



Georgia Gems

A Publication of the Georgia Jewelers Association

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

Phone: 770-424-7567

Fax: 770-424-9438

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



2010-2011 GJA Board

Executive Officers

President, **John Reed**, JWR JEWELERS, Athens
Vice-President, **Jan Ferguson**, FORD, GITTINGS & KANE JEWELERS, Rome
Secretary-Treasurer, **Tim Haney**, HANEY JEWELRY CO., Rome
Immediate Past President, **Eddie Knox**, KNOX JEWELERS, Atlanta

Board of Directors

Joel Jossey BROWN JEWELERS, Blakely
Ben Whidby, WHIDBY JEWELERS, Madison
Raymond Wilson, DAVIS JEWELERS AND FINE GIFTS, Donalsonville
Paxton Morris, GIRARDIN JEWELERS, Valdosta
Bill Spencer, SPENCER JEWELERS, Athens
Jana Barry, EDWARD JOHNS JEWELERS, Marietta
Debbie Jackson, TENA'S JEWELRY & GIFTS, Washington
Bill Rosenfeld, ROSENFELD JEWELERS, Tucker

Associate Directors

Bill Adams, WILLIAM ADAMS & ASSOCIATES, Atlanta
Gene Lambert, SIMON GOLUB & SONS, Tampa, FL
Jeff Unger, ALISA DESIGNS/B&N JEWELRY, Marietta
Rhett Hartzog, Independent Rep, Atlanta

Georgia Jewelers Association

Executive Director: Judy Lince
5815 Fairwood Walk
Acworth, GA 30101
(Phone)770-424-7567 (Fax) 770-424-7567
judylince@comcast.net
<http://www.georgiajewelers.org>

Publication & Distribution

Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association not for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 300 GJA members plus other individuals and companies who support the association.

Published Quarterly

Deadline for Receipt of Advertising Copy

1 st Quarter	February	15
2 nd Quarter	May	15
3 rd quarter	August	15
4 th Quarter	November	15

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated, neither the newsletter nor the association endorses any product or service advertised or noted herein, or is responsible for accompanying statements or claims.

Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate. Requests for reprint articles with credit should be addressed to the executive director.

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.

This publication is produced by the executive director and the board of the Georgia Jewelers Association. Design and layout by Michael Berg.

Colored Stones

Cabochons

Carvings



Tim
Roark
Imports

1401 Peachtree Street Suite 234
Atlanta, GA 30309 USA
404-872-8937
888-TIM-ROCK

Timothy M Roark



Ken Williams

Cell: 516-425-2042

800-621-1162
F 212-768-8657

42 W 48th st. 15th floor
New York, NY 10036

ken@IDDNY.com
www.iddjewelry.com



REFINERS OF PRECIOUS METALS SINCE 1916

Pease & Curren

75 Pennsylvania Avenue
Warwick, RI 02888

1-800-343-0906

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

August 13-15 RJO Indianapolis, IN

The POWER of NO CREDIT CHECK!

Okinus Credit Solutions can get your customers approved to purchase fine jewelry when no one else can. Our approvals are based on the customer's income and checking account use.

Advertising our No Credit Check program can increase your traffic by **25% to 50%.**

Call us today at **1-800-472-1334** or visit our website at www.okinus.com.



OKINUS
Credit Solutions



here today
here tomorrow

Bringing the Southern jewelry industry together for 23 years

For subscriptions or advertising information
go to southernjewelrynews.com
or call us at 336.389.1950

join "I'm a fan of Southern Jewelry News" on 

CHARLES FREY & COMPANY INC.

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!



1092 Johnnie Dodds Blvd Suite 10 | Mount Pleasant, SC 29464

Princely Protection for your Royal Collection



It's no jest. Judy Carter has long been your femme phenom for insuring your finest jewels. But a gentleman has now joined the court. Lords and ladies, there is no gent better suited to insure your baubles, beads, and jewelry fit for a queen.

