

Georgia Gems A Publication of the Georgia Jewelers Association

Georgia Jewelers Association 5815 Fairwood Walk, Acworth GA, 30101 Phone: 770-424-7567 Fax: 770-424-9438

Georgia Jewelers Take Top Awards



Jeweler of the Year Emil Girardin

Atlanta, GA - For the second year in a row a GJA member has received the 24 Karat Club of the Southeast's Retailer of the Year award. The 2008 recipient is Emil Girardin of Girardin Diamonds and Fine Jewelry in Valdosta. Girardin

attended the black tie dinner dance at the stately Atlanta Athletic Club with his wife Patty and his stepson Paxton who works in the business. The 2007 recipient was Joe Gittings of Ford, Gittings and Kane in Rome. With so many potential winners in the southeast, it is a compliment to our organization to have members honored two years in a row.

Another Georgian took top prize in the scholarship category when Kelly Moore of Ford, Gittings and Kane won the 2008 Bob Forman Memorial scholarship. Other winners from Georgia included: Lacey Fincher of Tena's Jewelry and Gifts and Blake Steel of Steel's Jewelry. Both won Diamond Council of America Scholarships and Drew Anderson of T K Anderson Designs Ltd won a scholarship given by Stuller.



Kathy Beall (R) of the 24kt Club of the Southeast presents Kelly Moore, Ford, Gittings and Kane a plaque commemorating the 2008 Bob Forman Memorial scholarship

Georgia Jewelers Announce Annual Convention

Georgia Jewelers Association announces their 2008 Annual Convention to be held September 19-21. The weekend event will be held at Brasstown Valley Resort in the north Georgia Mountains. Jewelers in Georgia had such a great time at this facility last year they are returning for a second year. Brasstown Resort offers great vistas for viewing the highest mountain top in Georgia as well as many outdoor adventures including horseback riding, fishing and hiking.

Education, socializing and networking will be the focus of the weekend along with fun activities. A golf tournament as well as tennis will be on tap. New at the resort this fall is a day spa scheduled to open in time for the convention.

The annual event will include programs by outstanding speakers, GJA's annual jewelry design competition and an awards luncheon. For more information on attending the event or becoming a sponsor or member, contact Judy Lince, GJA executive director at 770-424-7567.



2008 Show Dates

May 28-June 3 JCK (Las Vegas)

July 26-29 RJO (Minneapolls)

July 27-30 JA (New York) Show

August 2-6 IJO (Philadelphia)

August 9-11 SJTA (Atlanta)

Sept. 19-21 GJA Convention **Brasstown Valley Resort**

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Georgia Jewelers Association

5815 Fairwood Walk Acworth, GA 30101 (Voice) 770-424-7567 (Fax) 770-424-9438 Executive Director: Judy Lince judylince@comcast.net A New Website is Coming Soon http://www.georgiajewelers.org

Publication & Distribution

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Deadline for

Month	Receipt of Advertising Copy	
Winter	November	15
Spring	March	15
Summer	July	15
Fall	October	15

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated , neither the newsletter nor the association endorses any product or service advertised or noted herein, or is responsible for accompanying statements or claims.

Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate.

Request to reprint articles with credit should be addressed to the executive director.

Change of address should be sent to the GJA headquarters location above. Georgia Gems, in its sole discretion, reserves the right to run add material on hand if material no received by copy deadline date.

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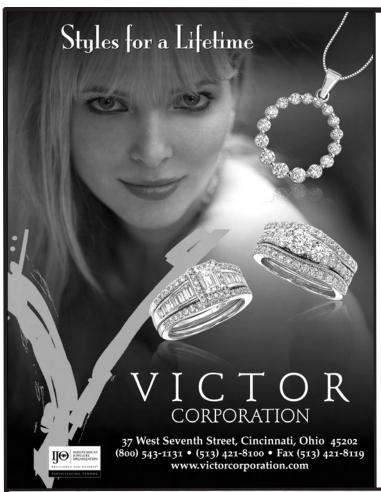
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Condolences



Our thoughts and prayers are with Mike MacLeod and his family in the loss of his mother Betty MacLeod on April 10, 2008. Mike's brother Steve is also in the industry and many remember Mike and Steve's father, the late Harry MacLeod.





