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FALL 2014

TEXAS JEWELER

The official publication of the Texas Jewelers Association



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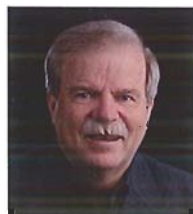
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About the Cover:

*Beautiful San Antonio, Texas, is the site for our
2014 Texas Jewelers Association Convention.
We look forward to seeing you there!*





From the desk of

Robert Harrison

T J A P R E S I D E N T



Master Bench Jeweler Robert Harrison has been carrying the torch as the Texas Jewelers Association President since January of 2013. On December 31, 2014 he will turn over the title of "President" to TJA President-Elect Jeanne Roe. Recently, TJA Magazine conducted an exit interview with Robert, to get his thoughts and feelings, as his Presidency comes to an end.

TJA Mag: When and why did you join the Texas Jewelers Association?

In the late 1990's, TJA held a convention in Austin, at the old Hilton Hotel by Highland Mall. An old friend of mine was a member and asked if I wanted to attend. I had been a member of other organizations, but I was interested in TJA, because it was an industry-related group whose members were focused on jewelry. Being a bench jeweler all my life and seeing the owners of stores showing interest in each other was quite a memorable event. Although in the beginning I was slightly intimidated with meeting such well known people in our field, I realized that even wanted information to make their businesses prosper. One of my favorite things about the Texas Jewelers Association is that even though we are all in the same race, we are willing to share our info to help other jewelers. I realized TJA can make a difference. I was even asked to be a design competition judge!

TJA Mag: What was the Texas Jewelers Association like when you first got on the board, and what made you want to be on the Executive Board? What changes did you see over the years?

I was a member of the Texas Jewelers Association for several years. I was several years before I was approached to be on the board. I was so proud and excited to be asked! I felt I should get involved and believed that I could help make the changes necessary to keep TJA a relevant association. During all of this time, I continued to be amazed at the camaraderie within our industry. We have had many board meetings over the years, some being interesting and others really amazing. Any organization has ups and downs, and we sure wanted to keep it on the ups.

TJA Mag: Let's reflect back on your two years as the TJA President... where TJA was when you took over, and where TJA stands today, and what part you played in facilitating those changes?

As I took over the President's position, I could see the writing on the wall and unfortunately, TJA had taken a down swing. No fault of anyone, just something that sometimes happens to any business or association from time to time. But instead of losing customers, we were losing members. I called an executive board meeting and with the backing of the immediate past President, Eric Wright, and the Executive Board, we made a decision in May 2013 to cancel the TJA contract with the Executive Director of the past ten years. I want you to know that with all this also came an outdated website, the State of Texas Legislature wanting to put even tighter controls on precious metal buying, and NOW looking for a new ED. The executive board pulled together, through many hours of talking and emailing, and we laid out a direction that we believed would help TJA move forward, and have never looked back.

We had our first TJA Meet & Greet at the JCK Show in Las Vegas in June 2013, and our second Meet & Greet this past June, which was extremely successful and saw approximately 100 people attending.

In the annual meeting last year during the Smart show at the Gaylord Hotel August 2013, TJA welcomed our new Executive Director, Ann Glynn. Ms Glynn has been connected to the jewelry industry for nearly 30 years, she comes with an amazing amount of energy, tenacity, willingness, and a hell of a lot of connections!! She was just inducted to the Southeastern 24 KT. Club!

In August 2013 we signed on with Texas Retail Assoc., and as a lot of you remember, TJA was part of that organization for many years. In fact, TJA joined TRA in 1968 and separated in 2003. Unfortunately, TJA had to learn a hard lesson a second time, and had to buy out our contract with TRA in May 2014.

With all of these changes, some easy and some not so easy, we now have an association that is enjoying such a rebound that it is hard for a lot of jewelers (retail and wholesale) to believe. The great part is, they see it, and now they are wanting to join.

In January 2014, for the first time, TJA had a weekend of educational seminars in Tyler, Tx. We now have a monthly newsletter, and our TJA magazine is now on a 3x per year publishing schedule. Our upcoming convention in San Antonio will be the first time in 4 years that TJA has held a state convention.

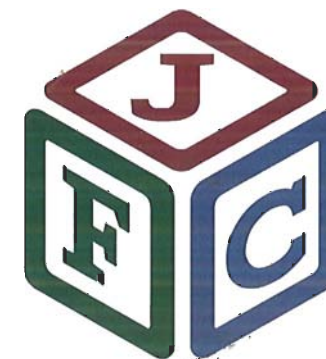
None of these things would have been possible without the continued support of a core group of members, Retailers and Associates, who believed in TJA and kept fighting to keep our association relevant.

Many of these Retailers and Associates will be joining TJA at our state convention, and I hope you will join them, too. Aside from our great line up of speakers, we have some dedicated and supportive TJA vendors who will be joining us in San Antonio. And, through our partnership with the Israeli Diamond Industry, and the large number of IDI vendors who will also be present for our Texas-Israel Diamond show, we all have something to celebrate.

I will be stepping aside on January 1, 2014 filled with great pride at all we were able to accomplish, and excited to take on my role as the Immediate Past President of the new and improved Texas Jewelers Association.

My role as Immediate Past President will allow me to support Jeanne Roe when she takes on the position of President, and to help where I can. As great as I believe our upcoming convention will be, I know with another year of growth, the 2015 Convention 2015 will be even more amazing.

In closing, I want to thank the entire Board of Directors for all of the help and support they have provided to me, and to the Texas Jewelers Association in the last two years. I appreciate all of the input I've received from our members over the last two years, and look forward to helping TJA continue to grow!



JEWELERS FOR CHILDREN A GIFT OF LOVE FOR CHILDREN IN NEED

In 2013, Jewelers for Children, the industry's charity, donated more than \$ 3 million to their charity partners. Since 1999, total donations exceed \$ 43 million. That's a lot of great support from our very generous industry.

