



# 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 Esteemed Georgia Jewelers,

On the heels of our first combined Alabama Georgia Jewelers Association convention I am feeling great about our organization. In a spirit of cooperation and sharing we did something that we have been talking about for years. As far as I am concerned it was a fantastic weekend and I think that most who attended went away with a good feeling. It was great to meet our fellow jewelers from Alabama and get their perspective on this wonderful industry that we work in.

When I spoke to people that attended the owner's round table they said that the sharing that took place really gave them some ideas that they could take back to their stores and use in promoting their business. Fresh ideas are always welcome and were in good supply during the convention.

The vendor cafe was a great way to meet our vendors & sponsors and see their wares. I found some good solutions to issues that I had in the store and I have put them to use since. I hope the vendor cafe continues to be a growing part of our future conventions.

I would like to thank Andy Macaulay of Chippenhook for showing us tips on how to spruce up our stores and display our jewelry merchandise in more effective ways. I would like to give a thank you to Louis Scholz of Brixton & Gill and Fine Jewelry by Louis for his seminar on effective ways to make money during these trying times.

The design contest was full of beautifully designed jewelry. I must give hats off to Aline Ezquerra from Leebrant Jewelers for all of her hard work on the design contest. She did a fantastic job. This year we had some incredible entries that I am sure made the job of judging very hard. Thank you to all of the designers that put their hard work and time into making these beautiful pieces



that made the design contest such a success. I would like to thank Doug Johnson of Gemvision for driving all the way down to our convention to help us take pictures of our design contest.

I hope that you took some time to get out doors and enjoy the gardens by golfing, hiking, driving or biking. There was a lot to see and do at the gardens and my family took in the sights by bicycle. It was a wonderful hour and it rounded out a great weekend.

Lastly I would like to thank our wonderful executive directors Judy Lince and Kathy Beall whose hard work and dedication made this weekend what it was. I also would like to extend our gratitude to our sponsors whose contributions made this week end possible.

I cannot wait to see what we cook up for next year and I am looking forward to our next co-convention. If you missed this one, please plan to attend in 2010.

**Eddie Knox**  
**President GJA**

### Yearbook Need

Next month we will begin selling ads for our first ever "Holiday Yearbook". Although we switched our convention to the spring this year your board decided to stay with a fall yearbook. All our past advertisers will be solicited for ads. We are asking all our retailers to send us items they would like to have in the yearbook. Standard jeweler's weights and measures, anniversary gift list and other pertinent information have been suggested. While we can't promise to use all your submissions, the more we have to choose from the better the book. Please drop me an e mail ([judylynce@comcast.net](mailto:judylynce@comcast.net)) or call me (770-424-7567) with your suggestions by August 1<sup>st</sup>.

**Thanks,**  
**Judy**

## 2009 GJA Board

### Executive Officers

President, **Eddie Knox**, KNOX JEWELERS, Atlanta  
Vice-President, **John Reed**, JWR JEWELERS, Athens  
Secretary-Treasurer, **Jan Ferguson**, FORD, GITTINGS & KANE JEWELERS, Rome  
Immediate Past President; **Sandra Brown**, TENA'S JEWELRY & GIFTS, Elberton

### Board of Directors

Virginia Anderson, TK ANDERSON JEWELERS, Athens  
Dennis Herbert, HERBERT JEWELERS, Fort Valley  
Joel Jossey BROWN JEWELERS, Blakely  
Ben Whidby, WHIDBY JEWELERS, Madison  
Raymond Wilson, DAVIS JEWELERS AND FINE GIFTS, Donalsonville  
Paxton Morris, GIRARDIN JEWELERS, Valdosta  
Bill Spencer, SPENCER JEWELERS, Athens  
Jana Barry, EDWARD JOHNS JEWELERS, Marietta  
Tim Haney, HANEY JEWELRY CO., Calhoun  
Debbie Jackson, TENA'S JEWELRY & GIFTS, Washington

