



Georgia Gems

A Publication of the Georgia Jewelers Association

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

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Dear Esteemed Georgia Jewelers,

Spring is just around the corner and so I hope is the recovery of our economy and of our industry. It has been a rough couple of years. Companies we have done business with for years have gone out of business or have been purchased by another concern and the rules have changed with regard to the methods we use to interact with these companies. Other methods of doing business in our industry that have been the de facto are gone; no one trusts any one on their word to the extent that they did years ago and this air of mistrust has damaged our industry to a degree that we still do not know. When the recover comes about I sincerely hope that among the players left that the relationships can be re-fostered in the environment of trust and fellowship that existed before the big meltdown. That brings me to my next subject.

Before the first of the year we sent out our renewals for Georgia Jewelers for 2010. This year it was different as you also received a renewal from Jewelers of America with whom we are no longer affiliated. If you do not know about this please call Judy or me for an explanation. If you are reading this and have not renewed with Georgia Jewelers please do so as soon as possible. Georgia Jewelers needs you. If the industry is to recover to the level it was before the downturn we are going to need the social networking of Georgia Jewelers more than ever. Suppliers and manufactures rely on retailers to assure them about the integrity and the quality of the retailer they are considering doing business with. Likewise, if a retailer wants to know about a line or product that they have their eye on they can find out in our social network called Georgia Jewelers if the company warrants their business.

What of the newcomer? I know some suggest that the social networking can happen at jewelry shows and I know that it does to an extent; however a newcomer to this industry is very busy and overwhelmed in the beginning. I was reminded of this when a jeweler, relatively new to this industry, called about going to one of our larger shows and



wanted advice on how to approach this event. I hope I was able to help them make their time more productive while at this show. They called me because of the networking that exists in our fellowship of jewelers. Membership in Georgia Jewelers concentrates this effort like a laser beam in a comfortable setting where people are there for the expressed purpose to make connections and get fresh ideas. So please send your membership renewal today. We need you.

This brings me to my final subject. The culmination of all the social networking effort is our annual convention. This year it is in Destin, Florida at the Sandestin Resort April 9-11. This is where all of the fellowship and networking really takes off and now it is so much richer as we are having the convention in conjunction with Alabama Jewelers. You will have the opportunity to talk about many topics with a much larger pool of jewelry professionals that are going through the same or similar issues as you are. I know you will have a good time as there are many things for you and your family and employees to do at this convention. There is a village that is wonderful with lots of shops and restaurants and many activities. Look forward to our educational programs. You will not want to miss this convention so please make your reservations now.

As a reminder it is not too late to enter the 2010 Georgia Jewelers Jewelry Design contest. You still have time to finish your winning design. April 2 is the deadline to submit your entry form and fee.

In closing I want to thank those of you that have sent in your membership dues and those of you that join now. See you at the beach!

Eddie Knox
President, Georgia Jewelers

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Published Quarterly

Deadline for Receipt of Advertising Copy

1 st Quarter	February	15
2 nd Quarter	May	15
3 rd quarter	August	15
4 th Quarter	November	15

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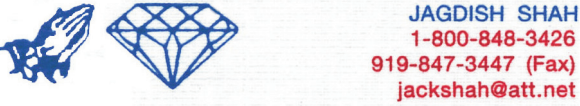
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Calendar of Events

February 28-March 2 JA show (NY)

March 6-8 SJTA Jewelry Show (Atlanta)

March 7 8:30AM GJA Board Meeting, Cobb Galleria

March 26-28 Stuller Conference (Lafayette, LA)

April 9-11 Alabama & Georgia Jewelers Joint Convention
Sandestin Resort, Destin, FL

April 21-24 AGS Conclave (Boston)

April 24-26 Smart (Instore) Show (Chicago)

June 4-7 JCK Las Vegas Show

June 17-19 Bench Jewelers Conference (Atlanta)

July 25-27 RJO (Kansas City)