While JFC works with national charity organizations, much of the funding is used to support local branches of those charities in every state, including right here in Texas.

The Make-A-Wish Foundation of America received \$ 700,000 to help grant the wishes of children facing life-threatening medical conditions. The funds were used to help grant 72 wishes in the U.S., bringing the total number of wishes granted since 1999, to more than 1,350! Here in Texas, 16 year-old Jessica went on a shopping spree and 12 year-old Ian went to Disney World.

JFC also provided \$ 500,000 to the National CASA (Court Appointed Special Advocates) Association for use in providing support to their local chapters to support volunteer recruitment and training to assist kids in foster care. Since 1999, more than 4,800 children in foster care have been aided with a trained, caring volunteer to assist them through the system and get them into a permanent, loving home as quickly as possible.

In Texas, 24 local CASA chapters have received JFC grants.

In 2014, JFC will continue to support the National CASA Association and the Make-A-Wish Foundation of America to grant more wishes and reach more kids in foster care. The local organization of these fine, national organizations are always interested in working with local jewelers to promote the industry's support, say thanks personally, and in some cases, to actually help grant a wish. Getting involved is a great way to generate some local publicity for your business.

Jewelers for Children also provided support to the Elizabeth Glaser Pediatric AIDS Foundation in 2010 that was used to fund prevention of mother to child transmission programs in So. Africa, a country that supplies many of the raw materials used in jewelry. Support was also provided to St. Jude Children's Research Hospital where thousands of sick children are treated each year. Due to confidentiality regulations we are not able to provide a list of patients from Texas treated at the hospital.

JFC will be reaching out to jewelers across the country in the year ahead to try and make connections between you and the local chapters. If you're interested in being involved, contact Ann Glynn at Texas Jewelers.

DIRECTOR'S NOTES
ANN GLYNN
TJA EXECUTIVE DIRECTOR



Happy Anniversary ... to Me!

The month of September marks my one year anniversary as Executive Director of the Texas Jewelers Association. When I first took over this position in September of 2013, the association was at a crossroads, and I felt both challenged by and, at the same time, inspired by the idea of revitalizing TJA, and restoring it back to its former strength.

Now, one year in, through the hard work and support of our Executive Board, our TJA Board of Directors, and those special TJA members who have been gracious enough to walk with me on this journey, I am proud to say, "We've come a long way, Baby!"

If you haven't yet had an opportunity to register for our convention, I urge you to take a moment to do it now, before our registration closes. You don't want to miss out on our great speaker line up, which includes DCA's Terry Chandler, Shellie Bill of Premier Consulting, Brad Huisken of IAS Training, Ira Savoie of Savoie Fine Jewelry Appraisers and Consultants, Susan Desmond of Jackson Lewis P.C., and body language specialist, Dr. Linda Talley.

For those of you who want to start your convention experience off on the right foot, take this opportunity to Get Certified! Jewelers of America's Director of Marketing & Communications, Molly Fallon, will be on site Saturday, September 27th to proctor two sessions of the Jewelers of America Sales & Management Professional Certification testing. Now is your chance to demonstrate your sales and management proficiency through this nationally recognized certification. For more information on the Jewelers of America certification testing, or to register for the testing, please visit our Texas Jewelers Association website at: <http://TexasJewelers.org>

We've put together a fantastic mix of vendors for you in the TJA Exhibitor room, including Ande Jewelry, Authentic Gem Imports, Charles Garnier, Charles-Hubert Paris, eFiligree, ELLE Jewelry & Time, Federated Insurance, Hadley-Roma, International School of Gemology, Jewelers Mutual Insurance Company, Jewelers of America, Joan's Collections, Lavish Jewelry Cleaner, Legère, Lothar Haag America, Martin Flyer, Natalie Ziegler, Nomination, NTR Metals, Roseco and Time Delay. If you are attending the convention, I urge you to make sure to stop by each of our TJA Exhibitors and spend a few moments to look at their line, place an order if you need it, and thank them for their support of the Texas Jewelers Association. For more information on our TJA Vendors, or to plan your buying experience, please visit our Texas Jewelers Association website at: <http://TexasJewelers.org>

We are all gearing up for the Texas-Israel Diamond Show! The largest names in the Israeli diamond trade are coming to our TJA Convention to do business and are bringing you an exclusive diamond buying opportunity. This is your chance to choose from loose or mounted

goods, in every style, shape and color, and buy direct from the trusted source in conflict-free diamonds. For more information on the IDI members who will be exhibiting, or to plan your buying experience, please visit our Texas Jewelers Association website at: <http://TexasJewelers.org>

Certification testing ... check! Conference schedule ... check! Vendor opportunities and IDI Diamond show ... check! What am I missing? Oh yes, the FUN!

Kick off your convention experience on Saturday night, and join us at our President's Party. TJA President Robert Harrison will host this casual event in a relaxed environment where you can connect with old industry friends, and welcome our new TJA Members & Vendors.

On Sunday, start your morning with a complimentary breakfast, sponsored by Federated Insurance, before you begin your day. Our TJA Convention lunch, sponsored jointly by Federated Insurance and Jewelers of America will give you an excellent opportunity to relax and refuel before heading back into seminars and onto the show floor. Later in the day, you can enjoy our afternoon break in our TJA Vendor Exhibit hall, sponsored by Jewelers Mutual Insurance Company.

On Sunday night, join us for cocktails on the Starlight Terrace at the St. Anthony hotel, followed by our TJA Gala Dinner, sponsored by the Israeli Diamond Industry. You'll enjoy a delicious dinner, followed by music and dancing under the stars and entertainment until 12:00 am provided by Gulf Coast personality Wayne Watkins.

Meals provided on Monday and Tuesday, including our Texas-Israel BBQ dinner on Monday, are also generously sponsored by the Israeli Diamond Industry.

