

COLLECTOR'S COURIER

WELCOME TO HALLMARK!

M a k i n g V i s i t o r s F e e l A t H o m e

The welcome mat is out! If your vacation plans take you near Kansas City, Missouri, this summer—or anytime of year—be sure and stop by the international headquarters of Hallmark Cards.

The headquarters is part of an 85-acre site called Crown Center, where families can explore the Hallmark Visitors Center and Halls Station, to name just a couple of the year-round attractions.

The Hallmark Visitors Center features exhibits of special appeal to Keepsake Ornament collectors. Because of visitors' requests, the Center has added a brand-new 18-foot exhibit, showcasing more than 225 Keepsake Ornaments on loan from the Keepsake Ornament archives. "Keepsake Ornaments Through

the Years" includes the first Betsey Clark ball ornament from 1973, the 1991 Starship Enterprise™, sports heroes and Artists' Favorites.

"The case is designed with flexibility in mind so we can keep it current," says Nancy Sandoval, exhibits coordinator. "Keepsake Ornaments are so popular with our guests."

Because of their popularity, other Keepsake Ornament favorites are

featured throughout the Center. Four Collectible Series are on permanent display: Mr. and Mrs. Claus (dating from 1986), Nostalgic Houses and Shops (dating from 1984), Rocking Horses (dating from 1981), and Frosty Friends (dating from 1980). Another exhibit changes seasonally, featuring Miniature Keepsake Ornaments, the PendaKids™, or perhaps the latest Merry Miniatures® figurines.

Opened in 1985 as part of Hallmark's 75th anniversary, the Center provides a first-hand glimpse of the creative process. In an exhibit filled with oversized artists' supplies, visitors can watch a video showing how Hallmark artists draw, letter, paint, sculpt and stitch designs. Hallmark technicians working in the Center demonstrate the die making and printing process used in greeting card production. And in another interactive exhibit, guests can

continued inside



Inside This Issue:

- NEWS FROM CLUB MEMBERS
- ARTISTS ON TOUR
- MEET THE TECHNICAL ARTISTS



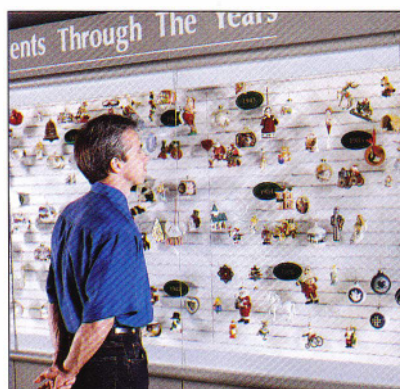
make their own Hallmark star bow as a memento of their visit.

Another must-see attraction at the Center is the J.C. Hall Christmas Tree Collection. The annual tradition of hand crafting a gift for Joyce C. Hall, the company's founder, began in 1938 with a simple greeting card, created by Hallmark artists and signed by every Hallmark employee. With each passing year, the greeting card became more sophisticated, until 1966, when the card became a Christmas tree adorned with themed ornaments. The elaborate trees reflected current design styles and soon became a tradition, continuing until Mr. Hall's death in 1982.

Mr. J.C., as he was affectionately called by his employees, liked some of those original works of art on his annual gift so much, they became the inspiration for Keepsake Ornaments. Visitors may recognize some of their favorite ornaments as they first appeared in the J.C. Hall Christmas Tree Collection.

Train enthusiasts will especially enjoy a stop at Halls Station, to see working models of HO-Gauge, G-Gauge and 0-27-Gauge trains. Located in the Crown Center complex just a short walk from the Visitors Center, Halls Station also features die-cast metal airplanes, tin toys from Germany, wind-up cars and more, all of which can be purchased.

There is no admission charge for the Visitors Center or Halls Station. For Visitors Center information, write to: Hallmark Visitors Center; P.O. Box 419580, MD#132; Kansas City, MO 64141-6580.



WELCOME!

It's summertime, that special time of year when people slow down a bit to enjoy the sunshine and to visit with family and friends. It's a warm, welcoming season.

In celebration of summer, this edition of the *Courier* has a "welcome" theme. We want to welcome you into Hallmark and make sure you always feel at home as part of our collecting family.