### Associate Directors

Bill Adams, WILLIAM ADAMS & ASSOCIATES, Atlanta  
Mike MacLeod, Buford  
Don Ogle, SOMMERS & SOMMERS, Albany

### Georgia Jewelers Association

Executive Director: Judy Lince  
5815 Fairwood Walk  
Acworth, GA 30101  
(Phone)770-424-7567 (Fax) 770-4249438  
[judylince@comcast.net](mailto: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

1 <sup>st</sup> Quarter	February	15
2 <sup>nd</sup> Quarter	May	15
3 <sup>rd</sup> quarter	August	15
4 <sup>th</sup> Quarter	November	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.



75 Pennsylvania Avenue  
Warwick, RI 02888

1-800-343-0906

1846 Cheshire Bridge Road  
Atlanta, GA 30324

**DOWN'S**  
SAFE & VAULT CO.  
—Since 1900—  
**800-343-2515**

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




JAGDISH SHAH  
1-800-848-3426  
919-847-3447 (Fax)  
[jackshah@att.net](mailto: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



Ken Williams

(800) 221-2628 Ext. 175  
Cell: (516) 425-2042

**LESLIE'S**  
THE STANDARD IN GOLD

585 West Putnam Ave.  
Greenwich, CT 06830

Phone: (203) 869-7071  
(800) 221-2628  
Fax: (203) 869-8695  
(800) 962-4246

## Calendar of Events

- July 18-22 IJO (Charlotte)
- July 26-29 JA Show (NY)
- August 1-3 RJO Show (Covington, KY)
- August 8-10 SJTA (Atlanta)
- October 25-27 JA Special Delivery Show (NY)



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

**UNITED**<sup>®</sup>

sales@unitedpmr.com  
www.unitedpmr.com

**PRECIOUS METAL REFINING, INC.**

There is more than just



*Gold in your Scrap*

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.***

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

**CHARLES FREY & COMPANY INC.**

**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!

- Retirement • Going Out of Business
- Transition to New Owner • Moving
- Finding a Buyer • Consolidating Locations
- Closing One or More Locations
- Financial Distress

Call Toll Free 1.888.688.1881  
Free & Confidential Consultation

**CFCO**

1092 Johnnie Dodds Blvd Suite 102 | Mount Pleasant, SC 29464



**FALLAIZE**  
INSURANCE AGENCY INC.

**Jewelers Insurance**

FALLAIZE INSURANCE AGENCY, INC. HAS REPRESENTED JEWELERS MUTUAL INSURANCE COMPANY SINCE 1976. CONTACT US FOR YOUR NO-OBLIGATION REVIEW AND QUOTATION.

**800.878.8842**

**Jewelers Mutual**  
INSURANCE COMPANY





*Oriana Bridal*™



## Oriana Bridal. Only True Love Can Be As Beautiful.™

Fair Oriana, fabled queen of verse and song. Her beauty, rich and rare, was the fabric of legend. And now, fittingly, it is a bridal collection, modern, enchanting, yet timeless like its namesake. The rings of Oriana will beguile her senses, captivate her imagination, fire her dreams.

It's what you have come to expect from JeweleX. Creative, innovative designs, crafted with your customers in mind. And that innovation continues today in our new Oriana Bridal collection.

Oriana Bridal will be supported by a complete suite of marketing tools including eye-catching brochures, newspaper ads, in-case displays, mailers, posters and much more.

Oriana Bridal. Only true love can be as beautiful.

To experience the entire Oriana Bridal Collection, visit us at SJTA, Booth #1103.