July 31-August 3 IJO (Washington, DC)

August 7-9 SJTA Jewelry Show (Atlanta)

August 21-22 Mid-America Jewelry Show (Columbus)

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How's Business so far this year? Better than 2008? Worse...? If you're feeling the pressure, you're not alone, and with the current shape of the economy, it's no surprise that it's such a struggle to make a buck. Charles Frey & Company, Inc. specializes in customized sales for fine jewelers just like you. What separates us from our competitors? That's simple, we let go of the outdated 'cookie-cutter' approach years ago and strive to construct the sale around YOU and YOUR GOALS! We'll even build the sale around selling your goods FIRST?! CFCO, Inc. comes outfitted with over 21 years of hands on experience in the retail jewelry industry and we pride our selves in our honest, professional and personal approach to your unique situation, whatever it may be. Combine your Team with ours at CFCO Inc. and let our program turn your good will into cold hard cash!

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News from Around the State

After 65 years in business the **Herberts of Fort Valley** closed their downtown store on January 16th. Dennis Herbert, a past president of GJA, and his wife Peggy have been married for almost 40 years and have spent them all at the store where Dennis stated working for his parents. They opened the business in 1945 and Dennis remembers growing up there. Dennis is a certified gemologist appraiser. Long time employee Dawn Lashley has been with Dennis and Peggy since 1982. Dennis and Peggy have 2 children and 4 grandchildren. Dennis and Peggy are both very excited to start their retirement and see what it is like to not be in the store every Saturday!

The Herberts own the building their store is in and since theirs was the only jewelry business in town they would love to find a jeweler to move in and continue serving the community. They are leaving the counters and such in place for a while so if you are interested call them at 478-825-5434.

Andrews Jewelers is also closing their store after 52 years in **Lavonia**. Frances and Calvin Andrews ran the business together until Calvin's death in 2007. Cal was a past president of GJA. Linda Lecroy has been employed at the store since 1972 and helped Frances until the very end in February.

This will be a busy year for the folks at North Georgia Diamond. Bill Craig, owner of **North Georgia Diamond in Ellijay** will be President of the Rotary Club of Gilmer County beginning this July. Bill is also the Chair Elect of the Gilmer County Chamber of Commerce Board of Directors this year and will begin serving as Chairman of the Board in January 2011. Bill says "We must serve the communities in which we live and do business." We have a choice of sitting back and watching things happen or be the person who helps make things happen. A strong community is a plus not only for business, but for our quality of life as well"



Don Ogle with Sommers & Sommers is proud of his new grand daughter, Langston Spring, born Dec. 2, 2009. She belongs to Don's daughter Jennifer and son-in-law Dal Spring.

Kathy Beall (AJA ED) and Ralph Williams (Gabriel) are proud first time grandparents of Ella Elizabeth, born to Ralph's daughter Libby (our own SJTA show assistant director) and son in law Tim Brown. Arriving Dec. 3, Ella's arrival was a little dramatic but we are delighted to report she is home and healthy.



(continued on Page 14)

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Tech Corner

So you want a laser welder but cannot shell out thousands of dollars or do not want to be saddled with a monthly payment for years to come. You can depreciate it on your taxes as a business expense, but that is a whole other topic for another column. I do have an alternative to this dilemma: the PUK spot welder.

We purchased the PUK 2 before we purchased a laser welder as we are a custom jeweler and we needed an alternative to the time consuming task of aligning heads and parts in plasticine and then surrounding it in plaster of Paris, waiting for it to dry, and then having to re-plaster when the heat cracks the plaster. Searching for a solution, I found a laser welder but it was not in the budget at the time. I found other welding or tacking units however the construction of these units was lacking or the constrictions on placement of the welding tips did not suit my taste.

