



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,

For those who have just returned from the Alabama/Georgia Jewelers Convention at the Calloway Gardens Spa and Lodge, congratulations on your investment in your business. Investing your time at Convention to strengthen your business will pay off in many ways. All that attended G. K. Mangelson's session on Asset Protection now have the right questions for our attorneys and accountants. Mangelson opened our eyes to the perils of not being proactive in protecting what we work all our lives to build. Linda Talley made non-verbal communication crystal clear to us. We learned the appropriate business handshake, how to stand when greeting and selling, and what eyebrows can tell you about a personality. The jewelers' roundtable discussions are perhaps the most valuable sessions at Convention. We spend time picking each other's brains about staffing, buying jewelry and gold off the streets



Outgoing GJA and AJA Presidents **John Reed JWR Jewelers, Athens** and **Nick Sanders, Nick Sanders Jewelers, Jasper AL**

and the best social media strategies.

In addition to the sessions at Convention, there was time for a beautiful afternoon of golf, sightseeing through the Gardens and

Butterfly House and shopping at some of the quaint stores close by.

My favorite time at Convention is the fundraising for Make-A-Wish and Jewelers for Children. This year was especially exciting because everyone played a part. The golfers sold muligans for our charities. Saturday evening our super sales force

raised over \$1,500.00 for the raffle. With two live auction items, we raised \$1,900.00 to add to the \$600.00 brought in by the Namano/Southeastern Findings Texas Hold 'Em poker tournament. Over \$4,000.00 was raised in one day because of the collective generosity.

I realize there are many demands for your time and energy. There are only 24 hours in each 7 day week and never enough time to do everything that needs to be done. I would like to challenge you to give Convention a

couple of your 365 days in 2013. I can guarantee our Executive Director, Judy Lince, and her super star assistant, Whitney Lince, will work around the clock to give you more than your money's worth!

Enjoy this beautiful Spring! If you have any suggestions or questions for Georgia Jewelers, please feel free to contact me, Judy, or any of your board members.

Happy Selling!

Jan Ferguson

GJA President
Ford, Gittings and Kane, Rome



New incoming Alabama President **Jared Nadler, Levy's Fine Jewelry, Birmingham**, shakes hands with **Jan Ferguson, Ford, Gittings and Kane, Rome, Georgia** Jeweler's new incoming President. The two new presidents called themselves "the dog and pony show" but did not tell the Sunday Presidents Luncheon attendees who was who.

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1st Quarter
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3rd quarter
4th Quarter

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May 15
August 15
November 15

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Condolences

Our condolences to Kathy and Earl Butler, K E Butler Jewelers, Vidalia. On Christmas day, 2011, Kathy's mother, Mrs. Glenrose Gay's passed away. She along with her late husband, Alby Gay, founded Gay Jewelers dba K E Butler and Company Jewelers in 1955.

2012 Calendar of Events

- April 21-23 SMART Show, Chicago
- April 25-28 AGS Conclave, Miami
- May 29-31 Luxury Show (by invitation)
Las Vegas
- June 1-4 JCK Show, Las Vegas
- July 14-18 IJO Minneapolis, MN
- August 4-6 RJO, Milwaukee, WI
- August 11-13 SJTA Atlanta Jewelry Show



Winners of the GJA Annual Membership Drive Raffle

- SJTA Hotel Stay (August 2012): Andy's Jewelers, Blue Ridge
- Paid GJA 2013 Convention Registration: Pickens Jewelers, Atlanta
- One 2013 GJA Convention paid hotel night: International Diamond Center, Savannah
- SJTA CLUB ELITE Pass(August 2012): Rosenfeld Jewelers, Tucker
- SJTA CLUB ELITE Pass(August 2012): Bishop Jewelers, Donalsonville
- SJTA CLUB ELITE Pass(August 2012): Atkins Jewelers, Acworth
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Convention Coverage 2012

The beautiful weather at Callaway Gardens seemed to match the spirit and mood of everyone in attendance at this year annual convention. Jewelers from Georgia and Alabama joined together for the fourth year in a row to celebrate the spring and the good things life has to offer. Education on both Saturday and Sunday mornings received high marks on the evaluation forms and when discussed later on in the hospitality suite as two speakers, roundtable discussion and *Quick Connect* kept everyone's attention.



Out going GJA President John Reed's wife Patty takes a walk on the wild side.

The glory that is the gardens and the entire Callaway area was enjoyed by golfers, hikers, zip liners and shoppers. We welcomed new attendees and saw many familiar faces. St Patty's' day spirit was evident Saturday evening at the cocktail reception on the lawn where a Make A Wish raffle had guest donning green beads for donations while enjoying the beautiful outdoors. A hilarious live auction for our Jewelers for Children charity followed dinner and the presentation of the golf tournament awards and loads of door prizes.

Special thanks to all the companies, sales rep and retailers that provided door prizes. So many were awarded that it is not possible to keep track of who won each prize but every gift is appreciated and loved by the recipient.