We welcome you to the Hallmark Visitors Center in our cover story (it's a great place to stop by if you're in the neighborhood during your vacation). We also extend a personal invitation to join us at the "Artists on Tour" signing events and, of course, the 1996 Keepsake Ornament Premiere.

Most of all, we welcome your collecting stories, photos, ideas and concerns. Please write to us anytime at the address on the back of the *Courier*.

I'd also like to welcome our newest member of the Collector's Club team at Hallmark—Beth Wall. Beth joined Keepsakes in January. She's an enthusiastic addition to our team, and a long-time Keepsake Ornament collector.

As we roll out our welcome mat, we hope you'll come on in and enjoy!

Warmly,

A handwritten signature in cursive script, reading "Lynn Wylie".

Lynn Wylie
Manager, National Keepsake Ornament
Collector's Club



KALEIDOSCOPE

Full of paper and boxes and ribbon and melted wax and tons of bright, shiny, wiggly, sparkly, fluffy, sticky stuff, Kaleidoscope tickles the imagination and creative energy of 5- to 12-year-olds. Created by Hallmark Cards in the 1960s, this interactive experience introduces youngsters to different environments: Outer Space, Aquarium, Country and City. When entering Kaleidoscope, kids will hear the imagination machine starting up, followed by rockets blasting off, bubbly sounds or the natural songs of crickets and birds. Hallmark and Binney and Smith (makers of Crayola® Crayons) supply the magical materials, markers, scissors and crayons that kids use to create take-home treasures.

"We hope the children will be inspired by the environments so they can be creative, feel good about their ideas and have fun!" says Linda Allegri, exhibits coordinator.

Free tickets are available in the Kaleidoscope lobby. Kaleidoscope is located in the Crown Center complex in Kansas City. For information, call (816) 274-8300.



CLUB MAILBOX

Special Letters From Club Members

Editor's Note: To demonstrate how important your letters are, we've moved the Club Mailbox up front for this issue. Enjoy!

Dear Hallmark,

When I saw the BARBIE® ornament, "Solo in the Spotlight," I knew it looked familiar. When visiting my mother last weekend, I found my BARBIE® dolls and clothes. In amongst everything was this dress.



My mom thought there might be a picture [of me with my doll], so we started going

through photo albums and found this picture of my sister and myself with my new BARBIE®. This picture was taken Christmas Day 1961 when I was 7 years old. It brought back great memories for me.

Sincerely,

Susan Goodsman, Lincoln, Nebraska

Dear Club,

I wanted to share some of our holiday photos with you. We recently remodeled our kitchen and foyer and I was delighted to see how well my ornament hobby blended with the new surroundings....After collecting ornaments for years (since 1975) I am still amazed at how original "our look" can be each year. Family and friends love visiting and admiring almost as much as we love decorating!



Thank you,

Mary Jacobs, Washington, Michigan

Local Clubs Go On Line!

Things change quickly in the computer age. In fact, much has changed since local club president Pat Reynolds of Spring Hill, Florida, first wrote to us about the Genie® On-line Ornament Collector's Club.



Pat Reynolds

Jacqui Wright, the club's treasurer/membership officer explains: "We've expanded!" The club, which meets on-line to chat about favorite ornaments, local club news, and related topics, has moved onto the World-Wide Web. Members now have access from a variety of on-line systems. As a result of this move, the club's name has been changed to Collecting Ornaments On Line (COOL).

"We're constructing a home page and have great plans for the future," Jacqui says. Leo and Coletta Kissinger, who own The Daffodil Hallmark Gold Crown stores in Cocoa Beach and Merritt Island, Florida, remain the club's sponsors.

"For some, in areas without local clubs, or for those who are physically challenged, an on-line club is the only opportunity to share their love of Christmas and ornament collecting," explains Pat Reynolds.

Use <http://www.auntie.com> to access the club's home page. For more information on COOL, write to P.O. Box 601707, Sacramento, CA 95806.



Members of "COOL"

Local Club Corner

Thank you for your response to the Local Club Survey distributed in the November 1995 *Courier*! We're busy tabulating your feedback in order to create the foundation for new local club programs. We'll keep you updated in future *Courier* issues.