Then I attended a workshop seminar (I love them in case you have not gathered and you should start going this year) and I saw the PUK Spot Welder. Made in Germany (we all know about their engineering) it is a solid reliable unit that I felt would survive all of the abuse and neglect that our shop could throw at it. I was right and we are still using the unit every day five years later even though we have one of the most powerful laser welders available to the jewelry industry for the last four years.

The PUK spot welder is a small desktop welding unit that can be used to position small welding points very precisely which are long lasting and can be used when conventional soldering is not possible. The heat generated at the welding spot is low and similar to a laser welder. A laser welder uses a concentrated beam of light to heat up and join two pieces of metal together which usually ends up with a reduction in the surrounding metal and you have to keep that in mind when you are joining pieces of metal together. The PUK uses electrical current to cause a spark of current that heats up the two pieces of metal and joins them together. This can also lead to a reduction in surrounding metal but with practice you can negate this result in this method without the use of extra metal.

The tool is only as good as the hands that are controlling it. I do not want to get into which is the best here - that is not my point. I know I am going to catch it from some laser manufacturers. Both laser welding and spot welding can be used effectively to join two pieces of metal together for what ever purpose and both require practice and time to master. If you think you can get it by just sitting down at a jewelry show and making a few welds on each method, good luck. What I am suggesting is that you consider the PUK Welder as an alternative if the cost of the laser welder is keeping you up nights.

While I make this offer with some trepidation since we use both units heavily on a daily basis, if you are considering purchasing the spot welder in place of a laser welder and are a member of GJA or considering membership I will let you come to our shop and try each unit. Bring your own project, within reason, and you can spot weld one and laser weld the other and compare. Another resource are the videos by Brad Simon. They are available for purchase or you can view part of it on line at: <http://www.benchtelevision.com/jewelryrepair/pukwelder/puk00.html>

We have the PUK-2 and the smaller and less expensive PUK-III is available. You can read the differences at this site: <http://www.lacywest.com/puk2.htm>

Well.... happy bench time. Thank you for letting me know what you think about my post. Contact me anytime with comments or suggestions.

Eddie Knox, AJP VP Knox Jewelers, Inc., Atlanta eddie@knoxjewelers.com V (404) 252-2256 Cell (770) 757-2485



Alabama & Georgia Jewelers Joint Convention

April 9-11, 2010

Sandestin Schedule of Events

(Hospitality suite and most events at Grand Sandestin)

Friday

4PM 'til- Hospitality suite opens

Saturday Morning

Continental Breakfast

Color Your World & Attract New Customers **Doug Hucker, CEO of AGTA**

Doug Hucker, CEO Of American Gem Trade Association will kick-off the educational program by sharing insight into recognizing and capitalizing on the reasons your customers are attracted to color. Attendees will learn simple, specific strategies to help educate your sales staff, and by the end of the seminar you will have a better understanding of how to access and stock colored gemstone inventory more effectively to increase sales.



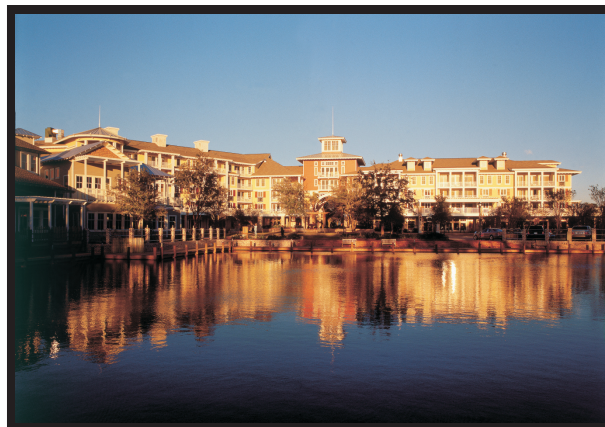
Owners Roundtable

This casual venue for store owners and managers is said to be "one of the most important events offered" at our convention each year. Come with questions, ideas and/or concerns for fellow jewelers, and be prepared for an open dialogue as wisdom and knowledge are shared with industry professionals from two states. We invite you to submit topics and recommendations prior to the convention by contacting your executive director. Regardless of

your store type or number of employees, this one-on-one interaction is sure to inspire you as you explore challenges and find solutions that concern every retailer.

