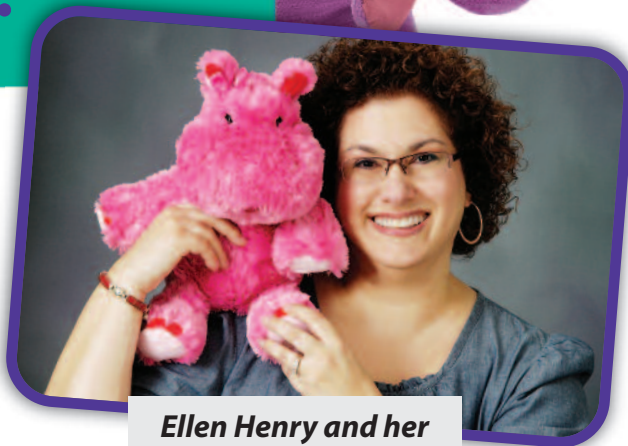


# MANAGING 'PLUSH'

## Ellen Henry .....

Ellen Henry is a kid at heart – which is a good thing since she spends most of her days working with stuffed animals. Henry is responsible for identifying, buying and helping design the latest and greatest in plush animals for Hallmark Cards, Inc.

Henry is a retail buyer and a wholesaler. As a retail buyer, she buys stuffed animals that are not made by Hallmark. Some examples are Ty Beanie Babies, Ty Girlz, Webkinz by Ganz and Shining Stars by Russ Berrie. If the product isn't selling, she needs to find a replacement for it.



*Ellen Henry and her plush friend Lola*

### What Makes Lola Plush?

Lola, the little pink hippo, isn't just a stuffed animal. She's a plush animal as well. That's because her rich coat is made of fabric that has long, soft threads on top.



### No Beans!

The "beans" in TY Beanie Babies are not really beans at all. They are round pellets made of plastic.

As a wholesaler, she works with designers to figure out what plush animals will sell under the Hallmark label. An example of this type of product was the "Hug-a-Bunch" plush animal collection by Hallmark for Valentine's Day 2007. Hallmark even used her voice inside the hippo character named Lola.

Henry is a good communicator and problem-solver. She is also a leader. She uses a lot of math in her job. And enjoys working with people and stuffed animals.