

# FOR KEEPS

*inside:* →

New KOC Exclusives | Meet Artist Jake Angell | Limited-Quantity Ornaments | 2015 KOC Event



Sound the Trumpet!

*Here comes the*

# BIGGEST

*Ornament Premiere yet!*

 Minnie Has a Ball!  
1st in a monthly series

Offering more all-new Keepsake Ornaments at one time than ever before, this year's Keepsake Ornament Premiere weekend is set to turn up the excitement July 12–13 at Hallmark Gold Crown stores.

In all, more than 200 new ornaments are heading to stores, including nine limited-quantity designs as well as new exclusives and other surprises for Keepsake Ornament Club members. (See details inside.)

But don't expect a greater number of Keepsake Ornaments to mean simply more versions of familiar holiday icons. Keepsake artists and planners have created designs intended to highlight more memories of specific family and friends than available in past years.

"We're delivering more range and relevance that our valued customers have been asking for," says Nicole Reid, Keepsake retail merchandise manager. "We're adding more ornaments that meet people's needs. We're not just adding more variations of Santas and snowmen."

Keepsake Ornaments specifically for nieces, nephews and great-grandchildren will be offered, as will ornaments for growing numbers of hobbies and interests, she says.

"We receive hundreds of comments from our customers, and those give us insights to new directions on what we should be adding to our line," Nicole says. "Adding these ornaments is just as exciting for us as it is for everyone else."

“WE’RE ADDING MORE ORNAMENTS  
THAT MEET PEOPLE’S NEEDS.”

- NICOLE REID, KEEPSAKE RETAIL MERCHANDISE MANAGER

Ornament Premiere also features a pair of giveaways. Shoppers at participating Hallmark Gold Crown stores can register to win a free Minnie Has a Ball! ornament, the first in the new A Year of Disney Magic monthly series. This replaces the limited-quantity repainted ornament given away at past Premiere events. Those purchasing a Keepsake Ornament at Ornament Premiere as well as Ornament Debut in October will receive Sound the Trumpet!, the first ornament in an unofficial series featuring a toy soldier.

Visit [Hallmark.com/Keepsakes](http://Hallmark.com/Keepsakes) or your Hallmark Gold Crown store for offer details.

# Ornament Premiere SPOTLIGHTS

This year's fun at Keepsake Ornament Premiere comes in all sizes, including a new tabletop with a companion ornament you'll see this fall.

Cheerful Snowman is a 12-inch tabletop created by Keepsake Artists Ruth Donikowski and Patricia Andrews in a process that is flipped from years past. The tabletop comes out at Ornament Premiere while its inspiration, the Magical Snowman ornament, will be available at Ornament Debut in October.

"Originally, I designed the Magical Snowman ornament in a folk-art theme with a fabric scarf," Ruth says, "then someone proposed that as this year's tabletop. It just happens that the bigger one comes out first."

Each depicts a smiling snowman with a top hat like those associated with magicians. That hat inspired Ruth to add a white rabbit that appears beside Cheerful Snowman and in the coat pocket of Magical Snowman.



Magical Snowman



Cheerful Snowman

"I love the folk-art look and hope I can use more of it in the future," she says.

Keepsake Ornament Club members can look forward to some fun exclusives as well. With a qualifying purchase, members will receive A Springy Surprise as a free gift. The jack-in-the-box ornament by Keepsake Artist Julie Forsyth is modeled after her contribution to the 2010 Keepsake Studio ornament, Santa's Armoire.

DOROTHY™ in the Poppy Fields, fashioned by Keepsake Artist Debra Nielsen after a Madame Alexander® doll of the same name, is this year's KOC-exclusive ornament available for purchase at Ornament Premiere.

In September, KOC members will be able to purchase the latest addition to the Santas From Around the World collection. France is the creation of Keepsake Artists Katrina Bricker and Edythe Kegrize.