While September for us here at the Texas Jewelers Association is filled with convention planning, we are also keeping our pulse on the news and information you'll find helpful for the upcoming holiday season. As always, if there is anything you need, or any suggestions, recommendations or thoughts you have, please feel free to email me at Ann@TexasJewelers.org or call me directly at (504) 615-1191.

Ann M. Glynn

Executive Director
Texas Jewelers Association
Email: Ann@TexasJewelers.org
Phone: (504) 615-1191



HURRY! LAST CHANCE TO REGISTER!

2014 TJA CONVENTION

Sept. 27-30

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Whether it's brushing up on industry education or learning about the latest trends, attending the seminars at the September Texas Jewelers Association convention is one of the most valuable investments you will make personally and professionally in 2014.



Speakers:



Terry Chandler
President & CEO,
Diamond Council of America



Dr. Linda Talley
President, LindaTalley.com



Shellie Bill
VP, Premier Consulting

Speakers:



Susan Desmond
Shareholder,
Jackson Lewis P.C.



Ira Savoie
President
Savoie Appraisers & Fine Jewelry



Brad Huisken
President, IAS Training

- ~ Jewelers of America Certification Testing
- ~ The Texas Jewelers Association President's Party
- ~ A host of Fabulous Vendors
- ~ Our exclusive TJA/IDI Israeli Diamond Pavilion
- ~ Our Gala Dinner, sponsored by the Israel Diamond Institute
- ~ Industry-specific speakers
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For more information or to register online, visit our website at: TexasJewelers.org

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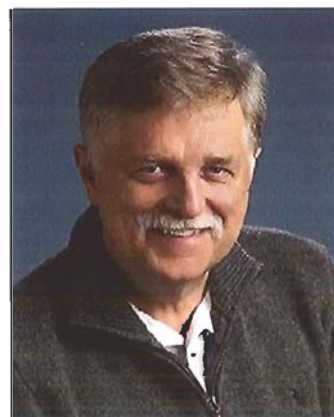
San Antonio

Find out if you qualify for a FREE night at the Texas Israel Diamond Show! Call 504-615-1191 today!

Applied Marketing 101:

8 key jewelry trends for Christmas 2014

One of the most enjoyable aspects of my job is doing the appropriate research and building a solid intellectual framework for developing insights into what will be hot for Christmas. But it's not just entertaining to speculate on what will be selling - it's also incredibly important. Getting the merchandising right is mission critical for our customers, since it's not enough to select the right products at the right prices. We also have to build algorithms for the quantities that we'll need on the shelf in mid-December, because with the Christmas rush coming later each year, and retailers stocking minimally to ensure that they don't have excess stock on Dec 26, there's very little reaction time available to get product in the pipeline. So, here's a look at what I'm betting will be hot in December.



George Prout

1) Vibrating Diamonds. We are now in year 2 of a major fad item, which means that demand will soar as we get into the Christmas season and low information gift-givers react to the trend. These major fads often occur in ways that are fairly predictable, based on a fundamental marketing principle called the Consumer Adoption Curve which relates how different consumer subsets react to trendy products. For example, Innovators and Early Adopters, who are psychologically predisposed to buy fad items early so they can be "on trend" before other members of their social group, generally participate in fads in the early stages, while most consumers are predisposed to be more cautious (e.g., Early and Late Majorities), and only buy after they know it's "safe" to participate.

In order to properly anticipate demand at various stages during a hot trend, you need to determine where you think you are on the Curve. I've indi-

cated my best guess on Fig.).

In December, as consumers from the Early Majority segment react to the vibrating diamonds trend, demand will increase to a point where at least one in fifteen, and perhaps as many as one in six, male gift-givers who walk into your store will be looking for this new product. If we get really lucky, males who normally don't buy jewelry will also participate, in which case no matter how much you have on the shelf, it won't be enough. (By the way, this is precisely what happened during the three stone and circle trends.)

As you develop your strategy for reacting to this trend, there's another important issue you'll need to address. Our sell through data, and information I'm getting from folks involved in selling this category to the majors, suggests that there is a significant selling opportunity in larger centers, including 1, 1 1/2 and 2 carat sizes. Remember in 2000 when the majors were advertising 1/4 ctw three stone rings for \$199? Many independents were simultaneously selling 2 and 3 ctw three stone rings to their affluent customer base. The same thing is likely to happen this time around. Don't miss it!

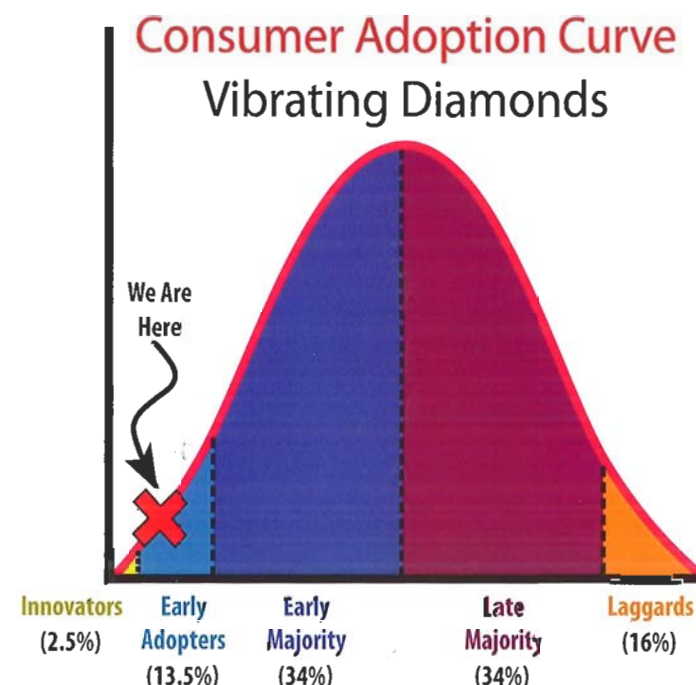
2) Colored Diamonds. Moderate price point diamond fashion jewelry has been dominated by colored diamonds since the onset of the recession, initially prompted by significant advertising expenditures by Sterling featuring LeVian "Chocolate" diamonds. But last year, as brown and "Cognac" were trending downwards, Sterling breathed new life into the colored category through the launch of their "Artistry" collection featuring blue, yellow, green, and purple diamonds. Expect additional advertising from all of

the majors to create further demand as we move into the holidays.

