



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

Dear Georgia Jewelers,

I hope this newsletter finds you and yours enjoying a wonderful holiday season with much improved sales and good cheer. I have spoken to a number of you out there and the news is upbeat. Shoppers seem to be starting earlier this year, and everyone is expecting much better sales this December compared to December 2009.



Precious metal purchases continue to boost the bottom line of many businesses. You would have thought they would have sold it all by now, but thankfully it keeps coming.

I encourage each of you to renew your membership for the coming year and get more involved with Georgia Jewelers. The knowledge we share and the support we give one another makes us all better jewelers and business owners.

Be sure to mark your 2011 calendars for Spring Break at Lakepoint State Park Resort in Eufaula, Alabama, March 25-27. I look forward to seeing many of you there.

In closing, wishing you a strong finish to 2010 and an even better 2011.

John W. Reed, J W R Jewelers, Athens
GJA President

Mark Your Calendar

MARCH 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2011 AJA & GJA Convention

March 25-27

Lakepoint State Park Resort

Eufaula, AL

To preview the sight visit www.alaparks.com and click on Lakepoint under find a park



Welcome New Members

Welcome to our newest associate member

Fred Morgan, Manalapan, NJ. Fred is owner of **Alisa Designs** and advertised in the GJA yearbook and directory for the first time this fall. Welcome Fred.

**Blessing to all for the holiday season,
good selling and warm wishes for a
wonderful New Year from the GJA staff.**

2010-2011 GJA Board

Executive Officers

President, **John Reed**, JWR JEWELERS, Athens
Vice-President, **Jan Ferguson**, FORD, GITTINGS & KANE JEWELERS, Rome
Secretary-Treasurer, **Tim Haney**, HANEY JEWELRY CO., Rome
Immediate Past President; **Eddie Knox**, KNOX JEWELERS, Atlanta

Board of Directors

Joel Jossey BROWN JEWELERS, Blakely
Ben Whidby, WHIDBY JEWELERS, Madison
Raymond Wilson, DAVIS JEWELERS AND FINE GIFTS, Donalsonville
Paxton Morris, GIRARDIN JEWELERS, Valdosta
Bill Spencer, SPENCER JEWELERS, Athens
Jana Barry, EDWARD JOHNS JEWELERS, Marietta
Debbie Jackson, TENA'S JEWELRY & GIFTS, Washington
Bill Rosenfeld, ROSENFELD JEWELERS, Tucker

Associate Directors

Bill Adams, WILLIAM ADAMS & ASSOCIATES, Atlanta
Gene Lambert, ELLE, CAMILLA, Tampa, FL

Georgia Jewelers Association

Executive Director: Judy Lince
5815 Fairwood Walk
Acworth, GA 30101
(Phone)770-424-7567 (Fax) 770-424-7567
judylynce@comcast.net
<http://www.georgiajewelers.org>

Publication & Distribution

Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association not for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 300 GJA members plus other individuals and companies who support the association.

Published Quarterly

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

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. Requests for 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 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 Michael Berg.

Beverly Bremer SILVERSHOP

Premier source for sterling silver since 1975

missing
a piece?



3164 Peachtree Road, NE · Atlanta, GA 30305
404-261-4009 · www.beverlybremer.com
10AM - 5PM Mon. - Sat.



WALTER H. PICKENS, JR.
VICE PRESIDENT

Pickens, Inc.

JEWELERS

480 East Paces Ferry Road, N.E.
Atlanta, Georgia 30305
404-237-7885 800-776-8925 Fax: 404-231-0858
Email: pickensinc@bellsouth.net
www.pickensinc.com



REFINERS OF PRECIOUS METALS SINCE 1916

Pease & Curren

75 Pennsylvania Avenue
Warwick, RI 02888

1-800-343-0906

(954) 458-2700 (Tel)
(954) 458-4668 (Fax)
(888) 458-2700 (Toll Free)
www.FingerMate.com

Finger Mate, inc.