For more information, go to [KOCMembers.com](http://KOCMembers.com).



DOROTHY™ in the  
Poppy Fields

France



YOUR 2013 MEMBERSHIP HAS EXPIRED—RENEW TODAY!

#### Choose among these easy ways to renew!

- Register at [Hallmark.com/KeepsakeOrnamentClub](http://Hallmark.com/KeepsakeOrnamentClub) (U.S. residents only)
- Call us at 1-800-HALLMARK
- Mail your form to P.O. Box 419824, Kansas City, MO 64141-6824
- Fax this form to 1-800-200-3400

**250**  
**BONUS POINTS**  
when you join the Keepsake  
Ornament Club by July 31, 2014\*

SOURCE CODE:  
**JKEEPS14**

\_\_\_\_\_  
MEMBER NUMBER

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

EMAIL (OPTIONAL) \_\_\_\_\_ BIRTHDAY \_\_\_\_\_  
MONTH DAY

If you would like to receive Hallmark email updates about your membership, including a confirmation and temporary membership card, and other exciting Hallmark news, please provide your email address.

#### PRICING INFORMATION

- ☐ MEMBERSHIP WITH TWO ORNAMENTS \$30.95\*
- ☐ MEMBERSHIP WITH THREE ORNAMENTS \$52.95\*
- ☐ TEDDY BEAR MAKER ORNAMENT OFFER \$19.90\*
- ☐ VICTORIAN DOLLHOUSE ORNAMENT OFFER \$39.90\*

*\*Quoted in U.S. funds and includes shipping, handling and tax. If shipping to Canada, please add \$5.00.*

#### MAKE YOUR PAYMENT

- ☐ Check/money order payable to Hallmark Keepsake Ornament Club

(U.S. FUNDS ONLY) ☐ VISA ☐ MASTERCARD ☐ DISCOVER

CREDIT CARD NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_ EXP. \_\_\_\_\_  
MM/YY

#### MEMBERSHIP ORNAMENTS

With your 2014 Keepsake Ornament Club membership of \$25.00\* you can choose two of the three beautifully crafted Club membership ornaments shown below. Want all three? Just send an additional \$20.00.\* Check the boxes below the ornaments you want. If you leave them blank, we'll select your ornaments for you. Limit one of each design per membership.



☐ **Christmas Window 2014**



☐ **Mice Cream Sundae**



☐ **Santa's Grandfather Clock**

#### EXCLUSIVE OFFER!

As a Keepsake Ornament Club member for 2014, you can purchase the Club-exclusive ornaments Teddy Bear Maker for \$19.90\* and Victorian Dollhouse for \$39.90.\*



**Teddy Bear Maker**



**Victorian Dollhouse**

Limit one of each per membership. Each ships separately from membership ornaments.

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.

#### CROWN REWARDS TERMS AND CONDITIONS:

Crown Rewards program available in U.S. only. \*Bonus Points Offer: Valid through 7/31/14. Must be a Crown Rewards member to receive Bonus Points. Limit one bonus per membership, per offer. No cash value. Bonus Points will be credited quarterly and can be verified online at [Hallmark.com/CrownRewards](http://Hallmark.com/CrownRewards).

#### ORDER AND SHIPMENT INFORMATION:

\* All orders must have a U.S. or Canadian shipping address. • If ordering from outside the U.S., please pay in U.S. funds. • Canadian customs requires consumers to pay customs clearance charges and applicable taxes on each shipment. • Membership ornaments will arrive 4-6 weeks after ordering. • Credit card orders will not be billed until ornaments ship. Orders placed on credit cards expiring prior to shipping will not process until a new expiration date is provided to KOC. • All credit card payments are pre-authorized when processed and again when shipped. Debit card users will see the funds reserved approximately three business days after initial processing and shipment. Any debit impact is due to the rules of your debit card issuer. • Ornaments available while supplies last.

