

For one **FUN** weekend you can be HANGIN' WITH YOUR BUDDIES.

There's no better place to be Hangin' with Your Buddies than at the Keepsake Ornament Club event planned Aug. 2-3 in Kansas City, Mo., and you're just days away from getting your plans started.

Registration begins April 1 at noon central time for the two-day event, set to take place at the Sheraton Kansas City Hotel at Crown Center, Kansas City, Mo.

KOC members will be able to meet Keepsake artists, attend artist seminars and purchase ornaments and other products created exclusively for the event. Artist signings again will be held each day as they were during the 2011 Club event. Games are planned with plenty of prizes. Activities and displays also are planned to celebrate this year's 40th anniversary of Keepsake Ornaments.

To register for the event, go to KOCevents.com and follow the instructions. This is the only way that registrations will be accepted for the event.

Registration for the event is \$50 per member. This includes admission to event activities on Friday, Aug. 2, and Saturday, Aug. 3, plus a gift tote containing a commemorative Keepsake Ornament and other surprises. Tickets for a Friday night dinner, which is open only to members of local clubs, will be \$50 each and are not included in the registration fee.

A limited number of rooms will be available for a discounted rate at the Sheraton as well as the Westin Kansas City at Crown Center, which adjoins the Sheraton via enclosed walkway.

Reserve rooms early and mention the Keepsake Ornament Club to get the discounted rate at each hotel. Sheraton reservation line: (816) 841-1000, Westin reservation line: (888) 627-8538.

The weekend will also be your chance to get Keepsake Ornaments designed specifically for our Hangin' with Your Buddies event, including repaints and all-new designs. Ornaments also can be purchased in advance when registering. Products made for this event will not be sold afterward, so don't miss this chance to complete your collections.



Victorian Dollhouse, created by more than two dozen Keepsake artists, will be offered at the Hangin' with Your Buddies Keepsake Ornament Club event. It is inspired by the 30th ornament in the Nostalgic Houses and Shops series, the Stately Victorian. The interior is filled with lots of nods to artists and past ornaments.

To register for the event, go to
KOCevents.com
and follow the instructions.

This is the only way that registrations will be accepted for the event.

Hangin'
WITH YOUR BUDDIES
August 2-3
THE 2013 KEEPSAKE ORNAMENT CLUB EVENT

INTRODUCING OUR **2013** EVENT EXCLUSIVES

Our event-exclusive Keepsake Ornaments spread excitement to more people every year. Here's your first look at what we have planned for big events later this year.

COMIC-CON INTERNATIONAL : July 18-21 in San Diego, Calif. : www.comic-con.org/cci
NEW YORK COMIC CON : October 10-13 in New York City : www.newyorkcomiccon.com

D23 EXPO 2013

August 9-11 in Anaheim, Calif.



Cinderella's Castle boasts a new look for what is billed as the ultimate Disney fan event. The ornament will have battery-operated light and sound.



The **U.S.S. Kelvin™** gets a treatment of battle damage as depicted in the 2009 *Star Trek* feature film.



Luke Skywalker struggles through the **Wrath of the Rancor™** as seen in 1983's *Star Wars: Return of the Jedi™*.



Man of Steel depicts Superman from a scene in his latest big-screen adventure set for release in June.

© Peanuts Worldwide LLC © Disney TM & © 2013 CBS Studios Inc. © Paramount Pictures Corp. STAR TREK and related marks are trademarks of CBS Studios Inc. All Rights Reserved. © 2013 Lucasfilm Ltd. & TM. All rights reserved. THE MAN OF STEEL and all related characters and elements are trademarks of and © DC Comics (s13)

YOUR CLUB CAN WIN A KEEPSAKE ARTIST SIGNING

2014 Local Club Challenge open to new and existing groups

Rules are set for the 2014 Local Club Challenge as part of the Keepsake Ornament Club's In-Store Signing events, planned next year at Hallmark Gold Crown stores across the country.

Clubs have until Dec. 31, 2013, to submit one entry per club to the contest with winners announced early next year.

For the contest, each club must answer these questions to be considered for an in-store signing: What makes your local club and Hallmark Gold Crown retailer unique? How are you making a difference in your community?

Hallmark Keepsake Ornament staff members will judge

entries, determining winners on the content and originality of the submission.

In all, 16 in-store signing events will be located at winning stores: fourteen winning clubs founded prior to Jan. 1, 2013, will receive a signing event with a current Keepsake Artist, and two clubs founded between Jan. 1 and Dec. 31, 2013, will receive a signing event with a current Keepsake Artist.

Mail submissions to Local Club Challenge, P.O. Box 419580, MD #166, Kansas City, MO 64141. All submissions must be received by the Dec. 31, 2013, deadline to be eligible.

Sign in for a complete set of contest rules at KOCMembers.com

VOLUME TWELVE | ISSUE TWO | SPRING 2013

Hallmark
KEEPSAKE
ORNAMENT CLUB

for keeps

inside: → [KOC event details](#) | [First- and final-in-series ornaments](#) | [2014 In-store signing contest](#)

LET'S GET THIS DREAM BOOK PARTY STARTED!

A NEW ORNAMENT IS ONE HIGHLIGHT OF KEEPSAKE CELEBRATIONS PLANNED MAY 4.

Keepsake Ornaments' first official Dream Book Party is planned May 4 at participating Hallmark Gold Crown stores (check stores for details). At the parties, you can purchase your first ornament of the year, get a first-hand look at some of this year's Keepsake Ornament Club exclusive ornaments and, if you're a KOC member, get a free gift just for you.