Saturday Afternoon

AJA/GJA Annual Golf Tournament (at The Links Course at Sandestin) Please register in advance. Tee times starting at **1:18 PM**



Deep Sea Fishing (scheduled if enough people are interested) Call Steve West at (205) 391-0404

Free Time: Enjoy the beach or pools, shopping or tennis at your own pace. Each nights stay includes complimentary on-property transportation, two bicycles per unit daily for four hours, fitness center, canoes, kayaks, boogie board and one hour of daily tennis for all registered guests.

4:00 PM Hospitality suite opens

Saturday Evening **Cocktail Reception and Dinner**

Sunday Morning

Continental Breakfast

Changing the Business of Jewelry - The Store of the Future with **Stuller's All-Star Team**

Offering a workshop like no other, the Stuller team will come together to walk jewelers through the changing business of jewelry, and give attendees a glimpse into the store of the

future. In the past, a traditional jewelry store relied on live inventory for sales with a big investment in live, in-case product. The store of the future has minimized the quantity of live inventory, and relies on virtual inventory along with special orders and custom jewelry, decreasing capital investment. You'll be introduced to the JewelerKiosk, a suite of tools for specific product categories including diamond stud earrings, family and mothers' jewelry, wedding bands w/custom engraving, and loose diamonds. Also, the CounterSketch Studio will be set-up for demo. This advancement will allow a jeweler to differentiate his store due to the capability of customization, beginning with a 'starting point model' that is adapted in size, shape, metal type and stone shape to allow the creation of a customer's unique piece. The prototypes you'll see support the various degrees of virtual selling by providing tangible objects for the customer to hold and try on.

If the store of the future isn't enough for those of you who are hungry to make adjustments for survival in a 'changing' world, Stuller Part II will engage the bench jeweler with two fully outfitted benches, including a live jeweler on hand for demonstrating both old and new techniques. Be introduced to tools and equipment that will allow you to stay on the cutting edge of development for your customers, while having the opportunity to ask questions about the most common (or uncommon) of techniques.

Sunday Luncheon & Design Contest

Entering a state sponsored design competition is a wonderful way to recognize and pay tribute to your jeweler (or yourself). Your store will receive outstanding PR when you run a press release in your local newspaper announcing your in-house 'Jewelry Designer'... and hopefully, Winner! Encourage your jeweler to design one or more



pieces for the competition. Pre-registration is required. Design criteria and an entry forms available at your AJA or GJA office. Call Kathy (770-751-8622) or Judy (770-424-7567) today for

information or an entry form. Custom design work eliminates price shopping among your customers. And, "one of a kind" custom jewelry is the best way to differentiate your store, and your staff from the competition.

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*Board of Directors Meetings for GJA & AJA held separately, following convention - Sunday

*Associate member meeting time to be announced at convention

AJA/GJA reserve the right to change speakers and/or topics due to unforeseen circumstances

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Condolences

The father of Earl Butler (**K.E. Butler Jewelers in Vidalia, GA**) and Gaines Butler (**Metro Distributors, Norcross**) passed away Dec. 22, 2009. Funeral services for Mr. Gaines E. Butler Sr. were held at the Berry Funeral Home in Elberton.

Mr. Clarence E. "Andy" Anderson, age 86, of Blue Ridge, GA, passed away on Saturday, February 13, 2010 in Blue Ridge. Andy and his family own and operate **Andy's Jewelers in Blue Ridge and Ellijay, GA**. Andy served Georgia Jewelers Association as a past president and was known and loved by many. Survivors include his wife of sixty years, Betty of Blue Ridge; sons Jeffrey of Blue Ridge and Keith of Athens (owner of **T K Anderson Jewelers, Athens**); daughter and son-in-law, Kathryn and Jim Goss of Duluth, two brothers and two sisters and five grandchildren, Josh, Drew, David, Wesley and Ali Anderson. Donations in memory of Andy may be made to the Fannin County Scholarship Foundation, P.O. Box 1883, Blue Ridge, GA, 30513.

