



Georgia Gems

A Publication of the Georgia Jewelers Association

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Dear Georgia Jewelers,

Don't shoot the messenger, but by the time you read this, 2012 will be half over. Can you believe it? I know several of you can because I ran into you doing your buying for the second half of the year in Las Vegas. From the looks of things in Vegas, folks are counting on a great second half. Many of the vendors we talked to were pleased with purchases and I know I am ready for a FABULOUS 2012! My guess is you are too.



Jan Ferguson
GJA President

All of that being said, Mr. Gittings always reminds us, part of preparation for a very busy time is tying another knot. (As a long time Boy Scout leader, he often uses scouting analogies when he is getting a point across to us. When a climber gets tired as he climbs a rope, he will tie a knot and rest a bit before continuing upward.) Use the free time you can find this summer to renew and rejuvenate yourself. Let this summer be the time you take that trip you have been putting off. Spend extra time with your family and make memories. Doing something completely indulgent for yourself. As jewelers, we encourage others to spoil themselves. Everyone is more effective when they feel rewarded and none of us are the exception. When we gather at SJTA in August, I want to hear what you did to enjoy your summer. Then I want to learn from you how you plan to have a successful second half of 2012!

Please stop by Ford, Gittings and Kane any time you are near Rome. We always have ice cold Coca-Colas in the refrigerator and chocolate on the counters!

Happy Selling!
Jan Ferguson

GJA Awards 2 Scholarships through New Program

The Georgia Jewelers Association has announced the winners of its brand new scholarship program. The association has been working on the details and requirements of the awards since last fall. The committee met during the group's annual convention to select the 2012 recipients.

Jeanne Boteler of Tena's Fine Diamonds and Jewelry in Hartwell and Virginia Copeland of Rosenfeld Jewelry in Tucker each won a \$500 scholarship to be used towards GIA or AGS courses to further their gemological training.

The scholarship committee, chaired by Bill Rosenfeld of Rosenfeld Jewelers in Tucker, feels the assistance to further employee education will improve the member's store, help to retain employees and make our profession better. "We were anxious to help newer employees needing education as well as some who have been in the industry but never completed their training" says Rosenfeld.

If you are interested in more information on the scholarship or would like to nominate someone, please contact Bill Rosenfeld or Judy Lince. With the support of all members of GAJ, we would like to see these scholarships given on an annual basis.



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2012 Calendar of Events

July 14-18 IJO, Minneapolis, MN

August 4-6 RJO, Milwaukee, WI

July 29-31 JA NY Show

August 11-13 SJTA Atlanta Jewelry Show

September 8-10 Smart Show, Dallas

EVERTONE'S INVITED

Hello GJA Friends,

It's almost **SALTWATER TIME**, and **AJA** would love to have you join the jewelers of Alabama at the beach!!! You are invited to our *Saltwater Seminar* July 26th-29th at The Island House Hotel in Orange Beach, AL ocean views from all rooms of the beautiful beaches!

Call today for your room reservation **AJA room block closes June 26th**, and the rates will be substantially more after that date. Rooms are \$149.00.

Hospitality begins Thursday, Friday and Saturday at 4:00pm. If you are interested in fishing on Friday, please let Kathy Beall know ASAP. Golf tournament on Saturday morning, Saturday evening poolside reception, and seafood buffet.

Sunday is the educational program, adjourn around 11:00.

To find out more, contact Kathy Beall at 770-751-8622 or visit alabamajewelers.org. Hope to see you there.

Member News



Jan Fergerson with grandson Rowan

Presidential Grandsons

GJA Immediate Past President John Reed and his wife Patti of JWR Jewelers, in Athens welcomed grandson Maddox Avery Reed, born March 28, 2012 to their son Wesley and Lori.

New GJA President Jan Fergerson and her husband Phil of Ford, Gittings and Kane Jewelers in Rome welcomed grandson Rowan on April 8, 2012 born to Jan and Phil's daughter Jamie and Max.



Maddox Avery Reed practicing his sales pitch



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Georgia Jewelers Design Competition 2012

Marietta jeweler Johnny Johnson won the "Best of Show" category in the Georgia Jewelers Association Annual Jewelry Design Contest for the second time in the past three years. Held recently at the Callaway Garden Resort and Spa in Pine Mountain the design contest took place March 18th during the GJA annual convention.

Johnson, owner of Edward-Johns Jewelers in Marietta took top billing with his winning design: a pair of pink Tourmaline, Peridot, and Diamond earrings. Held during the group's yearly convention, the competition winners were announced at Sunday's member's luncheon. Johnson won best of show in the 2010 design contest.

