



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,

I hope this newsletter finds you enjoying your summer. For some, it may mean getting away completely for a few days. For others, it may mean you still have daylight hours after you get off each day. Whatever the summer offers you, I truly hope you are finding ways to enjoy it. So far for me, it has meant meeting my family at our neighborhood pool for an hour or so before dinner once in a while. Just getting to spend time outside on a beautiful afternoon can give me a different perspective. I love looking up into the gorgeous blue sky from the side of the pool. It somehow helps me slow down and realize that there is a time and place for everything. As busy professional people, we can get so caught up in our stores and in our offices that we feel we cannot afford to take time off. I want to "give you permission to take time off." (You don't need my permission, but many of us won't give ourselves permission to take a break. I am hoping if you see you have "permission" in writing, you will allow yourself a much deserved break.)

Speaking of taking a break, it was wonderful seeing many of you at the shows in Las Vegas. The shows can be physically exhausting, but they are a tremendous investment in your business. They allow us to see what is new and exciting. Shows also allow us to reconnect with old friends and meet new ones. The contacts we make at shows are priceless. This year we shared breakfasts and lunches with many jewelers from all over the country who were telling us what has been successful at their stores. If you know me, you have most likely felt the pain of me picking your brain about what you are doing right. Even at the airport, as we were leaving Vegas, fellow jewelers were still talking about what they found and were willing to share. When we arrived in Atlanta, I was handed great information before we parted company. Thanks, guys!

The Alabama/Georgia Convention was a fabulous break from our daily routines. Judy and Whitney Lince did an amazing job putting the convention together and keeping us all straight. Kathy and Ralph were greatly missed and in our prayers throughout the weekend. The sessions with Arthur Skuratowicz from The Jewelry Training Center were lively and very informative. Buddy Early, Special Agent from the FBI gave an eye opening lecture. Brian Barfield, Author of *Modern Day Selling*, gave his perspective on how to go from being a good salesperson to a great salesperson. In addition to the educational sessions, there was a lot of time to brainstorm informally with each other. The annual design contest had some beautiful, very creative pieces. Johnny Johnson encouraged ALL Georgia Jewelers to put pieces in next year. It is a wonderful opportunity to showcase your talent and gain "bragging rights" in your community.



Jan accepts annual sponsorship check from Jewelers Mutual's Darwin Copeman, President and CEO at the JCK Show

I saved my favorite part of convention for the last...

The fundraising at this year's convention made me tremendously proud! We raised over \$5,000 for Make A Wish at our live auction! In addition, the Poker Tournament sponsored by Namano and Southeastern Findings raised \$953 for Jewelers for Children! Both of these causes are near and dear to my heart and I cannot begin to thank all those who helped raise this money!!! Alabama and Georgia Jewelers are very GENEROUS!!!! God bless each of you!

If you have any suggestions or questions for me, Judy or any of your Georgia Jewelers Board Members, please do not hesitate to contact us. We love hearing from you and are always looking for more folks to sit at the Board Table. Our next meeting is Sunday, August 4, 8:30 am, at Cobb Galleria. (The meeting is historically Sunday morning of the SJTA shows.)

Now go out and enjoy your summer!
See you soon and HAPPY SELLING!!!

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

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1st Quarter
2nd Quarter
3rd quarter
4th 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.

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**Welcome to our New
Members!**

New Associate Members

Sandy Lewand, The Antique Jewelry & Art Conference, Kennesaw, GA

Deirdre Hanrahan, What's Your Sign? Jewelry LLC, Bayside, NY

New Retail Members

Bill's Jewelers, Thomasville, GA, Bill Wisner

Omega Diamond Jewelers, Cumming, GA, Mike Weaver

2013 Calendar of Events

July 20-22 RJO Show, Covington, KY

July 28-30 NY JA Show, NY

August 3- 5 - SJTA Atlanta Jewelry Show

August 10-14 IJO Show, Chicago

August 24-26 Smart Jewelry show, Dallas

October 4-7 JIS Show, Miami

October 27-29 JA NY Special Delivery Show

2013 Scholarship Winner



Sarah M Eubanks of Hodges Jewelry Co. in Camilla is the winner of the second annual Georgia Jewelers Association Scholarship. Sarah's selection was announced by GJA scholarship chairman William Rosenfeld, Rosenfeld Jewelers, Tucker at the annual convention at Callaway in April.



Sarah is a four year employee of Hodges and intends to use the funds pursuing the Graduate Colored Stone degree from GIA. The scholarship is offered for the education and training of GJA members and their employees. Scholarships are offered each spring; the amount available is \$500.00 for each student and can be used for any GIA or AGS 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 for 2014. If you have any questions 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 1, 2014.

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Minimize your chances of becoming victim of robberies this year by following proven security precautions from Jewelers Mutual Insurance Company. To avoid a dangerous and costly robbery, you and your sales staff need to remain alert and follow security precautions when you open your store, conduct business, and close your doors each night.

When you open your business:

Make sure you're not being followed or observed when you get to work.

Never open alone.

Have another associate observe the store opening from a safe distance, prepared to call for assistance if any trouble is encountered.

When you are selling:

- Greet each customer and make eye contact.
- Watch for any signs that your store is being cased.
- Remain alert to suspicious behavior.
- Establish a prearranged code word to alert associates when necessary.
- Contact law enforcement of any perceived imminent danger or suspicious behavior.

When you close for the day:

- Never close alone.
- Have another associate observe the store closing from a safe distance outside with a cell phone.
- Pre-arrange a visual "all clear" signal with your lookout before leaving the store.
- Always make sure you're not being followed after you leave.

Sometimes jewelers follow all security precautions and still become victims of robberies. If this happens, it's important to cooperate fully with the robber's instructions. Never resist.

For more tips from Jewelers Mutual about how to protect your jewelry store, visit JewelersMutual.com. To find out more about Jewelers Mutual's coverages or to find an insurance agent in your area, contact Jewelers Mutual at 800-558-6411.



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Condolences

GJA would like to offer condolences to the family of Mitch Mobley, owner of Mobley Jewelry (The Mobley Co) of Villa Rica, GA. Mitch, of Bremen, passed away suddenly June 26, 2013, protecting his employees and family during an armed robbery. We want Tammy, sons Blake and Grant, their family and the Mobley staff to know you are in our prayers. This kind of tragedy is a shock to our industry.



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News and Notes



The Grant Family of J. C. Grant Company recently received the Legacy Award from Milledgeville-Baldwin County Chamber for it's continuing membership as part of the Chamber's 65th anniversary. J. C. Grant is 126 years old and currently has three generations of the family on staff.

JWR Jewelers Opened a second location June 3, JWR Engravers also in Athens. The store will be run by Patti and John Reed's (GJA immediate past president) son and will serve the community and university's personalization needs.



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Thanks for Coming to our 2013 Convention!





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