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Mercury Ring, New Jersey

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April 9-11, 2010

*Alabama and Georgia Jewelers
Joint Convention*

Sandestin Resort, Destin, FL

Submitted by Jan Ferguson, Ford, Gittings & Kane, Rome

A true love story began in 1958 when Joseph Gittings and his two partners formed Ford, Gittings and Kane Jewelers. These three men wanted to bring a full service, fine quality jewelry store to Downtown Rome. The passion Joe Gittings had in the early days is still alive fifty one years later. He will turn eighty three in March, 2010 and his eyes still sparkle when he carefully unfolds a paper containing an ideal cut diamond. The enthusiasm he has for beautiful gemstones is contagious. His employees and customers are drawn in by his admiration of talented craftsmanship. The twinkle in his eye that comes from viewing his fabulous diamonds is rivaled only by the sparkle created when he opens a Rolex watch and fine tunes its movement. You cannot help but see his enthusiasm for his profession at your first encounter with Joe Gittings! No one believes this octogenarian is really about to turn 83! His enthusiasm and passion makes you feel as though he is half his age. When you hear him talk about the future and his dreams for the store he founded to continue to grow, you are more convinced that his driver's license must have an incorrect birth date. For those of us who have been fortunate enough to work under his guidance, we have witnessed true passion and love for his trade. He has challenged all of us to be the best at what we do. He accepted no less from himself. Dale Carnegie said "You never achieve success unless you like what you are doing." The successes Joe Gittings has achieved in his personal life and in his professional career are directly proportionate to his love for what he does.

You cannot talk about Joe Gittings without talking about his first love, his wife of over six decades, Joan. They still walk hand in hand wherever they go! They have traveled the country, square dancing along the way and raised five children. Joan always kept the home running smoothly so Joe could concentrate on building the business. Their love story is an inspiration to all who know them.

Welcome New Members

New Associate Members

Welcome to our newest associate member **Chris Smith**, publisher of **Southern Jewelry News** and **Mid America Jewelry News**, Greensboro, NC.

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3. Fax your convention registration to Judy at 770-424-9438 so she will stop bugging you
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Sandestin Resort, Destin , FL

April 9, 10 and 11



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Georgia Gems

A Publication of the Georgia Jewelers Association

News From Around the State *(continued from Page 4)*



Also joining the ranks of first time grand parents are John and Patti Reed of **JWR Jewelers in Athens**. They welcomed grandson Braxton Warren Reed on February 8. John and Patti's son Wesley and his wife Lori of Lilburn are the proud parents.

Welcome to Layla Emilie Ameera Bella born July 21, 2009 to Kamal & Katherine El Moukha. Kamal works at **Rosenfeld Jewelry in Tucker** and attended the Callaway convention with his family. Here she is with her big sister enjoying our February snow.



Finger Mate has new price list available reflecting the current higher prices for gold and platinum. Authorized Finger Mate dealers may request the set of new cost and keystone price lists, along with the up-dated catalog by contacting the company. Toll Free: 888-458-2700

Edward-Johns Jewelers in Marietta just celebrated its 30th anniversary!! SSG Brian Barry, husband of Jana and son in law of Johnny and Anna Johnson is returning home (on his newest daughters 1st birthday!) from his year deployment in Afghanistan! Welcome home Brian and thank you from all of us at Georgia Jewelers.

Rosenfeld Jewelry in Tucker was honored as Tucker's 2009 Business of the Year by the Tucker Business Association. This is a great honor and Rosenfeld's was the winner over all businesses in Tucker, not just retail. Congrats Bill and Carmen and staff.



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