

# for keeps

VOLUME 1, ISSUE 2 MARCH/APRIL 2010

## It's Hallmark's 100th Birthday!

And there are lots of ways you can help us celebrate

While Jan. 10, 2010, officially marked Hallmark Cards' 100th anniversary, you are invited to help us celebrate all year long. Here are a few ways you can join in the fun:



Hallmark leaders, from left, Don Hall, Sr., Don Hall, Jr. and Dave Hall, join employees in singing birthday wishes at the company centennial celebration on Jan. 11, 2010.

- Our centennial-themed website lets you peek behind the scenes through a video tour of our creative process, see ways that social trends have been expressed in Hallmark greeting cards over the years and even share your favorite "Hallmark moments" with others. There's also an employee blog and a timeline highlighting

significant people and products in Hallmark's history. Check it out at [Hallmark.com/100years](http://Hallmark.com/100years).

- A beautifully illustrated book, *Hallmark: A Century of Caring*, is available at Hallmark Gold Crown stores and other participating booksellers. The book chronicles the story of the founding Hall family, contributions of employees and others who have helped shape the Hallmark brand and significant events that have influenced the way people connect with one another. Hallmark employees received personal copies of the book as a gift.

- A special collection of greeting cards available this summer will feature designs from Hallmark archives updated with a fresh look and sound. Card images and messages from as early as 1915 have been given makeovers by the Hallmark innovations team, with each card featuring a short paragraph detailing its background as well as other fun facts. Look for these cards in participating Hallmark Gold Crown, Walmart and drug, grocery and discount stores.

- A collection of birthday cards created by participants in Hallmark's Your Greeting Card Competition will be available online later this year, with top-selling cards also available in stores. Find more information at [Hallmark.com/you](http://Hallmark.com/you).

Want a glimpse at how Hallmark employees celebrated the big day at our Kansas City, Mo., headquarters? See the unveiling of the Hallmark 100th birthday cake as well as other fun videos by going online.

✦ See Hallmark centennial videos at [youtube.com/hallmark](http://youtube.com/hallmark)



# ART of the CROWN

Putting sparkle and shine on a Hallmark symbol

To a creative person, anything can be a blank canvas—something to transform according to one’s own artistic vision.

Hallmark’s “Art of the Crown” project and gallery show proves that this creative instinct applies as well to a blank crown of plastic resin as to a canvas of fabric.

The crown project was inspired by “CowParade,” the public art event staged in cities around the world for which artists designed cow sculptures from blank molds. Hallmark artists used a blank crown based on the one in its famous logo.

The idea came from Hallmark illustrators Stacey Lamb and Brett Iwan, who served on the committee in charge of Hallmark’s big centennial celebration for 2010. They saw the project as a reflection of what Hallmarkers do every day.

“The crown seemed like the perfect icon to put all of our personal touches on,”

Stacey explains. “The uniqueness of these crowns reflects the uniqueness of each individual artist here at Hallmark.”

The creative outpouring was impressive. There were 255 completed crowns coming from all over the world, including

had,” Mark says, noting that all of the designed crowns will have a permanent home in the Hallmark Visitors Center.

As usual with any creative challenge, Keepsake Ornament sculptors got involved in the “Art of the Crown” project. Sue

Tague’s crown features the elf character from her original artwork used on one of Keepsake’s first ornaments in 1972. Julie Forsyth designed two crowns, one with a fireworks design and another that’s a music box covered in Swarovski crystals. Ruth Donakowski’s crown, perched grandly on a pillow like the proverbial crown jewels, is in fact a sparkling mosaic of vintage




some from Hallmark subsidiaries. The crowns were displayed in Hallmark’s Creative Resource Gallery in a month-long show organized by Mark Spencer, Fine Art Program manager.

“According to attendance, this was one of the most popular shows we’ve ever

buttons and baubles.

Holding her crown while looking around at the 254 others, Ruth was a little awestruck. “It’s always just amazing to me, to see the variety of talent that’s here at Hallmark,” she says.