For full KOC membership terms and conditions, visit [KOCmembers.com](http://KOCmembers.com). To see Hallmark's current privacy statement, go to [Hallmark.com](http://Hallmark.com) or call 1-800-HALLMARK. © 2014 Hallmark Licensing, LLC

# 2015 KOC EVENT PLANNED AUG. 6-8

## REGISTRATION WILL OPEN NEXT SPRING FOR KANSAS CITY GATHERING

Plans already are starting for the 2015 Keepsake Ornament Club event scheduled next year in Kansas City, Mo.

The three-day event will take place Aug. 6–8, 2015, at the Sheraton Kansas City Hotel at Crown Center in downtown Kansas City. While the first day will be devoted to registration, a full schedule of activities will be planned that Friday and Saturday, including artist signings, seminars and games.

Those attending the event will have opportunities to get exclusive Keepsake Ornaments as well as other products available only at the event.

Online registration will open in spring 2015 on our [KOCevents.com](http://KOCevents.com) website. This is the only way that registrations will be accepted for the event.

Watch for more news and information in the events section of [KOCmembers.com](http://KOCmembers.com) and in coming issues of *For Keeps*. We hope to see you there!

## KEEPSAKE ARTIST SIGNINGS BEGIN IN AUGUST

Keepsake Artists will visit 16 U.S. cities beginning August 2 for this year's signing events. Get more details from participating stores. Find one near you at:

[www.hallmark.com/keepsake-ornament-club/members/events](http://www.hallmark.com/keepsake-ornament-club/members/events)

# Meet JAKE ANGELL

*Our newest Keepsake Artist is all about characters.*

When Keepsake Artist Jake Angell sits down to work, the first thing he does is get into character.

“An ornament is not an action figure,” he says. “You get one shot at getting the pose right, so you need to put as much as you can into that pose.”

For two years, Angell’s ornaments have been making their ways to the tree. While he started with licensed properties—all favorites of his since childhood, he says—he is very happy to create his own characters.

Among his Keepsake creations this year are ornaments featuring Yoda from the Star Wars films and The Great Gonzo of The Muppets as well as his own characters for popular songs including “I Want You to Want Me” by Cheap Trick and “Sugar, Sugar” by The Archies.

“I’m a big fan of funny animal characters, so my own creations tend to be cute,” Jake says.

A lifelong resident of Kansas, Jake grew up the son of a Methodist minister and earned a college degree in graphic design. He began his career as a designer of marketing materials for a regional cellular telephone company.

“I started at Hallmark doing similar work in graphic design, production design and color correction,” he says, “but I always wanted to get back to illustration and characters.”

To that end, Jake taught himself to work in 3D computer modeling and Flash animation, which led him to become a multimedia designer for Hallmark’s New Concept Development team. He later was asked to join the Keepsake Studio for what was intended to be a short-term gig.

“I kept pushing my character work, and that’s how I got to do my first ornaments. They ended up keeping me on Keepsakes,” Jake says and smiles. “It was a 12-year journey, but it was totally worth it.”

Now, one of the most fun parts of his job is sharing his work with his family. Jake and his wife have a 7-year-old daughter and a 5-year-old son.

“They love seeing what Daddy does at work,” he says. “I’m already collecting what I do for each of them. It will be great memories for us.”

“ I’M A BIG FAN OF FUNNY  
ANIMAL CHARACTERS,  
SO MY OWN CREATIONS  
TEND TO BE CUTE. ”



# LIMITED QUANTITIES UNLIMITED FUN

When it comes to Keepsake Ornament Premiere, collectors know to act fast or risk missing limited-quantity ornaments created especially for specific interests. But just as there is more to a book than its cover, there is more to each of these nine ornaments than meets the eye. Take a closer look at the designs offered at this year's event.



