



# Georgia Gems

A Publication of the Georgia Jewelers Association

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Dear Georgia Jewelers,

We are getting closer to the holidays with Thanksgiving just passed. I for one am thinking very positive for the approaching season. I am upbeat with my staff and encouraging them to get in the holiday spirit hoping that will have a positive influence on sales. Put the holiday music on and decorate your store with a festive charm. I like this quote from Basket Ball Coach John Wooden, "Things turn out best for people who make the best of the way things turn out." I know we are all good at this. Work hard this season and make this your best year ever.



Bill Rosenfield  
GJA President

Thank you for the opportunity to serve as your President this year. It has truly been an honor. I wish each of you a blessed holiday, that you surpass your goals this season and your families stay healthy and prosper.

William Rosenfeld  
President,  
Georgia Jewelers Association



It's also a time for counting our blessings for the profession we are so blessed to be a part of and give someone less fortunate a helping hand. It never hurts to give back a little. It's good for the soul so be grateful to your customers and staff.

I am especially grateful for Judy Lince, Whitney Lince, and Kathy Beall for the hard work they do for our respective Associations. They work hard for us all year.

I would encourage you to renew your membership in our association as we are growing and have so much to offer for the small amount of money you pay. Our future looks bright; we have a great board of directors that want to see your businesses grow and are always thinking of ways to help you.

Don't forget our vendors that support us; please use them when you can. Their support makes it possible for us to have our annual convention which will be held next year in Opelika, Alabama at the Grand Resort Marriott Hotel on April 10-12, 2015. Mark your calendars.

## Member News

Finger Mate, Inc. is celebrating their 50th year in business! Started in 1964 in New York City, and moved to sunny South Florida in 1977, Howard Kelrick became President in 1994. Finger Mate serves over 225 retail jewelers in Georgia with their expandable ring shanks.

## Welcome to our New Member!

### New Retail Member:

**Conyers Jewelers**  
Conyers, GA  
Vivian Barnes and Teri Stanley

**Georgia Jewelers Association  
2014-2016 Board of Directors**

**Executive Officers**

President: **William (Bill) Rosenfeld**  
ROSENFELD JEWELRY LTD, Tucker

Vice-President: **William (Bill) Spencer**  
SPENCER'S JEWELERS, Athens

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Gene Lambert, SIMON GOLUB, Tampa, FL

Rhett Hartzog, Independent Rep, Acworth

Jeff Koch, BULOVA, Gainesville

**Executive Director:** Judy Lince

**Publication & Distribution**

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2 <sup>nd</sup> Quarter	May	15
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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**Upcoming Events**

**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  
8:30 am

April 10-12 AJA & GJA Annual Convention  
Marriott Grand National Resort, Opelika, AL

## Condolences

*Kathy & Jeff Koch (Bulova Watch, Gainesville) lost Jeff's mother Joan Koch on Labor Day.*

*Jan & Phil Fergerson (Ford, Gittings and Kane, Rome) lost Phil's mother Betty Ferguson Hatch on September 5*

*The Gittings family (Ford, Gittings and Kane) lost their mom and wife of Joe Gittings, Joan Gittings on September 18*

*Ann & Bill Spencer (Spencer's Jewelers, Athens) lost Ann's mother Gypsy H. Skelton, on September 23*

*Mike & Beth Fallaize (Fallaize Insurance Agency, Norcross) and his family lost their mother Marie Fallaize on November 16*

*Mrs. Margaret Mann, formerly of R. S. Mann, Jr. Jewelers, Newnan passed away November 29, 2014. Miss Margaret loved her many years association with the members of Georgia Jewelers, she and her husband Mr. Bobby Mann, never missed a meeting of Georgia Jewelers until poor health caused them to stay at home in Newnan.*

*As Jeff Koch said to Jan Fergerson "Heaven is getting some great ladies". Your friends in GJA certainly can agree and send condolences to all the families.*

## 2015 CONVENTION DATES ANNOUNCED

Marriott Grand National Resort & Robert Trent Jones Golf Trail

**Call Today for Reservations**

7th Annual GJA & AJA Joint Convention

Call **1.800.593.6456**  
and book your room!

*We will be joining our friends from  
Alabama Jewelers for the 7th year in a row!  
Please make your plans to be with us in April.*

**April 10-12, 2015**





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## Holiday Thefts: Sell with Security this Shopping Season

By Jewelers Mutual Insurance Company

'Tis the season for increased jewelry inventory, extended business hours, and busy store traffic, all of which may lead to theft. In fact, the holiday shopping season is when robberies, sneak thefts, and grab-and-run thefts are at their highest. Because selling with security is more important than ever this time of year, remind your staff of these key tips from Jewelers Mutual Insurance Company to make your workplaces safer.

