

Georgia Gems

A Publication of the Georgia Jewelers Association

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Dear Georgia Jewelers,
Now that we have Christmas and Valentines behind us along with all the cold weather, we look forward to springtime, Mother's day and the bridal season. I hope your sales were good through the holidays as the



Bill Rosenfield, GJA President with 2014 Scholarship Winner Monica Gutierrez

economy slowly improved. Now we may start to think about a little spring cleaning and sprucing up our stores. Start with changing the look a little maybe with show cases or a new coat of paint on the walls. Small improvements that don't cost much will lift the spirits of our employees and hopefully lead to greater sales.

I think the future looks bright for independent jewelry stores because we can offer so much more than most of the big box stores in the way of customer service, custom design, and jewelry and watch repair. We just have a way to give that personal touch. If you are not doing custom design you are missing the boat because this one thing can separate you from you competition and become a nice profit center for your store.

If you haven't paid you annual membership dues yet I hope you will please mail your check today. We don't want to lose you as a member. Your membership is very important. Our association is getting stronger with scholarships, our Crime Stoppers reward fund, and several other benefits. We have a new membership brochure that was developed this year listing all the great benefits we offer our members and you can pick some up at the convention. Did I say convention?

We have a great convention lined up for you April 10-12 in Opelika, Alabama at the Marriott Grand National Resort & RTJ Golf Trail. We are co-hosting again with Alabama Jewelers Association and we always have a great time.

Plan to come Friday night to the hospitality suite for a kickoff party and Saturday afternoon golf tournament. Saturday evening we host a cocktail reception, dinner and our Jewelers for Children poker tournament. Of course you will want to enjoy the great lineup of national known speakers: James Porte, Gail Brett Levine and Tom Weisharr.

Hope to see you in Opelika. Happy Selling!

Bill Rosenfeld

GJA President

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1st Quarter
2nd Quarter
3rd Quarter
4th Quarter

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May 15
August 15
November 15



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2015 Upcoming Events

- March 23 **Convention hotel room block closes (may be extended)**
- April 1 **Deadline to submit entry form for GJA Jewelry Design Competition**
- April 5 **Deadline to submit application for GJA Scholarship Awards**
- April 10-12 **AJA & GJA Annual Convention
Marriott Grand National Resort, Opelika, AL**
- April 12 **GJA Annual Design Contest
GJA Board of Directors Meeting**
- April 18-20 **The Smart Jewelry Show, Chicago, IL**
- April 22-25 **AGS Conclave, New Orleans, LA**
- May 29-June 1 **JCK Las Vegas, Las Vegas, NV**

2015 CONVENTION

Marriott Grand National Resort & Robert Trent Jones Golf Trail

Call Today for Reservations

7th Annual GJA & AJA Joint Convention

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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

The Weekend's Educational Lineup...

The Porte Marketing Group, founded by James Porte in 1989, works exclusively with retail jewelers to better promote their products and services to the consumer. His company Target Mailers enables jewelers to create automated print, email and social media programs in minutes. He has been a contributing editor for JCK, InStore Magazine, Mid America Jewelry News, Southern Jewelry News, and IDEX Magazine. His past experience includes sales for IBM, marketing director of Michael Anthony Jewelers and chief marketing officer for Diamond.com.



Gail Brett Levine is the Executive Director of the National Association of Jewelry Appraisers (NAJA) and has been a much sought after trainer and educator. As an appraiser and jewelry historian, Gail's expertise includes both interesting and fun to know information as well as the practical aspects of running the appraisal portion of your business.

The weekend's education line-up also includes Tom Weishaar, Master Bench Jeweler with Underwood's Jewelers in Fayetteville, Arkansas. Weishaar has been Underwood's head bench jeweler for twenty-five years. He was awarded the first Certified Master Bench Jeweler title in the US by Jewelers of America and has written many articles for jewelry publications and spoken at many conventions and trade events. Tom will share information for both the bench and managing the repair and design department.



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Last Call



Attention to All GIA and AGS Students
or anyone wanting to become one

This is your last chance to apply for one of the
GJA 2015 \$500 Scholarships

Scholarship applications must be sent to
Chairman Jan Ferguson or the GJA office by
April 5th

Owners and employees may apply
Bench students also

Jan Ferguson, Ford, Gittings & Kane 706-291-8811



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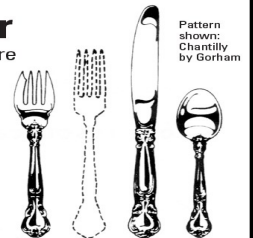
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Stay safe when traveling to your next tradeshow

Jewelry tradeshows present opportunities to see the latest designs and innovations in the industry. They're also a magnet for attracting some of the most dangerous jewelry thieves in the industry. Jewelers Mutual has compiled a few basic tips to help keep you and your inventory safe while traveling to and from your next tradeshow. Attending a tradeshow can make you a potential target for jewelry thieves; always remain alert and aware and don't let your guard down.

Before heading out to your next tradeshow, take the necessary precautions:

Review your coverage. Work with your insurance agent to examine your current coverage. Most jewelers block insurance excludes coverage *while at* tradeshows. Therefore, increase your off-premises travel limit of coverage if your normal travel limit is insufficient.

Plan your travel. Know where you will be traveling and how you will get there. Your planning should include an alternate route that you can take in the event you are unable to follow your original plan, as well as a destination of safety you may need to go if you suspect you are being followed.

