



# Georgia Gems

A Publication of the Georgia Jewelers Association

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

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Dear Fellow Georgia Jewelers,

It is truly hard to believe Christmas is over and we have begun a New Year. I hope 2012 was good to you. I have spoken with several jewelers and I am hearing good news. December was not as good as most had predicted, but overall, the reports are on the positive side for the year as a whole. I would love to hear from each of you--

especially if you have celebrations to share. What was successful and what will you steer clear of in the future?

With the New Year we have many opportunities. Designers and vendors have already been calling and writing each of us sharing their new products. Some of you who are still brave enough to offer giftware in your stores attended America's Mart January Gift Show and saw good crowds purchasing for the spring. The showrooms we visited said the attendance was good and sales were brisk. There is no doubt we will have a wide variety of jewelry and giftware to sell in 2013.

We will also have opportunities to learn in 2013. The Atlanta Jewelry Show is March 2, 3 and 4 at the Cobb Galleria. Do not miss the chance to learn from some of the industries finest at the daily sessions offered. The agenda has been mailed and is available online at [atlantajewelrshow.com](http://atlantajewelrshow.com).

The Georgia/Alabama Convention will be at Callaway Gardens Spa and Lodge April 26-28. Judy Lince and Kathy Beall have been working on getting the very best speakers for our sessions. Taking the time to hone our skills and learn what is new in jewelry and gemology will pay great dividends in the future.

Encourage your staff to apply for the scholarships to be awarded by Georgia Jewelers Association. This year is the second year we have offered dollars for education. The more educated we are and the more educated our staff is, the better we can serve our customers. At our store we talk about the "Win/Win" situation created by fabulous, professional customer service through a well educated staff.



Jan Fergerson  
GJA President

When our businesses are successful, we have the opportunity to make a difference in our communities. I have no doubt many of you are very generous and give back to your towns. "To whom much is given, much is expected." Being the daughter of a United Methodist preacher, I have heard these words all my life. Over the years I have seen Joe Gittings also put these words into action. Continue to seize opportunities to give to worthy causes.

Each of us should aspire to look for more ways to take advantage of the opportunities that come our way. Sometimes an opportunity presents itself as a challenge-- buying the right merchandise from the right designers and vendors is a challenge. Talk to your vendors about the opportunities they can provide. Be open to new ideas they offer. Vendors who see themselves as a "partner in our businesses" help everyone to be more successful. As retailers, we must treat the vendors who partner with us with the respect they deserve. It is most certainly a challenge to make time for educational opportunities but it will be a bigger challenge to find success if you and your staff do not stay on top of the latest developments in the jewelry industry. Finally, it is a challenge to give when budgets are stretched to their limits and bills mount, but through personal experience, I can guarantee you and your business will be blessed by your generosity.

Your Board of Directors, Executive Director Judy Lince and I want you to join us at Callaway Gardens April 26 - 28! With the attendance and support of our membership, this can be our best convention yet. See you there!

Happy Selling,  
Jan Fergerson, GJA President  
Ford, Gittings and Kane, Rome

**WELCOME**

**New Associate Member**

Scott Dupont, Pease & Curren, Warwick RI

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**Publication & Distribution**

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**Published Quarterly**

1<sup>st</sup> Quarter  
2<sup>nd</sup> Quarter  
3<sup>rd</sup> quarter  
4<sup>th</sup> Quarter

**Deadline for Receipt of  
Advertising Copy**

February 15  
May 15  
August 15  
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.

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



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**2013 Calendar of Events**

**February 16-20** IJO Show

**March 2-4** SJTA Atlanta Jewelry Show

**March 3** GJA Board Meeting, Cobb Galleria  
8:30 AM, Room 107

**April 12-15** SMART Show, Chicago

**April 15** Entry Deadline for GJA Jewelry Design Contest

**April 26-28** AJA/GJA Annual Convention, Callaway Gardens Lodge & Spa, Pine Mountain, GA

**April 28** GJA Annual Design Competition

**May 31- June 3** JCK Las Vegas

## Condolences

Over the holidays Georgia Jewelers Association lost a long time member, supporter and past president - Marvin Orenstein of Gem Jewelers in Gainesville. Many have witnessed his loyalty to the jewelry industry over the years. GJA sends condolences to his daughters Linda and Temme who faithfully escorted Marvin to the Atlanta Jewelry Show for many years and to the entire family. Linda remembers her father, many years ago around the time he served as GJA president, leaving the store and traveling around north Georgia to recruit retail jewelers for membership in GJA.

