

Georgia Gems

A Publication of the Georgia Jewelers Association

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Dear Georgia Jewelers,

I am hoping this newsletter finds your families and your business doing well.

Summer is here and it seems as if spring just flew by. I spent a little time with my two children and their spouses and five of my six grandchildren in St Petersburg, Florida last

month. The beach was great and we had good weather. We had a large condo overlooking the bay. The highlight of our vacation was a chartered fishing trip; we caught 56 lbs. of Grey Snapper. We had a great time catching them and then had some good eating. I think I gained a few pounds on the trip.

I hope each of you are taking some time off to relax and spend some quality time with your families. You need and deserve it.

Our convention was really wonderful this year and as always Judy, Kathy, and Whitney did an outstanding job putting it together. I know they are hard at work on next year's program. I believe we are all set to return to the Marriott Grand National Resort and Hotel on April 1, 2016. So start planning your April Fool's jokes to bring to Opelika on Friday April 1st.

Special thanks to Southeastern Findings/Namano for hosting the Texas Hold'em Poker Tournament where the proceeds go to Jewelers for Children. The live auction Saturday night (thank you to our returning auctioneer Tommy Glasscock) and the sale of JFC light ups brought the total collected to \$4750. The states of Alabama and Georgia know how to raise some money for JFC in just one evening!

Special thanks also to our sponsors and donors, without whom we could not come together at such a great property and enjoy such wonderful speakers and good times.



Bill Rosenfeld

GJA President

I hope to see everyone in Atlanta at the Atlanta Jewelry Show in August, the 8th to the 10th. We will have a board meeting on Sunday, August 9th at our earlier meeting time we voted on in March at 8:00 AM. This will hopefully allow us to attend a portion of the AJS keynote event after we conclude the meeting. You are all invited so please come.

Bill Rosenfeld
GJA President
Rosenfeld Jewelry, Tucker



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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

July 25-29 IJO, Nashville

July 26-28 JA NY Show, New York

August 1-3 RJO, St Louis

August 8-10 Atlanta Jewelry Show

August 9 GJA Board Meeting, Cobb Galleria
*New Time: 8:00AM

2016 Upcoming Events

April 1-3, 2016 Georgia Jewelers annual Convention & Jewelry Design contest, Marriott Grand National Hotel & Resort

2015 Jewelry Design Competition Results

2015 Winners

BEST OF SHOW



Georgia Jewelers Association held its annual jewelry design competition during the GJA convention April 10-12 at the Marriott Grand National Resort in Opelika, AL. With over two dozen entries in this year's event the judges had their work cut out for them in selecting the best in each of four categories.

CATEGORY 1-A



The Best of Show "Tommy Barr Memorial Award" went to Dave Meadows of Art Jewelers in Woodstock, GA for his Diamond and Sapphire ring. Attendees of the convention, a co-hosted event for the seventh year with Alabama Jewelers Association, got to select the People's Choice award. The popularity award went to Bill Rosenfeld, Rosenfeld Jewelry, Tucker, GA for his lavish 14KT YG bracelet set with Diamonds.

CATEGORY 1-B



Category winners included Category 1a) first Place: Jana Barry, Edward-Johns Jewelers, Marietta, GA, sterling silver tree pendant; Second Place: Malachi Meadows, Art Jewelers, 14KY & WG Aquamarine earrings. 1b) first place: Dominique Sotillo, Edward-Johns Jewelers, 14KWG and Rose Gold Indicolite, Pink Tourmaline, and Diamond pendant; second place Heather Seely, Edward-Johns Jewelers, 14KYG and Sterling Silver Rainbow Hematite and Danburite pendant.

CATEGORY 2



Category 2) first Place: Johnny Johnson, Edward-Johns Jewelers, 14KYG Tsavorite Garnet and Diamond ring; second place: Kamal Elmoukha, Rosenfeld Jewelry, 14KWG Diamond cross pendant.

CATEGORY 3



Category 3) first place: Kamal Elmoukha, Rosenfeld Jewelry, 14KWG Diamond ring; second place Jonathan Meadows, Art Jewelers, 14KW and 24KYG Tanzanite pendant.

Johnny Johnson, design contest chairman, wants all members to know that it is not too early to start planning your entry in the 2016 contest. The competition will be held on April 3, in Opelika, AL at the annual convention.



JEWELERS CHOICE

GJA Scholarships Awarded

The GJA scholarship committee and the board of GJA presented two scholarships during the annual past president's luncheon on Sunday, April 12 in Opelika, AL. The presentations took place during the GJA & AJA convention. The committee received multiple applications for the \$500 awards and deliberated during the days leading up to the convention. The scholarship fund was established to help members and their employees with continuing education costs. The funds may be used for distance or traditional classes and training in the jewelry and gemology field.