Sunday's design competition (see coverage next issue) and its award ceremony was followed by a presentation to two of the winners from the Atlanta Jewelry Show's 2012 Torch Awards. The awards went to Johnny Johnson of Edward-Johns Jewelers, Marietta, and Jeana Worley and Debbie Jackson from Tena's Fine Jewelry, Elberton, accepting for their employee Mikeil Kautengzhi (not present).

At the annual President's luncheon on Sunday new executive officers for both states were elected. Representing Georgia for the next two years are Jan Ferguson, President, Ford, Gittings and Kane, Rome, William (Bill) Rosenfeld, Vice President, Rosenfeld Jewelry, Tucker, and William (Bill) Spencer, Secretary Treasurer, Spencer's Jewelers, Athens. Outgoing President John Reed was presented with a beautifully engraved tray from the association to thank him for his years of leadership. Executive Director Judy Lince was thanked for her service with a beautiful gift chosen for her.



Gene Callaway (in tie) of Southeastern/Namano, sponsored the 4th Annual Jewelers for Children Texas Hold'em Poker Tournament.



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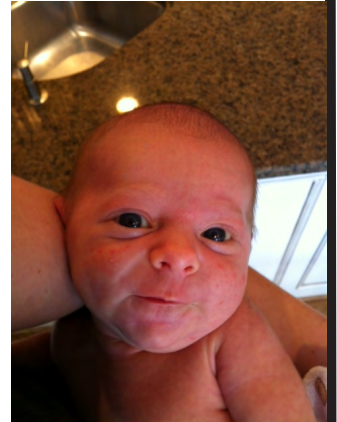
**Eastern Lighting/Brent Neal
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Member News



Sisters Jordan and Jaden
Welcome Julieann

Congratulations to GJA past President Johnny Johnson (Edward John's Jeweler, Marietta) and his wife Anna as they celebrate the birth of two new grandchildren! Julieann Lea Barry, daughter of GJA board member Jana (Johnson) Barry and her husband Brian was born January 9th. Jana's brother Jared Johnson and his wife Rylee welcomed the Johnson's first grandson, Jett William Johnson on March 1st.



Jett William Johnson



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When Susan opened her jewelry store that morning, she immediately knew something was amiss. Last night's alarm was different. It was the real thing.

Susan would later learn that the repeated "false" alarms of the preceding two weeks actually weren't false at all. They were a part of the thieves' clever design. They had triggered the alarm on several occasions and observed from a safe distance.

The thieves watched to see not only who would respond but also the degree to which the responder would investigate the source of the alarm. They took notes on how long it took for the store-owner and police to arrive. They observed that, after the first few "false" alarms, the store-owner stopped showing up with keys, leaving the police to investigate only the exterior of the store before declaring an "all clear."

The strategy was to desensitize all of these response agents ... and evidently it worked. After a few seemingly pointless midnight trips back to her store with keys to allow responding police officers to conduct a thorough investigation of the source of the alarm condition, Susan had assumed that there was only an electronic glitch causing all the false alarms. Consequently, she had stopped showing up in response to the alarms.

Over the course of several days, the thieves had cut an entrance through the store's roof. On the night of the burglary, they entered through that hole and hunkered down in the store after tripping the alarm, knowing roughly how long it would take for the police to arrive, look around outside, and leave. They also assumed that, consistent with their recent experiences tripping the alarm, they would not have to worry about the owner showing up and asking the police to accompany her in a thorough investigation of the store. Having disabled the alarm after their initial entry, the thieves had all night to work on the safe and ransack the store.

* * * * *

This account is a composite of several claims that Jewelers Mutual Insurance Company has received. All of the facts are authentic, with the exception of the store-owner's name.

Unfortunately, crimes of this nature persist, but many of them could be avoided if store-owners observed best practices regarding burglar alarm systems, including the appropriate response to alarms. To avoid becoming a victim of these types of crimes, please consider the following:

1. The UL Central Station burglar alarm system with dispatched guard service provides the most reliable alarm protection.
2. Burglar alarm protection must include line security to maintain the integrity of the alarm communication path.
3. A video surveillance system can help, both to deter crime and to assist in crime investigation leading to apprehensions.
4. Respond to each and every alarm signal. Repeated "false" alarms could signify an imminent plan to burglarize your store.
5. When responding to an alarm, take precautions: Do not arrive at your store until you can meet the guard dispatched by your UL Central Station or a police officer whom your alarm service company notified of the alarm signal.
6. Store merchandise in a locked safe or vault. Be sure to comply with the in-safe warranty on your insurance policy.
7. Place even low-value merchandise out of sight in drawers, cabinets, or other storage areas if it doesn't all fit in your safe or vault. Avoid using covers that fit over your showcases, because this implies that there is valuable merchandise within -- a strong enticement to burglars.

To learn more about how to prevent burglaries and other types of theft at your jewelry store, visit www.JewelersMutual.com or call Jewelers Mutual at 800-558-6411 for your free *Security Guide for Retail Jewelry Businesses*.

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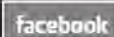
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