For starters, team members from the national Club (not including artists) will visit local clubs this summer to participate in a local club meeting. Two representatives from the Club will be on hand at these meetings to answer questions and meet with collectors.

The 16 regional meetings were determined by selecting areas where a Club event was not already planned, where there was a large concentration of local clubs, and/or areas with developing clubs. Local clubs eligible to participate in these meetings were notified in April and May.



This is the first year we've had a formal plan to visit local clubs across the country. We know not everyone can travel to an Artists on Tour event, so we want to visit with as many members as we can by traveling to hometowns and joining in local club meetings. If this program is successful, we will consider visiting other local clubs next summer.

Jan Ann Kraft

Assistant Manager,
National Keepsake Ornament
Collector's Club

INTRODUCING: Artists On Tour

Through the feedback we received from collectors after EXPO '95, we learned that meeting the Keepsake Ornament artists, buying exclusive products, the chance to win prizes, and mingling with other collectors and the National Club team were the main reasons collectors attended EXPO.



"We wanted to focus on the things Club members have told us they want most," explains Lynn Wylie, National Club Manager. "So, those are the things you'll find at Artists On Tour, a new event designed especially for our Club members. What you won't see are elaborate booths, games or formal presentations."

"Artists On Tour is primarily a signing event," explains Tex Ann Kraft, Assistant Club Manager. "We understand that it's a big investment in both time and money for our collectors to travel to an event. So, we want to make sure you have a good understanding of what to expect before you make your reservations."

WHAT TO EXPECT

Meet the Artists

As a 1996 Club member attending the Artists On Tour event, you are invited to meet three artists in attendance at each event as they personally sign a Keepsake Ornament or Hallmark collectible for you. Artists'

signatures will be limited to one signature per artist per member attendee (a total of three signatures). "We need to safeguard the health of the hands that create Keepsake Ornaments!" explains Lynn. "Be sure to plan carefully and bring the ornaments you most want signed."

Purchase Exclusive Products

You must be an officially registered Club member at Artists On Tour to purchase these exclusive products. There is a limit of one of each of these exclusive products per registrant (except lapel pins).

• "Santa's Toy Shop," the 1996 Keepsake Signature Collection Piece - Final Edition -

This special piece is a collaborative work by seventeen Keepsake Ornament studio artists—including some of the studio's newest members—Sue Tague, Nina Aubé and Katrina Bricker. Each artist sculpted a part of the design, adding their own humor, nostalgic details and personal touches.

The piece, which will sell for \$60.00 plus tax, will be pre-signed by three artists. It is the fourth and final piece in the Keepsake Signature Collection. (Don't worry, we'll still have something new and exciting to offer next year!)

• "Toy Shop Santa" - A companion piece to the "Santa's Toy Shop" will also be offered. Sculpted by Duane Unruh, the

piece depicts the elves' merry supervisor—Santa himself! "Toy Shop Santa" will sell for \$14.95 plus tax.

• **Gold-Plated Rocking Horse** - A 24-karat, gold-plated rocking horse Miniature Keepsake Ornament, sculpted by Linda Sickman, will also be available for purchase at the event. "This ornament pays tribute to our long-running Keepsake Ornament

Rocking Horse series which ends this year," says Candy Dunbar, Club product designer. The ornament will be sold for \$12.95 plus tax.

• **Artists On Tour Lapel Pin** designed to match the Artists On Tour logo, this pin can also be purchased at each event. (\$5.00 plus tax)



Register to Win

"Every 1996 Club Member registered as an attendee for the event will automatically be entered in all of the register-to-win drawings," says Tex Ann Kraft, Assistant Club Manager. "Winners will be drawn throughout the day, and you don't have to be present to claim your prize. More than 100 prizes will be given away at each event."

Meet the Expert

Collecting authority, author and ornament connoisseur Clara Johnson Scroggins will be on hand to visit with Club members.

Enjoy the Local Club Pin Swap

Bring your pins for the Local Club Pin Swap! This is a great opportunity to meet with fellow collectors and share ideas about local clubs and collecting.



