

Georgia Gems

A Publication of the Georgia Jewelers Association

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Fellow Georgia Jewelers,

I just returned last evening from another buying trip to Antwerp, Belgium. I left 8 days ago with a list of preordered diamonds and deposits from my customers and a shopping list for the store since we design and create a lot of the diamond jewelry we sell.



Bill Rosenfeld

GJA President

For those of you that don't belong to a buying group, as members we have the opportunity to travel as a small group to visit the offices of site holders and diamond sellers. There were 15 in our group this time and two of my fellow travelers were retailers I know from Pennsylvania and Minnesota. I came home with a bunch of "new best friends" as the comradery and idea-sharing are a huge benefit of being far from home for a week with a single purpose. One salesperson was sent on the trip by her store manager as a congratulations for generating \$100,000 in diamond sales.

After visiting the diamond sellers offices each day, each evening is hosted by different diamond dealers, where new business is generated over wonderful meals and retailers share successful in-store events and marketing ideas. During Monday's dinner, I sat across from a diamond dealer that sells ideal cut melee to watch manufacturers. I went to his office the next day to buy the odd sizes that he can't sell to the watch companies who demand certain sizes in huge quantities. I bought super quality melee at incredible prices; bags of brilliant, colorless stones which when examined under magnification revealed hearts and arrows. Very exciting connection! I look forward to having those goods in our store later this week and promises of more to follow.

Back at the store, we are planning our VIP Antwerp event in early December for our loyal customers. As we have in the past we will offer valet parking, Belgium beer, Belgium waffles and the country's famous chocolates. We will have vendors with their lines and we will offer many special pieces that will be created with the inventory I purchased in October.

I am excited about the holidays and the prospect of many happy Rosenfeld customers by December 24th. I challenge you to work hard these next weeks to make it the best holiday you can. And maybe a GJA sponsored diamond buying trip could be planned for the future?

Bill Rosenfeld

GJA President

Rosenfeld Jewelry, Tucker



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3rd Quarter
4th Quarter

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2016 Upcoming Events

January 30 - February, 2016 **RJO Phoenix, AZ**

Feb 27-29, 2016 **Atlanta Jewelry Show**

February 28 **GJA Board Meeting, Cobb Galleria**

March 5-9, 2016 **IJO Orlando, FL**

March 13 - 15, 2016 **NY JA Show**

April 1-3, 2016 **Georgia Jewelers Convention & Jewelry Design contest, Marriott Grand National Hotel & Golf Resort, Opelika, AL**



MAKE A WISH.

John Paul's Jewelers hosted a **Make a Wish** granting event at their store in Columbus this summer. The wish presentation included gifts from John Paul's: a tiara and a custom made pendant with a Harry Potter theme.

Make a Wish often contacts state jewelry associations to find retailers to host wish presentations in conjunction with the wish being granted. If you would like to be contacted if a sick child in your area is to be granted a wish please let the GJA office know by e mailing judylince@comcast.net

"Thanks for letting us be a part of this great cause!"

John Paul Marvets,
Owner

John Paul's Jewelers
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MAKE A WISH.



U&i

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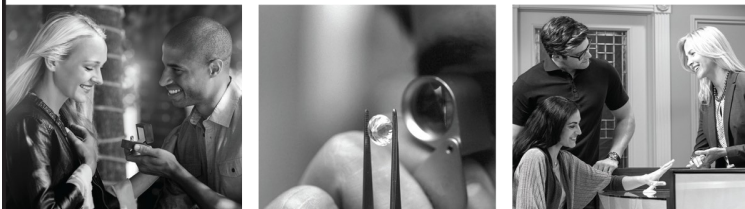
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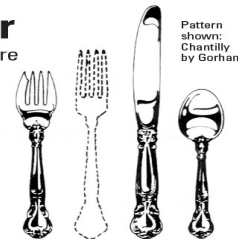
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Keeping Your Guard Up: Smart Tips for Selling with Security

Long the subject of crime fiction, jewelry heists continue to capture the attention of movie and crime novel aficionados. But it is far more common for criminals to pose as customers waiting for the opportunity to strike whenever you or your associates inadvertently “drop your guard.” Jewelers Mutual Insurance Company has a few tips to help keep your associates and your inventory safe and secure.

Opening and closing your store. Have two individuals open and close the store and have at least two associates on the sales floor at all times when the store is open to business.

Meet and greet. Saying hello to every customer who enters your doors – and making eye contact – isn’t just a good way to make people feel welcome. It’s also a way to make criminals feel unwelcome.

One on one. Keep your focus on one guest at a time. It can be tough during busy seasons, but it will make that customer feel worthy of your undivided attention and help ensure you don’t lose track of merchandise.

Show one item. Show only one item at a time. If a customer wants to compare two watches, for example, put one on your wrist.

Turn the key. Keep all jewelry showcases key locked and remove the keys from the locks when unattended or when you’re not actively taking items out or returning them.

Provide a private showing area. Whenever a customer asks to see high-valued merchandise, allow them to do so in a private area or office adjacent or away from the main show room. This arrangement provides privacy for your customer, allows your associate to focus their undivided attention on the showing and does not facilitate a grab-and-run scenario.

Trust Your Instincts. Whenever you or an associate have reasons to believe your store is being cased, share your suspicions with your associates and notify local law enforcement and mall security of your concerns with due dispatch. Remind your staff that interactions with customers inconsistent with your usual customer exchange can be an indication that you are being actively cased. When associates feel something isn't quite right, they are probably correct.

For more security tips, visit the Safety and Security page on JewelersMutual.com. There you’ll find useful Tips of the Weeks, new loss prevention videos and the latest news on jewelry crime. To learn more about insurance coverage, call 800-558-6411 to find a Jewelers Mutual agent or broker in your area.

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Winners of our 2015 golf tourney back in April at AJA & GJA Convention at the Robert Trent Jones Golf Trail in Opelika, AL were (L to R) Renee Singer (Start to Finish) Adam Schaper, Southeastern Findings/Namano, father and son Bill and Chris Spencer, Spencer's Jewelers, Athens.

GJA Scholarships Awarded

Congratulations to **Jessica Aaron** for winning a Diamond Council of America scholarship. The presentation was made at the 24Kt Club of the Southeast banquet in August held during the Atlanta Jewelry Show. Jessica works for Kathy and Earl Butler of K E Butler in Vidalia.

Condolences

GJA member Rebecca Shemwell, owner of Tracy Pearls, lost her mother in August. Our condolences go out to Rebecca and her family.



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MARK YOUR CALENDAR

Please plan to be in Opelika, AL April 1-3, 2016
for our **Annual Convention, Golf
Tournament, and Jewelry Design Contest.**

April 1-3, 2016

GJA & AJA ANNUAL CONVENTION

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		

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

Happy 65th Anniversary to

SJTA & The Atlanta Jewelry Show!



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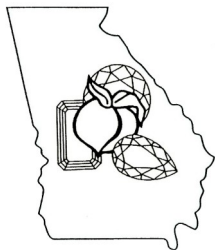
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