- 1 This **High-Flying Hero** by Keepsake Artist Robert Chad is Cliff Secord, who zipped through comic books before hitting theaters in the 1991 action film *The Rocketeer*.
- 2 Complete with optional lighting effect, **A Chris Mouse Christmas** by Keepsake Artist Anita Marra Rogers recalls the 1985 ornament that first featured the popular character.
- 3 Keepsake Artist Edythe Kegrize created **Winged Wonder**, a hummingbird to complement her popular *Beauty of Birds* series.
- 4 **Vina** by Keepsake Artist Valerie Shanks celebrates the 50-year anniversary of the production of the first pilot episode for the original *Star Trek* television series.
- 5 **Who You Callin' "Chicken"?** is Keepsake Artist Jake Angell's salute to Foghorn Leghorn, Looney Tunes' resident rooster, staring down Henery Hawk just as he did in his classic cartoons.
- 6 **A Pony for Christmas** is a color variation of last year's design in Keepsake Artist Linda Sickman's 17-year-old series.
- 7 To celebrate the 15th anniversary of the **Toymaker Santa** series, Keepsake Artist Ken Crow gave Santa a bag of toys featured on past ornaments, including 2010's drum and 2012's jack-in-the-box.
- 8 **Scarlett's White Dress** captivated movie viewers in the opening scene of 1939's *Gone With the Wind* and comes to the tree in porcelain for the film's 75th anniversary.
- 9 **Kisses for Kacey** is Keepsake Artist Kristina Gaughran's depiction of a happy gingerbread man featured in other recent ornaments including 2011's *Sweet Treat*.

TM & © 2014 CBS Studios Inc. STAR TREK and related marks and logos are trademarks of CBS Studios Inc. All Rights Reserved. © Disney GONE WITH THE WIND, its characters and elements are trademarks of Turner Entertainment Co. and The Stephens Mitchell Trusts. © Turner Entertainment Co. LOONEY TUNES and all related characters and elements are trademarks of and © Warner Bros. Entertainment Inc. (s14)

# FOR KEEPS

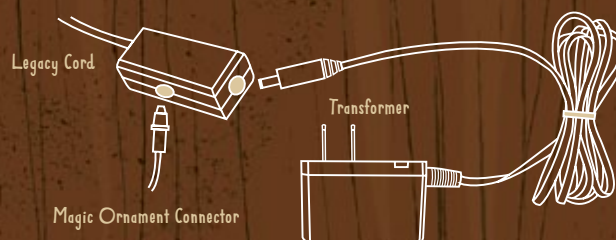
## LEGACY CORD RETURNS FAVORITE MEMORIES TO THE TREE

Hallmark's new Legacy Cord meets the requests of Keepsake Ornament collectors by bringing the magic back to some Magic ornaments sold 2009 and earlier.

More than 200 ornaments with "pigtail" cords will function with sound, light and motion when connected to the Legacy Cord, which comes to Hallmark Gold Crown stores for Ornament Debut weekend beginning October 4.

Those wanting Legacy Cords are encouraged to order them in advance using the *Dream Book* Wish List.

Each Legacy Cord plugs into an outlet and supports up to four Magic ornaments. Demand for this type of cord has risen with the popularity of pre-lit trees and LED light strings. Go to [KOCmembers.com](http://KOCmembers.com) for a list of compatible ornaments.



## KEEPSAKE MOMENTS HAPPEN EVERY DAY

Whether it's a moment perfectly captured by an ornament, or an ornament that inspires a moment of its own, capture a photo and description of your Keepsake moment and share it, post it, pin it or tweet it using **#KEEPSAKEIT**

YOU CAN ALSO SHARE IT DIRECTLY WITH US:



 Hallmark  
KEEPSAKE  
ORNAMENT CLUB

Hallmark Gold Crown  
P.O. Box 419034  
Kansas City, MO 64141

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
HALLMARK

Join us for  
**KEEPSAKE  
ORNAMENT  
PREMIERE**  
July 12-13

LOOK INSIDE FOR YOUR 2014 KOC RENEWAL FORM.