



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,

We find ourselves at a crossroad in our history as Georgia Jewelers Association. You will be receiving a letter soon explaining all of the facts of this matter, however the bottom line is that Jewelers of America (JA) and state jewelry associations have parted ways and the state associations can no longer call themselves affiliates of Jewelers of America. This step was not taken by the 39 state and regional affiliate organizations but by JA.

To some of you this will mean more than it will to others. This action has spurred a lot of debate and emotions. I do not have the space here to go into detail. Just know that JA member stores and their boards all over the country are working



The retail jewelers that make up Georgia Jewelers are my friends and colleagues and have helped me grow in this industry. The people I was introduced to upon joining the board did not treat me like the young twenty year old that I was; they accepted me and shared ideas and concerns with me almost from the beginning. Some of these people have become some of my closest friends in this industry and I treasure this friendship dearly. If I have a question about a supplier or how to accomplish some goal I do not have to look far for the answer. I just ask around and if one of my fellow Georgia Jewelers does not have the answer they usually know someone who does have the answer and they do not hesitate to send me in that direction. This fellowship is one of the main reasons for my involvement and passion for the Georgia Jewelers Association.

“Economic downturn” or “worst recession since the depression” whichever you chose, we have to stick together, pool our resources, and help each other out if

Membership Changes in 2010

diligently to get a handle on this news which affects us all.

What does this mean to you as a GJA member? The first change that you will see is your membership renewal notice for 2010. In the past GJA allowed JA to invoice our members for dual membership in JA and GJA with the invoice coming from JA. Of the \$100 renewal fee you sent in, JA received \$20 and we (GJA) received \$80.

Going forward for 2010 you will receive two invoices: one from your state organization (GJA) and one from JA. GJA will send an invoice for \$85 and we believe JA will send one for \$95. You will have two membership choices:

- Continue membership in GJA (\$85) and in JA (\$95).
- Choose to retain membership in only one of the two groups.

What I want to concentrate on here is that Georgia Jewelers means a lot to me. I have been on the board for almost twenty years and my father is a past president of GJA. Being a member of Georgia Jewelers allowed me easy access to the people that matter most to me in this industry: other jewelers.

we are going to weather this storm. People come together naturally whenever hardships threaten. This is why Georgia Jewelers is going to be very important to each of us now and in the very immediate future.

If you are currently a member of Georgia Jewelers and you do not utilize the resources of your fellow members I would encourage you to reach out and start making those connections. You can call on me with any questions you may have and I will hopefully steer you in the right direction. When it comes time to renew your membership with Georgia Jewelers I hope that you will not hesitate and help us grow stronger as we strengthen our cause by association and plot our course for the future.

Thank You

Eddie Knox
President GJA

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

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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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Calendar of Events

October 17-18 NEW In Time Show
By SJTA (Cobb Galleria)

October 25-27 JA Special Delivery Show (NY)

March 6-8, 2010 SJTA Jewelry Show (Atlanta)
(Cobb Galleria)

April 9-11, 2010 AJA&GJA Joint Convention
Sandestin Resort, Destin, FL

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NANCY B

Tech Corner

I was once told by a man who rebuilds ultrasonic machines for a living not to waste time or money on any of the solutions available in the jewelry industry as I would do just as well using water, ammonia and Ivory dishwashing liquid. I must have believed him because after many years of trying almost everything available I was not getting the results that we though acceptable. Some of the solutions left a film on the jewelry that did not easily come off even after repeated steaming. Some of them were too light and did not clean the jewelry at all. I even tried the repair man's concoction as it was similar to the formula we have been giving our customers for years. All to no avail.

I had almost given up (not a thing I do lightly) when one day a gentleman called and said he has the greatest ultrasonic solution on the planet. Well, I thought, here we go again, but I humored him. He told me all of the benefits of his solution and then he named some manufactures that used his product. I was impressed with the list and some of them were our suppliers so I bit. He guaranteed that I would like it or money back.

I have to say that from the very minute we started using the product everyone at our store was impressed. It gets off hard to remove compounds, fire scale, and greasy messes. The stuff is like magic and works fast it saves lots of time. We were so taken with this product that we immediately ordered a whole case. Five years later and we have never looked back. I can bet that you will be impressed with it as well. This is one product that lives up to the claims of the salesperson.

The product is Ultra Cr by Polychem. Phone is (845) 356-5530 or www.uspoly.com or you can email or call me and we can discuss any topic you like. eddie@knoxjewelers.com; (770) 757-2485.



Eddie Knox
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Reminder:

Georgia Jewelers Retail Members;

Please be sure to support GJA associate members, Georgia Gems newsletter advertisers, yearbook advertisers and sponsors without whose commitment our association would not be the same. Every time a participating sales rep or company owner visits your store, be sure to thank them for joining GJA or buying an ad or sending a door prize or goodie bag.