The John W Reed Memorial scholarships, recently named in memory of GJA past president John Reed from Athens, were presented by John's wife and business partner Patti Reed. Winners were Ariel Cothran from Canon, GA, an employee of Tena's Jewelers in Hartwell and Jessica Rossomme from Senoia, GA, an employee of Mucklow's Fine Jewelry in Peachtree City.

The association will accept applications for the 2016 awards beginning in January. One application per member store per year will be accepted. Applicants not selected may reapply the following year. Applications will be available from the GJA office and mailed to each member store in January.

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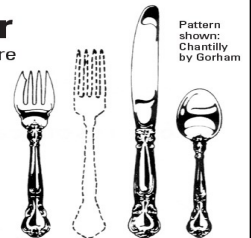
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Seeing Clearly: Surveillance Tips from Jewelers Mutual

Today, many jewelry businesses are equipped with a video surveillance system. If your business has one, have you considered whether it's performing as effectively as possible? As with all security equipment, the proper operation and maintenance of a video surveillance system are crucial and a key part of your security plan.

Keep these tips from Jewelers Mutual in mind to ensure the best configuration, operation, and upkeep of your video surveillance system.

- Develop a written procedure for the operation of your surveillance system, and make sure all staff members are informed of the procedures.
- Assign one or more trusted employees with the daily task of checking the surveillance system to ensure it is operating properly.
- The system should be in operation 24 hours a day, 7 days a week.
- All surveillance footage and still images should be retained for at least four weeks.
- The interior of the premises is a logical choice for cameras, but don't forget about the exterior. Cameras should be placed at all entrances and in the parking areas.
- Consider 360 degree "casino view" cameras in the safe/vault area(s), private showing rooms/offices, and shipping/receiving areas.
- Your surveillance system should include a mix of clearly visible cameras as well as concealed cameras.
- Make sure cameras are positioned to capture images of faces, not the tops of heads. Having clear footage of a suspected criminal's face is needed to assist with apprehension and conviction.
- Place signage on your door indicating that the premises are under surveillance 24 hours per day. Simply having such signage can be a crime deterrent!
- Secure your recording device in a concealed area, and consider having a backup of the footage off site. If the recorder is stolen, you will still have access to your footage. Another option is having two recorders – one in an obvious place, and one in a concealed area. Criminals will take the one in plain sight, not knowing there is a concealed backup.
- Consider obtaining a very high quality photograph of the faces of those who enter your store or view items in a private showing room. This can be done covertly or in an obvious fashion. Having high quality images will assist the police in the identification and apprehension of any individuals who perpetrate a crime against your store.

Take a few minutes today to test whether your surveillance is helping you see clearly. For useful Tips of the Week, loss prevention tips and coverage information, visit JewelersMutual.com or call 800-558-6411 to find an agent in your area.

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Condolences

James B (Jim) Fallaize, father of GJA member Mike Fallaize and founder of the Fallaize Insurance agency passed away on April 1, 2015. Mr. Fallaize spent most of his adult life in the insurance business and we know he was proud to have his son Mike and grandson Calvin both active in the business. Mr. Fallaize lost his wife Marie of 67 years last fall.

Mary Anne Cook Pickens of Atlanta died Wednesday, April 29, 2015, at the age of 87. Mrs. Pickens, wife, mother and grandmother, will be missed by her family, all of whom are friends of GJA. Mary leaves her husband of 68 years Walter Pickens and son Walter Jr., current GJA member and his wife Kim as well as grandchildren and two great grandsons.

Tracy Bronson, 90, passed away recently. Bronson was the founder of Tracy Pearls. He and his wife Lou have been residents of Naples, FL recently. Bronson sold his business to GJA member Rebecca Shemwell more than a decade ago. Rebecca felt that Tracy was more than simply her mentor, he was a role model and a father figure. We know she will miss him very much and send our condolences.



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April 1-3, 2016 for our
Annual Convention,
Golf Tournament
and Jewelry Design Contest.

APRIL 2016					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

April 1-3, 2016 GJA & AJA ANNUAL JEWELERS CONVENTION

Join us and our friends from Alabama Jewelers
for a full weekend of fun and fellowship



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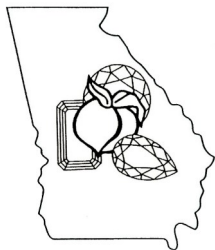
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