



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,

As we enter the last quarter of 2013, we are all keenly aware of the importance of this time of year for our industry. To have a successful year, it is absolutely necessary to have a successful selling season during the fourth quarter. By now, you have most likely purchased the inventory you will need, you have scheduled events, planned the marketing and are training your staff to insure a great season. All of this is very important and must be done.



Jan Ferguson
GJA President

The holiday selling season is my favorite time of year. It brings excitement and challenges. Every day is a new opportunity to match your beautiful inventory with the perfect new owner. People come to see us in the hopes of finding something their loved ones will cherish. Few industries have the privilege of creating memories and traditions that we have. I hope you are making sure all of your staff is aware of the positive aspects of selling. "Sales people" are sometimes stereotyped in a negative light. If you see your role as an advisor, a matchmaker --matching the perfect ring, pendant or earrings to the perfect recipient--you will enjoy selling and you will be very good at it.

Of course you need to believe in what you are selling and know how it will benefit the purchaser. Encourage your staff to spend their "down" time at work "studying" your inventory. The better we know what we have in the store, the better we will be able to assist our clients.

And if your staff is doing a great job of selling, remember to reorder the fast moving inventory. You

don't want to train your staff and then leave them short on inventory. This is another holiday challenge--knowing when to reorder and when to stay with what you have. It can be paralleled to high stakes poker--do you draw more cards or hold what you have and hope it is enough?

May each of you reach new heights this holiday season!

Happy Selling!

Jan Ferguson, GJA President

Ford, Gittings and Kane Jewelers, Rome

I cannot complete this letter without reaching out to some very important people to Georgia Jewelers. Each time I receive a phone call or visit from someone affiliated with GJA, the conversation includes words of sympathy for Kathy Beall in the loss of Ralph, Mitch Mobley's family and John and Patti Reed. GJA is a family. When one of our own is hurting, we want to lift them up. Each of these families has endured an untimely loss of a loved one. On behalf of Georgia Jewelers, I want you to know you are in our prayers. We pray for strength, peace and healing in the days ahead. God bless you.

Dear Georgia Jewelers,

Thank you for choosing me to receive this year's GJA scholarship. I am looking forward to starting my next class though GIA's colored stone program. I am excited about my future in the jewelry industry. Thank you again.

Sincerely,
Sarah M. Eubanks, Hodges
Jewelry Co.

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Published Quarterly

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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Steve MacLeod, W.S. MacLeod, Tucker
GA

Scott Schock, Midas, Lieberfarb, Novell
Designs, Lebanon, TN

Sunny Aiya, Lustour, Connoisseur
Collection, Johns Creek, GA

Calendar of Events

October 4-7, JIS Show, Miami

Oct 27-29, JA NY Special Delivery Show

Jan 25-27, RJO, Savannah

March 2-4, JA NY Show

March 8-10, 2014 SJTA Atlanta Jewelry Show

March 9, 2014 8:30AM, GJA Board Meeting,
Cobb Galleria

March 15-19 IJO, San Antonio

April 11-13 2014 AJA/GJA Convention,
Callaway Gardens, Pine Mountain, GA

May 30-June 2 JCK Las Vegas



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GJA & AJA co-hosted Convention
announced!

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to join us.



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Who is watching when you lock up?

Crimes occurring at a jeweler's residence, including home invasions, are on the rise. Now, more than ever, a jeweler's day doesn't end at close of business. Jewelers Mutual Insurance Company puts your personal safety first, while at work or at home, and recommends these three tips to help keep you and your family safe.

- Burglar systems aren't just for businesses. Invest in a well-designed and professionally installed and maintained residential burglar alarm system for your home.
- Lock your doors and windows. Lock your doors and windows and set your perimeter alarm even when you are at home. Install a peephole, and instruct family members never to unlock the door unless they know who is on the other side.
- Beware of tiger kidnappings. Tiger kidnappings got their name because the perpetrators stalk their victims like the large cats stalk their prey unobserved by their intended victims. After learning a victim's habits, one criminal takes the jeweler's family hostage. The other takes the jeweler back to the store for a full-fledged robbery after disarming the alarm. Therefore, be proactive and instruct your family that in the event of such a criminal attack, stay calm and follow directions. Vary the routes you travel to and from work. Break any routines and watch to see if you're being followed. If you suspect you are being tracked, keep driving and call the police immediately from your cell phone.

To learn more about jewelry crime and protecting yourself with best practices and insurance, visit JewelersMutual.com.

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DID YOU KNOW.....

★ GJA offers a scholarship 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.

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 April 1, 2014.



★ Jeff Yother and his wife Priscilla became grand parents for the first time in September and welcome their grandson Wylie Burke Parks born to their daughter and son-in-law in Montgomery Al.

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Kathryn Harper, Director of National Corporate Alliances and Workplace Giving for Make-A-Wish® Georgia accepts a check for \$5,000 from Judy Lince, GJA Executive Director on behalf of GJA and Alabama Jewelers Association. The funds were raised during the AJA & GJA convention held at Callaway Gardens in April. The very popular live auction during the Saturday evening entertainment netted the funds to be split between the two state's Make-A-Wish organizations.

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Condolences



GJA would like to offer condolences to the family of John and Patti Reed, owners of JWR Jewelers of Athens, GA. on the passing of their son Michael, August 27, 2013. Michael was 28 years old and the manager of the recently opened JWR Engravers in Athens. He was a member of the U.S. Army and was a veteran of Operation Iraqi Freedom. Besides his parents, Michael is survived by his brother Wesley and his wife Lori, two nephews, paternal grandfather Louie Reed, numerous aunts, uncles, cousins and friends and his girlfriend Kacy Cargile. GJA members and friends send their heartfelt condolences to John and Patti and their family and the employees of JWR Jewelers and JWR Engravers.

On August 22, 2013 GJA lost a dear friend when Ralph Williams lost his 9 month battle with brain cancer. Kathy Beall, Ralph's wife is our friend and Alabama Jewelers Association executive director. Ralph and Kathy have been with us at our joint conventions for the last four years, missing this year as Kathy stayed by Ralph's side and took care of him every step of his illness.

Ralph leaves two daughters, Kimberly and Libby, Libby's husband Tim Brown and their daughter Ella and Kathy's son Brian Beall and extended family and friends.

Ralph will be mourned and missed by his many friends and (Gabriel) customers in the jewelry business having been a part of our industry since opening a jewelry store in South Georgia as a young man.





WALTER H. PICKENS, JR.
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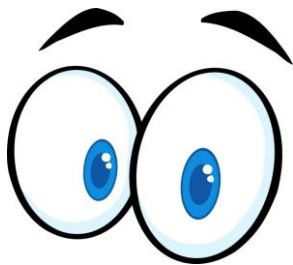
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