



# 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,

We are entering the third quarter of 2012. It is my hope that you are entering it with great expectations. Your Board of Directors met August 12 before the SJTA show at Cobb Galleria. As board members arrived, discussions centered around business. I am very happy to report most people have had a stronger year than the recent years. I heard a lot of confidence coming from fellow retailers and our associate members were talking about an upswing as well.



Jan Ferguson  
GJA President

At the Board meeting, we also discussed reasons for belonging to Georgia Jewelers. Why are you a member? Do you send in your \$90.00 annual dues because you can attend a dynamic, educational and FUN convention each year? Maybe you send in the GJA dues so you and your staff can participate in the Design Contest to earn bragging rights for the amazing work your store produces. Almost everyone at the table August 12th said the opportunity to apply for scholarships for yourself and your employees was a very strong incentive. Knowing you will receive an up to date Resource Yearbook with the names of the most successful Retailers and Suppliers in the state each year is a definite plus, not to mention the informative quarterly newsletters.

All of the above reasons are worth much more than the \$90.00 annual dues, but the very easy access to Judy Lince, our amazing Executive Director, and all of

the progressive jewelers who sit on your board and attend Georgia Jewelers' functions are priceless. If you feel the same way I do, spread the word to other jewelers who can benefit from our organization. The more of us that join together to keep GJA strong, the better we can become.

And don't forget to invite all of your suppliers to join us as Associate Members for \$50.00 per year. Our Associate Members travel far and wide, sharing their experiences with all of us. They let us know about successful ventures as well as security risks.

I would love to hear YOUR reasons for being a member of Georgia Jewelers. We want to put together a handout for prospects in the very near future. Please email Judy Lince or me at fgkjewelers@earthlink.net with your thoughts in the next couple of weeks.

A parting thought.....As an organization and as individuals, we have all been told that anything worth doing is worth doing well. Our businesses and customers deserve our very best. Never apologize for striving for perfection. None of us are perfect, but in striving for it, we will become better. Aristotle said "We are what we repeatedly do." Excellence, therefore, is not an act but a habit." Here's to all of us repeatedly doing the right thing, the correct way, with a positive attitude, over and over again....and then EXCELLENCE will be our HABIT."

Happy Selling!  
Jan Ferguson  
Ford, Gittings & Kane, Rome



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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**

January 26-28 RJO Show

February 5-10 AGTA - Tucson

February 16-20 IJO Show

March 2-4 SJTA Atlanta Jewelry Show

March 3 GJA Board Meeting, Cobb Galleria

## GJA Board Members Elected

At the August 12th GJA board meeting, held at the Cobb Galleria during the Atlanta Jewelry Show, several new members were elected to the board. Joy Mobley, Hodges Jewelry in Camilla and Jeff Alexander, Alexanders of Atlanta, Atlanta were both elected to fill vacancies on the board. Both had been members of GJA.

In other board actions, recently elected President Jan Ferguson, Ford, Gittings and Kane, Rome appointed two new associate board members to take the place of two members stepping off the advisory member spots. Stark Harbour, Williams Adams & Associates, Atlanta and Jeff Koch (Bulova) both accepted seats to serve for the next year. As he retires from the insurance business, Bill Adams of William Adams and Associates stepped down after serving multiple presidents of GJA for many years. Also stepping down was Jeff Unger, Alisa Unger Designs, Marietta.

**Thank you to our  
renewing newsletter  
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## Member News

Judy Carter & Associates recently moved their offices. Their new address, still in Birmingham, is 6 Office Park Circle, Ste. 308 Birmingham, AL 35223  
Their fax number has changed also:  
205-870-1343



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# 2013 GJA Jewelry Design Contest



2013's springtime jewelry design contest may seem far off but with the holidays approaching it's not too early to think about the GJA Jewelry Design Competition. Our design competition is held each year during our annual convention. Be sure to let your employees know that they may enter also. You may enter as many items in the four different categories as you like. Details will be coming soon!

GJA ED Judy Lince was copied on this note to Rebecca Shemwell of Tracy Pearls after a visit to one of our member's stores, Tena's Fine Jewellery:

Dear Rebecca,

*We cannot thank you enough for coming to Ellberton to share your passion for pearls. (That would be a great title by the way). You have inspired our girls to love pearls the way you do. You really should be giving this presentation more often. You have so much to share. We're looking forward to getting the new pieces in. The marketing advice was also inspirational in such a fun way.*

*Thank you again from us all,  
Jeana*

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