



# Georgia Gems

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association, 5815 Fairwood Walk, Acworth GA, 30101

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Convention  
2011

Lakepoint State Park Resort  
Eufaula, AL  
March 25-27

Dear Georgia Jewelers,

I hope everyone has had their snow fix for the winter and is ready for the warmth of spring. The economy seems to be improving with better sales during the Christmas and Valentine's Day holidays. Metal prices continue to climb, so position yourself as the expert for sound advice in your community. Silver, the new gold, is attracting more and more attention. Many new designs of quality silver jewelry are entering the market. Take advantage of this fashionable and affordable metal.

If you have not already mailed in your 2011 Georgia Jewelers dues I hope you will mail it this week. Your association relies on the membership of independent retail jewelers here in the state of Georgia. The \$90 fee helps underwrite our newsletter, our yearbook, our convention, our web site, our design competition and maintain our association. So keep your GJA membership intact and get your dues in the mail, its not too late!

And speaking of convention, it is just around the corner. **March 25, 26, and 27 at Alabama's Lake Eufaula Lakepoint State Park and Resort.** We've got two great speakers lined up with programs that are sure to grab your attention and good topics for the roundtable. We will host a "grab a plate" casual dinner in the hospitality suite Friday night and our annual reception and banquet Saturday night along with the president's luncheon Sunday. For our golfers, get out to the range and get ready for a great day on the links at our "spring break" golf tournament.

Our Georgia Jewelers 2011 Jewelry Design Contest will be held on Sunday March 27 at the convention. It's not too late to get your entry in to the GJA office or to Johnny Johnson at Edward - Johns Jewelers in Marietta. Past Presidents Johnson and Aline Ezquerro will chair this year's event with help from Jana Barry. If your store has not submitted one or more designs to the contest before make this year the first. Best of show winner will be entered in the 2012 Torch awards held during the Atlanta Jewelry show. The 2011 Torch Awards will take place for the first time this March the 6th at the SJTA show. Be sure to stop by and vote for the People's choice award.

See you in Eufaula,

John W. Reed, J W R Jewelers, Athens  
GJA President



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### Publication & Distribution

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### Published Quarterly

### Deadline for Receipt of Advertising Copy

1 <sup>st</sup> Quarter	February	15
2 <sup>nd</sup> Quarter	May	15
3 <sup>rd</sup> quarter	August	15
4 <sup>th</sup> Quarter	November	15

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Change of address should be sent to the GJA headquarters location above. Georgia Gems, in its sole discretion, reserves the right to run ad material on hand if material not received by copy deadline date.

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## 2011 Calendar of Events

**March 5-7** SJTA Atlanta Jewelry Show

**March 6** GJA Board of Directors meeting

**March 25-27** AJA/GJA Joint Convention,  
Lakepoint Resort, Eufaula, AL

**April 2-4** Instore Show Chicago, IL

**April 27-30** AGS Conclave San Francisco, CA

**May 31-June 6** Luxury by JCK Las Vegas  
Mandalay Bay

**June 3-6** JCK Vegas Las Vegas Mandalay Bay

**July 24-26** JA Show NY

**July 30-August 3** IJO Grapevine, TX

**August 6-8** SJTA Atlanta Jewelry Show

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## How's Business so far this year?

Better than 2008? Worse...? If you're feeling the pressure, you're not alone, and with the current shape of the economy, it's no surprise that it's such a struggle to make a buck. Charles Frey & Company, Inc. specializes in customized sales for fine jewelers just like you. What separates us from our competitors? That's simple, we let go of the outdated 'cookie-cutter' approach years ago and strive to construct the sale around YOU and YOUR GOALS! We'll even build the sale around selling your goods FIRST?! CFCO, Inc. comes outfitted with over 21 years of hands on experience in the retail jewelry industry and we pride our selves in our honest, professional and personal approach to your unique situation, whatever it may be. Combine your Team with ours at CFCO Inc. and let our program turn your good will into cold hard cash!