The parties also serve as a great time to turn in your completed Wish Lists from the 2013 *Dream Book*.

In keeping with the springtime season, a pair of creations will bring some bright fun to the parties. A Spring Surprise, the year's first Keepsake Ornament, can be purchased by anyone starting May 4 at participating stores. The ornament, designed by Keepsake Artist Nina Aubé and sculpted by Keepsake Artist Jim Kemme, owes itself to the work of another Hallmark artist very familiar to ornament fans, Mary Hamilton.

As Nina searched the Hallmark archives for inspiration, she discovered a watercolor by Mary of a playful rabbit peeking from a watering can to spy a curious chick. She translated the image to three dimensions for Jim to realize in sculpture. The design was chosen to lead the 2013 Keepsake Ornament line into stores.

KOC members with 2012 or 2013 membership cards who

turn in their Wish Lists at the parties will receive a free print of Mary's original watercolor as a thank-you.

Also debuting at the parties will be a store display featuring ornaments available for joining or renewing membership in the Keepsake Ornament Club for 2013.

LOOK FOR
A **SPRING SURPRISE**
IN STORES STARTING
MAY 4.



The display will include membership ornaments Busy Bakers by Keepsake Artist Anita Marra Rogers, Pre-Flight Check by Keepsake Artists Edythe Kegrize and Kristina Gaughran, and Christmas Window 2013 by Keepsake Artist Tammy Haddix. Also look for two additional exclusives, 'Tis the Seasoning! by Keepsake Artist Sharon Visker and Mrs. Claus's Stove repaint by more than two dozen studio artists.

To celebrate Keepsake's 40th year

**4 ARTIST SIGNINGS
SET FOR SEPTEMBER**

SEPTEMBER 14

JOANNE ESCHRICH
Amber's Hallmark in Livonia, Mich.

DON PALMITER
Debbie's Hallmark in Santa Clarita, Calif.

SEPTEMBER 21

TAMMY HADDIX
Ruth's Hallmark in Bear, Del.

KEN CROW
Town Crier in Centerville, Tenn.

Window to a SWEET WORLD



SANTA'S SWEET RIDE INSPIRES TAMMY HADDIX TO CREATE A DISPLAY GOOD ENOUGH TO EAT.

When talented Hallmark artists are given creative projects just for the fun of it, the results can be pretty sweet to see.

Keepsake Artist Tammy Haddix recently answered a call for volunteers within Hallmark's Kansas City, Mo., headquarters to decorate a window of the company's Creative Research Library. Once she heard the proposed theme for the display, she said it was too tasty to resist.

"Our theme was 'sweet,' and I knew right away what I wanted to do," Tammy says. "I have been looking for a reason to come up with an environment for my Santa's Sweet Ride ornaments, and this was perfect."

Working from home, Tammy constructed an enclosed diorama with buildings and landscapes appearing to be made from candies and other treats. She used it to feature her eight Santa's Sweet Ride ornaments of confectionary conveyances for Santa and his travels across land, in the sea and through the air.

Not only does her diorama display every ornament in the series that began in 2007 (including a special edition in 2011) but a close inspection reveals a few appearances by ornaments from her Merry Bakers collection created in 2006.

"It was a lot of fun to share at work," Tammy says. "Now, I'm figuring out a way to display it outside of the window space. I think it's neat to keep together."



Santa Certified

Timeless toys modeling the finest of Santa's own handiwork are planned for this series by Keepsake Artist Ken Crow. "I put myself in Santa's shoes and imagine what he would make, such as this train," says Ken. "Maybe Santa would hire me someday!"



North Pole Tree Trimmers

Elves featured in this series take on the duties of preparing trees for Christmas celebrations. Keepsake Artist Tracy Larsen's original concept for this series dates back nearly 10 years, he says, so his imagination is filled with ideas for it.



This porcelain bell ornament even rings.

Heavenly Belles

Keepsake Artist Edythe Kegrize offers a new way to ring in the holiday with this series of childlike angels as porcelain bells. "Growing up, my mom's favorite things to put out at Christmas were little angels," she says. "All the Christmas-y things you can think of could end up on these little gals."



Cool Icicles

Think warm holiday friends with a chilly look, and you'll have the idea behind this new series by Keepsake Artist Nello Williams. The real novelty, he says, is a translucent treatment that makes each ornament appear to have been sculpted from ice.



A MAGNIFICENT *I* for 2013

Here's a look at this year's first-in-series Keepsake Ornaments.



Fun at the Beach

A first for Keepsake Ornaments, this 12-piece series by Keepsake Artist Jim Kemme will be offered monthly for collectors to complete within a year. With each month's memorable events represented by a member of the gang, who better to show off August's outdoor fun than Pigpen?

Capture memories for Christmas or make a spooky Halloween tree.



Happy Halloween!

Look for Keepsake Artist Anita Marra Rogers to create a scene within a Halloween icon for each ornament in this series. "The witch inside the first one reminds me of how my daughter dressed for several Halloweens when she was little," Anita says. "She was so cute!"



Christmas Commemorative

This series of dated glass ball ornaments will be introduced on Gift of Memories Weekend in December. Its decorative design will recall the balls that were the first-ever Keepsake Ornaments—perfect for keeping any memory in this 40th anniversary year.



Bob Cratchit and Tiny Tim
5th and Final in the Mickey's Christmas Carol series

LAST HURRAHS
FINAL IN SERIES