The winning piece will be entered in the 2013 Torch Awards design competition hosted by the Atlanta Jewelry Show next March at the Cobb Galleria in Marietta,

Paul Henriques of JWR Jewelers in Athens won the "People's Choice" award with an Opal, Diamond and Sapphire pendant.

Held this year during the Alabama and Georgia Jewelers Association's 4th annual co-hosted convention in Pine Mountain, judges for the event and members from both states had many fine pieces to choose from. Alabama hosted its own competition as well as a student competition from Mobile, AL based Bishop State College's jewelry department.



Best of Show

Johnny Johnson
Edward-Johns Jewelers, Marietta



People's Choice

Paul Henriques
JWR Jewelers, Athens



Category 1A, 1st Place

Johnny Johnson
Edward-Johns Jewelers,
Marietta



Category 1A, 2nd Place

Paul Henriques
JWR Jewelers, Athens



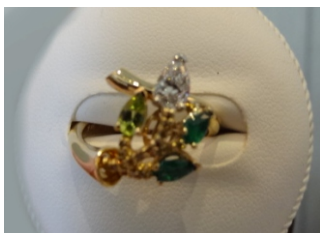
Category 1B, 1st Place

Johnny Johnson
Edward-Johns Jewelers,
Marietta



Category 1B, 2nd Place

Jana Barry
Edward-Johns Jewelers,
Marietta



Category 2, 1st Place

Mikeil Kautengzhi
Tena's Fine Jewelry and
Diamonds, Elberton



Category 2, 2nd Place

Kamal Elmoukha
Rosenfeld Jewelers,
Tucker



Category 3, 1st Place

Claudia DiTondo and
Neale Simpson
Brown & Company



Category 3, 2nd Place

Bill Rosenfeld
Rosenfeld Jewelers, Tucker

10 security tips thieves hope you'll ignore

Provided by Jewelers Mutual Insurance Company

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

Be unappealing to potential thieves by considering these safety and security tips:

Tip 1: Follow sound opening and closing procedures.

Retail jewelers are the most vulnerable to armed robbery crimes during opening and closing times. As an added safety measure, require there be more than one individual involved in opening the store; one person to unlock the door, and the other keep watch from a distance. Once safely inside, the employee should look for anything unusual or suspicious before signaling others to enter. Be sure to immediately lock doors following staff arrivals and exits during pre-opening and post-closing hours, and restrict access to only employees during non-business hours.

Tip 2: Greet every customer who enters and make eye contact.

Making eye contact promotes friendly service to legitimate customers, and happens to be very unsettling to would-be thieves. As an added precaution, offer to hold coats and bags while customers are in your store.

Tip 3: Use the "Rule of One."

Serve only one customer at a time and allow them to handle only one piece at a time. When a customer possesses a jewelry item, be on alert for a "distract and switch" attempt.

Tip 4: Fill empty slots in display trays with merchandise or markers.

Keep all slots filled with merchandise or a place marker to help eliminate any confusion between you, your staff and the customer.

Tip 5: Turn the key! Carry the key!

Train your sales associates to use their key to unlock and relock the jewelry display case each time they open or close it. This reduces the opportunity for a distraction theft or a "grab and run."

Tip 6: Take extra precaution when showing high-dollar merchandise.

Ask to see an I.D. and conduct showings in a private room when customers ask to see high-dollar jewelry items.

Tip 7: Develop and practice a set of "suspicious situation procedures."

Assign a code word or phrase whereby staff members may alert one another. Have a staff associate visibly leave the store with a cell phone and watch from a safe distance outside of the business.

Tip 8: Keep your safe ... well, safe.

Shut and lock the safe during business hours. During the business day, store in a locked cabinet those items to which you need quicker access. Position the safe at least a few feet away from exterior walls.

Tip 9: Use technology well.

Arm your business with a UL Certified Central Station alarm and strategically position surveillance cameras throughout the premises.

Tip 10: Don't be lulled.

Repeated "false" alarms could be a ploy by criminals. Always respond to **all** alarms and **all** calls from your alarm company. Be careful not to get too "comfortable" with a customer just because that customer is a repeat. Some criminals will even make a deposit on an item and will then come back ... to rob the store!

Encourage all of your store employees to take the online training course, *Selling with Security*, free to Jewelers Mutual policyholders. Talk to your agent to ensure you have the proper limits to cover your inventory, your business property, and your liabilities.

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