



# Georgia Gems

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association, 5815 Fairwood Walk, Acworth GA, 30101  
Phone: 770-424-7567 Fax: 770-424-9438

Dear Georgia Jewelers,

College football season is finally over, and the holiday season has arrived. The most recent economic figures have given the market a boost that was much needed and consumer confidence is up. Most stores I have spoken with are having a good year so far and are optimistic about December. Purchasing precious metals is still an important source of income with many jewelers.

I encourage each of you to renew your membership for the coming year and to get more involved with Georgia Jewelers. Your board of directors has created some new incentives for renewals and new memberships. SJTA is partnering with Georgia Jewelers for some exciting rewards and a new scholarship will be announced this spring.

Be sure to mark your calendars for the Georgia/Alabama Jewelers spring break 2012 at Callaway Gardens Resort and Spa (new location), March 16-18. I look forward to seeing many of you there.

In closing, wishing you a strong finish to 2011 and an even better 2012.

John Reed  
GJA President  
JWR Jewelers, Athens

### Mark your calendar:



March 16-18, 2012  
GJA/AJA Convention  
Callaway Resort & Spa



### Member News

**J. C. Grant Company** in Milledgeville marked their 125th year in business and celebrated with a huge 125 minute storewide sale. Everything in the store was slashed 50% for the 125 minutes from 4:55-7 P.M the Wednesday before Thanksgiving. People began lining up outside the store at 3:30 for the reopening at 4:55.

Once the ad for the sale hit the paper, people came in to see what they wanted to buy thus generating a lot of traffic in the store the five days before the sale. Over 200 people filled the store during the 125 minute sale. At 50% off, the Grants did not make any money, but did generate cash flow and reduced inventory.



**J. C. Grant Co.** celebrates 125 years in business with 125 minute sale. On right is John Grant busy selling during the event

GJA past president Jean Grant doesn't think they lost more than a party would have cost and they got much more publicity than a party would have generated so they were pleased. "We had extra help, but the store was a zoo for the first hour of the 125 minute sale," said Jean. Jean's father John Grant, also a GJA past President sold 20 watches in the 125 minutes. He said "it was fun".



Donalsonville, GA...Raymond Wilson of GJA's member store Davis Jewelers poses with Jessica Price, a **Davis Jewelers** employee who won Miss Seminole. She is wearing the tiara the store got through JA. Congratulations!

2010-2011 GJA Board

Executive Officers

President, John Reed, JWR JEWELERS, Athens
Vice-President, Jan Ferguson, FORD, GITTINGS & KANE JEWELERS, Rome
Secretary-Treasurer, Tim Haney, HANEY JEWELRY CO., Calhoun
Immediate Past President; Eddie Knox, KNOX JEWELERS, Atlanta

Board of Directors

Joel Jossey BROWN JEWELERS, Blakely
Raymond Wilson, DAVIS JEWELERS AND FINE GIFTS, Donalsonville
Paxton Morris, GIRARDIN JEWELERS, Valdosta
Bill Spencer, SPENCER JEWELERS, Athens
Jana Barry, EDWARD JOHNS JEWELERS, Marietta
Debbie Jackson, TENA'S JEWELRY & GIFTS, Washington
Bill Rosenfeld, ROSENFELD JEWELERS, Tucker

Associate Directors

Bill Adams, WILLIAM ADAMS & ASSOCIATES
Gene Lambert, SIMON GOLUB & SONS
Jeff Unger, ALISA DESIGNS/B&N JEWELRY
Rhett Hartzog, Independent Rep

Georgia Jewelers Association

Executive Director: Judy Lince
5815 Fairwood Walk
Acworth, GA 30101
(Phone)770-424-7567 (Fax) 770-424-7567
judylince@comcast.net
http://www.georgiajewelers.org

Publication & Distribution

Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association not for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 300 GJA members plus other individuals and companies who support the association.

Published Quarterly

Deadline for Receipt of Advertising Copy

Table with 2 columns: Quarter (1st, 2nd, 3rd, 4th) and Deadline (February, May, August, November) with a constant value of 15.

