



Georgia Gems

A Publication of the Georgia Jewelers Association

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

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Dear Georgia Jewelers,

I hope this newsletter finds you and your family well and your business trending in the right direction. As we move into summer and business seems to slow, try to take a little time for yourself and enjoy life and your family. I know that being in business for you is hard so we work harder and longer and don't take the time to enjoy life and spend some time with our families. Make that a priority this summer and enjoy yourselves a little.



Bill Rosenfield
GJA President

Our annual convention with Alabama in April at Callaway Gardens was a huge success this year thanks to the hard work of Judy Lince, Whitney Lince and Kathy Beall. Our thanks go out to all the sponsors and all who contributed to our success. Without all of you this would not be possible. It was so nice to get away for a weekend at such a beautiful place and great to see old friends. Hearing new ideas at the owner's round table discussions I think was an added benefit to us all. Special thanks to Southeastern Findings and Namano for sponsoring and running the poker tournament fundraiser for Jewelers for Children and to everyone who participated in our live auction for JFC.

The Georgia Jewelers Design Contest was a success under the watchful eye of Johnny Johnson and the educational sessions with Jim Ackerman and Shane Decker were first class.

We are seeing some new growth in GJA. Judy Lince made a challenge to the membership to bring in new members to our organization as we have a lot to offer our membership - Crime Stoppers Reward fund and GJA Scholarships to name a few. We also have a new brochure to encourage new members. And everyone is a membership committee member. If each of us brings one new member we would double our size!

Special Thanks to our Past president Jan Ferguson and to her commitment to make our organization better and for all the hard work she did to make it happen.

In closing I want to remember John Reed, GJA's immediate past president for the past two years. He was a special friend. John and I spent time together playing golf, eating in fine restaurants socializing with our wives Patti and Carmen, and traveling to IJO shows all over the country. It is a huge loss and he will be missed by all.

I hope to see everyone in Atlanta at August 9-11 Atlanta Jewelry Show and at our Board of Directors meeting Sunday morning at the show. Everyone is invited so please come.

Bill Rosenfeld
GJA President
Rosenfeld Jewelers, Tucker

Welcome to our New Members!

New Retail Members:

Central Jewelers
Tifton, GA
John Falotico

Dior Jewelers
Columbus, GA
Imtyaz Isani

Fredrick's Jewelers
Braselton, GA
Fredrick Willis

Greg Cook's Fine Jewelry & Diamonds
Carrollton, GA
Greg Cook

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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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2014 Upcoming Events

- July 19-23 - IJO, Boston, MA
- July 27-29 - JA Show, New York
- August 9-11 - Atlanta Jewelry Show
- August 10 (8:30 AM) - GJA Board Meeting, Atlanta Jewelry Show
- August 16-18 - RJO, Minneapolis, MN
- October 10 - GIA Jewelry Career Fair Carlsbad, CA
- October 11-14 - JIS, Miami Beach FL
- October 27-29 - JA N.Y. Special Delivery New York, NY

Images from this year's convention...



AJA & GJA Convention
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Suspicious Behavior: Seven tips to help you recognize when your business is being cased

After a criminal claim is filed, Jewelers Mutual has found that many policyholders had a feeling something wasn't right before the loss occurred. Maybe there was an unusual car parked across the street or they received an odd phone call. What they experienced was 'casing' as the criminals probed their businesses for points of vulnerability. Here are seven tips to help you identify this "suspicious behavior."

1. **Curious customers** A new customer asks you, "So how many people get stuck working this late on a Saturday?" Be discreet if customers are nosy about how you operate your business.
2. **Fidgeting** It's true they asked to look at engagement rings, but they shouldn't be quite that nervous. Be especially cautious if your would-be groom avoids eye contact.
3. **Fixture shopping** Does your customer seem more fixated on the fixtures than on the beautiful necklace you are showing her? Beware if she appears to be more interested in the cases, displays or doorways.
4. **One of these customers is not like the others** If your new customer stands out wearing sunglasses inside, a coat on a hot day or a hat that conveniently blocks your surveillance cameras, you may want to pay closer attention.
5. **Interested in everything** You greet your customer warmly and ask what he or she is interested in seeing today. "I'm not really sure." Maybe its indecisiveness, but vagueness could be a clue they're interested in stealing everything you have in stock.
6. **Avoiding attention** Generally speaking, customers love attention. Criminals hate it. Introduce yourself, shake hands, make immediate eye contact and ask their names. If they are evasive, make a mental note and write down a description of their appearance and the vehicle they were driving.
7. **Beyond retail** Be cautious of casing even if you do not deal directly with the public. Be cautious about unfamiliar parked cars, unsolicited inquiries about your business and new or temporary employees who seem preoccupied with your staffing and security practices.

Trust your instincts

If you sense your business is being cased, trust your instincts. In a retail setting, sales people can alert other associates by using a pre-established phrase to draw more associates to the sales floor and cue one employee to visibly leave the store with a cell phone in hand to observe from a safe distance. Make sure safes, cabinets and showcases are locked, and call the police or mall security and ask them to visit your store as soon as possible. It's not an emergency yet, but keep in mind that police visibility can deter a crime.

Remember, the best protection start with prevention. For more information n operating a safe and secure workplace or a quote on a tailored Jewelers Block or Businessowners Policy, visit JewelersMutual.com or call 800-558-6411 to find an agent in your area.

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John W. Reed

Members of Georgia Jewelers join the family and friends of John W. Reed in mourning his untimely passing. John was the immediate past president of Georgia Jewelers and a long time board member and supporter. John's short battle with cancer ended May 12, 2014 at home with his wife Patti and son Westley, daughter in law Lori and grandsons Braxton and Maddox by his side. He was preceded in death by their son Michael Warren Reed.

John and Patti opened J W R Jewelers in Athens, GA in 1993. John began his career in the jewelry business at age 15 at Andrews Jewelers in Lavonia, GA and soon realized he wanted to make it his life's work.



Patti and John in Antwerp diamond office during buying trip

In 1976 he moved to Athens and joined the staff of Foster's Jewelers and later Kesler's Jewelers. John was a member of the American Gem Society and earned the title of Graduate Gemologist from the Gemological Institute of America.

Described as someone "who never met a stranger," Reed was a tireless parishioner at First Presbyterian Church in Athens where he sang in the choir for 30 years.

He shared that brand of dedication with GJA and never missed a board meeting or convention. John had a smile for all he met and inspired others to share in his optimism and joy for life. He will be greatly missed at by family and friends both inside and outside of the jewelry industry.

A donation in John's memory was sent to the Cancer Foundation of Northeast Georgia from GJA.



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Condolences

Darien Foster, husband of Judy Foster and owner of Taylor Foster, Inc. in Manchester, GA passed away Tuesday, May 6, 2014 unexpectedly. Darien and Judy have been members of the jewelry industry since they built their jewelry and gift store business from the ground up out of a hardware business they owned with Darien's brothers. Members of IJO and GJA, Darien leaves many close friends in the industry and in his community. GJA extends our sympathies to Judy, their son Bradlee and family.



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