



Georgia Gems

A Publication of the Georgia Jewelers Association

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

I hope this newsletter finds you and yours enjoying a wonderful holiday season with much improved sales and good cheer at your place of business and at home. I would like to take this time to thank all of you who have paid for your annual dues and are helping to support Georgia Jewelers. If you have not renewed yet I implore you to send in your renewal as soon as possible as this will give us a good indication of where we stand in this transition year.

I have spoken to a few of you out there and the news is mixed. Some people are experiencing steady and moderate business while others are only selling big items. Some jewelers are surviving on gold purchases and some on the business of their trade shops. It is really tough out there. I hope and believe that in the coming months things will turn around and those posed to take advantage of the up swing in business will be in a good position indeed.

We have a convention coming up in San Destin Florida April 9-11, 2010. I am very excited about this convention and I know I have said this before but this place is fantastic. There are so many things for you and your family and employees to do it will be hard to decide. The village is wonderful with lots of shops and restaurants. One of the best breakfasts that I have ever had was in a place called the "Another Broken Egg Cafe". They also have fine dining which includes authentic New Orleans restaurants, fresh seafood, Southern barbeque, fresh bakeries & coffee shops, ice cream parlors and more. The activities are swimming, golf, tennis, sailing, scuba and snorkeling, wave-runners, kayaks, canoes, and a fantastic beach to name a few. There are lots of shops to choose from to suit any taste. All of this and the opportunity to spend time with your fellow jewelers and learn something in the meantime. I know that you will not want to miss this convention so make your reservations now.



At the convention we will be having the 2010 Georgia Jewelry Design contest. I know that some of you are creating some beautiful designs for your customers for the holiday season. Please keep the design contest in mind as you finish the creations. I will be asking my clients if I can use some of the pieces that I create to display in the design contest. I have already gotten one yes from a client. So be thinking about what you are going to make for this year's design contest. Last years were so good that I really looking forward to seeing what you make this year.

In closing I hope to see most of you this year and I hope that 2010 brings a much improved year to all of you. Take care and have a happy new year.

Eddie Knox
President, Georgia Jewelers



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Deadline for Receipt of Advertising Copy

| | | |
|-------------------------|----------|----|
| 1 st Quarter | February | 15 |
| 2 nd Quarter | May | 15 |
| 3 rd quarter | August | 15 |
| 4 th 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.

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Calendar of Events

- January 23-25 RJO (Savannah, GA)
- February 2-7 AGTA Gem Fair (Tucson)
- February 20-24 IJO (Grapevine, TX)
- February 28-March 2 JA show (NY)
- March 6-8 SJTA Jewelry Show (Atlanta)
(Cobb Galleria)
- April 9-11 AJA & GJA Joint Convention
Sandestin Resort, Destin, FL
- April 21-24 AGS Conclave (Boston)
- April 21-24 Smart (Instore) Show (Chicago)

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How's Business so far this year? Better than 2008? Worse...? If you're feeling the pressure, you're not alone, and with the current shape of the economy, it's no surprise that it's such a struggle to make a buck. Charles Frey & Company, Inc. specializes in customized sales for fine jewelers just like you. What separates us from our competitors? That's simple, we let go of the outdated 'cookie-cutter' approach years ago and strive to construct the sale around YOU and YOUR GOALS! We'll even build the sale around selling your goods FIRST?! CFCO, Inc. comes outfitted with over 21 years of hands on experience in the retail jewelry industry and we pride our selves in our honest, professional and personal approach to your unique situation, whatever it may be. Combine your Team with ours at CFCO Inc. and let our program turn your good will into cold hard cash!

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News from Around the State



Best wishes to Paxton Morris and his lovely bride Nicole Ann Kuhlmann on their wedding Oct 24, 2009. Paxton is the son of Emil and Patti Girardin, **Girardin Jewelers, Valdosta**. Both the bride and the groom work in the store and Paxton is on the

GJA board.

Cal Fallaize, son of Mike and Mary Beth Fallaize (**Fallaize Insurance Agency, Atlanta**) was married to Dana Val Shaw on Sunday October 11, 2009 at the world famous Tavern on the Green in NYC. Best wishes to Cal and his bride.



Pickens, Inc., Atlanta retail store held a one day estate jewelry show on the first Thursday in November.