2500 E. HALLANDALE BEACH BLVD.
HALLANDALE, FLORIDA 33009



Hinged Ring Shanks
Wedding Rings
Mountings

2011 Calendar of Events

Jan 22-24 RJO Show

Feb 19-23 IJO Show

Feb 27-March 1 NY JA Show

March 5-7 Atlanta Jewelry Show

March 6 GJA Board of Directors meeting

March 25-27 AJA/GJA Joint Convention,
Lakepoint Resort, Eufaula, AL

June 3-6 JCK Vegas

- **Fast Settlements**
- **Advances**
- **Pool Accounts**
- **Maximum Returns**
- **Wire Transfers**
- **Checks**
- **Fine Gold Returns**

UNITED[®]

PRECIOUS METAL REFINING, INC.

There is more than just



Are you being paid for the ...

Palladium in your Rings \$

Platinum in your Settings \$

Silver in your Scrap \$

If not, it's time you called UNITED.

sales@unitedpmr.com
www.unitedpmr.com

FAX
(800) 533-6657
or
+1-716-683-5433

PHONE
(800) 999-FINE
(3463)
or
+1-716-683-8334



UNITED Precious Metal Refining Inc. 2781 Townline Road • Alden, New York 14004 • USA

CHARLES FREY & COMPANY INC.

How's Business so far this year? Better than 2009? 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!

- Retirement • Going Out of Business
- Transition to New Owner • Moving
- Finding a Buyer • Consolidating Locations
- Closing One or More Locations
- Financial Distress

Call Toll Free 1.888.688.1881
Free & Confidential Consultation

CFCO

1092 Johnnie Dodds Blvd Suite 105 | Mount Pleasant, SC 29464



FALLLAIZE
INSURANCE

The Falllaize family has been helping Georgians navigate the maze of insurance, loss prevention and security since 1959. As members of the Georgia Jewelers and Southern Jewelers Travelers Association for over 30 years we are here when you need us.

770-242-8842
www.fallaize.com

754 Holcomb Bridge Rd.
Norcross, GA 30071



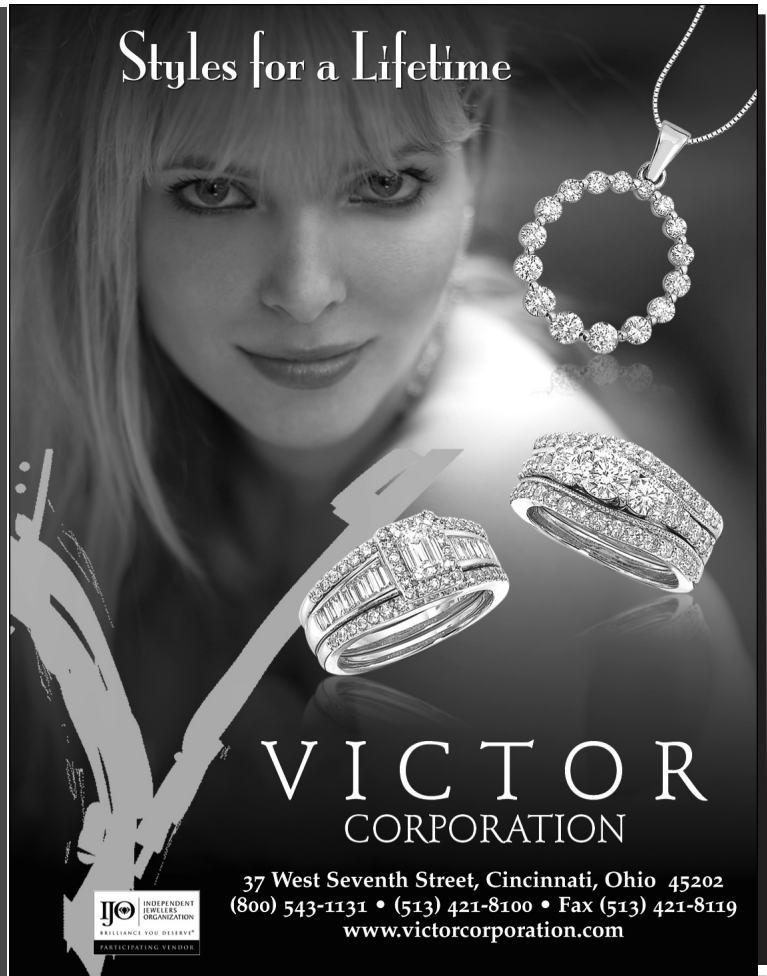
here today
here tomorrow

Bringing the Southern jewelry industry together for 23 years

For subscriptions or advertising information
go to southernjewelrynews.com
or call us at 336.389.1950

join "I'm a fan of Southern Jewelry News" on 

Styles for a Lifetime



VICTOR
CORPORATION

37 West Seventh Street, Cincinnati, Ohio 45202
(800) 543-1131 • (513) 421-8100 • Fax (513) 421-8119
www.victorcorporation.com



The
POWER
of
NO
CREDIT
CHECK!