Steve Dabbs is our newest, noble protector of your fine jewels and giftware.

In the jewelry insurance realm, Judy Carter & Associates rules the kingdom.

Call Judy or Steve Today!



300 Vestavia Pkwy., Ste. 1600 Birmingham, AL 35216 Toll Free 1.888.795.1221 Phone 205.795.1221 Fax 205.822.2253



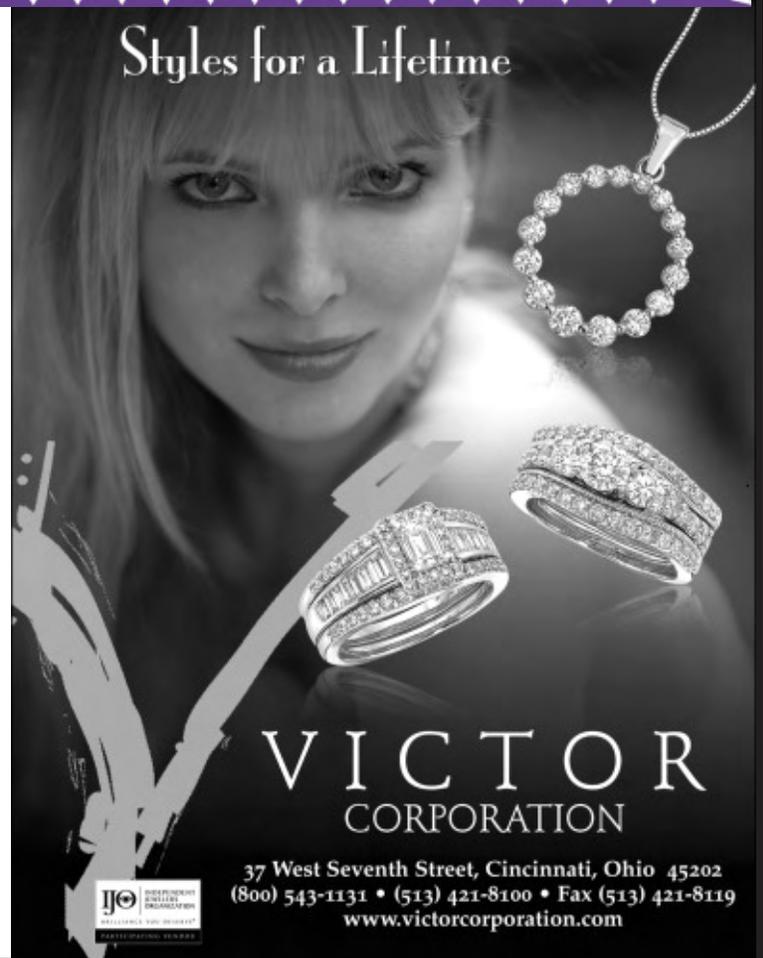
FALLAIZE INSURANCE

The Fallaize family has been helping Georgians navigate the maze of insurance, loss prevention and security since 1959. As members of the Georgia Jewelers and Southern Jewelers Travelers Association for over 30 years we are here when you need us.

770-242-8842
www.fallaize.com

754 Holcomb Bridge Rd.
Norcross, GA 30071

Styles for a Lifetime



VICTOR CORPORATION

37 West Seventh Street, Cincinnati, Ohio 45202
(800) 543-1131 • (513) 421-8100 • Fax (513) 421-8119
www.victorcorporation.com



You manage the daily operations
of a highly successful business.
You are a pillar of the community
and a person of honesty
and integrity.

identity theft

Identity theft can carry a hefty price tag for a businessowner. Where would you turn if you were a victim of...

- credit card fraud
- debt collection
- investment fraud
- phone fraud
- mail theft
- tax fraud
- passport fraud
- social security number misuse
- student loan fraud

Federated's Identity Recovery Coverage provides a telephone help line, reimbursement for covered expenses, and—most important—a case manager who can help put your busy life back together.