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated, neither the newsletter nor the association endorses any product or service advertised or noted herein, or is responsible for accompanying statements or claims.

Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate. Requests for reprint articles with credit should be addressed to the executive director.

Change of address should be sent to the GJA headquarters location above. Georgia Gems, in its sole discretion, reserves the right to run ad material on hand if material not received by copy deadline date.

This publication is produced by the executive director and the board of the Georgia Jewelers Association. Design and layout by Michael Berg.

Pease & Curren logo and contact information: 75 Pennsylvania Avenue, Warwick, RI 02888, 1-800-343-0906

Ken Williams contact information: 800-621-1162, F 212-768-8657, 42 W 48th st. 15th floor, New York, NY 10036, ken@IDDNY.com, www.iddjewelry.com

Finger Mate, inc. logo and contact information: (954) 458-2700 (Tel), (954) 458-4668 (Fax), (888) 458-2700 (Toll Free), www.FingerMate.com, 2500 E. HALLANDALE BEACH BLVD. HALLANDALE, FLORIDA 33009, Hinged Ring Shanks, Wedding Rings, Mountings

Poojan Diamonds logo and contact information: JAGDISH SHAH, 1-800-848-3426, 919-847-3447 (Fax), jackshah@att.net, POOJAN DIAMONDS, IMPORTERS OF DIAMONDS & DIAMOND JEWELRY, Diamond Jewelry, U.S. Office, Poojan Diamonds, P.O. Box 30081, Raleigh, NC 27622-0081

2012 Calendar of Events: February 18-22, 2012 IJO Show; February 25-27, 2012 SJTA Atlanta Jewelry Show; March 16-18, 2012 AJA/GJA Joint Convention Callaway Gardens Resort and Spa; April 25-28, 2012 AGS Conclave, Miami; June 1-4, 2012 JCK Las Vegas Show

# 4th Annual GJA/AGA Joint Convention

March 16-18, 2012

Friday-Sunday

The Lodge and Spa at Callaway Gardens



New Location: The Lodge at Callaway

The magnificent Lodge offers well appointed guest rooms with amenities you expect from a world class resort and state of the art meeting rooms and hospitality areas.

## TRUE KNOTS

The wedding band company you'll want to "tie the knot" with.



You won't want to miss this convention - **mark your calendar now**

- Annual golf tournament at Callaway Golf Resort!
- Annual Jewelry Design Contest
- Back by popular demand: Quick Connect; Speed Dating for Jewelers
- Educational Seminars
- Ever Popular Round Table Discussions and much more



Members of Georgia Jewelers will play host to our friends from Alabama Jewelers and our many mutual supplier reps and associates.



TRUEKNOTS.COM  
800.667.1515

InStore Chicago  
JCK Luxury  
JCK Las Vegas

AMERICAN GEM SOCIETY

Made in USA  
PLATINUM

Membership Renewals were mailed recently.

Its time to send in your annual dues and be entered in our  
**PRIVATE DRAWING FOR 8 GREAT PRIZES.**

(If you have not received your renewal call the GJA office; 770-424-7567)

All entries received by **December 31st**  
will be entered to win hotel stays at the  
convention or during the Atlanta show,  
Elite Club lunch passes or a FREE  
convention registration

**Don't miss out; mail your dues (\$90) today!**

Mail to: GJA, 5815 Fairwood Walk, Acworth, GA 30101

THANK YOU to the *Atlanta Jewelry Show* for  
donating hotel stays and Club Elite lunch passes

## GJA Annual Sponsors

### PRESIDENT'S AWARD LEVEL:

**Jewelers Mutual**  
INSURANCE COMPANY

### PLATINUM LEVEL:

 **NTR Metals**

  
**STULLER**

### GOLD LEVEL:

 **Darling  
Gem  
Import**



**Tim Roark, Inc.**  
FINE COLORED GEMSTONES

1401 Peachtree Street, Suite 234 • Atlanta, Georgia 30309 USA  
404-872-8937 • 888-TIM-ROCK  
trimports@aol.com



**Darling  
Gem  
Imports**

**Your Jewelry. Our Color.  
The Perfect Match!**

*Get it done  
with Darling!*

Request  
your new  
expanded  
catalog  
today!