3) Bar Pendants. The Bar, or "Trapeze", pendant phenomenon started last year in higher end department stores, and is now migrating into fine jewelry stores. The majors are doing memo tests now, and with celebrities wearing them, I think you'll see significant activity here in December.

4) The "X" ring. High-end boutiques and upscale jewelry stores in major metros started selling this look recently, and I suspect that we'll now see a trend towards rings that cover a substantial portion of the finger. This is happening simultaneous with a re-emergence of nail rings, so bold and curvy "finger treatments" of all kinds will probably become important.

5) Back to Basics in higher diamond jewelry price points. Early in the fourth quarter, I expect De Beers will abandon its Forevermark (FM) positioning advertising featuring special styles like the Center of Her Universe halos, and will instead focus on psycho-



logical features possessed by FM that it broadly describes as "The Promise", while simultaneously featuring classically styled items mounted with FM diamonds. Much of their advertising will be targeting engagement ring buyers, but since they also typically target "Heavy Users", if members of your older, more affluent customer base are in the market for diamonds this Christmas, DeBeers' new advertising focus on classic designs may influence their purchase decisions.

6) Bezel-set Lucite Frames holding little charms or interchangeable inserts. This trend comes from Origami Owl, and you can now expect it to influence your customers in a big way. In my view, this concept resonates on the same emotional wavelengths as Pandora, in which the wearer can select from a variety of special items that will then fit inside her pendant, ring or bracelet. This look may become important as more and more women see their friends wearing it.

7) Leather Wrist Wraps. The coming high stakes marketing war

between Pandora and Endless Jewelry will be epic, as two giants with almost limitless funds duke it out in a battle over the wrists of American women. Jesper Nielsen, the founder of Endless, possesses the drive, tenacity, and funding capacity to turn Endless into a major player on the global jewelry scene, and with J Lo signed up as the face of the company starting in September, I suspect we're going to see them gaining substantial traction fairly quickly. As they position their line of leather bracelets, you'll see an intensification of a trend that already exists in upscale boutiques. Leather is cheaper than gold, and it's a different kind of luxurious, so what better way to hit affordable price points in a trendy way? If you're not merchandising leather with interchangeable elements, you're likely to miss out on something important.

8) Layered Bracelets. The Alex and Ani phenomenon is remarkable, and has spawned a variety of look-a-like products featuring responsibly sourced materials, as well as nice charity tie-ins (e.g., Angelica). And while Helzberg used the back page of their Mother's Day flyer to launch a sterling silver clone featuring medallions, I suspect that the more significant long-term impact of Alex and Ani will be not just in medallions per se, but in the stackable/layerable bracelet look (which is also consistent with Pandora's latest launch). This plays into the leather wrap look as well, and for at least the next several years, I think that bangles, wraps, and soft stackable bracelets will be important, provided, of course, that you're hitting affordable price points.

The challenge of properly deploying your discretionary seasonal merchandising budget to ensure you're stocking and advertising the "right stuff" has never been more difficult. It's always been important to follow the trends, but communication technologies have transformed society, which in turn has transformed retail. We live in an era of incredibly rapid information transfer, which makes trend analysis even more important than ever. The existential test for independent jewelers lies in the fact that if you fail to react properly to these trends, which now emerge, crest, and recede with ever-increasing speed, you'll be left behind, and become increasingly irrelevant in your local market. One possible solution is to find suppliers who are doing the research, can help you keep your merchandising as well as your advertising on target, and will then stock balance what stops selling, so you can afford to move on to the next important set of trends. It might be wise to keep this in mind as you start your Christmas shopping!

Class dismissed!

George Prout is Vice President of Sales and Marketing for Gems One Corporation, and can be reached via e-mail at info@gemsone.com, or at Gems One's New York office at 800-436-7787.



RISK MANAGEMENT STRATEGIES



What Can a Risk Management Culture Save You?

Have you ever met a business owner who didn't want to save money? Yet the direction in which some owners take their cost saving efforts can have the opposite effect. With today's economy leaving little room for error, trimming unnecessary expenses is the logical first step toward belt tightening. Unfortunately, risk management is sometimes looked upon as an unnecessary expense.

Companies passive toward reducing their risk may not fully understand the benefits a risk management culture can have, and instead may be discouraged by the time and money needed to concentrate on safety. Successful companies, on the other hand, understand that to avoid possible financial ruin, they need to work to reduce their exposure. They realize risk management, despite the time and financial investment it requires, can have overall economic benefits while creating a safer working environment.

No company, no business owner is immune to potential loss. But knowing ahead of time where the risks lie, and then acting to avoid them through aggressive risk management, can keep a company ahead of the game. The blueprint for controlling losses is a commitment to risk management through involvement. But, that requires investing dedication, resources, and sweat equity to make it happen.

Why bother?

