

for keeps

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Renewing Has Its Rewards

2010 Membership Ornaments are heart-warmers

This year, Keepsake Ornament Club members can choose from three ornaments that show why, for nearly four decades, Keepsake Ornaments have spoken to what's universal in the human heart. Two of these ornaments will be yours when you renew your membership. Of course, you really don't have to choose. When you renew, you'll have the exclusive option of purchasing the third ornament while supplies last.

Fans of the Christmas Windows series are in for a sweet treat in 2010. The eighth orna-



CHRISTMAS WINDOW 2010

ment in the popular series is called "Patisserie," the French word for a pastry shop. It was sculpted by Nina Aubé, who started the project with inspiration and a lot of research.

"I wanted an ornament with old-world charm, but in an up-to-date, contemporary style," she says.

"The French are known as fashion trendsetters," Nina explains, "so I wanted my little girl to be très chic in her coordinated colors, hairstyle and outfit."

Here's a challenge: Create a 2010 membership ornament that captures the energy, friendship and heart-warming fun of some of the world's most beloved characters, Winnie the Pooh and his friends.

Anita Marra Rogers' ornament, "A Tree for Three," tells of a successful tree-hunting expedition to 100 Acre Wood. Anita says that Pooh's world means "innocence, fun and friendship" to her, and she wanted to capture that



BRANCHING OUT IN STYLE

essence in her ornament.

Keepsake Artist Linda Sickman may have officially retired from Hallmark, but she's not giving up sculpting Keepsake Ornaments, something she plainly loves to do. With "Branching Out in Style," Linda created a 2010 membership ornament that commemorates favorite ornaments from her long and brilliant career. In a witty display, these icons from Christmas past are miniature replicas hanging from the outstretched arms—branches, really—of a snowman ornament.

for keeps ONLY ONLINE IN APRIL

Beginning with the next issue, your *For Keeps* newsletter will only be available through the KOC website, kocmembers.com. You'll be able to access, view and print the newsletter at your convenience. You can be notified by e-mail when each future issue of *For Keeps* is posted online. Update your e-mail address at Hallmark.com/Signup and you'll receive 100 Bonus Points.



A TREE FOR THREE

"I figured if you had a tree or a snowman, you'd hang nice things on it," Linda explains. "This fun-loving guy was perfect."

Find more information about each ornament available at KOCmembers.com

Exclusively yours

Impressive 2010 line up of Club Exclusive ornaments

A look at the 2010 Club Exclusive ornaments shows four big benefits of membership in the Keepsake Ornament Club, privileged access to four ornaments specially chosen from Keepsake's most popular series and its most inspired artists.



THE SIREN BARBIE® DOLL BARBIE™ ORNAMENT

Available beginning Ornament
Premiere Weekend, July 10-11, 2010
Porcelain and fabric.
Sculpted by Patricia Andrews.
4½" H.



GIFTS WE BRING

Available beginning
September 10, 2010
Inspired by Mary's Angels.
Set of three ornaments.
Porcelain. Sculpted by
Robert Chad. 3½" H.



SWITZERLAND

Available beginning
Ornament Debut Weekend,
October 9-10, 2010
Santas From Around the World
Sculpted by Edythe Kegrize.
4¼" H.

SLEIGH ON THE WAY!

Available beginning Holiday
Open House, November 2010
Sculpted by Ken Crow.
3½" w.



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The Siren Barbie™ Doll Club Exclusive Barbie™ ornament, available at Ornament Premiere July 10-11, is proof that the allure and magic of Hollywood's glamour days still live on.

Patricia Andrews sculpted this stunning addition to the Barbie™ legacy, just as she's sculpted most of the Barbie™ ornaments since Keepsake Ornaments introduced the Holiday™ Barbie™ series in 1993.

The ornament is based on *The Siren Barbie™* doll from Mattel's 2007 Barbie™ Fashion Model Collection designed by Robert Best.

The Siren Barbie™ ornament is created in porcelain with the stole made of faux fur. "Porcelain gives a luminescence to skin tones," Patricia explains. "You get wonderful effects with porcelain that collectors especially love."

For the second year Robert Chad has sculpted a Club Exclusive ornament set based on the nativity story and inspired by Mary's Angels and the paintings of Hallmark's beloved watercolor master Mary Hamilton. Chad's ornaments from Mary's work have been popular ever since 1988, when he sculpted a little angel ornament named Buttercup—first in the Mary's Angels series.

Chad's "Gifts We Bring" (2010) will be available in September. It features the three kings from the east who've come guided by a star, bearing gifts for the Christ child.

Mary Hamilton has been a fan of Chad's ornaments since he first started sculpting Mary's Angels over two decades ago.

