



For Keeps

VOLUME SEVENTEEN | ISSUE FIVE | WINTER 2018



**HOLIDAY CRAFTING
WITH KEEPSAKES**

HEARTS OF GIVING

**THE MAKING OF
AN ORNAMENT**


KEEPSAKE

CELEBRATING THE
45TH ANNIVERSARY
OF HALLMARK KEEPSAKE ORNAMENTS

From the Keepsake Village

It's the most wonderful time of the year!

Oh, what fun it is to spend time with family and friends during the holiday season! Here in the Keepsake Village we often think of all we're thankful for, and it's always our relationships with you, our very best customers, that come to mind first. Thank you for giving us the opportunity to do what we love. We appreciate your loyalty and friendship more than we can say.

I am so excited about the 2019 KOC program. I encourage you to read through this issue of *For Keeps* and especially to note that enrollment opens in January 2019. I hope to see your name on my list and, as always, you can email me with questions.

We're so grateful you're part of this very special Keepsake family. We look forward to a new year of making meaningful memories with you.

Merry Christmas and cheers to the new year!

Warmly,



ANITA WINTER, KOC Manager
KOCMembers@Hallmark.com

Crafting with Keepsakes: Make a shadow box tree

Display your miniature ornaments in a fun, new way. Let's get crafty!



► See the full video tutorial and more craft ideas at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

Looking for a fun activity for your local club? Get members together and make some shadow box trees of your own!

SUPPLIES:

- Your miniature Keepsake Ornaments
- Shadow box frame
- Nail tacks
- 5 short strips of wood, plus a few short sticks
- Red twine
- Glue (hot glue gun works well)
- Small pine cones, pine needles and faux holly berries

HOW TO DO IT:

1. Add nail tacks to each strip of wood. These will hold your ornaments.
2. Wrap each strip with red twine in any pattern you like.
3. Glue the short sticks into place at the bottom of the frame's backer to form your tree trunk.
4. Build your tree by placing two wood strips just above the trunk, two more a couple inches higher and one at the top. Glue in place.
5. Cut and glue pine cones to the top for the tree topper.
6. Fill in the tree with pine needles and berries. Glue in place.
7. Hang your miniature ornaments from the tacks.
8. Place tree into shadow box, then share your creation with us Keepsake Community.

Big hearts and generous givers

THE JOYFUL COLLECTORS CLUB

MARLTON, NEW JERSEY

The Joyful Collectors Club has been actively volunteering and raising funds for charitable organizations since 2001. They have responded to urgent needs that have ranged from the devastation after 9/11 to the hurricanes of 2017. Many of their financial and product donations were made in the name of retired Keepsake Artist Ed Seale, who visited Joy's Hallmark in Marlton for several signing events.

The club's current and biggest fundraising success came during a signing event with Nello Williams and Jake Angell when they raised \$2,500 for Ronald McDonald House of South Jersey. Club President Michele Bulger says, "Every member had their heart in this fundraiser because the money will be donated to the organization in the name of our youngest club member, Sadie Grace." Now 18 months old and thriving, Sadie Grace was born at just 5 months, weighing only 1 lb., 8 oz. The Ronald McDonald House enabled family and friends to be near her at all times in those first difficult days. Kudos to the Joyful Collectors Club for all they do, and to Sadie Grace for inspiring us all!



The Joyful Collectors Club members put their hearts into giving.



KEEPSAKE VILLAGE

HALLMARK HEADQUARTERS, KANSAS CITY, MISSOURI

Here in Kansas City, one of Hallmark's favorite groups to support is Operation Breakthrough, an organization that provides a safe, loving and educational environment for children in poverty.

Hallmark National Volunteer Manager Amy Winterscheidt explains, "Hallmark has supported Operation Breakthrough in a myriad of ways, including the holiday Adopt-a-Family program. In 2017, Hallmarkers generously adopted 83 families at Operation Breakthrough, providing gifts, toys and gift certificates for moms and their children."