It may feel counterintuitive to believe that a risk management culture—the sum total of all the efforts, attitudes, and investments related to workplace safety and loss prevention—can actually improve your bottom line. But, an investment in risk management can have definite advantages:

- **First, by eliminating risk, your company could experience fewer insurance claims.** That can equate to lower premium for property and casualty, workers compensation, and health insurance.
- **Second, fewer claims means you also reduce the "after effects."** Insurance is meant to cover the direct costs associated with a claim, such as property damage, medical bills, and legal expenses. What some businesses don't realize or plan for are the unexpected, "hidden" costs a loss can generate. For example, insurance may not cover the cost of hiring and training a replacement employee, lost productivity, negative publicity, higher premiums related to the loss...and the list goes on. Associated expenses are typically out of pocket and can quickly add up. It could take a lot of time and many extra sales to recoup those losses.
- **Last, workers compensation claims often result in a higher work comp mod.** Not only can this have an immediate effect on your premiums—which directly impacts your bottom line—the consequences may be felt for a long time.

Companies that take risk management seriously understand its positive effect on their operations, both from an employee safety and a financial standpoint. They see immediate value in being proactive in protecting their assets. As one risk manager put it, "There are many business owners who believe that safety is too expensive. I would challenge them to put a pencil to it. I think they will be surprised that safety pays."

It's Our Business to Protect Yours®

This publication is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business, or your customers. You should always consult your personal attorney and insurance advisor for advice unique to you and your business. ©2013 Federated Mutual Insurance Company. All rights reserved.

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Elegant and refined jeweler Charles Garnier Paris redefines contemporary jewelry basics through the utilization of the latest technical innovation and a constant care for perpetual harmony. Charles Garnier Paris designs are sold throughout the world. Their factory combines cutting edge technology with old world craftsmanship and hand finishing, setting Charles Garnier Paris designs apart from all others. For more information on Charles Garnier Paris jewelry, visit the Charles Garnier Paris website online at: <http://www.charlesgarnier.com/> or contact the Charles Garnier sales rep, Bill Ward by email at: WildBillwww@AOL.com or by phone at (214) 676-1208



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Since 1990, Charles-Hubert Paris has been a major influence in the United States watch industry. By including both retro and contemporary designs in its line, Charles-Hubert Paris has established a large and loyal following. With its unprecedented Lifetime Warranties, exceptional quality standards and affordable pricing, the future looks very bright for Charles-Hubert Paris. For more information on Charles-Hubert Paris, visit the Charles-Hubert Paris website online at: <http://www.charleshubert.com> email Charles-Hubert rep Alan Lodinger at: ALodinger@AOL.com or call (713) 553-5666



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ELLE JEWELRY & TIME

ELLE Time & Jewelry is a brand extension of ELLE Magazine, the world's No. 1 best-selling women's fashion magazine. Iconic for its "I don't take myself seriously" spirit, for its proximity with women, its optimism and its dedication to enhance a woman's position in society, ELLE is a brand that makes fashion accessible and speaks to feminine, positive and self-confident women. For more information on ELLE Jewelry, visit the ELLE Jewelry website online at: <http://www.ellejewelry.com> or email ELLE Jewelry rep Alan Lodinger at: ALodinger@AOL.com or call (713) 553-5666



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For more than a century, Federated Insurance has provided peace of mind to business owners through valued insurance protection. Federated's national headquarters is located in Owatonna, Minnesota. It also operates a regional office in Phoenix, Arizona, and several service offices throughout the country. Federated has nearly 2,300 employees and operates in 48 states and the District of Columbia. For more information on Federated Insurance, visit the Federated Insurance website online at: <https://www.federatedinsurance.com> or email Federated Insurance rep Michael Cox at mdcox@fedins.com or call Michael at (817) 545-1500



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As the exclusive distributor of HIRSCH in the United States, Hadley-Roma with HIRSCH has married together the two premier watchstrap manufacturers in the world. The combination of European styling and hand-made craftsmanship of HIRSCH coupled with the latest in styling, fashion and color that have been the hallmark of Hadley-Roma for over 100 years make for a dynamic representation in the industry that will satisfy even the most demanding retail customers. For more in Hadley-Roma, visit the Hadley-Roma website online at: <http://hadleyroma.com> or email Hadley-Roma rep Alan Lodinger at: ALodinger@AOL.com or call (713) 553-5666

TEXAS JEWELERS ASSOCIATION CONVENTION VENDORS

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JEWELERS OF AMERICA

Jewelers of America is the national trade association for businesses serving the fine jewelry marketplace, with a primary purpose to promote confidence in the jewelry industry. Since 1906, Jewelers of America has been advancing the fine jewelry industry through advocacy in public, government and industry affairs; and is the leader in the development of responsible business standards among the jewelry industry. For more information on Jewelers of America, visit the Jewelers of America website online at: <http://Jewelers.org> call (800) 223-0673 or email Info@Jewelers.org



JOAN'S COLLECTIONS

Joan has been in jewelry industry over twenty years. She creates the unique collections of South sea pearls, diamonds, and jades. She also selects the high quality of color stones such as rubies, emeralds, and sapphires in her designs. JOAN'S Collections-Designer fine Jewelry puts the focus on providing high-quality jewelry both workmanship as well as customer service and satisfaction. For more information on Joan's Collections, visit the Joan's Collections website online at: <http://www.joanscollections.com/> email joanscollections@hotmail.com or call 714-827-0863



LAVISH JEWELRY CLEANER

In 1998, Larry Rogers opened his first of 3 jewelry stores. He specialized in Tahitian black pearl and south sea pearl jewelry, and also carried a designer line of inlaid opal jewelry. Surprisingly (or to his dismay) there wasn't an effective cleaner to safely clean pearls, opals and the other delicacies. With his background in jewelry, education in chemistry, and the help of consultants he created Lavish, a biodegradable non-toxic jewelry cleaner that is safe AND effective to clean all of your jewelry. The feedback from customers was overwhelming; they kept coming back for more. So Larry decided it was time for the rest of the world to discover Lavish... the only jewelry cleaner you'll ever need. For more information on Lavish Jewelry Cleaner, visit the Lavish Jewelry Cleaner website at: <http://www.lavishjewelrycleaner.com/> or email Lavish Jewelry Cleaner rep Alan Lodinger at: ALodinger@AOL.com or call (713) 553-5666