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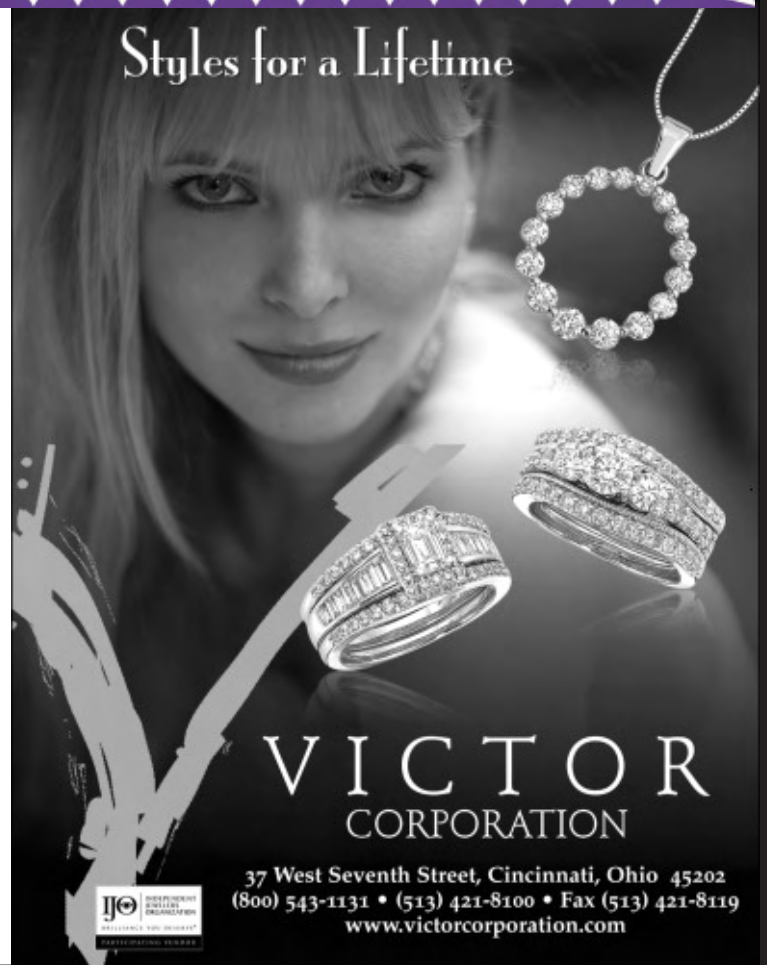
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08.02 Identity Theft - Jewelers

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## What or who is on your rooftop? The answer might surprise you

You've placed your inventory in the safe. You've locked the doors. You've sent your staff home for the night. You've initiated the afterhours burglar alarm system. You've checked and double-checked the usual points of entry before you leave your store. But what about the 'not-so-usual' entry points like your roof, ceiling or a common wall your store shares with adjoining unprotected premises? In many recent cases, burglars have entered stores through these 'not-so-usual' entry points to successfully commit burglaries. Often, this type of burglary results in devastating losses for jewelry store owners.

Jewelers Mutual is always ready to respond when you have a loss. But we'd much rather help you avoid loss from occurring to help you save time and money, and to protect your business against this kind of crime.

To help you avoid a devastating burglary loss, here are some important reminders you should add to your burglary-resistance checklist:

**Check your alarm system.** If your alarm system doesn't provide line security, you don't have adequate burglary protection! Without line security, a burglar could compromise your burglar alarm system before any signal is sent. The undetected burglar would have plenty of time to burn or cut into your safe(s) regardless of any Underwriters' Laboratories, (UL) burglary resistant rating!

Talk to your alarm service company today about installing line security. Once it is installed arrange to have your burglar alarm system tested regularly to assure your line security is operational.

**Check your safe.** The attack equipment burglars use today allows them to easily enter a wide range of safes, even those that are UL burglary-resistant rated. UL rates safes according to the number of minutes it takes to penetrate the safe under laboratory testing conditions using a specified complement of attack tools. Recently reported burglaries involved UL TL 30 safes, the "30" represents the minutes, and the "TL" means tool resistant. Undetected and with the right attack tools, burglars can compromise a safe with this rating. That's why a properly functioning burglar alarm system that provides for reliable response is essential.

Talk to your insurance agent and safe vendor to determine if your safe provides sufficient physical protection. Now might be the time to consider a high security safe.

**Be aware of all entrance points.** Make sure your alarm system can detect unauthorized intrusion through the roof, ceiling, a back door, a bathroom window, an air conditioning unit or an common adjoining wall. Work with your alarm service company to make sure your premises are appropriately protected.

**Respond to every alarm signal.** It is common for burglars to trigger an alarm and observe who, if anyone, responds, the nature of the response, and how long the response takes. In many recently reported burglary cases, a thorough search of the interior of the store when the alarm signal was received would have revealed that a burglary was in progress.



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## GJA Membership Annual Dues Invoice

Your 2011 membership renewal invoice was mailed to your store in November. If you need a copy, call Judy at 770-424-7567.

*Thank you to these members who have already mailed in their checks*

If you have not mailed your dues yet, please send it to the GJA office today. Judy can take your Visa or MC over the phone also.

**It's not too late; we appreciate your continued membership!**

**Don't delay, join today**



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