Mumbai (Diamonds)  
+91 22 2361 0900

Mumbai (Jewelry)  
+91 22 669 385 05

New York  
+1 212 840 6970

Antwerp  
+32 3 401 1919

[www.jewelexgroup.com](http://www.jewelexgroup.com)

Oriana Bridal is a trademark of JeweleX India Pvt Ltd, a Diamond Trading Company Sightholder.  
The companies listed above are group companies of JeweleX India Pvt Ltd, a DTC Sightholder



(954) 458-2700 (Tel)  
 (954) 458-4668 (Fax)  
 (888) 458-2700 (Toll Free)  
 www.FingerMate.com

**Finger Mate, inc.**

2500 E. HALLANDALE BEACH BLVD.  
 HALLANDALE, FLORIDA 33009



Hinged Ring Shanks  
 Wedding Rings  
 Mountings

**Carla**  
 CORPORATION

Kelly Kent-Smith  
 SALES REPRESENTATIVE

33 Sulton Avenue, East Providence, RI 02914-0192 USA

CELL (256) 239-9240

FAX (256) 447-8059

ORDERS (800) 556-7092

EMAIL KKentSmith@CarlaCorp.com

WWW CarlaCorp.com

Manufacturers of Fine Jewelry

**NANCY B**

## Tech Corner

One thing that drives me crazy is to have my wire in place just where I want it and when I hit it with the laser it jumps. This has caused me many hours of frustration. While at the recent 2009 Georgia Alabama Convention I had the pleasure to meet Glenn Manning of Manning Jewelers. Besides being a second generation jeweler and store owner, Glen is an inventor as well. He has created a device that allows you to control precisely where wire is placed when laser welding. This device is called speedwire and it is just that.



Speedwire is a disposable color coded wire dispenser that is loaded with either five or ten feet of welding wire. The wire coil is housed in a clear sealed compartment and fed through a stainless steel guide tube by a finger controlled feed roller. With the ability to feed the wire into the weld smoothly, supported by the tube (as close as 2mm from the weld), the results are extreme accuracy and speed. The wire Glen uses welds cleanly and with out complications. I love this product. Gone are the tangle of wire that always happens to 30gauge wire (you cannot see it without help) and happens when you have a rush job and do not have time to untangle wire. Small wire also has the tendency to move no matter how steady you are and it also has a tendency to hop out of place when you hit it with the laser. With speedwire I have found that these problems are almost non-existent. I think if you laser weld a lot like I do you will find this product invaluable.

Speedwire contact info is (866) 999-5359 or at [www.speedjeweler.com](http://www.speedjeweler.com). Or you can email or call me and we can discuss any topic you like. [eddie@knoxjeweles.com](mailto:eddie@knoxjeweles.com) or (770) 757-2485.

**Eddie Knox**  
**Knox Jewelers, Inc**

**Colored Stones    Cabochons    Carvings**



**Tim**  
**Roark**  
**Imports**

1401 Peachtree Street Suite 234  
 Atlanta, GA 30309 USA  
 404-872-8937  
 888-TIM-ROCK

Timothy M Roark

## Welcome New Members:

### Retail Members:

**Bashinski Fine Gems, Macon, GA**  
**Allen's Jeweler, Albany, GA**

### Associate Members:

**Jayson Bishop, Variety Gem Co., Dallas, GA**  
**Bob Staley, Bob Staley-Jewelry Artisan, Cartersville, GA**

**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)





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  
www.pickensinc.com

Beverly Bremer  
**SILVER SHOP**

Premier source for sterling silver since 1975

missing.  
**a piece?**



3164 Peachtree Road, NE · Atlanta, GA 30305  
404-261-4009 · www.beverlybremer.com  
10AM - 5PM Mon. - Sat.

## 2009 Design Contest Results

For the second year in a row, a jeweler from Athens has won the "best of show" category in the Georgia Jewelers Association Annual Jewelry Design Contest. Held at the Callaway Gardens Resort in Pine Mountain, GA, the design contest took place April 19<sup>th</sup> during the association's annual convention.

Best of Show, was awarded to Paul Henriques of JWR Jewelers in Athens. Henrique's winning piece also received the People's Choice award during the Sunday luncheon meeting. His winning design was a palladium and platinum necklace with pink tourmaline, yellow sapphire, rhodalite garnet and diamond. In 2008 his pendant inspired by a four leaf clover and containing a triangular cut 'Maw Sit Sit jade stone, tsavorite garnet and diamonds took the top prize.



