and wearing a thimble on its head and the Mother and Daughter ornament set of two beaded fabric hearts. Her designs in 2003 included Merry Glitzmas, a fabric sweater that lights up. And Ruth worked on the Keepsake Kids line, collaborating with several artists on the Countdown to Christmas Tree and My Very Own Christmas Tree. She also created the ornaments for Keepsake Kids Storybook Ornament sets, including From a Stable So Small, Three Kings from Afar and A Gift for Jesus.

Ruth is excited to officially be part of the Keepsakes team. “I am especially looking forward to meeting collectors at the Keepsake Ornament Club event August 7th and 8th,” she says. “It looks like it’s going to be a really fun event—both for collectors and for me as an official Keepsake artist!”



# MEET A MEMBER: DAVID WOODARD



Ask David Woodard of Terre Haute, Ind., about his favorite Hallmark Keepsake Ornaments in his collection, and the response may surprise you. Sure, he loves his coveted signed, first edition of the Classic American Cars series, 1957 Corvette. But he also counts many Feliz

Navidad designs and the Holiday™ Barbie® ornaments among his favorites.

“I teach Spanish, and I display my collection of Feliz Navidad and related country ornaments in my classroom at school,” David explains. “The students are intrigued by them.” And Barbie®? “We have all of the Holiday™ Barbie® series; my daughter loves them so much,” he says. “Every summer she wants to get them out just to look at them and line them up. And my son collects the Classic Car ornaments.”

David has been a Keepsake Ornament collector since his mother purchased the first in the Merry Olde Santa series at a collector’s show in 1991. “She showed it to me, and we were hooked from that moment,” he says. He joined the Keepsake Ornament Club in 1994.

“My ornament collection grew and grew and grew; however, when you collect with such intensity, it gets expensive, not to mention harder to display all of your ornaments. I learned to give ornaments to others as a way to channel my desire.”

“I’ve continued many series through other family members. My father receives the Classic Cars, All-American Trucks, Tonka® and Football Legends series every year. My father-in-law has been given the LIONEL® Trains and *A Christmas Story* ornaments,” David says. “I have purchased ornaments for many different people over the years. I really enjoy going to their houses at the holidays and seeing their collections.”

“My collection topped 1,500 ornaments in 1998. My wife encouraged me to slow down, sell and consolidate. I agreed with her,” he says. “But then I attended the 25th Anniversary Celebration in Kansas City and I was recharged. A different kind of interest in ornaments came from that event. I learned new ways of decorating with Keepsake Ornaments that I continue to enjoy today.”

David’s decorating techniques include hanging ornaments from lighted garlands that he strings across the ceiling in his children’s bedrooms. “I’ve decorated many themed trees, wreaths and displays over the years,” David says. “I really enjoy the Halloween ornaments, too. Today I have about 200.”

David’s reasons for collecting have changed over the years. “It started out as merely collecting ornaments, but now it has evolved into making memories,” he says. What began as a simple collection with his mom has now turned into a life-long passion—one he hopes to pass on to his children.

## 2009 KOC Event *Memories for the Making* Aug. 7-8, 2009—Kansas City, MO

Be sure to check [KOCevents.com](http://KOCevents.com), the official Web site for our 2009 event for all the latest news about this year’s event. This web site is designed to keep you up-to-date on all event details and activities. Don’t miss the “Frequently Asked Questions” section—located towards the bottom of the website.



## 2009 Membership Ornament Arriving Soon

Your 2009 KOC membership card will once again be included on the packing slip that is enclosed with your membership ornaments—which will begin shipping next month. Be sure to hang on to your 2009 membership card—you’ll need it to purchase the Club Exclusive ornaments that will be available at your local Hallmark Gold Crown store throughout the year.

### Reminder:

*The KOC address has changed.*

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