



# GEORGIA GEMS

A Publication of the Georgia Jewelers Association

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

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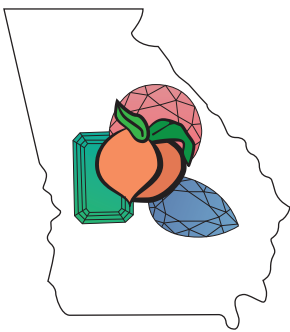
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# 2018

**ALABAMA & GEORGIA JEWELERS  
ASSOCIATIONS CO-HOSTED  
ANNUAL CONVENTION**

AT CALLAWAY GARDENS HOTEL & SPA  
FRIDAY, APRIL 6 THROUGH SUNDAY, APRIL 8

## BREAKING NEWS



## M E M B E R

Georgia Jewelers Association

Introducing GJA door decal!

Send in your membership dues today and receive our NEW GJA door decal to proudly display on your front door or window.



GJA members are very busy elves, selling beauties like these sold recently at a GJA member store.



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**Publication and Distribution**

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**Published Quarterly**

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

**Deadline for Receipt  
of Advertising Copy**  
February 15th  
May 15th  
August 15th  
November 15th

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**2018 Calendar of Events**

January 15 - deadline for 2 night hotel stay drawing  
(drawing entry with paid retail member dues)

January 20-22 - RJO, Savannah

March 3-5 - Atlanta Jewelry Show – Cobb Galleria Centre

March 4 – 8am GJA board meeting at Cobb Galleria Centre

March 10-13 – IJO, Houston, TX

April 6-8 - Georgia & Alabama Jewelers Associations  
Convention & Jewelry Design Contest, Callaway Garden  
Lodge & Spa, Pine Mountain, GA



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Dear Georgia Jewelers,

I hope everyone had a restful and enjoyable Thanksgiving. It's good to have a short break before "the season" starts and the longer hours become the norm. I hope everyone has a great retail season. Remember as a small local business, we can offer so much more than the mall and big box stores. Personal service, product knowledge and attentiveness to our customers make us the professionals the consumer seeks and respects.

By now you should have received the 2017-2018 yearbook, if you haven't please contact Judy Lince, our Executive Director. Please remember the yearbook and other GJA benefits would not be possible without our advertisers and our annual sponsors. Please thank these vendors as you see them and remember to support these companies the next time you need to place an order.

Please mark your calendars for our annual GJA convention April 6-8, 2018 at the Callaway Lodge and Spa in Pine Mountain. We will host the joint Georgia – Alabama state associations. Watch for more information in the coming months. This year we want to recognize as many GJA past presidents as we can contact and invite them to attend the convention. We will have a special recognition at Saturday's dinner or Sunday's lunch. Please look at the "past presidents" listing on page 40 of the new yearbook. If you know an address or how we might contact any of these "earlier" past presidents, contact me by email at [spencersjewelers@bellsouth.net](mailto:spencersjewelers@bellsouth.net).

GJA membership renewals for retailers and associates will be mailed soon. Your renewed membership is vital to our association, as well as signing new members. The most common response when asked of non-members as to why they never joined GJA; they were never asked! If every retailer and associate member could sign up just one new member in 2018, GJA membership would more than DOUBLE!

Have a prosperous Christmas season and a safe and happy New Year.

Bill Spencer  
GJA President  
Spencer's Jewelers, Athens



## Georgia Jeweler's Association

*Proud Participant*



# WREATHS — across — AMERICA

Each December on National Wreaths Across America Day, our mission to Remember, Honor and Teach is carried out by coordinating wreath-laying ceremonies at Arlington National Cemetery, as well as over 1,200 additional locations in all 50 U.S. states, at sea, and abroad.



## Things to Note

### Members of GJA We Lost in 2017

**Beverly Bremer**, founder of Beverly Bremer Silver Shop and longtime GJA member and advertiser died January 22, 2017 in Atlanta.

**Betty Thomas Anderson**, of Andy's Jewelers in Blue Ridge and Ellijay Blue Ridge, GA passed away April 13, 2017. Betty and her late husband GJA Past President Andy Anderson were members of GJA for decades.

**Lanie Shipp Hoover** of Cobb County passed away August 1, 2017. Lanie was a former executive director of the Georgia Jewelers Association, serving in the 1990s prior to the Streepers of Florida.