Best of Show and Peoples  
Choice Award Winner

As best of show, Henrique's piece will be entered in the JA Show in New York next year.

Awards were given in four different value categories as well as best of show. The winning selections are chosen based on overall design, marketability, practicality and wearability, and craftsmanship. A panel of judges selected the winners for each category. Other category winners included:

**Category 1A:** 1<sup>st</sup> place: Eddie Knox, Knox Jewelers, Atlanta --sterling silver brooch of a pair of zebras; 2<sup>nd</sup> place: Jonathan Meadows, Art Jewelers, Woodstock --antique silver fork forged into pendant holding red coral; 3<sup>rd</sup> place: John Johnson, Edward Johns Jewelers, Marietta--sterling silver and sapphire star ring.



1st Place



2nd Place

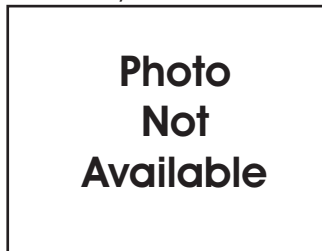


3rd Place

**Category 1B:** 1<sup>st</sup> place: Mikheil Kautzengzhi, Tena's Jewelry, Elberton-- 18K yellow gold pendant with diamonds, rubies, pearl and carved turquoise; 2<sup>nd</sup> place: Jana Barry, Edward Johns Jewelers, Marietta-- sterling silver garnet and diamond pendant; 3<sup>rd</sup> place: Kamal El Moukha, Rosenfeld Jewelry, LTD, Tucker--14k white gold blue topaz and diamond ring.



1st Place



2nd Place



3rd Place



Styles for a Lifetime

**VICTOR CORPORATION**

37 West Seventh Street, Cincinnati, Ohio 45202  
 (800) 543-1131 • (513) 421-8100 • Fax (513) 421-8119  
 www.victorcorporation.com

IJO INDEPENDENT JEWELERS ORGANIZATION  
 PARTICIPATING VENDOR

**How Digital Witness Compares**

	Digital Witness	Conventional Surveillance Systems
One low monthly price	✓	—
Leading-edge technology and easy-to-us software	✓	—
Professional installation included	✓	—
Regular system maintenance and upgrades included	✓	—
No expensive equipment to buy, repair or replace	✓	—
World-class interactive Command Center	✓	—



**We've saved Zales \$1.9 million per year in guard costs!**

Steve Gatt  
 404.395.6566  
 sgatt@digitalwitness.com



Digital Witness

**Category 2:** 1<sup>st</sup> place: Mikheil Kautzengzhi, Tena's Jewelry, Elberton--14K white, rose and yellow gold Mother's ring with white and yellow diamonds, ruby, blue topaz, peridot and carved turquoise; 2<sup>nd</sup> place: Jonathan Meadows, Art Jewelers, Woodstock -18K yellow gold with platinum reversible pink spinel and green diamond pendant; 3<sup>rd</sup> place: John Johnson, Edward Johns Jewelers, Marietta, --14K Yellow gold diamond and fancy cut onyx pendant.



1st Place



2nd Place



3rd Place

**Category 3:** 1<sup>st</sup> place: John Johnson, Edward Johns Jewelers, Marietta--14K yellow and white gold Diamond pendant; 2<sup>nd</sup> place: Jonathan Meadows, Art Jewelers, Woodstock --14K yellow gold gents snake motif ring with diamond and pearl; 3<sup>rd</sup> place: Eddie Knox, Knox Jewelers, Atlanta --18K Yellow gold Amethyst and diamond pendant.



1st Place



2nd Place



3rd Place

Winners in each category received a plaque and the congratulations of the judges and their peers.

## Good jewelry appraisal = satisfied customer

Writing an appraisal may seem like a tedious task. However, carefully documented, detailed appraisals are crucial in providing our mutual customer with accurate insurance coverage.