Okinus Credit Solutions
can get your customers
approved to purchase fine
jewelry when no one
else can. Our approvals are
based on the
customer's income and
checking account use.

Advertising our
No Credit Check
program can increase
your traffic by
25% to 50%.

Call us today at **1-800-472-1334**
or visit our website at www.okinus.com.



OKINUS
Credit Solutions

Be sure to mark your calendar

March 25-27, 2011
(Friday-Sunday)



GJA 2011 Annual Convention

L

Eufaula, AL



Georgia Jewelers Association And Alabama Jewelers Association



will join for the third time
for their annual convention

In 2011 the members of GJA will visit our friends in Alabama at Lake Eufaula's Lakepoint State Park Resort. The lake lies on the border of Alabama and Georgia and the resort has just undergone a \$12 million dollar update. The lake is well known to fisherman all over the southeast and has an on-site marina with boat rentals. Golf, fishing, hiking trails, and playgrounds for the little ones make Lakepoint a great spot to bring your children and grand children to.



If you have not been to a convention lately this will be an excellent year to join us with lots of options for your staff and family at very reasonable prices. Be sure to mark your calendar.

**For room rates and reservations call Judy at the GJA
office at 770-424-7567**



your

GJA Membership Annual Dues Invoice

was mailed to your store November 18th.

We appreciate your continued membership!

Don't miss out on the renewing member incentive:

**Remit today and take \$10 off
your 2011 dues!!!!**

Mail your check to GJA by **December 18** and
Take \$10 off the invoice!

“and we all know ten bucks is ten bucks”

Don't delay, join today

Thank you to these members who have already mailed in their checks:

**Atkins Jewelry, Cantrell Jewelers, Cumberland Diamond Exchange,
Diamond Exchange (Columbus), Fancy That Fine Jewelry, Ford, Gittings and
Kane, Gem Jewelry, JWR Jewelers, North Georgia Diamond, Scott's Jewelry,
The Goldsmith Jewelers, The Mobley Co.**



Ken Williams

Cell: 516-425-2042

800-621-1162
F 212-768-8657

42 W 48th st. 15th floor
New York, NY 10036

ken@IDDNY.com
www.iddjewelry.com

1846 Cheshire Bridge Road
Atlanta, GA 30324

DOWNNS
SAFE & VAULT CO.
Since 1900

800-343-2515

800-343-2515 toll free
404-873-2515 local
404-873-4581 fax

Colored Stones

Cabochons

Carvings



Tim
Roark
Imports

1401 Peachtree Street Suite 234
Atlanta, GA 30309 USA
404-872-8937
888-TIM-ROCK

Timothy M Roark



Keep your store safe this holiday season

The holidays bring special challenges to retail jewelry stores. More customers, more sales, longer hours, temporary staff, more inventory... and a greater risk for sneak thefts, grab and runs, and robberies. To help your store and staff stay safe this season, Jewelers Mutual Insurance Company has developed this checklist of critical insurance and security tips:

- Check with your insurance agent to make sure you have **sufficient insurance limits** for your increased inventory during the busy selling season.
- Assure that sales associates know the **code word or phrase** that warns of a suspicious situation. Practice your "suspicious situation" procedure, which should include a salesperson visibly leaving the store with a cell phone and watching from outside the store.
- Remind employees about what to do in the unlikely event there is a **robbery**. Here are the main points: Do not panic. Follow the robber's orders. Do not resist.
- Review **opening and closing procedures**. At least two employees should open and close a jewelry business one to unlock/lock the front door and the other to observe from a safe distance. The observer should have a cell phone and be prepared to call the police. Never allow anyone into your store before opening or after closing time.
- Instruct sales staff to **fill empty slots** in a display tray with merchandise or markers.
- Be particularly attentive when customers enter your store **carrying coats or bags**. These can be hiding places for stolen items. In some stores, the sales associates immediately offer to take the coats and bags and put them in a safe place while the customer shops.