LEGERE

Legère is a division of The AB Group, a family-owned company that has been manufacturing jewelry for over 40 years. We are members of Jewelers Board of Trade (JBT) and Manufacturing Jewelers and Suppliers of American (MJSA). The AB Group, formerly Arenburg Brothers, Inc., was founded by brothers Charles and Robert Arenburg in 1967. Through the years, they expanded their business, hired dozens of employees, and acquired several other companies, thereby adding other manufacturing processes (stamping, soldering, electroplating, stone-setting, etc.) to become a complete manufacturing facility. Now a well-established brand within the retail jewelry industry, Legère offers a full line of men's accessories, while its sister division, W.E.Richards, offers a full line of ladies' jewelry. For more information on Legère, visit the Legère website online at: <http://legerejewelry.com/> or email the Legère rep Alan Lodinger at: ALodinger@AOL.com or call (713) 553-5666



LOTHAR HAAG AMERICA

Lothar Haag is a Colombia based company, with branches in Germany and United States. Since 1957 Lothar Haag build up a reputation for fine quality Emeralds from Colombia, Zambia and Brazil. We run our own cutting shop and watch every step from rough to cut. As we are member of both the ICA & AGTA, our customers can be sure that we follow international rules and standards. For more information on Lothar Haag, contact J.B. Ziegler, U.S. Sales Representative by email at jbzii@yahoo.com or by phone at (800) 977-9497



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NATALIE ZIEGLER

Born in New York City and raised near Boston, Natalie did not set out to be a jewelry designer. For many years, Natalie worked in TV news, mostly with CNN in Atlanta and Washington. In 2001, she started Commonwealth Imports to supply US manufacturers and retail jewelers. Today, Commonwealth Imports manufacturers and distributes fine jewelry for sale to retail jewelry stores across the United States. For more information on Commonwealth Imports, visit the Commonwealth Imports website online at: <http://CommonwealthImports.com> or contact the Commonwealth Imports sales rep, Bill Ward by email at: WildBillwww@AOL.com or by phone at (214) 676-1208



NOMINATION

Our jewelry is the fruit of attentive and passionate work guided by precise values and an enthusiasm that is all Italian. Our heart is in Tuscany, near Florence, where designers and artisans bring their skills and the latest technology together to create something unique. Our jewelry lines reunite the valued tradition of classic materials like 18k gold and 925 silver with innovative materials and design. For more information on Nomination Jewelry, visit the Nomination Jewelry website online at: <http://www.nomination.com/> or contact Nomination sales rep Alan Lodinger at rep at: ALodinger@AOL.com or call (713) 553-5666



NTR METALS

NTR Metals is one of the world's largest precious metals companies, making a market in all precious metal bullion and offering a full range of refining, recycling and minting services. Our integrated strategy allows us to combine unique strengths and capabilities of each operating division. NTR Metals operates over 75 locations globally, and we serve more than 30,000 companies, ranging from small, independent businesses to large corporations. For more information on NTR Metals, visit the NTR Metals website online at: <http://ntrmetals.com/> or call (469) 562-1111



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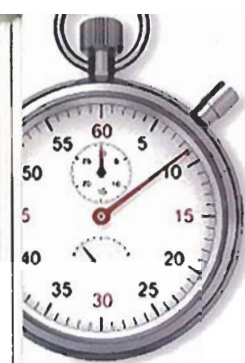
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10 Minutes with ALAN LODINGER



Texas Star and Road Warrior Alan Lodinger accidentally made his way into the jewelry business, and reflecting back 30 years later, he wouldn't have had it any other way. After graduating from the University of Florida in 1984, he moved to Texas to live near his brother. Since his brother was already a sales-rep in the jewelry business, he offered Alan the opportunity to "sub-rep" his lines. Sales didn't come easy to Alan, especially since he was not an outgoing person at the time. Being new to the state of Texas and also new to the industry didn't help, either. However, Alan rose to the challenge by reading books (Zig Ziglar's "The Secret of Closing the Sale" was one of his favorites), and putting himself on a fast-track learning curve which took him through what he jokingly refers to as "The School of Hard Knocks." Read on to find out what thoughts and advice Alan has to share.

TJAMag: What was your first line, and how did it work out for you?

Alan Lodinger: I sub-repped for my brother for 3 years, and Hadley Roma was my first line. Hadley-Roma is a division of Roma Industries, and they are one of the leading manufacturers in watch attachments, men's and women's leather belts and fashion accessories. Hadley-Roma is a proud manufacturer and distributor of Made in the USA products, and I still carry Hadley-Roma products to this day, which speaks to the quality of their products, and the success my customers have had in selling Hadley-Roma merchandise.

In 2007, Hadley-Roma formed an agreement with Hirsch and Hadley-Roma assumed the position of acting as the U.S. representative for the Hirsch Watch Band line. That agreement allowed me to integrate Hirsch products into my line, as well.

TJAMag: Which line came next for you?

Alan Lodinger: That happened in 1987. Legère was manufacturing a private-label men's accessory line for Hadley-Kalbe. When Roma acquired Hadley-Kalbe, they didn't want to continue with the men's accessory line any longer. Legère, realizing the popularity of this line, contacted several sales reps to ensure they had a sales team on board, and then began branding and wholesaling the men's accessory line on its own. Jewelers started asking if Legère carried pocket watches, so in 1996, Legère put me in touch with Charles-Hubert Paris so I started carrying their full line of pocket watches, wrist watches and writing instruments to meet these customer requests.

TJAMag: How has the changing economy affected the lines you carry?