Jewelers Mutual, like most insurers, uses insurance evaluations and appraisals to establish the appropriate limit of insurance for a customer.

### First, a vivid description

Because underwriters never "see" the insured item, the appraisal helps the underwriter visualize the item. Include photos too! Then, carefully document details to support the value for which the item is appraised.

Include major characteristics and major components of the item. For example:

- Metals
- Stones
- Trademarks
- Weight
- Enhancements
- Finish

If an item includes a stone with a lab report or certification from a professional grading organization, such as AGS or GIA, indicate that on the appraisal or insurance evaluation. Include the document's number and attach a copy of the lab report or certificate with the appraisal.

### Determine the value

Loss situations test the value of the appraisal. A good appraisal or insurance evaluation should *reflect the retail replacement value in a normal market*.

Too often appraisals are vague, over- or under-valued, or incomplete.

Don't overvalue the appraisal. You may think overvaluing does your customer a favor, but in reality, it simply causes the customer to pay higher insurance premiums.

Undervaluing an appraisal can be disastrous, resulting in a bad experience for all. While the customer may pay lower premiums, if the item is lost or stolen he or she may not have enough coverage to pay for the replacement. Accuracy is critical.

Bottom line: Provide your customer with the actual value of the appraised item in a *normal market* so that the customer can replace their piece.

### Note volatile markets

Especially during these turbulent times, it's important to consider the market when the item is appraised. In a volatile market period, note on the appraisal that the values should be reviewed in six months because market values are greatly fluctuating. Be sure to explain to the customer why re-valuing is important.

### Include taxes

When writing the appraisal, Jewelers Mutual reminds you to be sure to include the tax, as tax will be assessed to the customer in a repair or loss situation.

By working together we can provide the best service for our mutual customer. Visit [www.jewelersmutual.com](http://www.jewelersmutual.com) for more information. Jewelers Mutual Insurance Company is the only U.S. insurer solely dedicated to insuring the jeweler industry and jewelry. If you are not yet working with Jewelers Mutual, call us to learn more, 800-558-6411.

Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The company's strong financial position is reflected in its continued A+ Superior rating from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsmen, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, and is licensed in all 50 states. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 185,000 individual policyholders carry \$2.5 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at [www.jewelersmutual.com](http://www.jewelersmutual.com). Logos, photos, and graphics are available in the newsroom at [www.jewelersmutual.com](http://www.jewelersmutual.com).



## Gittings first in Northwest Georgia to get Distinguished Scout Award

The Boy Scouts of America had a surprise waiting for Joe Gittings on Sunday morning, March 1, 2009 at Trinity United Methodist Church. Gittings received the Distinguished Eagle Scout Award — the first such award for an Eagle Scout in the Northwest Georgia Council. Scouts he led during his 20 years as a scoutmaster joined his family and friends at a reception after the church service, where Gittings expressed his joy at the award and the turnout. "I can't say how proud I am to see everyone here," he said. "Some of my former scouts came from a long way to be here for this." Gittings received his Eagle Scout ranking, 67 years ago, on the day the Japanese bombed Pearl Harbor.

He said he remembers listening to the radio for the entire afternoon. Three years later, he joined the Army at age 17 and was serving in the infantry on Okinawa when the war ended in 1945. After the war, Gittings went to horology school, where he learned to repair watches, then returned to Rome. He served as scoutmaster for Troop 28 at West Rome Methodist Church from 1953 to 1973.

"Those were the best years of my life, and I enjoyed it more than the boys did," Gittings said. "We did a lot of camping, hiking, exploring and even canoeing." During his tenure as scoutmaster, he watched 20 of his scouts receive their Eagle Scout ranking. George Joyner, who acted as Gittings' assistant scoutmaster, said he was a great leader. "We had a lot of good times with him," Joyner said. "Some of the best memories we had were on our camping trips." One of Gittings' legacies was to ensure the Northwest Georgia Council would have canoes, arranging for 18 to be

donated in the late 1950s. This was after his troop struggled to find enough canoes for its first trip down the Etowah River from Allatoona Dam to Rome. Gittings is the first Eagle Scout in the area to receive the Distinguished Eagle Scout Award.