Tech Corner - Kerr(R) Disclosing Wax

Next time you are laying out some diamonds on that wonderful wax that you have carved or that ring you have ordered in try using Kerr® Disclosing Wax. This stuff is great. I learned this little trick at a setting seminar that I attended. This wax is normally used for filling in filing marks on wax



before investing in order to save you a lot of time finishing the wax to a smooth surface (it is really great for that purpose).

It turns out that this wax is just sticky enough to hold your stones in place while you do what you need to do. It does not leave the residue (that you cannot remove) like the red wax or it is not hard to work with like the gels or the black wax of my father's days (I do not know how anyone ever used that wax). You can layout stones to show customers or your diamonds setter. You can layout stones or other objects on wax in order to make marks for cutting and burring. If you use a trade shop you can lay out the stones the way you want them and then take a photograph of the ring to send with the job. If you have any questions you can email me direct at eddie@bkmfg.com. Hope this tidbit helps you in some way.

Thank you Eddie Knox, VP Georgia Jewelers, VP Knox Jewelers, Inc., VP BK Jewelry Manufacturing.

Georgia Jewelers Annual Design Contest

Sept 21, 2008

It's not too early to start making you plans to enter the GJA 2008 Design Contest

Open to all GJA members and their employees

☆Prizes☆Great publicity for your store☆

Best of Show design is entered in the Jewelers of America Design Competition

> For application or information call Judy at GJA office or Eddie Knox, Knox Jewelers

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Welcome!

Georgia Jewelers would like to welcome our new members!

Retail members:

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Joseph Jewelers, St. Simon
Mayors, Atlanta, Buford and Alpharetta
Prriya & Chintans Couture & Jewelry, Atlanta

Associate members:

Steve Gatt, Marietta, Digital Witness-Westec Intelligent Surveillance

Mike Lustri, McDonough, Bauman-Massa Jewelry Co.

De Beers Class Action Lawsuit

May 19th, 2008 is the deadline to submit a claim

New York City April 28, 2008 May 19, 2008 is the deadline to submit a claim to the De Beers Class Action Lawsuit. Responses must be postmarked on or before May 19, 2008.

Jewelers Vigilance Committee (JVC) continues to provide guidance for resellers who submit claims to the De Beers class action settlement fund. Any questions or concerns regarding this guidance should be sent to jvcquestions@aol.com. For a link to the claim forms and the full guidance information on filing a claim, visit www.jvclegal.org.

For information about JVC legal compliance services and products, visit www.jvclegal.org.

Jewelers Vigilance Committee, founded in 1917, is a not-for-profit legal trade association fulfilling its mission to maintain the jewelry industry's highest ethical standards. JVC offers dispute mediation and arbitration services for trade and consumers, compliance monitoring and precious metals testing, among many other services. JVC, long considered the industry's guardian of ethics and integrity, is a resource for the entire jewelry industry and its customers as well as an industry representative before government agencies, media and adjunct fields. For more information visit: www.jvclegal.org.

Dear Georgia Jewelers,

Last weekend (April 18-20) I had the pleasure of attending the North Carolina & South Carolina Jeweler's Convention. For the second year in a row, the two neighboring states planned their convention together at the beautiful Marriott Grand Dunes Resort in Myrtle Beach, SC. A welcome cookout on Friday evening was the only rough spot weather wise when the winds and temperature made outdoor dining challenging. The large group ended the evening by packing the hospitality suite for door prizes and libations.

Saturday morning kicked off with each state having a membership meeting during the breakfast hour. Two seminars were given by Rick Segel who kept the audience laughing as he told stories about his family run woman's clothing store in New England. While Rick no longer is involved in retail, his topics Laugh and Get Rich and It's More than Just Price touched on many topics we deal with in our jewelry stores today.

Saturday afternoon offered a golf tournament hosted by Bulova, bingo and shag lessons. The beach and the pool beckoned many to lounge and soak up the sun.

