

for keeps

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YOUR PRIVILEGES OF MEMBERSHIP

KOC EXCLUSIVES PLANNED WITH MEMBERS IN MIND

Each year, Keepsake Artists create a select group of ornaments that is anticipated like no other, perhaps because their inspiration for these ornaments is different from ones that just anyone can buy.

Nine Keepsake Ornaments will be available during 2012 to members of the Keepsake Ornament Club, and each is created to appeal specifically to those members in a number of ways.

“When we sit down to talk about our membership ornaments, we share ideas that we know will catch the attention of our collectors,” says Marie Corbin, retail merchandise manager. “We make them not just for people who love Keepsake Ornaments, but for people who love the holidays. We want them to be ornaments that members will love, cherish and hang on their trees.”

Ideas start with holiday icons: angels and nutcrackers, snowmen and Santa Claus—all of the symbols and characters that represent Christmas. Artists interpret those icons using materials

and attachments that make membership ornaments stand apart from other Keepsake Ornaments. Some membership ornaments also serve as companions to favorite series, with the Christmas Window series being exclusive to KOC members for 10 years running.

The ornaments chosen for 2012 also carry a few tributes that KOC members are sure to appreciate, Marie says. Two of them are nods to recent retirees from the Keepsake Studio and a third contains a tip of the hat to the 25th Anniversary of the Keepsake Ornament Club. Keep reading to learn more about each membership ornament for 2012.

Notable Nutcracker by Keepsake Artist Joanne Eschrich boasts a uniform of white and silver with gleaming rhinestones and fur. Joanne says this 2012 membership ornament was inspired by her work with premium materials on ornaments in Keepsake’s new beautiful line.



KATRINA'S egg-citing SEND-OFF



Katrina Bricker received her personalized chicken coop at a retirement reception planned by her fellow Keepsake Artists.

When Keepsake Artist Katrina Bricker decided it was time she flew the coop, her friends and fellow artists flocked together to create one she could take with her.

Katrina retired from her full-time role last summer in order to devote more time to her family. When discussing plans for her time away from the Keepsake Studio, one of her ideas caught the attention and imagination of her friends.

"She said she was going to build a chicken coop, and raise chickens and gather eggs," says Keepsake Artist Tammy Haddix. "So we knew that's what we had to make for her."

The coop itself was created by Tammy and Robert Hurlburt, with Debra Murray handling its paint job. Ruth Donikowski crafted the black hen atop the coop and Tom Best designed a logo especially for Katrina's new venture. In all, 28 eggs created by Keepsake Artists were laid in the coop (by hand, naturally).

And Katrina's response when she received the coop at her retirement reception? She was egg-static, of course.

"She loved it," Tammy says. "She had just as much fun getting it as we did making it."

Although Katrina is officially retired, collectors can look for more Keepsake Ornaments from her in the future as her schedule allows.



Katrina's chicken coop features a mother hen and more than two dozen eggs created especially for her by Keepsake Artists.



Egg-loo
Tammy Haddix



Bacon Rose
Nello Williams



Egg-bravagant
Nita Obbnik



Jewel
Julie Forsyth



Interplanetary Poultry
Tom Best



Cacti
Cullen Brown



Humpty Dumpty
Ken Crow



Peek-a-boo Chick
Anita Rogers



Self-Portrait
Tracy Larsen



Sunny-Side Up
Steve Goslin



Blue Parakeet
Nina Aubé



Egg-ceptional Chicken Feet
Ruth Donikowski

2012 MEMBERSHIP ORNAMENTS

Who-o-o Doesn't Love Snow
Keepsake Artist Tammy Haddix loves creating snowmen, and she certainly is known for them among Keepsake collectors. She also loves creating little worlds inside snow globes, as she has done with this 2012 membership ornament. But this globe is filled not with water but with glitter—and yes, Tammy loves glitter, too.



Christmas Window 2012
For the 10th in this series, Keepsake Artist Nina Aubé created something that had not been done before: a Christmas shop. Her storefront, called Jangles, allows a peek at all things Christmas, including ornaments and a rocking horse. Check out the teddy bear that has fallen to the shop floor—that's what has caught the attention of the puppy outside.



EXCLUSIVE OFFERS

Just for joining the Keepsake Ornament Club for 2012, you will be eligible to purchase by mail these additional Club exclusives.



Sweet Angel Cake
Known for her Christmas Cupcake series, Keepsake Artist Ruth Donikowski has created this 2012 ornament inspired by a full-sized doll cake. Using the same fabric and processes as on her cupcake ornaments, Ruth started her work from a design by retired Keepsake Artist Katrina Bricker.



Mrs. Claus's Cupboard
This 2012 ornament is a repainted version of a piece first offered last year at the KOC 25th Class Reunion event in Kansas City, Mo. Concepted by Keepsake Artist Edythe Kegrize, it features sculpting by more than two dozen studio artists. This continues the theme of furnishings from Mr. and Mrs. Claus's North Pole home that started with Santa's Armoire in 2010 and continues with two new ornaments this year.