Joe Gittings receives the Distinguished Eagle Scout Award on Sunday from Buford Hill, who also holds the award, at Trinity United Methodist Church. Gittings originally received his Eagle ranking on the day the Japanese bombed Pearl Harbor

Chick Harvey, the Scout Executive for the Northwest Georgia Council for the Boy Scouts of America, said the award was created in 1969 to "recognize those individuals who have distinguished themselves in the community."

"Of the million or more Eagle Scouts in the United States, only 2,000 have received this award since it was first created," Harvey said.

Some of the notable dignitaries who have received the award include former president Gerald Ford; astronaut Neil Armstrong; billionaire Ross Perot; director Steven Spielberg; and Donald Rumsfeld, former secretary of defense.

## COVERAGE YOU CAN COUNT ON. PEOPLE YOU CAN COUNT ON.

"The people at Jewelers Mutual make the difference for me. It's the relationships they build within the industry and with jewelers like me that makes Jewelers Mutual stand out from other companies.

No other insurance company knows our industry quite like Jewelers Mutual."

— Phyllis Bergman  
Mercury Ring, New Jersey

**Jewelers Mutual**  
INSURANCE COMPANY

800-558-6411 • JewelersMutual.com • YourInsuranceExpert@jminsure.com

APPRAISERS CUSTOM DESIGNERS MANUFACTURERS  
REPAIR BUSINESSES RETAILERS WHOLESALERS PERSONAL JEWELRY

Proud sponsor of the Georgia Jewelers Association

EXCLUSIVELY ENDORSED BY

AMERICAN GEM  
SOCIETY

JEWELERS OF AMERICA



A jeweler's loupe is the central focus, magnifying a diamond ring. The background is a dark, textured surface with a subtle pattern of interlocking puzzle pieces. In the top left, a watch face is visible. In the bottom left, a diamond ring is shown. In the bottom right, a pearl necklace is visible.

# *Jewelers' Security PLUS<sup>®</sup>*

*Is your  
insurance  
program missing  
something?*

Your local Federated representative will help assure that you have the insurance program you need to fully protect your business. Federated's CLIENT SERVICE STANDARDS are designed to uncover hidden risks, keep your insurance coverage in line with changes in your business operations, and help you achieve your financial goals.

*Your local Federated representative is  
as close as your phone.*

*Call 1-800-533-0472 today.*

**FEDERATED  
INSURANCE<sup>®</sup>**

*It's Our Business to Protect Yours.<sup>®</sup>*

\*All products and services may not be available in all states.

The FEDERATED Insurance Companies  
Home Office: 121 East Park Square, Owatonna, Minnesota 55060  
(507) 455-5200 • [www.federatedinsurance.com](http://www.federatedinsurance.com)



# 2009 Convention







# Georgia Gems

A Publication of the Georgia Jewelers Association

Everyone at GJA would like to thank our 2009 Convention Sponsors. Without your support our convention would not happen. Please thank the sales people and owners of these companies for supporting our association.

**Jewelers Mutual Insurance   Fallaize Insurance   Atlanta Jewelry Show/SJTA**

**JCK   Southeastern Findings   William Adams & Associates   Federated Insurance  
Jewelers of America   Stuller   Knox Jewelers**

**Alwand Vahan   Benchmark   Martin Flyer   Cordova**

**Rheff Hartzog   Citizen Watch   Ralph Williams   John Rowlett/Gottlieb & Sons   Fischer Diamonds   True Romance**

for making information and forms for the convention available on our web site,  
Thank You Star Gems



## **Georgia Jewelers Association**

5815 Fairwood Walk  
Acworth, GA 30101