And if you need to order something, why not call a supplier listed in your yearbook or newsletter? Business from GJA members can only be good for GJA!

Thank you,

Judy Lince
GJA Executive Director

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Smash, Grab, and Run: Disruption in the neighborhood

Provided by Jewelers Mutual Insurance Company

It's the dead of the night and all is still. Suddenly, SMASH! The sound of shattering glass stirs chaos in the neighborhood. George and Ella's Elegant Jewelry store, usually neat, tidy, and brimming with tempting jewelry, now stands bare, invaded, and with a gaping hole where the jewelry used to be. Piercing wails of the burglar alarm cry in desperate anguish.

Shocked out of their sleep by the alarm company's call, George and Ella hastily grab their belongings as sirens shriek in the far-off distance. By the time George, Ella, and the police arrive, swift-footed thieves are long-gone. So is a good portion of their jewelry stock. It's a surreal and sickening feeling when the reality of a smash, grab, and run robbery sinks in.

Indeed, in less than three minutes - less time than it took George and Ella to leave the house - their very livelihood is turned upside down.

As owners of a jewelry store, George and Ella have a lot of company in this eerie victimization. In fact, smash, grab, and run crimes account for 65% of all burglaries reported by the jewelry industry, according to Jewelers' Security Alliance (JSA).

Though these crimes take less than three minutes, they leave behind a trail of broken glass, fear, and what can be a devastating loss of merchandise.

When George and Ella make repairs and restock their inventory, they will study safety measures and re-fortify their store.

To keep their merchandise and store safe from smash, grab, and run attacks, they will be especially attentive to these guidelines from Jewelers Mutual Insurance Company:

- Place **all** merchandise in a safe or vault overnight. If there is not enough room in a safe or vault, place lower-valued merchandise in a locked cabinet, out of sight from criminals. Check their insurance policy provisions for merchandise left out of a safe and comply with any stipulations.
 - Check your insurance policy provisions for the amount of merchandise you can leave out of a safe and comply with any requirements.
 - Remove all jewelry from the show windows and cases during closed hours. Jewelry left in showcases overnight and visible from outside is particularly vulnerable to theft.
 - Do not cover showcases. Covering showcases only entices criminals to find out what's underneath.
 - Place customer repairs in the safe or vault. Never leave them in a work area.
 - Use burglary resistant glazing material on showcases. This material can take multiple powerful strikes with a hammer or other tool, slowing down the criminal.

No one can guarantee that smash, grab, and runs will never happen again, but Jewelers Mutual strongly believes that by sharing loss prevention tips acquired from its nearly 100 years of protecting the jewelry industry, we can help more jewelers have peace-filled nights.

Visit 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 at 800-558-6411.