 See video of artists at [youtube.com/hallmark](https://youtube.com/hallmark)



# First-Timers

## New ornament series offer years of collecting fun

Inspired by awe, winter fun and intergalactic adventure, the first Keepsake Ornaments in three new collectible series will be available beginning Ornament Premiere Weekend, July 10 and 11. And look for two additional first-in-series ornaments available at Ornament Debut Weekend, October 9 and 10.



Anyone who's ever been awed by the radiance of a large stained glass window understands the inspiration behind Windows of Faith, the new series by Keepsake Artist Tom Best. Glad Tidings, the first in the series, is a showcase for what makes these luminous wonders magical—a timeless quality that relies so much on light for artistic effect.

Glad Tidings is Tom's homage to the unheralded craftspeople who created their masterpieces in stone, iron and glass. In Tom's ornament, as in so many full-size religious windows, there's an angel. This one

represents Luke 2:10 in the New Testament, with the ten words that sum up the Christmas message for so many—"For behold, I bring you good tidings of great joy..."

Tom is quick to give credit for the angel to Master Artist Bob Haas, who painted the original in an art nouveau style. Tom converted it to a stained glass design, with black borders simulating the window's leading, all within a peaked arch window that echoes the Gothic style.

Tom's vision was to build a window design around a lightbox with a light clip that holds a standard mini-sized bulb. To get the best placement of the light clip and artwork, Tom worked with Keepsake Engineer Ron Carlson.



Windows of Faith

"It took some skillful engineering and a lot of trial and error," Tom recounts. "But I'm really happy with the way it glows. It's got me excited about making more."

In fact, Tom's already at work on a window for 2011 with the Madonna and Child as its subject.

With the turn of the new decade, Keepsake Artist Tammy Haddix traded in one popular ornament series for another. 2010 begins the Frosty Fun Decade, replacing the Cool Decade series that kicked off the new millennium. Whereas the Cool Decade ornaments had animals and ice blocks, the series will be all about snow and snowmen.

"I do a lot of snowmen," Tammy explains. "But they're always popular, so I get to keep making them."

Here's a cool surprise: a special repaint of the Frosty Fun Decade ornament will be available for purchase only to KOC members. While Tammy's original ornament features blues and purples, the repaint has a traditional red and green holiday palette. Renewing members will receive the order form for the repaint with their renewal mailing. New members will receive order forms when they receive their membership ornament, or by calling 1-800-HALLMARK. Tammy has handled other snow-themed series in the past, including Snow Buddies, which is up to number thirteen this year, and the Making Memories series. (See First on next page)



Frosty Fun Decade

# 2010 Dream Book coming in April!

Watch your mailboxes for the 2010 Dream Book.

The oversized Dream Book produced exclusively for Keepsake Ornament Club members will be mailed in April. This 76-page magazine-sized edition contains stories that you won't find in a smaller version of the Dream Book heading to Hallmark Gold Crown stores in May.

The KOC edition contains stories and information about Keepsake artists and sculptors as well as first looks at the nearly 300 all-new Keepsake Ornaments available for 2010.

And here's a tip: tucked within the pages of the 2010 Dream Book's KOC edition are small sneak peeks of two Keepsake Ornaments. While final versions of these ornaments were not ready in time to be included officially in the Dream Book, we found a way to sneak early images to you before the ornaments are released later this year. Once your copy of the Dream Book arrives, it will be up to you to discover where those images are. Happy hunting!



The 2010 Dream Book will be published in editions for KOC members, left, and Hallmark Gold Crown shoppers, below.



## First (Continued from previous page)

For the 2010 Frosty Fun Decade ornament, the cute little snowman's tummy is part of the date. Fans of Tammy's series can expect these ornaments to have the fresh colors typical of her work, as well as lots of glitter.

"Everything I do has glitter," she says with a laugh.

After 20 years and more than 50 Keepsake Ornaments based on its various movies and television shows, *STAR TREK*<sup>™</sup> has earned its first official ornament series this year with *STAR TREK* Legends. And who better to introduce the series than the commander of the U.S.S. Enterprise?

Captain James T. Kirk<sup>™</sup> beams in to start the series, which will feature characters from the 1960s TV show that began it all. Figures in the series will be larger and more detailed than the characters on *STAR TREK* magic ornaments. They will also feature action poses that will work together to tell a story as they are displayed on the tree.