1.800.282.8436

770.946.5307 fax

orders@darlingimports.com

www.darlingimports.com

- **Fast Settlements**
- **Advances**
- **Pool Accounts**
- **Maximum Returns**
- **Wire Transfers**
- **Checks**
- **Fine Gold Returns**

**UNITED**<sup>®</sup>

**PRECIOUS METAL REFINING, INC.**

There is more than just



Are you being paid for the ...

*Palladium* in your Rings \$

*Platinum* in your Settings \$

*Silver* in your Scrap \$

**If not, it's time you called UNITED.**

[sales@unitedpmr.com](mailto:sales@unitedpmr.com)  
[www.unitedpmr.com](http://www.unitedpmr.com)

FAX  
**(800) 533-6657**  
 OR  
**+1-716-683-5433**

PHONE  
**(800) 999-FINE**  
 (3463)  
 OR  
**+1-716-683-8334**



**UNITED Precious Metal Refining Inc. 2781 Townline Road • Alden, New York 14004 • USA**

*Behind every "It's perfect," there's a great jeweler.*

*And behind every great jeweler, there's Stuller.*

From the fashionably modern to the quietly classic, Stuller is the bridal authority with the most up-to-date styles and solutions in the industry. And our unparalleled customer service and overnight delivery always keep you running smoothly. For a wealth of ideas and solutions, call 800-877-7777, or visit us at [stuller.com](http://stuller.com).

That's the beauty of it all.

[stuller.com](http://stuller.com) 800-877-7777

The DTC logo is a trademark used under license from DTC.

# It's about ...

- ... better customer *relationships*.
- ... *leadership* in loss prevention and education.
- ... speedier processing of *claims*.
- ... having someone to **count on**.

## countonjm.com

**Jewelers Mutual**  
INSURANCE COMPANY

Coverage you can count on. People you can count on.

800-558-6411 • YourInsuranceExpert@jminsure.com

RETAILERS | MANUFACTURERS | WHOLESALEERS | CUSTOM DESIGNERS | REPAIR BUSINESSES | APPRAISERS | PERSONAL JEWELRY

*Proud sponsor of the Georgia Jewelers Association*



Insurance  
Solutions  
for your  
Business,  
Home,  
Auto, *Life*.



For jewelry coverage  
that's locked in,  
call Judy and Steve  
*today!*

Judy Carter & Associates understands the jewelry insurance business. With decades of experience, we can assemble a policy that's custom-cut to protect your most valuable assets. For coverage you can trust, call Judy Carter & Associates, your qualified jewelry insurance specialists.

Judy Carter  
205.612.1637

Steve Dabbs  
404.386.1400

Toll-Free Office  
1.888.795.1221

**FASTER THAN  
OVERNIGHT DELIVERY**  
IN OVER 40 CITIES ACROSS THE  
UNITED STATES AND EUROPE.

WITH LOCATIONS IN EVERY MAJOR CITY IN THE UNITED STATES,  
YOU NO LONGER NEED TO SHIP YOUR PRECIOUS METALS ACROSS  
THE COUNTRY. INSTEAD, DROP BY ONE OF OUR LOCATIONS TODAY  
AND GET PAID ON YOUR GOLD WITHIN THE HOUR.

 **NTR Metals**<sup>®</sup>      NTRMETALS.COM  
800.889.0396

## What's the safest way to ship?

USPS Express Mail® or Registered Mail™

### Provided by Jewelers Mutual Insurance Company

Coverage you can count on. People you can count on.

For jewelers, safe shipping goes beyond comparing prices and choosing the lowest priced shipper. Because those small packages can have sizable price tags, it's important to know about secure methods for delivery and insurance coverages in the event of loss or damage, in addition to the cost of shipping.

Jewelers Mutual Insurance Company has done your comparison-shopping for you on shippers for high-value items. Based on shipping claims reported by Jewelers Mutual policyholders, we've determined that using USPS is the safest and most cost-effective way to get your packages where they need to go.