Proceed with caution. Whenever you travel with jewelry merchandise, always remember to keep the merchandise in your possession at all times. Make sure the vehicle you drive is appropriately serviced and maintained and that en route you keep the gas tank full. Be alert and watch for suspicious vehicles following you. If you sense somebody is following you, call 911 on your cell phone, and proceed immediately to your destination of safety. Whenever you must use public transportation, choose taxis available by dispatch.

Whenever you fly with merchandise, pre-arrange for a private airport security screening so that you can keep an eye on your merchandise at all times during the security screening process.

Choose the right hotel. Thefts in hotel/motel parking lots remain the sites of many off-premises jewelry crimes. Mitigate the risk of these crimes by choosing a hotel/motel with an inside room entry and with a well-lit and traveled parking area. Make sure you enter through the main lobby and avoid staying in a room on the ground floor. Before you settle into your room, conduct an inspection to make sure the room is appropriately secure, and secure your door whenever you are in the room. Absolutely never open your door for unexpected visitors without positive identification, even if they claim to be hotel staff.

Buy and sell with security. Virtually all tradeshow transit losses can be prevented by using a reputable armored courier service experienced in transporting high-value merchandise, to and from the show. Whenever leaving your merchandise overnight at the show, utilize the vault or designated security area provided at the show. Avoid taking possession of jewelry at a show— rather have the vendor ship the purchase to your business. Lastly, always confirm your coverage in these situations with your insurance agent.

Stick to the basics. Review the basic security guidelines before attending a show.

- Expect, but don't fall for, distractions.
- Carry a fully charged cell phone, preloaded with local emergency phone numbers.
- Remain alert and 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 both vendors and buyers.
- When leaving the show for the last time, surrender or destroy your badge.

Your safety and security is imperative at all times when attending jewelry tradeshows. Consider making these security measures part of your normal tradeshow preparation. To learn more, take Jewelers Mutual's free, online security course, *Danger on the Road*, at JMUniversity.com.

To learn more about Jewelers Mutual's coverage options or to find an experienced insurance agent in your area, contact Jewelers Mutual at 800-558-6411.

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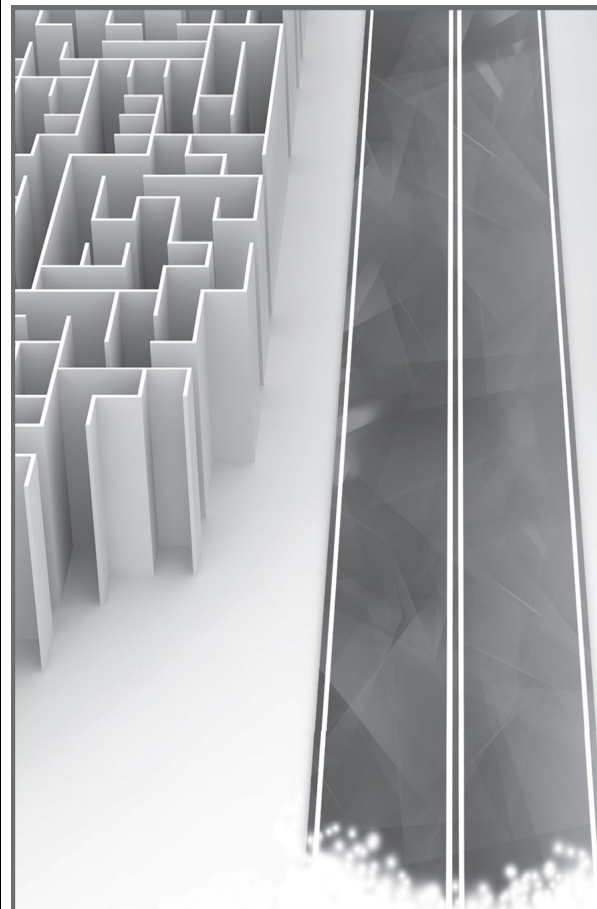
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GJA Vice President Bill Spencer (far right) joins GJA member Gene Callaway and Gus Callaway of Namano & Southeastern Findings as they present wedding rings to Make-A-Wish recipient Andrew Taylor and his fiancé during the Atlanta Jewelry Show March 1st. Jewelers for Children's David Rocha (second from right) facilitated the wish.



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November is Jewelers for Veterans Month
Every Jeweler in America Asked to Participate



“November 2015 and every November thereafter is now officially *Jewelers for Veterans* month- highlighted by the observance of Veterans Day,” proclaimed Ralph Destino, Chairman of the **Jewelers For Veterans Foundation**. “Every jeweler in America is being asked to show their support for our returning vets and help provide these warriors with a pathway to economic success in an industry where they can put their skills to good use,” continued the Chairman-Emeritus of **Cartier**.

The **Jewelers for Veterans Foundation** (www.JewelersforVeterans.org) is a 501c3 not for profit corporation that was founded in 2012 to help the nearly one million military veterans who face unemployment when they return to our country.

Retail and manufacturing jewelers in America will be asked to commit to the *Jewelers for Veterans* month promotional effort by supporting this campaign and displaying a framed placard, a POS display and a donation can in their offices and stores. The campaign will kick off with a launch event at the JCK Las Vegas show this year; they are asking manufacturers, retailers and trade associations to commit now so they can ensure success by November.



The parts behind the Pretty...

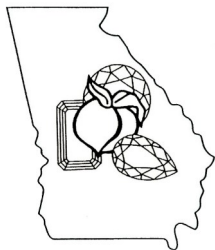
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