J C Grant Company marked the anniversary of 100 years in business in Milledgeville the second Thursday in November with a drop in event for their customers. The invitation featured a photo of a train in front of the store from 1921 or 1922. How'd they do that Grant family?

William Yates Lunsford, the newest grandchild of Ray & Linda DuBose, **R S Mann Jr. Jewelers in Newnan**, has arrived. The store hosted a Christmas Open House, 19th annual, Sunday Nov 8th. First 100 women 18 and over received a gift bag with goodies. Ray was reelected to Newnan City Council, his second 4 year term.

Rosenfeld Jewelry in Tucker hosted a 3 day Pandora event the first week of December and gave a free Pandora travel box with a \$100 Pandora purchase.

(continued on page 10)

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Tech Corner

One problem that I always had when finishing jewelry was how to get into the grooves to do primary finishing before polishing without wearing away the part of the piece that was not in the groove. I have tried tumbling (traditional and magnetic). I have tried abrasives on strings. I have tried micro bead blasting and while all of these methods have their place and uses they just did not quite fit the bill.

I do not give up easily as you know and one day I found the 3M Radial Bristle Discs or let's say they found me. A jeweler that used to work for us brought them to work on day. I was not immediately impressed and found that they tended to wear out quickly. We used them occasionally and then they just sat around unused for a few years. Such is the life of some gadgets in our shop that do not pan out. Well just by chance they got a reprieve one day by accident (this is how a lot of my discoveries happen by the way). I won a scholarship to the Stuller workshop one year (thanks to the wonderful people at the 24k Club) and while I was there, who should I happen to meet? The 3M jewelry abrasives representative! The very guy who developed some of the cool abrasives we use every day in our business. He was a fascinating man and had tons of knowledge to share. While we were conversing I spied the Radial Disk and told him that we had used them and that I was not terribly impressed. He then asked me how many bushes I was using on each mandrel. I told him one and he told me to try three disk to each mandrel and voila, problem solved. It not only solved the short life of these disks but they far exceeded my expectations. Now I use them so much that I get nervous when they run low.



I learned something that I had forgotten from these little disks as well. If I cannot get something to work I call the company that makes the product and ask how to use it. Most companies will bend over backwards to help you. I hope you get to try these jewels and get the whole set. The disk range from mildly abrasive to really rough and you will use them all. They require a screw down mandrel to work. You can purchase them at many jewelry tool supply houses such as Southeastern Findings, Stuller, Progressive Tool, Just for Fun in Doraville, GA, Gwesswein, and others. If you have a problem finding them just call or email me and I will find them for you. Here is what the company says: 3M Radial Bristle Discs

With their highly flexible and conformable bristles, these 3M discs can be used for a wide variety of cleaning and finishing needs. They can get into small grooves and fine details with ease and can be used on most metals. Since the abrasive is integrated into the bristles, no compounds or chemicals are needed. 3M discs are mounted in screw-top mandrels singly or in multiples. Max speed is 30000 rpm.

- * Grade - Color - Application
- * 36 grit - Brown - Heavy cleaning and scale removal
- * 50 grit - Green - Heavy cleaning and fire scale removal
- * 80 grit - Yellow - Fire scale removal
- * 120 grit - White - Light cleaning and oxide removal
- * 220 grit - Red - Light cleaning and oxide removal
- * 400 grit - Blue - Blending and semi-finishing
- * Pumice - Pink - Semi-finishing and pre-polishing
- * 6 micron - Peach Polishing
- * 1 micron - Light Green Polishing

Well, happy bench time. Thank you for letting me know what you think about my post. Contact me anytime with comments or suggestions.

**Sincerely, Eddie Knox, AJP VP Knox Jewelers, Inc. Atlanta
President, Georgia Jewelers**

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Tradeshows: No time to let down your guard

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Jewelry tradeshows offer opportunities to view the latest in design and innovation. They also expose you to calculating predators.

“Attending a tradeshow is a perfect storm of vulnerability,” states Jeff Mills, vice president of Commercial Lines Operations with Jewelers Mutual Insurance Company. “Don’t let down your guard.”

