



# Georgia Gems

A Publication Of The Georgia Jewelers Association

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

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## GJA Members Celebrate at Belgium Consulate

William De Baets, Consul General of Belgium in Atlanta hosted a reception at his residence on Friday, August 5th before the start of the Atlanta Jewelry Show. The event was to celebrate jewelers selected to participate in the September 26th - 28th Antwerp Diamond Experience. Georgia Jewelers were well represented in the group of retailers from the southeast.

## WELCOME TO OUR NEW MEMBERS:

Bashinski Fine Gems & Jewelry, Macon

It's About Time (Perimeter Mall), Atlanta

Gold Center, Valdosta



## Woodstock Remodel Revealed

Art Jewelers of Woodstock, GA and the Meadows family have just finished a total remodel of their store while doubling it in size. They held a grand reopening on November the 12th. Congrats team on accomplishing this giant project.



Bill Spencer, GJA President, asking Santa (aka Johnny Johnson, GJA past president) to bring all Georgia jewelers tons of customers this Christmas!

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**Published Quarterly**

**Deadline for Receipt  
of Advertising Copy**

1st Quarter

February 15th

2nd Quarter

May 15th

3rd Quarter

August 15th

4th Quarter

November 15th

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**2017 Calendar of Events**

January 15: Deadline for two-night hotel stay drawing.  
(Drawing entry with paid retail member dues)

February 4 - 6: RJO, Tampa, FL

February 21 - 25: IJO, Palm Springs, CA

March 1 - 3: GIA Colored Stone Grading Lab, Cobb  
Galleria Centre

March 4 - 6: Atlanta Jewelry Show, Cobb Galleria  
Centre

March 5: 8:00 AM GJA board meeting at AJ Show

March 31 - April 2: Georgia & Alabama Jewelers  
Associations Convention & Jewelry Design Contest,  
Marriot Grand National Hotel & Golf Resort, Opelika,  
AL

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Dear Georgia Jewelers,

I hope everyone had a wonderful Thanksgiving with family and friends. As business leaders in our communities, we have so much to be thankful for. Our customers trust and respect our professionalism and passion in our stores daily as independent hometown jewelers.

Now we prepare for our busiest season of the year; doesn't it seem to come around faster each year? The holiday season brings long hours and sometimes little sleep. However the satisfaction knowing we did our best to fulfill our customers' wishes makes it all worthwhile.



I congratulate the GJA jewelers that were selected for the Antwerp buying trip in September. I'm sure it was very rewarding and a great educational experience. Hopefully this will be offered again in 2017 for GJA retail members.

I hope every GJA member received the 2016-2017 yearbook mailed in October. If you didn't get your copy, please contact Judy Lince, our Executive Director. I would like to personally thank all of our advertisers in the yearbook and recognize the newest advertisers: Bulova, Cargo Hold, Coast, Diamond Council of America, Imperial Pearl, Jewel-Craft, Kattan, Kimberley Diamond, Marathon, Obaku, Raymond Mazza Jewelry, Ron Rosen Jewelry, Stuller, Sterling Reputation, Time Delay and Walters Jewelry Repair. THANK YOU. The yearbook and other member benefits would not be possible without our advertisers and annual sponsors. Please continue to support those that support our association the next time you need to place an order.

Growth is so vital to our organization, please use the application mailed inside the last newsletter to invite a fellow jeweler to join GJA. I would like to welcome our three new GJA members this month. You will find your GJA membership to be very rewarding with great benefits and a great way to network. We hope to see all of you at our annual convention next spring. The convention dates are March 31 – April 2, 2017, please mark your calendars. There will be more info about the 2017 convention in next quarter's newsletter.

Let's all be safe, ever vigilant and close every sell this Christmas season! Merry Christmas and a Happy and Prosperous New Year.

Bill Spencer  
GJA President  
Spencer's Jewelers, Athens

A business card for Penn Gem International. The card is white with black text and logos. At the top left is the company name "Penn Gem International" in a stylized font, with "IMPORTERS AND CUTTERS OF GEMSTONES" underneath. To the right of this is the address: "P.O. Box 1045, McMurray, PA 15317, U.S.A.", followed by phone numbers "800-245-1079" and "724-942-5480", and a fax number "FAX 724-942-2910" and email "penngemint@aol.com". In the center is a diamond logo and the name "ERIC H. SCHWOTZER" with "President" below it. At the bottom left is a logo for "MEMBER AGTA" and at the bottom right is a logo for "AGS REGISTERED SUPPLIER".