Alan Lodinger: When the stock market crashed and metal prices turned high, I started looking for a quality product that could meet the needs of my customers and fit into the \$100 - \$300 price point range that jewelers lost because gold prices got too high. I interviewed with Elle, and for my, and my customers, Elle Jewelry has been a perfect fit. I expanded my territory from just 8 accounts to over 100 accounts that I currently service with Elle. I think a lot of the success I've had, including being the #1 ELLE rep in the US for 2014, can be attributed to the fact that the ELLE brand makes fashion accessible and speaks to feminine, positive and self-confident women. Today's consumer likes to express their individuality, and ELLE jewelry and time pieces are designed to do just that!

TJAMag: While many customers specifically want to purchase products that are "Made in the USA," such as Hadley-Roma, some also crave the status of wearing jewelry with an International flair. Do you carry any lines that meet that criteria?

Alan Lodinger: Absolutely! Back in 2009, Hadley-Roma entered into an agreement with Nomination of Italy to represent Nomination's line of Sterling and Stainless jewelry. Nomination Jewelry Company got its start with the "Composable" modular bracelet, and excited about the new launch of the "My Bon Bon's" personalized line of jewelry.

TJAMag: Do you carry any watch lines besides Charles-Hubert Paris?

Alan Lodinger: Yes. Hadley-Roma has a rep agreement with the Geneva Watch Group, which allows me to rep their brands, including the Kenneth Cole and Tommy Bahama Watches. These brands have proven to be extremely popular with my customers, and in 2013, I received an award from Geneva for the highest expansion of a territory since taking on the line.

In 2013, I also took on Armourlite watches, which was a very unique product. Actually Armourlite watches began as an alternative to Luminolite, and initially, retail jewelers weren't interested in selling the product so the target market for these watches were gun stores and tactical stores. Today, Armourlite watches, because of their glow in the dark Tritium tube technology, are highly successful in the retail jewelry industry.

TJAMag: What other products round out your lines?

Continued on Page 20.

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10 Minutes with ALAN LODINGER

Continued from Page 18

Alan Lodinger: I carry Lavish Jewelry cleaner, and I personally think it's the best jewelry cleaning product on the market. It not only works great on standard jewelry items (gold, diamonds, silver and gemstones), but also on pearls and porous materials. The fact that jewelers can have the product branded with their store logo, and the unique, fast-acting foam formula make this product an easy one for me to sell my customers.

I also carry a great product called Universal EZ back. It's a patented earring back that comes in 14K Gold or Sterling Silver and encased in silicone which gives a very secure hold to any style of earring. It's a product that every store sells, it comes in 3 sizes, and it's a high margin, high demand item, because it fills an everyday request for my retailers and it is affordable. As a bonus, this company now offers freshwater and Akoya pearls, as well.

The Ande Jewelry product line rounds out my selection, and the ultra-contemporary, fresh look of that line has been a fabulous addition for my retailers. I actually approached Ande Jewelry because I went into a customer's store and saw a Citrine and diamond 14K gold pendant that I thought was really unique and beautiful. I found the company, and asked them if they had any sales reps in my territory. They said they didn't have sales reps, so I was the first one they hired. Within the first 3 weeks of carrying their line, I opened up 13 new accounts, and it just continues to grow.

TJA Mag: What are the biggest changes you've seen over the 30+ years you've been in the jewelry industry?

Alan Lodinger: I'm glad you said "Changes," because I couldn't just name one. I think the first big change I really paid attention to was the transition from yellow to white metals, and now, of course, we're seeing the resurgence of Rose Gold. And of course a big change in merchandising came when gold skyrocketed and jewelers had to source alternative metals to fill the "under \$500" price point.

Branded jewelry brands such as ELLE now play a major role in most stores, and with the high demand for colored stones, the Ande line is a great fit that gives showcases a nice pop of color at affordable prices.

As far as changes in the watch industry, when I started, 18 mm bands for men and 12 mm bands for women were standard. Now the standards have moved to 22 mm for men and 16 mm for women. I'm also seeing a huge increase in rubber and silicone styles, which used to be exclusive to diving watches, now being used in fashion.

I hear a lot of talk about watch sales dwindling because of smart phones, but that isn't what I am seeing, at all. Watches aren't just a timepiece, they are a status symbol, and as long as people are still interested in "Keeping up with the Joneses" watch sales will keep on ticking.

Alan Lodinger is the principle of Alan Lodinger Sales. To find out more about Alan, visit his website at <http://www.AlanLodinger-Sales.com> email him at ALodinger@aol.com or call him at (713) 553-5666.

*Congratulations Alan Lodinger
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Continued from Page 18

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Branded jewelry brands such as ELLE now play a major role in most stores, and with the high demand for colored stones, the Ande line is a great fit that gives showcases a nice pop of color at affordable prices.

As far as changes in the watch industry, when I started, 18 mm bands for men and 12 mm bands for women were standard. Now the standards have moved to 22 mm for men and 16 mm for women. I'm also seeing a huge increase in rubber and silicone styles, which used to be exclusive to diving watches, now being used in fashion.

I hear a lot of talk about watch sales dwindling because of smart phones, but that isn't what I am seeing, at all. Watches aren't just a timepiece, they are a status symbol, and as long as people are still interested in "Keeping up with the Joneses" watch sales will keep on ticking.

Alan Lodinger is the principle of Alan Lodinger Sales. To find out more about Alan, visit his website at <http://www.AlanLodinger-Sales.com> email him at ALodinger@aol.com or call him at (713) 553-5666.

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DIAMONDS

YSHAI ROSENTHAL
DIAMOND





The Texas Jewelers Association Executive Board and Board of Directors would like to extend a big "Thank You" to **J.P. Volk**, owner of J. Patrick Diamonds in Dallas, Texas. **J.P.** has continuously and generously supported the student design category of our TJA Design Contest by providing 100% of the funds that are awarded to students who win in the 1st, 2nd and 3rd place Student categories.

J.P. - we appreciate your continued sponsorship of this project, and we appreciate you!