Basics

- Don't underestimate your insurance coverage needs. Most jewelers block insurance excludes while at tradeshows, and have limited travel coverage unless you arrange for special travel coverage. Review your current coverage with your insurance broker.
- Review security guidelines before attending a show. Consider taking the *Danger on the Road* course found on JewelersMutual.com.
- Don't fall for distractions.
- Carry a fully charged cell phone, preloaded with local emergency phone numbers.
- Be aware. Watch for people casing or following you.
- Thieves view any briefcase, bag, or container as bounty. They don't ask questions first.
- Wear your name badge only on the show floor, never outside the exhibit area.
- Never hold or attend informal jewelry shows in non-secured locations. This is extremely dangerous for vendors and buyers.
- When leaving the show for the last time, surrender or destroy your badge.

Vendors

- Virtually all tradeshow transit losses can be prevented by using a reputable armored courier service experienced in transporting high-value merchandise.
- Hire extra personnel through the show security company.
- Store valuables overnight in the show vault or designated security area provided at the show or with a local jeweler with a premise protected by a security system. Confirm your insurance coverage in these situations with your insurance broker.

Buyers

- Avoid taking possession of jewelry at a show have the vendor ship to your business or ship from the show floor.

Logistically speaking

Thefts in parking lots and at hotel/motels account for the majority of off-premises jewelry crime, while losses at airports, gas stations, restaurants, and while driving are increasing. All business travelers will want to read [*Travel Can be Murder: 3rd Edition*](#), by Terry Riley, PH.D.

Hotels

- Stay only in hotels with inside room entry.
- Park in a well lit, highly traveled area. Enter through the main lobby.
- Never stay on the ground floor.
- Avoid isolated and dark areas.
- Thoroughly check your room upon entering.
- Don't open your door for unexpected visitors without positive identification. Check all hotel employees with the front desk *before turning the doorknob*.

Ground travel

- Keep your car gas tank “Full” and your vehicle in excellent repair.
- Avoid personalized license plates or other identifiable stickers or markers on your vehicle.
- Scan the area around your car as well as the inside before approaching it. Call police from a public area when you need to report a suspicious situation.
- When you can't avoid public transportation, choose only taxis available by dispatch.
- Keep valuables in your possession at all times and travel in numbers, not alone.

Air travel

- If flying with merchandise, pre-arrange a private airport security screening.
- Don't invite attention.
- Be one of the last passengers to clear security or attempt to go through alone.

Safety and security is imperative at all times when attending jewelry tradeshows. Consider making these security measures part of your normal tradeshow preparation.

Welcome New Members

New Associate Member:

Bryan McKenzie, Okinus Credit Solutions, Pelham, GA

Condolences

Zell Grant of Milledgeville (J C Grant Co.), wife of GJA past president John Grant, JR passed away on October 13, 2009. Mrs. Grant is the mother of GJA past presidents John Grant III and Jean Grant Graham as well as son Joseph and daughter Carol.

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April 9-11, 2010





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News From Around the State *(continued from Page 4)*

Cartersville Jewelry Exchange, located in Cartersville, Jasper and Calhoun held a Treasure Chest promotion on Nov. 3 at all three of its locations that offered a chance to win a pair of 2-carat diamond stud earrings at each store.

Ten percent of the day's sales at each store were donated to the Fisher House Foundation, which provides free or low-cost lodging to veterans and military families receiving treatment at military medical centers.

"We were thrilled with the response to our Treasure Chest promotion, founder David Harrison said." We gave away three pairs of 2-carat diamond stud earrings, had some fun, and raised some money for a great cause. Cartersville Jewelry Exchange has always believed in giving back to the community by regularly hosting events that have raised tens of thousands of dollars for local and national charitable organizations."

Finders Keepers is happening at all four **Tena's stores in Athens, Elberton, Hartwell and Washington**. An "elf" leaves a beautifully gift wrapped box on a park bench or the hospital waiting room with a note stating *Finders Keepers* is presented by Tena's. A note that tells the finder a freshwater pearl necklace is inside and to keep it for themselves or give it away. The stores are not only having fun thinking of new places to hide the treasures each day but love hearing from the recipients when they call or come in. The promotion is taking place every day at all four stores in December.



Any retail member interested in sponsoring a Make a Wish event in conjunction with Jewelers for Children and GA Make a wish please contact Judy Lince. They have been in touch with us and will grant a wish at your store. You can do as little or as much as you want to participate. Great public relations for your store and your local MAW office will do most of the work.

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