"Chad has done a wonderful job all these years capturing the sweetness of the angels," she says. "And he's given that same emotional appeal to these three little kings."

In her design collection "Santas From Around the World," started in 2004, Edythe Kegrize has created eleven different versions of the jolly old

elf. "Switzerland Santa," a 2010 Club Exclusive ornament available at Ornament Debut, Oct. 9-10, is how Edythe imagines the character known as *Samichlaus* in German-speaking areas of Switzerland. Her ornament is based on a beloved secular character who brings gifts when he visits on December 6.

Edythe's "Switzerland Santa" cuts a genial, splendid figure, like the other ornaments from her "Santas" collection. He is attired in folksy finery, with a coat design inspired by the papercutting art of *scherenschnitte* and a cape revealing embroidery patterns from Swiss folk costumes.

When artist Ken Crow sculpted "Sleigh On the Way!," the 2010 Club Exclusive ornament available at the Holiday Open House, he wanted it to tell the story of Santa's magical big night. Only he didn't give it the actual motion, lights and sound of one of his Magic ornaments. Instead, he brought the ornament to life the old-fashioned way, through the power of imagination.

"When I was asked to make Santa in his sleigh, I wanted the ornament to look like it's flying," Ken says. "I wanted the storytelling to be strong, with more to it than what you can see at a glance."

He often slips personal references into his work, and this ornament is no different. Bursting from Santa's overstuffed bag is a teddy bear replica of his daughter's beloved Poppy Bear. Though his daughter Michelle is 18 now, her old teddy bear still has an honored spot in Ken's home studio.

Of course, a sleigh is only as good as its runners, and these—as on a real sleigh—are made of metal. Besides being more realistic, metal allowed Ken to put more detail into his snow-packed runners.

"It looks a lot more cool with metal," he smiles.

Ken is a true believer when it comes to holiday spirit. "I'm a traditionalist," he admits. "I never stop trying to capture the essence of Christmas."



100

Years of Memories

On January 10, Hallmark Cards celebrates its 100th anniversary. Hallmark has seen many milestones in the last century. Just a few of them show why Hallmark, a global company today, is an authentic reflection of America's entrepreneurial spirit.

1910 On January 10, a Monday, 18-year-old J. C. Hall stepped off the train in Kansas City, Missouri, with three boxes of postcard samples that he sold from his room at the YMCA. The company he founded, Hall Brothers, would officially change its name to Hallmark Cards in 1954.

1917 Did Hallmark invent decorated gift wrap? The story goes that when the Hall Brothers retail store in downtown Kansas City ran out of plain wrapping paper during the holidays, Rollie Hall, J. C.'s older brother, started selling sheets of decorated French envelope lining as gift wrap.

1923 A logo with the name "Hallmark Cards" is used on products for the first time.

1939 Holding the distinction of being America's best selling greeting card ever, "the pansy card"—as it's fondly known at Hallmark—is painted by Hallmark artist Dorothy Kelly Mainschein.

1944 Hallmark's famous slogan, "When You Care Enough to Send the Very Best," is doodled on a 3 x 5-inch index card by Hallmark executive Ed Goodman, with some editing help from J. C. Hall.

1951 The series of television specials that will become the Hallmark Hall of Fame begins with *Amahl and the Night Visitors*, the first original opera created especially for television.

1960 Charles Schulz's PEANUTS® characters appear for the first time on Hallmark greeting cards.

1973 The line that would become Keepsake Ornaments is launched with 18 ornaments—six illustrated glass balls and twelve yarn figures. Each one is year-dated and available for a limited time only, both firsts in the ornament world.

1984 Binney & Smith, Inc., maker of Crayola® crayons and art products, joins the Hallmark family of companies.

1987 The Keepsake Ornament Club is created to share information and provide support for the

thousands of dedicated decorators and ornament collectors across the country who begin forming their own local clubs.

1998 Keepsake Ornaments celebrates its 25th anniversary with a 25-float parade and celebration in Kansas City, attended by thousands of spirited Club members and collectors (some are decked out in costumes based on their favorite ornaments).

2004 "Electrical Spectacle" sets a new standard for Magic ornaments. It comes with a separate AC/DC plug-in adapter and features electroluminescence, both firsts for Keepsake Ornaments.

2010 Hallmark celebrates "100 years of helping you say it all." Here's to 100 more.





Creative play

Fun experiment yields little
ornament with attitude

Keepsake sculptors love to challenge one another in tests of creative ingenuity. And sometimes the result is a hot new limited quantity ornament, like “B. H. Bugg”. This little ornament with the big attitude was created by artist Edythe Kegrize, who always wanted to make “a humbug ornament.” But it was really born during a creative renewal experiment intended to give the Keepsake Studio artists a break from the demanding, day-to-day job of creating outstanding ornaments.