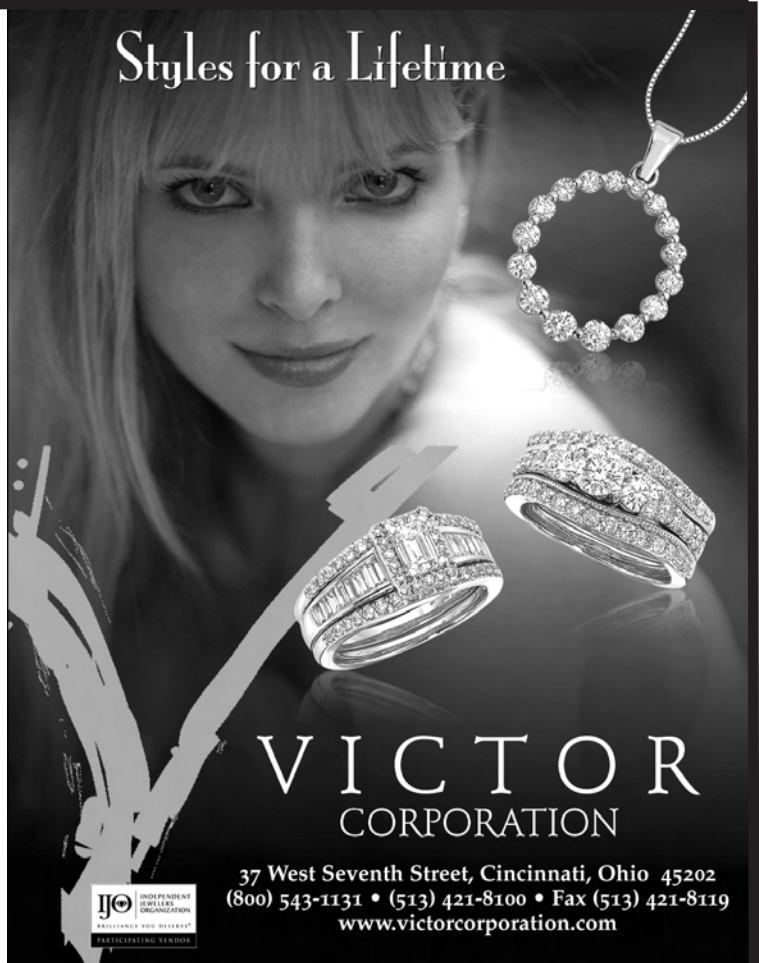
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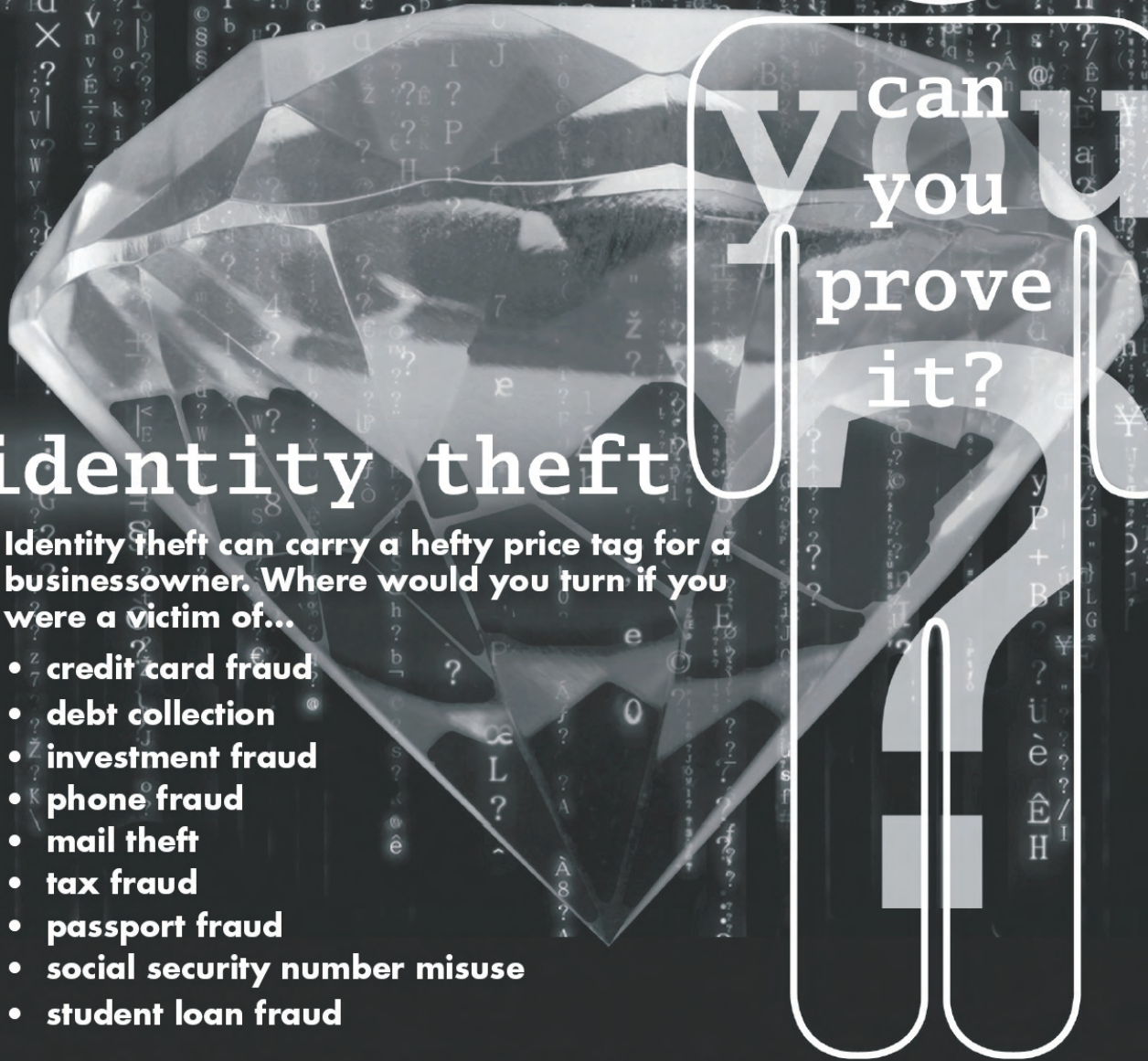
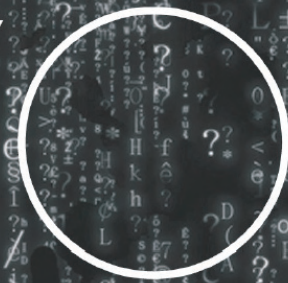
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April 9-11, 2010



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identity theft

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A Publication of the Georgia Jewelers Association

ATTENTION - Information on Membership Changes for 2010 Inside

Georgia Jewelers Association

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