HOW TO REGISTER

Only current 1996 National Keepsake Ornament Collector's Club members are eligible to register for Artists On Tour.

Please note: Reservations will be accepted on a first-come, first-served basis, so we recommend you register as early as possible. There are a limited number of spaces and no waiting list will be provided.

The Artists On Tour insert enclosed with this *Courier* contains complete event registration instructions and more detailed information.

- Registration phone lines open June 24, 1996 and close July 19 (no early registration). (Note: Some cities may sell out before July 19).

- Registration fee is \$5.00. Guests are free (see the "Bringing a Guest" section below for more information).

- **You must register by phone. Have your membership number ready.**

Call toll-free 1-800-632-5090, Monday through Friday, 8 a.m. to 4:30 p.m. Central Standard Time, from June 24 through July 19. See enclosed registration insert for complete information.



1996 ARTISTS ON TOUR SCHEDULE

Event Hours: 9:00 AM - 5:00 PM

PITTSBURGH, PA
SAT., SEPT. 7
Featured Artists:
John "Collin" Francis
Patricia Andrews
Dill Rhodus

SAN ANTONIO, TX
SAT., OCT. 12
Featured Artists:
Robert Chad
Joyce Lyle
John "Collin" Francis

WASHINGTON, D.C.
SAT., AUG. 17
Featured Artists:
Linda Sickman
Ed Seale
LaDene Votruba

NASHVILLE, TN
SAT., SEPT. 21
Featured Artists:
Don Palmiter
Anita Marra Rogers
Duane Unruh

SACRAMENTO, CA
SAT., OCT. 26
Featured Artists:
Anita Marra Rogers
Bob Siedler
Ken Crow

CHICAGO, IL
SAT., AUG. 24
Featured Artists:
Bob Siedler
Sharon Pike
Don Palmiter

TAMPA, FL
SAT., SEPT. 28
Featured Artists:
Ken Crow
LaDene Votruba
Ed Seale

PHOENIX, AZ
SAT., NOV. 2
Featured Artists:
Duane Unruh
Patricia Andrews
Dill Rhodus

If illness or unforeseen circumstances prevent scheduled artists from appearing, substitutions may be made without prior notice.

BRINGING A GUEST

In order to accommodate collectors who need to travel with a companion who is not a Club member, a limited number of guest spots are available. While space is available, a member can register ONE guest to attend the Artists On Tour event with them. There are significantly fewer guest spaces available at each event than Club member spaces. (Guests are not eligible to obtain artists' signatures or purchase exclusive Artists On Tour products.)

MEMBER VOLUNTEERS

Because Artists On Tour will not include elaborate booths, games and formal presentations, we will not need to request local club members to help with these events as we did last year.

We hope to see you at Artists On Tour!

A COMPLETE LOOK AT 1996 CLUB VISITS AND EVENT LOCATIONS



Please Note: This map indicates where the Club has been or is going in 1996. Collectible shows and many local club visits have already been completed.



- Collectible Show Visit
- Local Club Visit
- Artists on Tour Event

KEEPSAKE ORNAMENT PREMIERE!

National Unveiling July 20 and 21

Get ready! The official unveiling of the 1996 Keepsake Ornament line is set to take place July 20 and 21 at your local participating Hallmark store. In addition to viewing the newest Keepsake Ornaments, collectors can look forward to exclusive products, more national register-to-win opportunities than ever before, special offers, and the fun of meeting others who enjoy collecting.

According to Kim Lee, Keepsake Ornament Marketing Strategist, the new Premiere-exclusive designs are two of the most exciting components of this year's Premiere. "The Tender Touches 'Welcome Sign,' sculpted by Ed Seale, and the first ever Premiere-exclusive Merry Miniatures® design, 'Bashful Mistletoe,'

sculpted by Nina Aubé, are available in limited quantities and only at the Ornament Premiere," she says. A new "Get Hooked on Collecting" Starter Set will be available at participating Hallmark Gold Crown stores.



This year, for the first time, collectors will get Gold Crown Card bonus points on every ornament purchased (except for layaways and non-Hallmark

ornaments). There is no minimum purchase requirement this year.