Marvin Saul Orenstein, age 91, of Gainesville died Dec. 21, 2012. Survivors include his daughter, Linda Orenstein of Atlanta; daughter and son-in-law, Temme Orenstein Schooler and Allan "Lenny" Schooler of Atlanta; sister, Alice Kaplan of Atlanta; and grandchildren, Jason Schooler, Steven Halper and Angeline Halper. Mr. Orenstein was preceded in death by his wife, Elise Eplan Orenstein; and daughter and son-in-law, Marvene Orenstein Halper and Mike Halper.

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# April 26-28 GJA/AJA Convention at Callaway Gardens Lodge & Spa



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## How can you keep your store safe and secure?

It's always a good time to do a thorough review of your safety precautions. Jewelers Mutual Insurance Company sees many insurance claims that involve sneak thefts, grab-and-runs, and robberies. Follow Jewelers Mutual's safety checklist to help keep your store and staff safe and secure.

- **Make sure you have adequate and appropriate insurance limits.** Work with your insurance agent to increase your limits, if necessary.
- **Create and communicate a code word or phrase** that warns sales staff of a suspicious situation. Practice your "suspicious situation" procedure, which should include a salesperson visibly leaving the store with a cell phone and watching from outside the store.
- **Review opening and closing procedures.** At least two employees should open and close a jewelry business. One should unlock/lock the front door and the other should observe from a safe distance with a cell phone handy to call the police if necessary. Never allow anyone into your store before opening or after closing time.
- **Lock showcases when not in use.** Make it a habit to lock the showcase after removing or returning items, even if you're away for only a short time.
- **Fill empty slots** in a display tray with merchandise or markers to avoid jewelry being stolen without sales staff realizing it.
- **Be prepared.** Before showing jewelry to a customer, gather all of the tools you will need: display pad, scope, calculator, pen and paper. Thieves will take advantage of your being unprepared and run out the door with the jewelry if given the chance.
- **Be particularly attentive when customers enter your store carrying coats or bags.** These can be hiding places for stolen items.
- **Remind employees about what to do if there is a robbery.** Make sure they know the three important points: Do not panic. Follow the robber's orders. Do not resist.
- **Take the online training course, *Selling with Security*** at JMUniversity.com. Get your access code by e-mailing your full name and e-mail address to marketing-comm@jminsure.com. Access information will be sent back to you within one business day.

To learn more about Jewelers Mutual's insurance options for your jewelry business and access the library of security materials, visit JewelersMutual.comHYPERLINK "http://www.jewelersmutual.ca"http://www.jewelersmutual.ca/, or contact Jewelers Mutual at 800-558-6411.

**Thank you** to all members who have paid their **2013 membership dues invoice**. If you have not paid your dues invoice from November for \$90 and need a copy please e mail or call Judy. judylince@comcast.net 770-424-7567

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**Georgia Jewelers Association  
2013 Scholarship**

For the second year, Georgia Jewelers Association will offer scholarship opportunities for the education and training of its member and their employees. Scholarships are offered each spring and funded for as many as three winners. The scholarship amount available is \$500.00 for each student and can be used for any GIA, AGS or other approved course.



We think this is a great benefit for being a member. Please stop by the GJA Lobby booth (#2) at the Atlanta Jewelry Show to pick up an application. We will be e mailing applications as well as snail mailing them. If you have any questions or need help, call scholarship committee chair Bill Rosenfeld, Rosenfeld Jewelers (770 414-1390) or Judy Lince (770 424-7567). The deadline for your completed application is March 31<sup>st</sup> 2013.

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