

# Georgia Gems

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association, 5815 Fairwood Walk, Acworth GA, 30101

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*Happy New Year*

*welcome to*

*2016*

*May all your resolutions come true  
from all your friends at GJA*

**NEW**

### **Welcome to our New Associate Members:**

Michael Koepke, *Velocity Metal Traders*, Marietta

Eugene Young, *Executive Protection Specialist*, Conyers



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#### Publication & Distribution

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*The newsletter is published four times per year. Each edition is mailed to over 200 GJA members plus other individuals and companies who support the association.*

#### Published Quarterly


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

#### Deadline for Receipt of Advertising Copy

February 15  
May 15  
August 15  
November 15



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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**

## Member Updates:

### *Ford, Gittings & Kane, Rome*

Ford, Gittings and Kane Jewelers, Rome, donated a strand of pearls to Toys for Tots. Hal Gosnell at Rome Toys for Tots was in charge of the fundraiser. \$1,315.00 was raised by selling \$5.00 chances to win the pearls. Greater Rome Toys for Tots provides toys at Christmas for children through the age of 12 who would otherwise not be receiving toys. Dinah Spence was the winner of the strand of pearls donated by the Gittings family and business partner and past GJA president, Jan Fergerson.



*From left to right Terrie Faulkner, Gaby Haithcock, Linda-Kay McLaughlin, Lindsey Wallace, Santa, Dinah Spence, Krista Womack, Jan Fergerson and Alice Herring.*

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### *Knox Jewelers, Atlanta*

After 45 years in business at a single location, the Knox family received word that the building their business had been housed in in Sandy Springs was being torn down. The week after they relocated nearby, the building was gone. So too was the way the Knox's did business. The family decided to reinvent their business. They slimmed down to just a small family staff and have stopped doing appraisals, watch batteries or repairs. They are "just making jewelry".

Knox Jewelers did zero marketing to let their customers know about the move but added a nice new awning to the front of their new location that simply says Knox on it. "We have been blessed to have our loyal customers find us and our phone number stayed the same" said Bob Knox, a GJA past president. "Over the years we grew to a big store and we have gone back to being a little store, making jewelry and doing what we love and our customers have followed."

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### *Taylor-Foster, Manchester*

GJA has heard that Judy Foster will close the family business that she and her late husband Daren started. We wish her the best of luck and hope that she will have many great adventures. The industry will certainly miss you Judy.

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Mike and Beth Fallaize, Fallaize Insurance, became grandparents for the first time on December 2<sup>nd</sup> when their son Cal and his wife, Dana, welcomed little Margot Val Fallaize to the family. We hope to meet Margot at a GJA convention in the future.



MIKE WITH HIS GRANDDAUGHTER MARGOT

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Former GJA associate member and Gemvision salesman, Doug Johnson and his wife Becca, welcomed young Master Ryker into their family in the days leading up to Christmas. Ryker joins his two older brothers. We miss Doug at our conventions and hope that he will find his way back to visit Georgia sometime soon.



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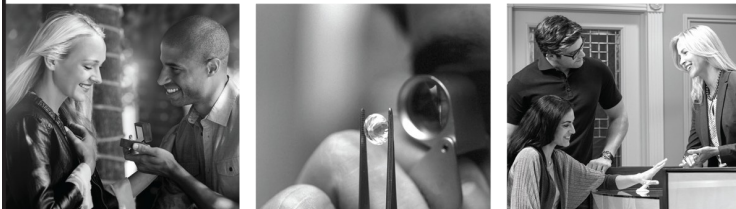
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## Dos and Don'ts of dealing with traumatic events from Jewelers Mutual

Adrenaline kicks into overdrive when a traumatic crime or other catastrophic event happens at work, whether you're on the road or at your business.

The majority of jewelers likely know what measures they will need to take –call 9-1-1, attend to any physical injuries, assist police and get in touch with your insurance agent or carrier. Even after all the necessary immediate measures have been addressed, there might be another important follow-up measure that is easy to underestimate or overlook.

In the aftermath of these events jewelers, their associates and family members often have much more to deal with than the physical injuries and lost inventory. The psychological injuries that may result from an armed robbery or some other catastrophic event may not be as immediately obvious as a shattered window or broken bone. Left unaddressed, however, the long-term effects and resulting damage from this kind of injury can be very serious, even debilitating.

According to Joseph Utecht, LifeWorks master counselors manager, the important first step is to recognize the psychological injury. Utecht recommends watching for these signs that an individual could be having difficulty recovering from psychological trauma:

vivid and frequent flashbacks,  
a pervasive change in personality or demeanor,  
dramatic emotional swings,  
anxiety or paranoia,  
insomnia or fitful sleep,  
depression, and/or  
heightened feelings of stress.

Because people experience trauma and its effects differently, the question of whether professional counseling is needed is always an individual decision, but this list of “dos” and “don'ts” from [Jewelers Mutual](#) and Ceridian Lifeworks can aid in an individual's recovery from emotional and psychological trauma.

### DO:

- Get plenty of rest.
- Maintain a good diet and exercise.
- Spend time with family and friends.
- Take time for leisure activities.
- Talk to supportive peers and family members about the traumatic event.
- Learn about traumatic stress.
- Expect the traumatic event to bother you.
- Stay connected to your spiritual resources and advisors.

### DON'T

- Don't drink alcohol excessively.
- Don't use legal or illegal substances to numb reactions or serve as an emotional crutch.
- Don't withdraw from significant others and friends.
- Don't stay away from work.
- Don't reduce your leisure activities.
- Don't set unrealistic expectations for your recovery.
- Don't make major life decisions or changes while you're coping with trauma.
- Don't be hard on yourself or others.

Jewelers Mutual provides loss-prevention guidance, experienced claims service, assistance with coping and recovering, and follow-up advice for improved loss prevention in the future. Jewelers Mutual's RELI(E)VE benefit is designed to help jewelers, their employees and family members deal with the psychological effects of traumatic events. For more information on the RELI(E)VE benefit, visit [JewelersMutual.com/relieve](http://JewelersMutual.com/relieve) or call 800-558-6411 to find a Jewelers Mutual agent in your area.

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Membership renewals were mailed recently. Please remit \$90 annual retailer membership dues today

Get your check in by **January 15** to be entered into our drawing to win a two night hotel stay courtesy of the **Atlanta Jewelry Show**

Hotel stay may be used for the February 27-29 spring show or the August 6-8 fall show. Good luck!

January 2016						
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31						

### GIA Scholarship Announcement

*Scholarship applications will be mailed out in January to all paid retail members. It's not too early to speak to your employees about applying for one of the \$500 scholarships that will be awarded.*

*Application deadline: March 15*

*Winners announced at convention April 3, 2016*

## WE NEED YOUR NEWS

- ANNIVERSARIES
- STORE EVENTS
- FAMILY CELEBRATIONS
- ACHIEVEMENTS
- CIVIC EVENTS

PLEASE SEND YOUR NEWS TO JUDY LINCE AT:  
JUDYLINCE@COMCAST.NET

## 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



*Join us and our friends from Alabama Jewelers for  
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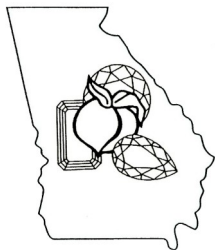
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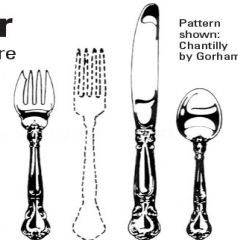
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