

Georgia Gems

A Publication of the Georgia Jewelers Association

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

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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 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!

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Georgia Jewelers Association

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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.

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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

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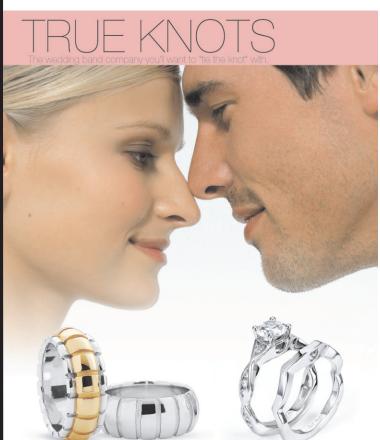
and hospitality areas.

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.



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)



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

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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.

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- Losses stay low because the USPS has a Postal Inspection Service that carefully monitors its employees and investigates criminal activity.
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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 retur 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 and click on "Security & Safety."

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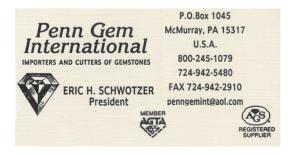
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