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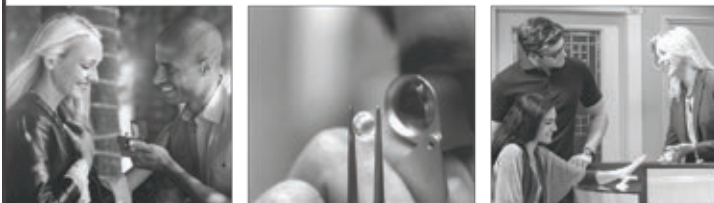
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# Security in the Digital Age: Social Media and Beyond

20 years ago the internet was a luxury. 10 years ago social media was a fledgling creative outlet for bored young people. Phones with physical keyboards weren't that far out of the norm even five years ago.

It's easy to take the information we have at our finger tips today for granted and it's difficult to predict what the intersection of everyday life and technology will look like in the years ahead. However, if you're a business owner, it's critical that you step back and assess the digital landscape for the sake of your business' security.

Implementing quality procedures to recognize casing behaviors of criminals at your business and practicing them often is important, but consider the fact that criminals can now do their casing by surfing the web. Just as you use a front window or central showcase to preview your most eye-catching products, you're probably transferring this publicity to social media.

## **Ask Yourself These Questions From Jewelers Mutual Insurance Company Before Posting Anything:**

- Does the information indicate when our business is receiving a new line of merchandise?
- Do our promotions of trunk shows or special events tell criminals about after-hours activities at our business that could present robbery opportunities?
- Does the information give away too many specifics regarding our travel plans or transport of merchandise?
- Does it reveal patterns regarding our staffing levels at particular times or on particular days?
- Does the information help criminals identify members of our staff?

When in doubt, err on the side of caution. There are numerous schools of thought regarding a business' success and safety on social media, but the results are relative. Restricting administrative access, monitoring the activity of your audience, interacting in a positive manner, and reporting any undesirable or suspicious activity will build a solid foundation for your business.

## **Be Aware of Big Brother**

But what about revealing information that you're not publishing directly? If Google Street View can give a detailed image of JM's campus and nearly every neighborhood in Neenah, WI, it's a safe bet that your business can be found as well. The best thing you can do in this situation is to make sure that your physical security is up to par. If it is, and a criminal is casing you virtually, they'll recognize you as a hard-target and most likely move on.

What's even more revealing is Google's Business View feature. The marketing reward of having professional photographers capture your business from every angle in a 360 degree view fashion is high, but the security risk is even higher. If you're approached by a company that offers this service, just say, "No, thanks."


If you're looking for more information about security in the digital age, or are just interested in other tips, tools, and techniques aimed at helping you run a more secure and successful jewelry business, subscribe to Jewelers Mutual's The Clarity Blog or contact us at 800-558-6411.





### GJA Goes to Belgium

In September several GJA retailers including GJA immediate past president Bill Rosenfeld along with Danny Clark, immediate past president of Alabama Jewelers enjoyed the trip. Bill Craig of North Georgia Diamond said "This trip was the beginning of a long term business relationship with Antwerp diamond vendors for our store. We are a growing business in a fast growing market. We plan to return to Antwerp next year either on our own or with a group. The AWDC staff treated us like royalty."

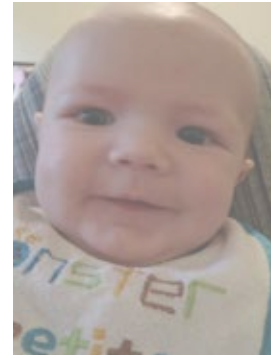


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### Congratulations!

Jessica, store manager for K E Butler & Co Jewelers, Vidalia, and Cody are happy to announce the birth of their son, Jack, born in August.




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### Happy Holidays!

Georgia Jewelers Association wishes a safe & successful holiday season to all its members, both retail and associate members. It is an important time for all. Please support our partners that honor GJA with yearbook ads, convention sponsorships and our annual sponsors.

### Condolences

Greg Knox, 55, of Big Canoe, GA, son of Fran and Bob Knox and brother of Eddie Knox passed away on October 6, 2016. Bob and Eddie are both GJA past presidents. The members and associates of Georgia Jewelers Association extended heartfelt sympathy and prayers to the Knox family.

# AJA & GJA ANNUAL CONVENTION AND CONFERENCE

Marriott Grand National Resort and Robert Trent Jones Golf Trail



March 31st - April 2nd, 2017

Great speakers, round tables, and NEW retail expert forum

2017 **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 are going to be awarded. Application deadline is March 15th, and winners announced at convention on April 2, 2017.



# NOTICE:

**Annual membership renewals will be mailed in December to retail & associate members.** Retail members should 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 March 4-6 spring show or the August 12-18 fall show. Good luck!



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## Georgia Jeweler's Association

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**Mark Your Calender!**

GJA Annual Convention  
Friday March 31<sup>st</sup> - Sunday  
April 2<sup>nd</sup>, 2017