



# Georgia Gems

A Publication of the Georgia Jewelers Association

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

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Hello Georgia Jewelers and associates,

As we move out of summer and into the fall we should be getting ready for the selling season that's just around the corner. I know most of us get excited or stressed just thinking about it. We need to get our stores prepared to handle the last minute rush that seems to hit us every year. Hopefully you have a plan in place to help your stores run smoothly. As for me, I am checking my inventory to make sure I have all my price points covered and enough of the right inventory as well as training my staff to sell and make add on sales - that's where most of the profits are. That is one of the most important things I can do for my store. It can make the difference between a good selling season and a great selling season.



Bill Rosenfeld  
GJA President

I am also making sure we have enough staff as well as bringing them in for training to ensure things run smoothly. I don't like to wait until the last minute and I want to make sure our sales staff has enough time to work with each customer. This so important and with a little planning the season can be a little less stressful.

Some exciting news: GJA & AJA have just completed our agreement and are delighted to announce that our 2015 convention is scheduled for the beautiful Marriott Grand National Resort in Opelika, AL. They have two beautiful Robert Trent Jones golf courses and lots of other activities. Please mark your 2015 calendar on you wall, your desk and in your phone to be with us April 10-12.

Hopefully we will have a strong season this year; we wish you well in your preparations for the upcoming season.

Bill Rosenfeld  
President  
Georgia Jewelers Association

## Welcome to our New Members!

### New Retail Members:

**Fast-Fix Jewelry & Watch Repairs**  
Douglasville, GA  
Richard & Patty Reiter

**Sandy M Jones, Stunning Affordable Jewelry**  
Atlanta, GA  
Sandy M. Jones

### New Associate Member:

**Rod Worley**  
Four Grainer LLC  
Grayson, GA

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**Executive Director:** Judy Lince

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3 <sup>rd</sup> Quarter	August 15
4 <sup>th</sup> Quarter	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 Kyle Bullard.

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**2014 - 15 Upcoming Events**

October 10-12 **AJA Annual Saltwater Seminar** Orange Beach, AL (*all GJA members invited*)

October 11-14 **Jewelers International Showcase (JIS)** Miami Beach FL

October 26 **11:30 am GJA Fall Board Meeting** TBA

October 27-29 **JA N.Y. Special Delivery** New York, NY

**2015**

Jan.18-29 **NY JA Show**

Jan. 24-26 **RJO Show**

Feb. 28-March 2 **Atlanta Jewelry Show**, Cobb Galleria

March 1 **GJA Winter Board Meeting**, Cobb Galleria

**April 10-12 AJA & GJA Annual Convention**

**Marriott Grand National Resort, Opelika, AL**

## News from our members...

Jeff Alexander, of Alexander's of Atlanta Fine Diamonds, was recently named to the National Board of Directors of the Navy League of the United States. For the past twelve years Jeff has served as a board member of the Metropolitan Atlanta Council of the Navy League in various roles including the last two years as Council President.

2014 marks fifty years of business for the folks at Alexander's of Atlanta Fine Diamonds. Jeff joined the firm in 1990 and bought the business from the Thomas family. Congrats to Jeff on both of these accomplishments.



Chuck and Susan Steel, owners of Steel Jewelers in Valdosta have been named Jewelers of the Year by the 24 Karat Club of the SE US. I believe this is the first time the group has ever named a couple as jeweler of the year. Our hats are off to Chuck & Susan!

Gene Lambert, Simon Golub sales rep for lucky retailers in the southeast and a GJA associate director, was inducted into the 24 Karat Club of the SE as one of their newest members. Congrats Gene!

Joy Mobley of Hodges Jewelers in Camilla recently completed the GIA Diamond Grading Lab Class. Keep up the good work Joy!



AMERICAN GEM SOCIETY

Thornton's Fine Jewelry in Athens is to be congratulated on their new membership in the American Gems Society. And GJA welcomed Christine Thornton-Chaney, its newest board member this spring.

Taylor Foster's Jewelers in Manchester just celebrated Judy's 66th birthday and the 40th store anniversary with an open house and special sale on August 15 & 16. Festivities included food & beverages, special discounts and salesman's lines in the store. We heard it was a great turn out!

Please submit your store or family's celebrations or accomplishments to [judylince@comcast.net](mailto:judylince@comcast.net)

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## JFC Announces 2014 Local Grants Program

Jewelers for Children has announced the 2014 edition of their Local Grants program. JFC has set aside \$100,000 to be used for ten \$10,000 grants to local organizations. Independent jewelers will nominate a local organization to receive one of these grants. The retailer is responsible for motivating their constituents to vote for their charity through a Facebook based campaign on JFC's page.

The nomination period for charities will run September 1-30. The voting process will begin on October 6, and end on October 19. The top 10 vote getters (winners) will be announced on October 22.

In 2013 GJA and its members won one of the \$10,000 grants for Cystic Fibrosis of GA when Jean Grant Graham (GJA past president, JC Grant Co) rallied everyone on facebook to the winning victory.

Which charity will GJA lead to victory this year?



**JEWELERS FOR CHILDREN**  
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## Scholarship Named for GJA's John W. Reed

At the August 2014 GJA board meeting the group voted to name the group's scholarship program the John W. Reed Memorial Scholarship. The scholarship, just three years old, was created during John's tenure as president of GJA. The scholarship is awarded to GJA members or their employees who want to pursue their education through GIA, AGS or other jewelry related educators.

Reed and his wife Patti founded JWR Jewelers in Athens and are both longtime supporters of GJA. JWR Jewelers is a member of the American Gem Society and John earned the title of Graduate Gemologist from the GIA. John's life was cut short in May of this year when he lost a short battle with cancer.

"It is our hope that John's loyalty to GJA will never be forgotten by naming this scholarship in honor of him" said GJA President Bill Rosenfeld after the meeting during the Atlanta Jewelry Show.



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# Jewelers Reward Fund Needs Your Help



As you may recall the Board of Directors of the Georgia Jewelers Association has established the Georgia Jewelers Reward Fund in partnership with CRIMESTOPPERS. The chief of police, sheriff, or director of any law enforcement agency with jurisdiction in Georgia may request the posting of a reward for information leading to the arrest and conviction of any person or persons involved in crimes against a Georgia Jewelers Association member store, their employees and customers, or crimes in Georgia against jewelry vendors and their employees who do business with Georgia Jewelers Association member stores. This is done by calling Crime Stoppers at 404-577-TIPS. The Board of Directors reserves the right to request and increase in the reward amount for exceptionally violent offenses.

Multiple rewards may be offered at the same time for unrelated crimes pending available funds. The availability of funds is where we need your help. This reward will be funded in large part by contributions from Georgia Jewelers Association member stores. A number of you have already stepped up to make a contribution to this important fund. If you have not already made a contribution to this important fund please send your check today to Georgia Jewelers (memo line Georgia Jewelers Reward Fund) in care of Judy Lince.

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## GJA Fall Board Meeting

Sunday, October 26th  
11:30 AM

Location to be announced



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