Here's what we found:

- It is a federal offense to tamper with any USPS mail piece or package.
- Losses stay low because the USPS has a Postal Inspection Service that carefully monitors its employees and investigates criminal activity.
- USPS makes it simple! With Express Mail®, you can use the online Click-N-Ship® program at [www.usps.com](http://www.usps.com) by clicking on "Print a shipping label." You can generate shipping labels, calculate your postage, and order free shipping supplies. With Registered Mail™, simply visit your local post office to get free shipping and supplies to send your package. You will receive a mailing receipt and online access to track the delivery status.

Whether you are a Jewelers Mutual policyholder or not, you can rest assured knowing that we've done your homework on shipping methods for you! Does this mean we always advise against using other shippers? Not at all. There are needs for other shippers as well, such as Parcel Pro, UPS, FedEx, and others. In fact, Jewelers Mutual offers discounts to our policyholders for Parcel Pro, a shipper with an unrivaled reputation in the shipping industry.

Safely packaging your items can help you avoid a missing parcel or claim situation. Jewelers Mutual suggests these six easy steps:

1. Pack jewelry in a medium-sized cardboard box. Seal the box with tape and label it with the return address and tracking number.
2. Pack the inner box in a larger packaging box from the delivery service.
3. Pack the larger shipping box with packing material to protect the inner box during shipping.
4. Seal the shipping box with gummed, reinforced paper mailing tape.
5. Disguise the mailing information so jewelry words are never mentioned.
6. Require a signature to be obtained upon delivery.

Learn more about safe shipping by ordering one of two shipping flyers from Jewelers Mutual: Shipping with Express Mail® and Registered Mail™ or The SAFE Way to Ship Jewelry. To order, visit [www.JewelersMutual.com](http://www.JewelersMutual.com) and click on "Security & Safety."

Jewelers Mutual Insurance Company offers coverage you can count on and people you can count on. For more information and to find an insurance agent in your area, contact Jewelers Mutual at 800-558-6411.

Beverly Bremer  
**SILVERSHOP**  
Premier source for sterling silver since 1975

missing  
**a piece?**

3164 Peachtree Road, NE · Atlanta, GA 30305  
404-261-4009 · [www.beverlybremer.com](http://www.beverlybremer.com)  
10AM-5PM Mon.-Sat.



**ASHI DIAMONDS, LLC**

18 EAST 48TH STREET  
14TH FLOOR  
NEW YORK, NY 10017  
TEL: (212) 319-8291  
FAX: (212) 319-4341  
TEL: (800) 622-ASHI

**BILL HARRISON**  
SOUTHEAST REPRESENTATIVE

CELL: (662) 574-2467  
FAX: (662) 329-9125

[billharrison@ashidiamonds.com](mailto:billharrison@ashidiamonds.com)



# Georgia Gems

A Publication of the Georgia Jewelers Association



here today  
here tomorrow

*Bringing the Southern jewelry industry together for 25 years*

For subscriptions or advertising information  
go to [southernjewelrynews.com](http://southernjewelrynews.com)  
or call us at 336.389.1950

join Southern Jewelry News on 



WALTER H. PICKENS, JR.  
VICE PRESIDENT

Pickens, Inc.  
JEWELERS

480 East Paces Ferry Road, N.E.  
Atlanta, Georgia 30305  
404-237-7885 800-776-8925 Fax: 404-231-0858  
Email: [pickensinc@bellsouth.net](mailto:pickensinc@bellsouth.net)  
[www.pickensinc.com](http://www.pickensinc.com)

**Penn Gem  
International**

IMPORTERS AND CUTTERS OF GEMSTONES



ERIC H. SCHWOTZER  
President

P.O. Box 1045  
McMurray, PA 15317  
U.S.A.

800-245-1079  
724-942-5480

FAX 724-942-2910  
[penngemint@aol.com](mailto:penngemint@aol.com)



**DOWNS**  
SAFE & VAULT CO.  
*Since 1900*

**800-343-2515**

1846 Cheshire Bridge Road  
Atlanta, GA 30324

800-343-2515 toll free  
404-873-2515 local  
404-873-4581 fax

## Georgia Jewelers Association

5815 Fairwood Walk  
Acworth, GA 30101

