

FOR KEEPS

inside: → Artist signings | Dream Book Party | Six new 1st in series | Ken Crow talks toys | Don Palmiter retiring

Kick off a new year of Keepsakes *AT THE DREAM BOOK PARTY!*

After spending a good part of the last year perfecting every detail, the Keepsakes team is happy to announce that the 2014 KOC edition of the *Dream Book* is finally here! We think you'll find that it offers one of the largest, most exciting collections of Keepsake Ornaments to date. And we're more excited than ever to kick off another season of Keepsaking!

So dog-ear the pages, circle the ones that you love and the ones you plan to buy for friends and relatives and then get your Wish List ready to go. Why? Because the Dream Book

Party is just around the corner—May 3, 2014 at your local Gold Crown store to be exact. And you'll earn 500 Bonus Points just for turning your Wish List in AND picking up your order by July 20th.*

So get ready! We're planning plenty of fun for the event, and even introducing a very special ornament just for the occasion. (See below for details.) It's going to be a great year for capturing memories on the tree.

Hang a little history

Hallmark first introduced Artist Dorothy Maienschein's timeless watercolor in 1939. Since then, it has become the best-selling greeting card in history. Now, Keepsake Artist Matt Johnson brings it to life on the tree with **Pansies Stand for Thoughts**—debuting at Hallmark Gold Crown stores on May 3rd.



Pansies Stand for Thoughts \$12.95 USA
Available at participating Hallmark Gold Crown stores while supplies last.

2014 ARTIST SIGNING EVENTS

We had outstanding participation in this year's artist signing contest. Your entries were all compelling, creative and awesome in their own special ways—all of which made narrowing down the winners extremely difficult. And while we could only award 16 local clubs a signing event, we decided to send two artists to some locations. Stay tuned as more details become available!

KRISTINA GAUGHRAN

August 2
Ashley's Hallmark
Rochester, Minnesota
Med City Keepsake Club

TAMMY HADDIX & JAKE ANGELL

August 2
Amy's Hallmark
Chesapeake, Virginia
Gift Bearers Collector's Club

EDYTHE KEGRIZE & ORVILLE WILSON

August 9
Scott's Hallmark Shop
Rochester, New York
Flour City Collector's Club

TRACY LARSEN

August 9
Amit's Hallmark
Cordova, Tennessee
River City Collector's Club

NINA AUBÉ

August 16
Kirlin's Hallmark
Bloomington, Illinois
Central Illinois Hallmark Dreamers

DON PALMITER & MATT JOHNSON

August 16
Mark's Hallmark Shop
Issaquah, Washington
Issaquah Tree Trimmers

ROBERT CHAD

August 23
Joanne's Hallmark
Mt. Pleasant, Pennsylvania
Magical Memories Collector's Club

KEN CROW

August 23
Hallmark Creations
Modesto, California
Nutty Club Collectors

COMING
TO A STORE
NEAR YOU

JULIE FORSYTH

September 6
J's Hallmark
Tulsa, Oklahoma
Route 66 Keepsake Collector's Club

TOM BEST

September 6
Hops Hallmark
Anchorage, Alaska
keepsAKers

DON PALMITER & DEBRA NIELSEN

September 13
Amy's Hallmark
Littleton, Colorado
Rocky Mountain Ornament Club

NELLO WILLIAMS

September 13
Adam's Hallmark
Huntington, West Virginia
Adam's Angels

TERRI STEIGER & RUTH DONIKOWSKI

September 20
Pam's Hallmark
Clinton, Maryland
Pam's Ornamentalists

JOANNE ESCHRICH

September 20
Amy's Hallmark
San Antonio, Texas
Bandera Point Hallmark Club

ANITA MARRA ROGERS

September 27
Gretchen's Hallmark
Jacksonville, Florida
Close Knit Collectors

SHARON VISKER

September 27
Amy's Hallmark
San Dimas, California
San Dimas Keepsake Ornamenteers

Mrs. Claus's Kitchen Sink

With contributions by every member of the Keepsake Studio, this ornament will be available exclusively at this year's artist signing events.

Quantities will be limited.

\$39.95 USA



DRIVING OFF INTO THE SUNSET AFTER 47 YEARS at Hallmark



The year was 1967. A high school senior with a talent for art named Don Palmiter was about to graduate and was still mulling over his choices in art schools. Would he go to the Kansas City Art Institute? Or maybe a small, private school in Springfield, Missouri? Or would fate intervene and put him on another path entirely?

“One day in class my art teacher pulled me aside and told me that Hallmark was hosting a recruitment assembly in our school auditorium. I told him I had plans to go to college. But he was persistent and suggested I apply and see what happens.”

Don took his advice and presented his portfolio, which was filled with intricate pen and ink drawings. And on June 5, 1967, exactly one week after graduation, Don was working full time in Hallmark’s Artistic Engraving department. It didn’t take long for him to make a name for himself and after stints working with various departments including Hallmark Gallery, Don landed in what would soon become the Keepsake Studio.

“When I started creating Keepsake Ornaments, I was working almost exclusively in collectibles on a line called Hometown America,” says Don. His work included a series of collectible pedal cars—something he enjoyed working on and that would resurface in miniature as a popular line of Keepsake Ornaments called Kiddie Car Classics.