Artist Kristine Gaughran kicked off the experiment late in 2008 with a challenge in the form of a question—“What if you were given free reign to create something unusual, with no restrictions, while broadening awareness of a growing form of collectible art?”

This growing form of collectible art is sometimes called the “urban vinyl” movement, in which a group of artists each gets an exact copy of a “blank” object to use as a starting point in creating a new work of art. The Keepsake Studio designed its own white plastic blank—also known as a buck, or bucky—with a head shaped like a ball ornament.

“Each artist was given a buck and set loose on an adventure of personal expression and discovery,” Edythe recalls. “It was amazing to see the emotion people were generating from such a very simple shape.”

Nearly all the artists and art directors in the Keepsake Studio

took part in Kristine’s project. After all, it was a great excuse to have some fun. But the real point, Kristine notes, was to keep the creative juices flowing. Mission accomplished—the wonderfully imaginative creations are on display at KOCmembers.com.

Sometimes, however, an idea comes from one of these projects that’s too good not to share with the world. And Edythe’s creation was clearly meant to be a Christmas ornament, with red and green suit, a ribbon bow for wings and jingle bells for antennae. But with his arms crossed and nose turned up, “B. H. Bugg” seems to be turning away from the season’s high spirits.

“It’s all an act,” Edythe explains. “You can see from the up-turned corners of his mouth that his Scrooge-like attitude is just pretend. He can’t wait for the holidays to start so he can ‘reluctantly’ join in the fun.”

Giving back is core value for local club



The Pikes Peak Trimmers of Colorado Springs may be one of the largest local clubs in the country. Just don't expect them to have regular monthly meetings. With membership pushing 200, that would be somewhat of a challenge.

The Trimmers formed in

monthly meetings back in 2002.

"We found through a membership survey that people's lives were so busy, and they felt guilty about not making it to meetings," he says. "Now we have only two regular meetings a year—Sneak Peek in spring and our annual

manager of Regency Hallmark, the club's sponsor. Regency Hallmark at the Chapel Hills Mall is owned by Don and Connie Jetter, both active in the club. Annette says her goal is for the club to be 250 strong at this time next year.

"The more involved members we have, the more fun we have at our events and the more opportunity we have to give back to the community," she says.

Each year a club-wide vote is held to pick four area organizations to support. Over the years the club has donated nearly \$9,000 to various charities in the region. Club members "adopt" families during holidays and hold drives to collect canned food, toys and warm clothing. Annette recently staged a sock hop with the club, complete with Fifties costumes, to collect socks for the needy. At one club event, Annette invited the full Air Force Academy orchestra to perform.

Marv says the club has been well represented at the last six KOC conventions. Members also attend in-store signings, hold club picnics and, of course, hold Christmas "house-hopping" parties in which members show off their prized decorations.

Marv is quick to note that he gets a lot of help managing club business. His wife, Millie, and charter member Linda Peterson are active as co-coordinators.

"Fortunately, we have an excellent relationship with our sponsor store," Marv says. "We work as a team with Annette. A lot of my role is just being the intermediary between the members and the sponsor."

2010 may be The Year of the Local Club, but the Pikes Peak Trimmers has been a 12-year success story by focusing on local interests. It just makes sense, according to the club's president.

"The club has built a bond with the community because we are the community," Marv says. "Its members are present or retired military, like me, side by side with car dealers, business people, stay-at-home parents, blue- and white-collar workers. We know where the help is needed. The membership stays strong due to this bond and what we can do to make things better."



THE PIKES PEAK TRIMMERS GATHERED RECENTLY AT REGENCY HALLMARK

1998, on the 25th anniversary of Keepsake Ornaments, when Hallmark threw a gigantic party for the Keepsake Ornament Club in Kansas City.

"People wanted to go to the big anniversary convention in Kansas City," says Trimmers club president Marvin Baber. "That's the biggest single reason the club was started."

Marv credits the Trimmers' camaraderie and community-minded spirit for bringing in so many members. That, and dispensing with regular

Christmas party."

In what KOC is calling The Year of the Local Club, the Pikes Peak Trimmers may hit the 200-member mark in 2010, according to Annette Riddell,

This year, every KOC member will have the opportunity to purchase the annual repainted ornament to add to their collection. In 2010, club members are offered a limited quantity repaint of the first in series Frosty Fun Decade ornament. Members pay only \$9.95 (+ \$4.95 shipping and handling) for a total of \$14.90.