Encourage all sales associates to take the **online training course, *Selling with Security***. Free to Jewelers Mutual policyholders, the course teaches three key concepts that help retail jewelers sell with security and reduce theft. Access the course online at JMUniversity.com.

Princely Protection for your Royal Collection



It's no jest. Judy Carter has long been your femme phenom for insuring your finest jewels. But a gentleman has now joined the court. Lords and ladies, there is no gent better suited to insure your baubles, beads, and jewelry fit for a queen.

Steve Dabbs is our newest, noble protector of your fine jewels and giftware.

In the jewelry insurance realm, Judy Carter & Associates rules the kingdom.

Call Judy or Steve Today!



Judy Carter
& ASSOCIATES

300 Vestavia Pkwy., Ste. 1600 Birmingham, AL 35216 Toll Free 1.888.795.1221 Phone 205.795.1221 Fax 205.822.2253



Elizabeth and Bill Campbell

COVERAGE YOU CAN COUNT ON. PEOPLE YOU CAN COUNT ON.

"We've been insured with Jewelers Mutual since the day we opened the doors of our store. Since that time, we have been extremely pleased with the prompt and friendly service we receive, especially when we have had a claim. With Jewelers Mutual, we get personalized service every time we call. It's a big company, but you don't get that feeling when you need help."

— Elizabeth and Bill Campbell
McCaskill & Company
Destin, Florida

Jewelers Mutual
INSURANCE COMPANY

800-558-6411 • JewelersMutual.com • YourInsuranceExpert@jminsure.com

APPRAISERS CUSTOM DESIGNERS MANUFACTURERS
REPAIR BUSINESSES RETAILERS WHOLESALERS PERSONAL JEWELRY

Proud sponsor of the Georgia Jewelers Association

EXCLUSIVELY
ENDORSED BY



FEDERATED INSURANCE ®



It's Our Business to Protect Yours®



A Proactive Approach

Preventing losses before they happen is the key to reducing your insurance costs. Federated's risk management services can help your business manage risk and avoid losses. Call us today to discuss how Federated can make your business more safe and profitable.

Federated Mutual Insurance Company
Federated Service Insurance Company*
Federated Life Insurance Company
Home Office: 121 East Park Square • Owatonna, Minnesota 55060
Phone: (507) 455-5200 • www.federatedinsurance.com

*Federated Service Insurance Company is not licensed in the states of NH, NJ, RI, and VT.

09.07 Ed. 8/10 Copyright 2009 • Federated Mutual Insurance Company



Georgia Gems

A Publication of the Georgia Jewelers Association

Member News

Ken Williams has joined the sales team at diamond jewelry supplier **IDD**. Ken has been a traveling sales rep for 18 years. Ken is an associate member of GJA and advertises in this newsletter. Good luck Ken.

Howard Kelrick, GJA associate member recently sent in this thought to the GJA office:

Our business at **Finger Mate** has been pretty brisk lately, and that seems to be running contrary to the national trend. So I

asked some of our dealers what's behind the pick up in their Finger Mate business, and here's what they are saying....With the high price of gold, customers just aren't looking at new rings these days. So, they are looking to make their old rings fit properly, and for a lot less money than a new ring, the customer can get that "new ring feel" by putting a Finger Mate shank on their existing rings.

Have a great holiday!
Howard Kelrick, President, **Finger Mate, Inc.**



POOJAN DIAMONDS
IMPORTERS OF DIAMONDS & DIAMOND JEWELRY

**Diamond
Jewelry**

JAGDISH SHAH
1-800-848-3426
919-847-3447 (Fax)
jackshah@att.net

U.S. Office
Poojan Diamonds
P.O. Box 30081
Raleigh, NC 27622-0081

**Penn Gem
International**

IMPORTERS AND CUTTERS OF GEMSTONES



ERIC H. SCHWOTZER
President

P.O.Box 1045
McMurray, PA 15317
U.S.A.
800-245-1079
724-942-5480
FAX 724-942-2910
penngemint@aol.com



Georgia Jewelers Association

5815 Fairwood Walk
Acworth, GA 30101

