

Collectively Speaking

The local club newsletter for the Hallmark Keepsake Ornament Club

January 2012

Happy New Year!

It's so hard to believe that the holidays have come and gone. But it's always fun in January to look ahead to the upcoming year and all of the fun things that are planned. We are excited to share our 2012 collection of membership and Club-exclusive ornaments. The Keepsakes Studio Artists have been working hard on all of the final details of the 2012 ornaments.

2012 KOC Membership Ornaments

The 2012 Christmas Window is Jangles—a Christmas Shop! And when you peek inside you'll find everything you need for Christmas, including ornaments (of course) and a little Rocking Horse. Nina Aubé designed this ornament with all the detail and charm that you have come to know and love in this series.

The second membership ornament is a beautiful white nutcracker designed by Joanne Eschrich. And in typical Joanne fashion, there are tons of great details made out of beautiful materials like rhinestones and fur.

And the third membership ornament for 2012 is a unique snow globe created by Tammy Haddix. Inside you will find one of Tammy's adorable snowmen and of course some fun little animals. This ornament is perfect for anyone who loves Tammy's other series like Snow Buddies, A Visit from Santa, or Frosty Fun Decade.

2012 Club-Exclusive Ornaments

The four 2012 Club-exclusive ornaments were designed specifically with you in mind. The first exclusive ornament is the Stunning in the Spotlight Barbie® ornament. This beautiful Barbie® was designed again this year by Trish Andrews and is a replica of the 2009 limited-edition Barbie® Doll from the "Since 1959" Collection. This ornament is available beginning Ornament Premiere weekend, July 14-15. The second Club-exclusive ornament is for all you Santa's Around the World fans—Netherlands Santa is sure to take your breath away. Edythe Kegrize has once again designed a beautiful Santa, but she requested that this one be done in porcelain as a nod to authentic Dutch pottery. This ornament will be available at your

local Hallmark Gold Crown store beginning September 8, 2012. Christmas Angel is our third club-exclusive ornament designed by retired Keepsake Studio artist Sue Tague. Sue was known at Hallmark for her unique gifts that she created for co-workers from beads, buttons, and other found objects. This ornament represents Sue's unique style and her passion and she designed it specifically as a thank-you gift for KOC members for their support during her career at Hallmark. Christmas Angel will be available beginning Ornament Debut weekend, Oct 6-7. And Holiday Open House in November brings the fourth Club Exclusive to you. The Public Library—a companion piece to the long-running Nostalgic Houses and Shops series is brought to you by Don Palmiter. Don added a fun surprise to this piece—look upstairs to find a room decorated for a meeting of a local club as a tribute to the KOC's 25th Anniversary.

Two Additional Ornaments Available for KOC Members This Year

Two ornaments will only be available to KOC members when they join or renew their 2012 KOC membership. The first is a repainted Mrs. Claus's Cupboard. The original Mrs. Claus's Cupboard was offered at the 2011 KOC Event in Kansas City. Mrs. Claus's Cupboard was designed by Edythe Kegrize, but more than two dozen studio artists contributed to this piece. Also available this year to KOC members is Sweet Angel Cake. This unique piece was designed by Ruth Donikowski and was inspired by a full-size doll cake. Using the same fabric and processes as on her cupcake ornaments, Ruth started her work from a design by Keepsake Artist Katrina Bricker.

Collector's Edition Dream Book Arriving Earlier This Year

We've heard you! You want the Dream Book earlier this year and we are working hard to make that happen. The 2012 Dream Book is in the works right now. Once again we have some special things planned with the KOC Dream Book. This special edition Dream Book will begin arriving in home in late March! And KOC members will have access to the Dream Book on KOCmembers.com in late March as well.

2012 In-Store Signing Events

Thank you so much for all of the submissions for our In-Store Signing Event challenge. We have spent the past couple of weeks pouring through the wonderful submissions that we received from so many of you. There were so many heartwarming stories of how you and your retailer are making a difference in your local community. There were so many amazing, creative submissions that it is proving, once again, to be very difficult to determine the winners. Winners will be announced in the next issue of *For Keeps* and *Collectively Speaking*.

A Christmas Tree Full of Fishing Memories

This article first appeared in the December 22, 2011 issue of *Waterline* (a weekly section of the Sun family of newspapers in Southwest Florida). We thought it was such a sweet article we wanted to share it with all of you.

The Christmas Tree standing in Judy Bolton's Port Charlotte home is more than just a tree—it's a reminder of her precious time with her husband, Carl. He and Judy put up their fishing tree together for more than 25 years before he passed away in February of 2008. "We knew we wanted a theme tree, and we both loved fishing," says Judy. "We started out with a 3-foot tree. We couldn't find any fishing-themed ornaments, so we used spoons and bobbers and lures. Carl clipped the tips off the hooks so no one would get hurt. We went to the bait shop and got beads and mini bobbers to make a garland. Later, when we started to find wooden fishing ornaments, we moved up to a 4-foot tree."

As time went by their collection of decorations grew and finding them became a bit easier. "Now Hallmark does new (fishing-oriented) ornaments every year, and so does B.A.S.S.," says Judy. "And people got us a lot of ornaments over the years." Although Carl is gone, Judy still gets her yearly Hallmark ornament and carries on the tradition. Her tree this year is 6.5 feet and has more than 200 ornaments—all of them fishing-related.

Most of her ornaments are right off the shelf, but the fishing angel topper is a custom piece. She's made of grapevine, and when the Boltons bought her, she didn't have the rod, creel or hat she sports today. The Boltons teamed up to make the accessories they needed and affix them to the angel.

Without Carl, life is not the same for Judy—but she's grateful that she has the memories of their time together to treasure. "Make memories," she says. "You've got to make memories."

Local Club Call for Entries

We love hearing about the creative activities and community service projects that our local clubs participate in every year. That's why we would like to focus on one local club in each issue of *Collectively Speaking* in 2012. So send your stories our way. Tell us about your local club in a one-page letter. Include your 2012 plans and anything new, different or exciting that you're going to be up to this year that might set your club apart. You can email your letter to kocmembers@hallmark.com. We look forward to hearing from you!

Reminder: Local Club Rosters Are Due

All Local Club Rosters must be received by **January 31, 2012** in order to be eligible for 2012 local club benefits.

- 1) Electronically: Go to KOCmembers.com, click on Local Clubs and scroll to the Download Forms section. Open and save the 2012 Membership Roster to your computer. Complete the roster and email it to us at KOCmembers@hallmark.com.
- 2) Postal Mail: Mail us a handwritten or typed copy of the roster to: Hallmark Keepsake Ornament Club
Local Club Program – Mail Drop #166
PO Box 419580
Kansas City, MO 64141

Confirmation postcards will be returned for rosters mailed to the address above. For rosters received via email, you will receive an email confirmation, in place of the postcard confirmation.

Send Local Club or retail sponsor updates, suggestions, questions, newsletters or other items to:

Hallmark Keepsake Ornament Club

Local Club Program

PO Box 419580, MD #166

Kansas City, MO 64141

Please include your contact name, address, email address and phone number on all correspondence. *Local Clubs are welcome to reproduce all articles in this newsletter with credit to the Hallmark Keepsake Ornament Club.*

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