The FEDERATED Insurance Companies
Home Office: 121 East Park Square • Owatonna, Minnesota 55060
Phone: (507) 455-5200 • www.federatedinsurance.com

08.02 Identity Theft - Jewelers

FEDERATED
INSURANCE®



Elizabeth and Bill Campbell

**COVERAGE YOU CAN COUNT ON.
PEOPLE YOU CAN COUNT ON.**

"We've been insured with Jewelers Mutual since the day we opened the doors of our store. Since that time, we have been extremely pleased with the prompt and friendly service we receive, especially when we have had a claim. With Jewelers Mutual, we get personalized service every time we call. It's a big company, but you don't get that feeling when you need help."

— Elizabeth and Bill Campbell
McCaskill & Company
Destin, Florida

Jewelers Mutual
INSURANCE COMPANY

800-558-6411 • JewelersMutual.com • YourInsuranceExpert@jminsure.com

APPRAISERS CUSTOM DESIGNERS MANUFACTURERS
REPAIR BUSINESSES RETAILERS WHOLESALERS PERSONAL JEWELRY

Proud sponsor of the Georgia Jewelers Association

EXCLUSIVELY
ENDORSED BY



- **Fast Settlements**
- **Advances**
- **Pool Accounts**
- **Maximum Returns**
- **Wire Transfers**
- **Checks**
- **Fine Gold Returns**



sales@unitedpmr.com
www.unitedpmr.com

UNITED
PRECIOUS METAL REFINING, INC.

There is more than just

Gold in your Scrap

FAX
(800) 533-6657
or
+1-716-683-5433

PHONE
(800) 999-FINE
(3463)
or
+1-716-683-8334

Are you being paid for the ...

Palladium in your Rings \$

Platinum in your Settings \$

Silver in your Scrap \$

If not, it's time you called UNITED.



UNITED Precious Metal Refining Inc. 2781 Townline Road • Alden, New York 14004 • USA

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.

1846 Cheshire Bridge Road
Atlanta, GA 30324

800-343-2515 toll free
404-873-2515 local
404-873-4581 fax



DOWN'S
SAFE & VAULT CO.
Since 1900
800-343-2515

(854) 458-2700 (Tel)
(954) 458-4868 (Fax)
(888) 458-2700 (Toll Free)
www.FingerMate.com

Finger Mate, inc.

2500 E. HALLANDALE BEACH BLVD.
HALLANDALE, FLORIDA 33009



Hinged Ring Shanks
Wedding Rings
Mountings



WALTER H. PICKENS, JR.
VICE PRESIDENT

Pickens, Inc.
JEWELERS

480 East Paces Ferry Road, N.E.
Atlanta, Georgia 30305
404-237-7885 800-776-8925 Fax: 404-231-0858
Email: pickensinc@bellsouth.net
www.pickensinc.com



ERIC H. SCHWOTZER
President



Penn Gem International
IMPORTERS AND CUTTERS OF GEMSTONES

P.O. BOX 1045
McMurray, PA 15317
U.S.A.

800-245-1079

724-942-5480

FAX 724-942-2910

penngemint@aol.com



Georgia Gems

A Publication of the Georgia Jewelers Association



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



JAGDISH SHAH
1-800-848-3426
919-847-3447 (Fax)
jackshah@att.net

POOJAN DIAMONDS

IMPORTERS OF DIAMONDS & DIAMOND JEWELRY

Diamond Jewelry

U.S. Office
Poojan Diamonds
P.O. Box 30081
Raleigh, NC 27622-0081

Beverly Bremer

SILVERSHOP

Premier source for sterling silver since 1975

missing
a piece?



3164 Peachtree Road, NE · Atlanta, GA 30305
404-261-4009 · www.beverlybremer.com
10AM - 5PM Mon. - Sat.

Georgia Jewelers Association

5815 Fairwood Walk
Acworth, GA 30101