A special Ornament Premiere t-shirt is also available for purchase exclusively at Premiere (see photo, below). The Keepsake Ornament Special Issue, "Featuring the Enchanted Evening BARBIE® Doll" ornament will also be available.

Speaking of BARBIE®, fans won't want to miss this special offer: When you purchase any Keepsake Ornament featuring BARBIE™ and any Hallmark card, *The Story*

At Left: Sharon Ramsey, a member of the Kansas City Hometown Collector's Club models the 1996 Premiere t-shirt.

of Barbie™ hardbound book is yours for half price! This mail-in offer is available for a limited time starting at the Premiere, and only at participating Hallmark Gold Crown stores.

Don't miss the 1996 Keepsake Ornament Premiere!

OVER \$10,000 IN PRIZES

There will be five winners in each of 14 categories for this year's national register-to-win program. That means 50 more chances to win than in 1995!

Grand Prize - \$500 Keepsake Ornament Shopping Spree

First Prize - All 1996 Special Issue Keepsake Ornaments

Second Prize - All 30 team designs in the 1996 NFL Collection

Third Prize - All 1996 Miniature Keepsake Ornaments with a Miniature Tree

Just a few of the other ten prizes include:

- All 1996 BARBIE™ Keepsake Ornaments (except Easter) and select BARBIE™-related products.
 - All 1996 Merry Miniatures®.
 - All 1996 first-in-a-series Keepsake Ornaments.
 - Kiddie Car Classics prizes.
- And much more!

What's A "Starter Set"?

The "Get Hooked on Collecting" Starter Set is sure to be enjoyed by new collectors and long-time enthusiasts alike. The 24-page, hardbound book is packed with information about making Keepsake Ornaments a part of your holiday celebration. The set includes the adorable "Filled With Memories" Keepsake Ornament, which is packaged with the book.

The "Get Hooked on Collecting" Starter Set is the perfect way for you to share the joys of Keepsake Ornament collecting with your friends and family. The Gold Crown exclusive offer is \$7.99 with any Hallmark purchase. It will be offered again in November for the Hallmark Holiday Open House.



SKETCHBOOK

Introducing the Keepsakes Technical Team

One of the first things you notice in **Jack Perry's** office is the trucks—big yellow Tonka trucks. As manager of the Technical Art team, Jack sometimes keeps items like these nearby as Keepsake Ornament artists develop ornaments inspired by those designs. His staff may appear to be “playing” with toys from time to time, but they’re actually figuring out from top to bottom how everything works.



Jack Perry

These efforts result in ornaments that reflect as much detail from the original design as is technologically possible.

One of the biggest challenges for the group is that there are more than 200 new designs each year. Because the designs are brand-new, the production challenges are often new, too.

Technical artists work to ensure ornament production is smooth, on time and cost efficient.

“Our job is to provide detailed technical drawings so our production facilities will know how to produce each ornament,” Jack says.

For each Keepsake Ornament, the technical artists create multiple prototypes (samples) that are produced from molds of the sculptor’s original. After approvals, they are sent to vendors for production.

“The prototype becomes our standard of excellence,” says Technical Artist Lynn Norton.

In addition to achieving that “standard of excellence,” each technical artist brings their own personal enthusiasm to their role. Here’s a glimpse at two of the team members.

Lynn Norton

“I’m working at something I love, something that used to be my hobby,” says Lynn. “I’m a model-builder, a craftsman, an artist—all those skills go into my job.”



Lynn Norton

A **STAR TREK®** enthusiast and science fiction fan, Lynn sculpted the very first Keepsake Magic Ornament based on **STAR TREK®**, the 1991 “Starship Enterprise.” For 1996, Lynn sculpted the U.S.S. Enterprise™ for the “**STAR TREK® 30 Years**” set, the “U.S.S. Voyager™”

and the “Millennium Falcon™” from **STAR WARS™**.

Ginger Shaw

Ginger assembles and paints the prototypes to make sure they’re perfect before they go to the vendor. “I love painting,” Ginger says with a passion.

All those tiny reindeer eyes and noses on ornament prototypes are painted by Ginger.

“Wearing magnification glasses helps to see the tiny spaces,” she says. “It feels good and gives me a sense of satisfaction when it’s done right.”