Saturday cocktails were held in the discovery room with approximately 16 suppliers and service provides setting up a table for jewelers to view and the South Carolina Design contest was held. Dinner that evening was a semi-formal affair and featured a champagne toast by Gene Callaway of Southeastern & Namano. Gene challenged the audience to shout out donations to Jewelers for Children and Gene's family business

would match the donations up to \$1500. I believe that with a raffle for JFC held during the cocktail hour, Genes challenge increased the JFC donation to \$8300! This was perhaps the most exciting part of the weekend to hear jewelers match or top one another with donations.

Sunday morning dawned early with a brunch sponsored by Jewelers Mutual and program presentation by David Rocha of JFC. The topic was a new Santa Claus program for year round sponsorship to have Santa visit and grant a wish to a sick children. Many of you will want to become involved in this worthwhile activity to help terminally ill children. The closing program on Sunday was presented by Doug Johnson of Gem Vision. I did not get to hear Doug's presentation but have been in touch with him.

I want to thank the states of NC and SC for inviting me to attend their convention and for sponsoring my registration. The opportunity to attend a large convention (155 attendees Saturday evening) was very exciting. Seeing Suzi Bevacqua from NC and Jane Spencer from SC work together to put on such a great weekend was very inspirational. I hope that jewelers in the great state of Georgia may consider a combined state convention in the future. Several of the many sales reps there told me that with so many shows and weekends taken up by industry events a combined convention "killed two birds with one stone" and the large turn out made the weekend away from home worthwhile.

Happy Mother's Day, Judy

The safest way to ship? USPS Express Mail $^{\circ}$ or Registered Mail $^{\text{TM}}$

For jewelers, safe shipping goes beyond comparing prices and choosing the lowest priced shipper. Because those small packages can have sizable price tags, it's important to know about secure methods for delivery and insurance coverages in the event of loss or damage, in addition to the cost of shipping.

Jewelers Mutual has done your comparison-shopping for you on shippers for high-value items. Our recommendation for items within the U.S.? The United States Postal Service (USPS) Express Mail[®] or Registered Mail[™] services. Based on shipping claims reported by Jewelers Mutual policyholders, we've determined that using USPS is the safest and most cost-effective way to get your packages where they need to go. In fact, we're so certain that we provide our policyholders with insurance coverage when shipping with them. Why?

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- #2 Losses stay low because the USPS has a **Postal Inspection Service** that carefully monitors its employees and investigates criminal activity.
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Jewelers Mutual understands that shipping is a very big part of the jewelry business. That's why our Jewelers Block, Jewelers Standard, and Pak policyholders receive FREE shipping with the USPS as a benefit of insuring with us. This free shipping arrangement covers up to \$25,000 when shipping with USPS Express Mail[®] and \$50,000 with USPS Registered Mail[™]. We are always hearing from happy policyholders about how much money they save using this benefit that few thought to consider when selecting their insurance coverage. It's just one of many added bonuses that Jewelers Mutual furnishes to delight its customers.

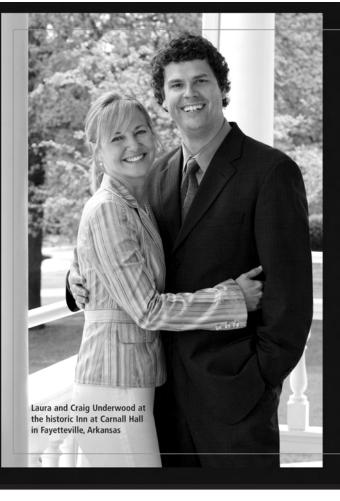
Whether you are a Jewelers Mutual policyholder or not, you can be assured that we've done our homework on shipping methods. Choose the USPS to safely and most efficiently get your high-value packages shipped to their intended U.S. Destination. Does this mean we advise against using other shippers? Not at all. There are needs for other shippers as well, such as Parcel Pro, UPS, FedEx, and others. Because we recognize that our policyholders have varying needs, we offer discounts for Parcel Pro, a shipper with an unrivaled reputation in the shipping industry.