2012 CLUB EXCLUSIVE ORNAMENTS



Stunning in the Spotlight™ Barbie™ Ornament
Available beginning Ornament Premiere Weekend, July 14 - 15

Keepsake Artist Patricia Andrews recreates this ornament from the 2009 limited-edition Barbie® Doll from the "Since 1959" Collection. Produced in porcelain and fabric, this ornament features a dramatic, highly-detailed gown embellished with jet black sequins and a pink rose.



Netherlands
Santas From Around the World
Available beginning September 8

Since 2004, Keepsake collectors have added more than a dozen ornaments to their trees in the Santas From Around the World collection. This one represents traditions of the Netherlands. Keepsake Artist Edythe Kegrize created the ornament, produced in porcelain as a nod to authentic Dutch pottery.



Public Library
Nostalgic Houses and Shops
Available beginning Holiday Open House, November 2 - 4

A companion to the Nostalgic Houses and Shops series, this creation of Keepsake Artist Don Palmiter reflects the colonial style of architecture for which the series is known. Based loosely on his Town Hall ornament—itsself a Club exclusive in 2003—this library contains a fun surprise for KOC members. One of the library's upstairs rooms will be decorated for a meeting of a local club as a tribute to the KOC's 25th Anniversary.



Christmas Angel
Available beginning Ornament Debut Weekend, October 6 - 7

While retired Keepsake Artist Sue Tague worked in the studio, she became known for creating small figurines from beads, buttons and other found objects as unique gifts for her fellow artists. Designed by Sue in her signature style of handwork, this Christmas Angel serves as a gift to thank KOC members for their support during her career.

Locations to be announced for IN-STORE SIGNINGS

A team of judges from the Keepsake Ornament Studio is hard at work deciding which Hallmark Gold Crown stores will play hosts to Keepsake Artists at in-store signing events this year.

Local Keepsake Ornament Clubs vying for consideration submitted entries of all formats—printed, photographed and recorded on video—answering two questions posed by judges:

- What makes your local club and Hallmark Gold Crown retailer unique?
- How are you making a difference in your community?

Now, judges including Keepsake Artists are poring over the entries with the goal of announcing the list of 16 winning clubs as well as a schedule of events in the Spring 2012 issue of *For Keeps*.

As grand-prize winners, four clubs will receive visits by a Keepsake Artist and—for the first time—a retired Keepsake Artist. Retired artists making visits for 2012 will be Patricia Andrews, Lynn Norton, Linda Sickman and Sue Tague.

While judging continues, KOC members are getting an early look at two Keepsake Ornaments created especially for in-store signing events: Mrs. Claus's Kitchen Table and Mrs. Claus's Stove.



This year's signing ornaments are Mrs. Claus's Kitchen Table (left) and Mrs. Claus's Stove (right). They will be available at Hallmark Gold Crown stores for artist signing events.

KEEPSAKE CUPBOARD

FINDS A NORTH CAROLINA HOME

When Cynthia Wooldridge came to Kansas City, Mo. for the Keepsake Ornament Club 25th Class Reunion, she had no clue she would be going home with the event's premiere collectible.

But her bid to donate \$16,000 to CureSearch for Children's Cancer netted her a unique life-sized reproduction of Mrs. Claus's Cupboard, the Keepsake Artist signing ornament for the gathering.

"When I saw the cupboard, I was so impressed," Cynthia says. "I couldn't believe Hallmark actually did a project like this. The craftsmanship set it apart from anything I'd ever seen."

The cupboard, created by craftsmen selected from Hallmark's RIC Innovation Center, now sits as a showpiece in her Canton, N.C. home. When she sees it, she is reminded not only of the fun of



Cynthia Wooldridge stands with her life-sized Mrs. Claus's Cupboard.

the event, but how her donation has helped children's oncology research.

"My first husband was my high-school sweetheart, and he passed away from cancer," Cynthia says. "I was very caught up in the moment of bidding for the cupboard, but we knew we were doing something good."

Save these Dates

→ ORNAMENT PREMIERE WEEKEND: **JULY 14-15** | ORNAMENT DEBUT WEEKEND: **OCTOBER 6-7**



Keepsake Artist Tracy Larsen will start from this sketch when he designs Keepsake's first ornament decided by public vote.

MOOSE TURNED LOOSE FOR KEEPSAKE'S FIRST USER-INFLUENCED ORNAMENT

The votes are all counted and fans have chosen a moose to join their Christmas trees in Keepsake Ornament's first survey to decide the design of an ornament.

The moose, designed by Keepsake Artist Tracy Larsen, earned the most votes cast by more than 1,700 participants in the online survey conducted during Fall 2011. The design topped five other holiday icons, including a gingerbread man, a snowman and Santa Claus himself.

"We were very happy with the number of people participating," says Rebecca Muller, associate merchandise manager for Keepsake Ornaments. "It's something fun and new that we enjoyed doing."

Voters also were allowed to choose a seasonal theme as well as props and activities depicted on the ornament. Look for the moose to be sporting winter wardrobe and Christmas lights. The ornament is expected to arrive in Hallmark Gold Crown stores in October.