“When I came into Keepsakes, one of the things I noticed was we didn’t have much product specifically aimed at guys. And I have two passions in life...anything with wheels and architecture. So I immediately presented an idea for a classic car series. It took three years of convincing, but we finally launched my Classic Car series in 1991 with a ’57 Corvette®. Later, he started working on the iconic Nostalgic Houses and Shops series as well.



Stylin’ Station Wagon & Andy’s Cars

In honor of his last year, Don combined his love of cars and architecture into a single ornament—a car dealership named “Andy’s Cars.” He also created a mid-century woody wagon as a companion piece.

“While I’ve worked on a lot of different Keepsake Ornaments, those two series pretty much set my path in Keepsakes. I’m pretty much known as the car guy,” says Don. And he wouldn’t have it any other way.

So what lies ahead? Well, he’s definitely not slowing down. While he and his wife plan to move to Tulsa, Oklahoma, to be closer to their daughter and grandchild, Don plans to keep the wheels turning as a contributing artist to the Keepsake Studio. In fact he already has the next two ornaments in the Classic Car series planned—plus, he’ll be at two of the artist signings this year. Stay tuned as more details about Don’s future plans roll in.



Ken Crow channels his INNER SANTA CLAUS

• Available beginning •
ORNAMENT
PREMIERE

That Ken Crow is a toymaker at heart comes as no surprise to anyone who's ever met him. His childlike sense of wonder, boundless enthusiasm and muttonchops all help paint the picture of a man dedicated to building things that make people smile like a child on Christmas.

2014's **Where Dreams Become Toys** is perhaps one of his most imaginative creations yet. "We started with traditional German angel chimes," says Ken. "Then we turned them into Santa's Workshop and brought it to life in ways that wouldn't be possible using just wood and candles."

So what, exactly, does this ornament do? For starters, it lights up, the top spins, a toy train runs upstairs, a rocking horse rocks, an elf hammers away, a jack-in-the-box goes up and down and Santa moves as he checks his list. And if that wasn't enough, the entire thing turns 360 degrees to the holiday sounds of "Toyland."

And how does something this intricate and imaginative come to life? "I work with an amazing team of artists and engineers. And while 10 years ago I would have told you that our Magic ornaments were 80 percent art and 20 percent engineering...now it's more like 70/30," says Ken.

As the role of technology grows, how is Ken's role evolving? "More and more, I think my job is to add as much intrinsic value to an ornament as I can. That means getting in tune with Santa Claus and figuring out what that thing is that'll make you look at an ornament and say, 'That is amazing.' When that happens, we've succeeded."

So what will reaction be to **Where Dreams Become Toys**? Only time will tell.



Where Dreams Become Toys

KEEPSAKE MOMENTS

◆◆◆◆◆◆◆◆◆◆ HAPPEN EVERY DAY ◆◆◆◆◆◆◆◆◆◆

As you capture yours with this year's Keepsake Ornaments, we'll be asking you to share stories and memories throughout the year. So stay tuned.

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KOC HOUSEKEEPING

Orders of member-exclusive ornaments including both the **Victorian Dollhouse** and **Teddy Bear Maker**, and individual orders for the **Victorian Dollhouse**, will arrive by September.

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Dream Book correction on page 8: The price has changed to \$19.95 on **'Twas the Night Before Christmas** QGO1413.

6 HELLOS AND A LAST HURRAH



While we're bidding a bittersweet adieu to Tammy Haddix's *A Visit from Santa* this year, 2014 brings plenty of new opportunities to start a new series...or six. From the whimsical fun of Sharon Visser and Rodney Gentry's 'Tis the Seasoning! to the winning spirit of *Family Game Night*, there's something new in store for everyone to enjoy.

- 1 Big-Top Bear 2 Minnie Has a Ball! 3 Simple Gifts 4 'Tis the Seasoning!
5 SORRY! 6 Kringle and Kris 7 A Visit from Santa (6th and final in series)

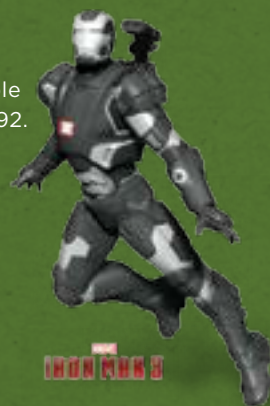
KEEPSAKES • HEAD TO • COMIC-CON ◆◆◆◆◆ IN 2014

This year, Hallmark will return to Comic-Con with sneak previews of 2015 Keepsake Ornaments as well as three limited-edition ornaments available only at those events. Here's your first peek!

COMIC-CON INTERNATIONAL
July 24-27 | San Diego, Calif.

NEW YORK COMIC CON
October 9-12 | New York City

War Machine™
Iron Man's irreplaceable ally in the sky since 1992.



Wampa™ celebrates *Star Wars: The Empire Strikes Back* on the sci-fi film's 34th birthday.



Arkham's Avenger depicts BATMAN™ as he's seen in the popular 2011 video game *Batman: Arkham City*.

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