Our own Keepsake Village adopts two families every year, each with at least three children to provide for. Keepsake Artist Tom Best has been coordinating our efforts for the past 7-8 years, after taking over from Joanne Eschrich. Tom explains, "Each child gets 10+ gifts, plus mom gets a gift card and we provide for each family's holiday dinner."

It's no small task to keep organized, but Tom is up to the challenge. "After a few years, I've learned what people like to shop for, and for those people who don't like to shop, they're always generous with money. Historically the group goes overboard every year, and we have extra to give to the organization. It's an effort the Keepsake Village loves to support, knowing that kids will wake up to a very merry Christmas."



Keepsake Village members and other Hallmarkers packed this truck with donated gifts.

Decking the halls with KOC members

There's a story behind every tree. Meet two members who shared theirs, then share your own with us on Keepsake Community.

KOC MEMBER CATHERINE P.

from Comox, British Columbia, Canada, shares some fun facts about setting up her Christmas tree for the holiday season.

- Years collecting: **17**
- Keepsake Ornaments collected: **195**
- Series collected: **8**
- Hours to set up tree: **5**
- Height of tree: **7½ feet**
- Years using this tree: **10**
- Lights on tree: **800**
- Hours a day tree is lit up: **3**
- Views by friends and family: **12**
- Number of pets to interfere with ornaments: **2**



KOC MEMBER JERRY B.

from Albany, Oregon, gives us an inside look at his family's holiday heritage.

Each Christmas, our dining room windows come to life with an ever-expanding collection of ornaments that began in the early 1970s. We continue to discover and celebrate traditions that are representative of my Scandinavian heritage. My great-grandparents migrated from Norway to the U.S. in the early 1800s and settled in a small town in northeast Iowa. It's quite likely my great-grandparents knew of my wife's great-grandparents!

Our first and still very special angel is a tree topper. She has been in the family for years and takes center stage each Christmas. My avatar is a small collection of our Scandinavian Tomte figures and ornaments. Finally the candelabra, our light of Christmas, shines in the window. "God Jul"—Merry Christmas.



► See more KOC member holiday trees and share your own at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

The making of a Mary's Angels ornament

Ever wondered how an ornament comes to life? We asked Robert Chad about his creative process, and he took us along for the journey.

1

"It all starts with a sketch. I sketch for hours and hours, multiple angels, before I ever get to the one that we're going to use."



2

After doing pencil sketches, Chad scans those sketches onto his iPad, where he redraws them, refining the design of the concept that's been selected.



"And then I get right down to sculpting."



3

Chad is a traditional sculptor, working with wax.

“It’s handmade. I’ll take the head from the previous year, I’ll cut all the hair off of it and then I’ll start building the hair back on, whatever the new hairstyle is going to be. And I try not to change the face too much. That way there’s consistency, they all look like the same angel face.”



4

And what’s the magic that makes those angels seem so real?

“When it’s in wax, it doesn’t look alive. It’s not until you get the paint on it that it starts to breathe. The skin color, the eyelashes and all the little color bits—that’s what makes it come alive.”

With Robert Chad bringing Mary’s Angels to life, we have a feeling they’ll be around for a long, long time.



► See the full video of the making of this ornament at KeepsakeCommunity.Hallmark.com

A look back at 2018

Keepsake artists always look forward to meeting you in person, and we wanted to capture a few of this year's favorite moments...



Just having the opportunity to host Nello and Jake was the best moment for our club. The whole experience is something we will never forget.

—Michelle B., Monroe Township, NJ

From the club members and employees to the artists and those we met in line, everyone was very nice and helpful. We had a wonderful time!

—Sue K., Nashville, TN

The events we held throughout the past year all had one thing in common: our KOC members were there to make them special. We're working hard to make 2019 even more special!



Save the date

JANUARY 2019 | KOC membership enrollment opens

AUGUST 8-10, 2019 | KOC Convention, Kansas City