Your business is our business and what helps you is also good for us. Jewelers Mutual was founded nearly a century ago by jewelers for jewelers. We maintain our focus only on the jewelry industry. It's why we know this business better than anyone else.

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(\$104)

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Jewelers for Children has a sponsorship level for everyone

The Jewelers for Children, the industry's charity, has introduced the Heroes for Hope campaign. The campaign provides for levels of support starting at as little as \$1 a week! Every person in the jewelry industry can help make a difference in the lives of children around the world.

Each Hero will receive a Certificate of Appreciation, Lapel Pin, Listing in the Annual Facets of Hope Journal and Recognition on the JFC website

www.jewelersforchildren.org.

Since 1999, nearly \$28 million has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. Please join with the "Industry with a Heart" in support of the work being done by our charity partners.



Certificate of Appreciation

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Southeastern Findings Sponsors Scholarships for JA Bench Jeweler Certification

Jewelry supplier donates \$7,500 to Jewelers of America's certification program

New York, NY - Jewelers of America (JA) has announced that wholesale supplier Southeastern Findings Inc., will sponsor ten JA Bench Jeweler Certification scholarships, totaling \$7,500, in 2008. The scholarships demonstrate Southeastern Findings' commitment to serving the manufacturing jeweler, by supporting a program that promotes the talent and career development of bench jewelers.

"Southeastern Findings is excited to be able to help bench jewelers achieve JA Bench Jeweler Certification, which is an instantly recognized description of value," says Gene Callaway, Southeastern Findings president. "After 30 years of working closely with manufacturing jewelers, we realize it is important to distinguish the quality and talent of professional bench jewelers."

The JA Bench Jeweler Certification program open to all bench jewelers sets industry-wide standards for evaluating a bench jeweler's talent, which has resulted in a system to clearly communicate skill level to an employer, colleague or customer. Certified bench jewelers are acknowledged as professional leaders in their field and can use their certified skills to differentiate their stores' services from competitors.

The ten scholarships will be available for three of the four levels of JA Bench Jeweler Certification: JA Certified Bench Jeweler (CBJ), JA Certified Senior Bench Jeweler (CSBJ) and JA Certified Master Bench Jeweler (CMBJ). Southeastern Findings, based in Atlanta, GA, will grant scholarships to an individual from each of the following eight Southern states: Georgia, Florida, Tennessee, South Carolina, North Carolina, Alabama, Virginia and Kentucky. Two additional scholarships will be granted "at-large" to individuals from two other states. All scholarship applicants must meet current JA Bench Jeweler Certification guidelines. To apply for the scholarships, bench jewelers should visit the Jewelers of America website, www.jewelers.org, on April 20th to download the Southeastern Findings scholarship application.

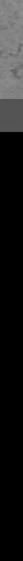
A Commitment To Bench Jewelers

The Southeastern Findings scholarships come at a time when Jewelers of America is reinvigorating its commitment the JA Bench Jeweler Certification program, more than ten years after it was first developed. The association, along with the American Gem Society, convened a Bench Jeweler Education Resource Forum last year, to address a number of issues affecting bench jeweler certification, education and marketing.

"Jewelers of America has long recognized the importance of expert bench jewelers to the future health of the industry. We are grateful to Southeastern Findings for supporting the JA Bench Jeweler Certification program and sharing in a commitment to these skilled craftspeople," says Matthew A. Runci, president and CEO of Jewelers of America.

The Southeastern Findings JA Bench Jeweler Certification Scholarships complement Jewelers of America's existing scholarship program for employees of JA-member stores, which are applicable toward many industry educational courses. For more information, visit www.jewelers.org/profdevelopment/seminars.html.

Southeastern Findings, Inc. has been a leader in the wholesale jewelry business for more than 30 years. It specializes in findings, mountings, tools and wedding bands. For more information, visit www.sefindings.com.





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SAVE THE DATE

September 19-21, 2008

Georgia Jeweler's Annual Fall Convention in the North Georgia Mountains at Georgia's Own

Brasstown Valley Resort

Young Harris, GA

We had so much fun last year we're going back!

Georgia Jewelers Association

5815 Fairwood Walk Acworth, GA 30101