**Walter Hays "Buddy" Pickens** died August 9, 2017 in Atlanta. The Pickens family runs Pickens Inc. in Atlanta and has long, strong ties to the jewelry community.

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.



Annual membership renewals were mailed to all retail members. Retail members should get checks 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 3-5 spring show or the August 4-6 fall show. Good luck!

### MISSING A PIECE OF YOUR PATTERN?®

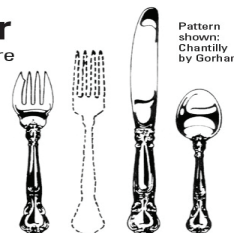
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Our GJA yearbook listed Tracy Pearls by Rebecca's phone number incorrectly. We apologize. Please reach out to her if she can help you with your pearl needs.

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## 2018 Scholarship Applications

Applications for the John W Reed Memorial Scholarship will be mailed out at the end of 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 8, 2018 at Callaway Gardens.

## GJA Jewelry Design Contest

April 8, 2018, Callaway Gardens



Some of the 2017 Design Competition Winners

It's not too early to begin designing your future award winning design.

Contest rules and applications available soon.



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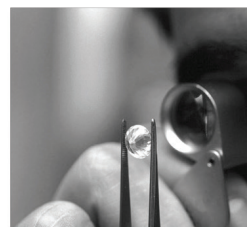
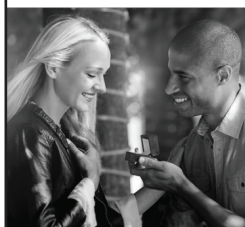
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## Jewelry Store Security Features to Review Before the Holidays

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Would you feel comfortable running your business without a working alarm system? Regardless of what time of the year that question is asked, the answer should always be, “No!”

The holiday season makes it even more important to have optimal physical and electronic security in place to keep your business protected. It’s no secret that jewelers hold more inventory during this time of the year, so criminals have even more reason to increase their activity.

To optimize your jewelry store security, the focus has often been on improving these six features:

- Showcases
- Safes and vaults
- Access control systems
- Security guards
- Surveillance cameras
- Alarms

But it’s late in the year; what if there’s no time to install an access control system or update to new showcases or a new safe? Don’t fret — there’s still plenty of peace of mind you can gain by reviewing your cameras, alarms, and guard presence.

### Security Guards

Unlike a new safe, it’s not difficult to employ a security guard presence if you don’t have one currently.

The first place to start is with your local police department. Given a short turnaround time, the services of an armed, uniformed, and active officer may be more difficult to come by, but it’s still worth inquiring because they present the greatest visible deterrent to would-be criminals.

If you can’t obtain the duties of an active police officer, don’t just settle for any security guard service, though.

Do your homework and consider things like:

- When do I need their services the most?
- What is my budget for hiring a guard?
- How does one guard service compare with others?
- Do they meet a standard of professionalism and qualifications that’s recognized by my state?
- What experiences have other jewelers had with specific guard services?

### Surveillance Systems

You should be reviewing surveillance footage on a regular basis, so the effectiveness of your cameras should already be known. If you’re aware of any issues, contact your vendor or another expert in your area to resolve them as soon as possible.

Even if you think the cameras are working properly, ask yourself these questions and address any concerns as necessary:

- Are all angles of my property under surveillance, including both the interior and exterior of my business?
- Is the resolution of the cameras high enough for an investigator to use if a crime occurs
- Are recordings stored properly?
- Are recordings quickly and easily accessible for an investigator to use if a crime occurs?

Even as business booms during the holiday season, don't forget to continue to review your footage and document any suspicious incidents that may have slipped passed your staff during the course of the day.

### Alarms

A properly functioning alarm system may be the most important jewelry store security feature you review before the holidays. Without an adequate alarm, a high-performance safe or vault could still be compromised given enough time.

Could you imagine returning to work one morning and have your inventory completely wiped out by a crew of burglars? Crimes like rooftop burglaries are relatively rare, but they are extremely devastating.

That's why it's important to do a thorough review of the effective of your alarm, just like you should do with your surveillance cameras.

Unfortunately, alarms present complexities that security cameras don't, so it's even more critical to examine them with your alarm service provider. For instance:

- Do you know if the alarm communication path is working as expected?
- Is the level of support you expect to receive if your alarm stops working properly what will actually be provided?
- Is the level of monitoring you expect to receive in the event of an alarm signal what will actually be provided?



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