Ginger also enjoys oil painting landscapes and wildlife when she’s not at work. She works from photos taken on trips with her husband Allen and her grown children, Mark and Darla.



Ginger Shaw

Editor’s Note: Because the Technical Art team has grown to six members, we’ll profile the other four team members in an upcoming issue. Watch for Part II!

Our Newest Studio Artist

Although Joanne (Rodrigues) Eschrich may seem like a new name and face, you’re probably more familiar with her work than you think.

Joanne has been with Hallmark for 15 years, and officially joined the Keepsakes family this January. Before that, Joanne worked on Keepsake Ornament projects on a freelance basis. Her first success was bringing a floppy-eared basset hound named Sebastian to life. Later, she sculpted the 1996 “Noah & Friends” Merry Miniatures® set. She also created the Crayola® Bunny and, more recently, the Roof Top Tales characters.

You can look for Joanne’s latest Merry Miniatures® designs—the first in the Birthday Clown series and the “Noah and Friends” set—at your local Hallmark store now.



CLUB MEMBERSHIP LIMIT

For 1996, Hallmark is prepared to welcome back existing Club members and accept a substantial number of new members into the Collector's Club. We hope to accommodate everyone who wants to join. If, however, demand for Club ornaments exceeds our projections, we will be required to limit our membership for 1996.

Just like any other Hallmark Keepsake Ornament, Club-exclusive ornaments are highly collectible because Hallmark introduces a new offering every year. Hallmark determines a quantity for each of its ornaments, based on estimated demand. After the ornaments are produced, Hallmark does not go back and run additional ornaments. That's so that we can

maintain the integrity of our collectible products for collectors.

Please keep in mind that **once a person becomes a current 1996 Club member, they are guaranteed the right to purchase the 1996 Club Edition ornaments.**

We wanted to be sure you knew about our plans in advance, so you could plan to renew your membership accordingly. That's why this phrase appears on all renewal forms and Club applications: "Because of the growing popularity of the Keepsake Ornament Collector's Club, and in order to better serve our members, Hallmark reserves the right to limit the number of Club memberships if necessary."

1996 Renewals

Membership fees for the Collector's Club are paid annually. That's why renewal notices mailed to all members who need to renew for 1996 at the same time at the end of February regardless of the date joined in 1995.

The actual date you renew for 1996 is your choice. However, **since 1996 memberships will be processed on a first-come, first-served basis (and may be limited if necessary), we suggest you renew as soon as possible.**

Contacting the Club

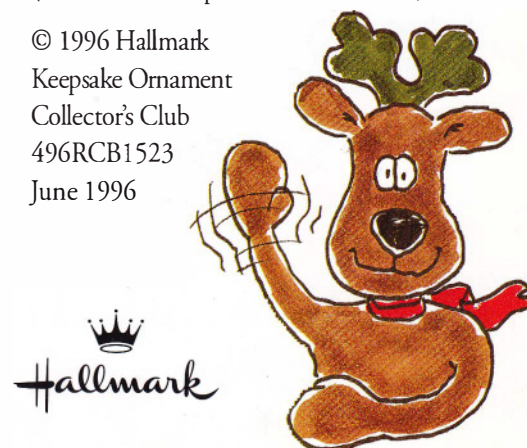
If you need to notify the Club of a change in your address, or wish to send us a letter, you can contact us at the address shown below. Please include your membership number in all correspondence with the Club.

Hallmark Keepsake Ornament
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Local Club Correction

In our November 1995 Courier article on local club community and charitable projects, the center photograph on the front cover was incorrectly captioned "Members of the Oklahoma Kollektor's Club." The photograph actually features members of the Bradenton, Florida, Hooked on Ornaments Collector's Club who donated \$500 to the Oklahoma City Disaster Victims and Family Relief Fund at the suggestion of Carol Jones, the president of the Oklahoma Kollektor's Club. We sincerely apologize for the error.

1994 Club Limited Edition Sizes Correction

Ornament Name	Stock Number	Edition Size
Majestic Deer	2500QXC4836	16,398
Jolly Holly Santa	2200QXC4833	27,180