Keepsake Artist Anita Marra Rogers is no stranger to sculpting Captain Kirk. The new ornament is her seventh take on the twenty-third-century hero—and her second Kirk ornament this year. The captain is also featured with his Vulcan first officer, Mr. Spock, on Rogers' "Amok Time" ornament.

"I like Captain Kirk, but I was too young when the show was on for him to dazzle me," she says. "I became a fan of the show after I started making *STAR TREK* ornaments. There's so much imagination that goes into making a futuristic show like *STAR TREK*. And I still enjoy watching it, even though a lot of the things they use in the show have come and gone in real life. I mean, our cell phones are basically *STAR TREK* communicators!"



*STAR TREK*<sup>™</sup> Legends ***STAR TREK*<sup>™</sup>**

# Timely Treasures

These 'collecting friends' keep a busy calendar



Timely Treasures members Herb Schweiger, Donna Schweiger, Fran Edwards and Marie Garrison joined in the festivities following the local club talent contest at the KOC event in August 2009 in Kansas City.

Keeping a local club active and engaged takes a team of folks pitching in—planning, organizing and doing. That’s how the Timely Treasures Collectors Club of Danville, Virginia, keeps such a full calendar, doing so much for so many. In fact, the club knows the drill so well, they don’t even need a president to keep things running smoothly.

“We have a core group of members who are diligently active,” says member Donna Schweiger of the Timely Treasures club. “You could say we operate by committee. By now we all know our various roles and interests.”

Besides sharing a passion for collecting and decorating, the club’s main focus has been on charitable works. For the most part they’ve concentrated on giving back to their own community. But this year, with a much-appreciated nod to Hallmark’s 100th anniversary, they’ve turned their attention to an important national cause. In fact, they’ve made their own goal a challenge to other local clubs.

“Our goal is to have 100 local clubs donate \$100 each to the Susan G. Komen Foundation in honor of Hallmark’s 100th birthday,” Donna explains.

Her club has a schedule of activities that promises to be both *timely* and *treasured* throughout Hallmark’s centennial year, with a project slated for every month. In January, for example, the club donated \$100 to a local food pantry, God’s Storehouse. February saw club members collecting valentines for a local nursing home. These cards were delivered in a shoebox in honor of Hallmark’s

humble beginnings. (Hallmark founder J. C. Hall once carried his company’s entire postcard line in two shoeboxes.)

The Timely Treasures Collectors Club was formed in late 1995 with only seven members. Donna and her husband, Herb, are founding members, as well as being charter members of the national KOC. According to Donna, the club today has twenty-two “enthusiastic collecting friends who make the club special by sharing information, helping each other, providing fun and instructional events, as well as promoting the rewards of community service.”

She notes that ornament “sneak peeks,” collectors show-and-tells and their own version of the popular PBS series *Antiques Roadshow* are some of the club’s favorite meetings. They’re also a talented bunch. At the national KOC event in Kansas City in 2009, the Timely Treasures was a talent contest winner.

“Now that was *big fun!*” Donna says.

Being “diligently active,” as Donna puts it, has its rewards—especially when it pays off in a great time.

## Fans of Keepsake Ornaments will

soon have the option of buying a Gold Crown gift card designed with a photograph of one of Keepsake’s most popular new series.

Tammy Haddix is the artist behind “Santa’s Wish List Letter” (2010), third in the Making Memories series.

“When I sculpt snowmen, I always imagine they’re ones that my own boys built,” Tammy says, referring to her sons, Zack and Ben.

She plans to have each ornament in her Making Memories series capture a

meaningful moment shared by her adorable characters, both big and little.

The new gift card will ship to Gold Crown

stores in mid-March, in plenty of time for Mother’s Day. As with all Hallmark Gold Crown gift cards, the new gift card can be loaded with \$5 to \$500, and recipients can use it to purchase anything in the store. Hallmark Gold Crown gift cards never expire and carry no fees. They can be purchased in Gold Crown stores or at Hallmark.com and can only be redeemed in Gold Crown stores.

