

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

TO: THE FIRST LADY

FROM: Ann Stock *A.S.*

DATE: July 22, 1997

RE: Christmas Ornament Project for Blue Room Tree

CC: Melanne Verveer
Ellen Lovell ✓
Cheryl Mills

I am attaching a draft letter which will be sent to the following three groups we are inviting to create ornaments to hang on the Blue Room Tree depicting the theme, *SANTA'S WORKSHOP*.

1. Members of the National Needlepoint Association
(They will each needlepoint a toy which would be found in *Santa's Workshop*).
2. Glass Artists who are members of the American Craft Council
(They will submit a decorated glass ball blown by their studio).
3. Council of Fashion Designers
(Each designer will create their version of a Santa's Suit which will be hung on the tree with a small hanger).

Please take a look at the attached and let me know if you approve. Each of the above groups will get the same correspondence with slight revisions.

We hope to begin sending out letters of invitation by the middle of next week.

Thanks.

July 30, 1997

xxxxx

Dear xxxx:

The White House is never more beautiful and reflective of the American spirit than during the Holiday Season. It is a time when all of us share in celebrating the true meaning of Christmas. The First Family is grateful to have all visitors to the White House join with them in experiencing the beauty which fills this national treasure during the holiday season.

Christmas holds a particular bond for all of us. As we reflect upon the memories and anticipation of the season, our thoughts turn to those of children. This holiday, the President and First Lady would like the White House to reflect Christmas as seen through the eyes of a child. Therefore, they have chosen the theme, ***SANTA'S WORKSHOP***. It is their wish that we continue to recognize the hopes and dreams of our next generation.

Each year the First Family invites specific groups and individuals to create ornaments, which depict the chosen theme, for the White House Blue Room Tree. This year the members of the National Needlepoint Association are being invited to design and stitch one needlepoint ornament portraying toys and objects one might find in ***SANTA'S WORKSHOP***. It would be an honor to have your creation as a part of this year's White House holiday celebration.

We hope you will be able to participate as we are extremely excited about this holiday theme. It is imperative that the Christmas theme remain confidential until Mrs. Clinton unveils it at a press conference the first week of December.

I am enclosing a list of ornament specifications which includes suggested designs, deadlines and mailing instructions. Also, I am requesting that the attached form be returned to my office by August 25. This will confirm your participation. If you have any questions, please contact Debby McGinn in the White House Social Office at 202/456-7136.

On behalf of the First Family, I would like to thank you for your consideration of this invitation. I personally look forward to working with you to make ***SANTA'S WORKSHOP*** at the White House a memorable experience for all.

Sincerely,

Ann Stock
Social Secretary

BLUE ROOM TREE

Ornament Requirements and Restrictions

Needlepoint Ornaments

1. *The size of the Blue Room Tree will be approximately 19'6". Each needlepoint ornament shall measure (finished) from 8" to 12" in diameter. You may either stitch a 3 dimensional or 1 dimension ornament. (All stitching and finishing of the ornament must be done in the United States). If you choose to create a 1 dimensional ornament, I have enclosed fabric for the backing so that your ornament will coordinate with ribbons we are using in the Blue Room. Any light weight stuffing can be used. Please select your favorite threads or yarns, however, we would like to request all stitchers use 13 to 24 count canvas.*
2. *The needlepoint ornaments will be hung on a very dark green Christmas tree lit with white lights, therefore, when selecting yarns, any large area should be filled in with a light color which will show against dark branches.*
3. *We ask that each stitcher attach a gold cord at the top of the ornament, leaving a 6" drop. This will give each ornament a unifying cord to attach to the tree.*
4. *Please place your initials somewhere on the ornament, however, they should not be larger than ½ inch in height or width.*
5. *The general theme and decorations are to be treated as confidential until revealed to the press by the First Lady in a press conference the first week of December. We request your assistance in not publicizing your participation prior to the announcement by Mrs. Clinton. Any media inquiries should be referred to the First Lady's Press Office at 202/456-2960. Individual media campaigns are prohibited.*
6. *Designs and ornaments may not be reproduced for sale as being "designed for or exhibited at the White House". These are policies that forbid the commercial sale of products or items produced for or that purport to include the endorsement of the White House, the President or the First Lady.*
7. *The ornaments will not be returned to you. They will become part of the White House collection of ornaments.*
8. *Ship all ornaments, prepaid, to arrive no later than October 31 to: Ann Stock, Social Secretary, The White House, Suite 200 - East Wing, Washington, D.C. 20500. ATTN: Needlepoint.*

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9. *All stitchers should attach a 3x5 index card to the ornament prior to shipping. On the card, please include your name, address, telephone number and a general description of the work. Please attach a photograph of your ornament to the back of the 3x5 card. These cards will be filed for future use. If you have a finisher and would like to include that person's name as a creator of the ornament, please provide the name and address of that individual on your 3x5 card.*
10. *Please see the attached list of suggested subjects for ornaments depicting this year's theme, SANTA'S WORKSHOP. Your own ideas are welcome.*
11. *Please return the attached form to me by August 25 confirming your participation.*

If you have any questions about the above requirements, please do not hesitate to call Debby McGinn in the Social Office at 202/456-7136.

SANTA'S WORKSHOP

Ornament Suggestions

Santa Claus

Mrs. Claus

Sleigh

Reindeer

Toy Train

Truck

Candy Cane

Horn

Saxophone

Rocking Horse

Wagon

Teddy Bear

Ball

Bat

Bicycle

Doll

Jack in the Box

Nutcracker

Drum

Sack of Toys

Cornucopia

Snowman

Stocking

Angel

Star

CONFIRMATION OF PARTICIPATION

Blue Room Tree

Needlepoint Ornaments

Please complete the following information confirming your participation in the creation of a needlepoint ornament for the White House Blue Room Tree. Please return to me at the following address or fax by August 25.

Ann Stock
Social Secretary to the White House
East Wing - Suite 200
Washington, D.C. 20500
ATTN: Needlepoint
FAX NUMBER: 202/456-6771

_____ I will be participating in the creation of ornaments for the White House Blue Room Tree.

_____ I will not be participating in the creation of ornaments for the White House Blue Room Tree.

NAME: _____

ADDRESS: _____

PHONE: _____

FAX
NUMBER: _____

LOCAL NEWSPAPER CONTACT (Include Address): _____

FINISHER'S NAME AND
ADDRESS: _____