- **Don't Cut Corners.** While staffing costs may be at their highest, it is imperative to have more than one person working at all times, especially during opening and closing routines.
- **Meet and Greet.** By greeting each customer and making immediate eye contact, you will help legitimate customers feel valued, while making would-be thieves feel uncomfortable, thus abandoning their plans. Additionally, it's important to keep watching your customers. Don't turn your back at any time to give them the opportunity to grab an item and run or perform a sneak theft.
- **Clunky Concealments.** Be attentive when customers enter the store carrying coats or large bags, as these can be hiding places for their stolen goods.
- **One-on-One.** Keeping your focus on one customer at a time helps avoid theft by reducing the opportunity. It can be challenging during the holidays with so many customers, but it is important for service and security.
- **One Item at a Time.** Show only one item to a customer at a time to reduce the risk of grab-and-run thefts. Be especially careful if a customer wants to see only the highest-priced items or seems preoccupied.
- **Turn the Key.** Make it a habit to lock your showcases after removing or returning items, and never leave open showcases unattended. Never set down your showcase keys, and consider using wrist holders to avoid costly mistakes.
- **Establish a Code Word.** Your sales team should have a code word or phrase in place that warns of a suspicious situation. The word should cue a staff person to visibly leave the store with a cell phone in hand and wait outside, ready to call the police.
- **Safety First.** Following security tips can reduce your risk of robberies, but there is no surefire way to prevent them completely. Instill in your employees that the safety of your customers and staff is the top priority. Instruct employees not to panic, not to resist and to follow the criminal's orders as quickly as possible.

Nothing puts a damper on a successful holiday season like falling victim to crime. Arm yourself with these and other time-tested strategies from Jewelers Mutual to protect yourself, your staff and your jewelry business. For more information about how to keep your business safe this holiday season, visit [JewelersMutual.com](http://JewelersMutual.com).

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# What Would You Do?

*As business owners our members face many challenges. GJA always hopes that networking with other members is one of the most valuable benefits of membership. With that in mind we present*

## What Would You Do?

*It is 5:15 on a Friday afternoon and as you prepare to close for the day your safe seizes up. You can't lock the safe. What would you do?*

Bill and Ann Spencer and their son Chris of Spencer's Jewelers in Athens called a locksmith and the company that sold them the safe many years ago. Neither was any help. Bill thought to call his insurance agent and the GJA office but did not get either. So Bill turned to his new GJA yearbook & directory and called second year advertiser "The Safe Movers" in Lawrenceville. Safe Moves owner Roland Dicks and his team had a technician on the scene and within 2 or 3 hours had remedied the situation and had the Spencer family headed home knowing their merchandise was secure.

"I should have known I was going to have a problem as the door seemed to be dragging and the bolts not working properly for several days" said Bill, founder of Spencer's on Atlanta Highway. "The guy that came was nice as could be and he didn't charge me the late service call fee. I got great service and paid a reasonable price and I would suggest other jewelers call them for preventive or emergency service".

## What Would You Do?

*Your computer system server goes down. What would you do?*

"It was September and I could not get the system back up so I call my IT guy" reports Bill Rosenfeld, owner of Rosenfeld Jewelers in Tucker. "He could not get there that day. When he arrived the next day, he got the computer up but Quick Books and The Edge, our POS system, would not load. We are now on our second day of hand writing tickets". By the way, Bill had a backup called Probo with three hard drives for back up in place.

"Windows would not reinstall and the system finally required a new mother board. At the end of eight days we were finally back in business with two systems off site for back up and an extra hard drive in the server. They were finally able to recover everything (with help from the Edge to reinstall their system) and 8 days' worth of business had to be entered into the system. Now every evening everything is downloaded off site."

### **Save the Date**

AJA-GJA Annual Convention  
**April 10-12, 2015**  
Marriott Grand National Resort  
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## NOTICE

Retailer and Associate Membership Dues invoices were mailed out in early November. Many have responded and sent in your checks.

Thank you so very much.

If you have not mailed yours, won't you please send it today? Your \$90 (retail member) and \$50 (associate member) checks go a long way to help us not only keep our trade association functioning but thriving. Our 2015 convention program, scholarship fund and our Crime Stoppers Reward Fund are all strong. We are also able to support Jewelers for Children, our industry charity partner.

Thank you for all you do when you pay your dues, invite an industry friend to join GJA or advertise in our newsletter or yearbook. The little bit extra you do can be a big part of our nonprofit association's success.

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## Georgia Jewelers Association

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