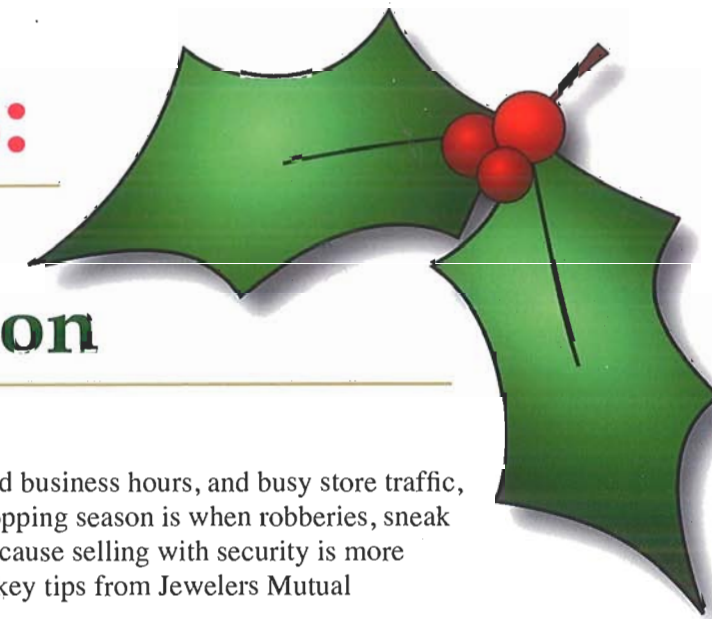


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Holiday Thefts: Sell with Security this Shopping Season



By Jewelers Mutual Insurance Company

Tis the season for increased jewelry inventory, extended business hours, and busy store traffic, all of which may lead to theft. In fact, the holiday shopping season is when robberies, sneak thefts, and grab-and-run thefts are at their highest. Because selling with security is more important than ever this time of year, remind your staff of these key tips from Jewelers Mutual Insurance Company to make your workplaces safer.

- **Don't Cut Corners.** While staffing costs may be at their highest, it is imperative to have more than one person working at all times, especially during opening and closing routines.
- **Meet and Greet.** By greeting each customer and making immediate eye contact, you will help legitimate customers feel valued, while making would-be thieves feel uncomfortable, thus abandoning their plans. Additionally, it's important to keep watching your customers. Don't turn your back at any time to give them the opportunity to grab an item and run or perform a sneak theft.
- **Clunky Concealments.** Be attentive when customers enter the store carrying coats or large bags, as these can be hiding places for their stolen goods.
- **One-on-One.** Keeping your focus on one customer at a time helps avoid theft by reducing the opportunity. It can be challenging during the holidays with so many customers, but it is important for service and security.
- **One Item at a Time.** Show only one item to a customer at a time to reduce the risk of grab-and-run thefts. Be especially careful if a customer wants to see only the highest-priced items or seems preoccupied.
- **Turn the Key.** Make it a habit to lock your showcases after removing or returning items, and never leave open showcases unattended. Never set down your showcase keys, and consider using wrist holders to avoid costly mistakes.
- **Establish a Code Word.** Your sales team should have a code word or phrase in place that warns of a suspicious situation. The word should cue a staff person to visibly leave the store with a cell phone in hand and wait outside, ready to call the police.
- **Safety First.** Following security tips can reduce your risk of robberies, but there is no surefire way to prevent them completely. Instill in your employees that the safety of your customers and staff is the top priority. Instruct employees not to panic, not to resist and to follow the criminal's orders as quickly as possible.

Nothing puts a damper on a successful holiday season like falling victim to crime. Arm yourself with these and other time-tested strategies from Jewelers Mutual to protect yourself, your staff and your jewelry business. For more information about how to keep your business safe this holiday season, visit JewelersMutual.com.

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Industry Trade Show Schedule October 2014 - April 2015

October 10
GIA Jewelry Career Fair
 Carlsbad, CA
 Gemological Institute of America
 800.421.7250 ext. 4100
 www.careerfair.gia.edu

October 11-14
Jewelers International
 Showcase (JIS)
 Miami Beach FL
 Miami Beach Convention Ctr.
 561.998.0205
 www.jisshows.com

October 27-29
JA N.Y. Special Delivery
 New York, NY
 Jacob Javits Convention Ctr.
 646.654.4983
 www.ja-newyork.com

October 25-27
Miami Beach Antique
 Jewelry & Watch Show
 Miami Beach, FL
 Miami Beach Convention Ctr.
 239.732.6642
 www.usantiqueshow.com

November 7 - 9
Miami Antique Jewelry
 & Watch Show
 Miami, FL
 Miami Airport Convention Center
 239-732-6642
 www.antiquejewelrymiami.com

January 18 - 20
JA New York 2015 Winter
 Show
 New York, NY
 Jacob K Javits Convention Center
 888-562-4962
 www.ja-newyork.com/

January 23 - 25
Armory Antique Show
 New York, NY
 Location TBD
 239.732.6642
 www.armoryantiqueshow.com

January 24 - 26
Miami National Antique Show
 Miami, FL
 Miami Airport Convention Center
 239.732.6642
 www.miaminationantiqueshow.com

January 23 - 25
Armory Antique Show
 New York, NY
 Location TBD
 239.732.6642
 www.armoryantiqueshow.com

January 24 - 26
Miami National Antique Show
 Miami, FL
 Miami Airport Convention Center
 239.732.6642
 www.miaminationantiqueshow.com

January 24 - 26
Jewelers International
 Showcase (JIS)
 Miami Beach, FL
 Beach Convention Center
 561.998.0205
 www.jisshow.com

January 24 - 26
Retail Jewelers Organization
 Spring Buying Show (RJO)
 San Antonio, TX
 Westin Harbor Resort & Spa
 800.247.1774
 www.rjomembers.com

January 30 - February 3
The Original Miami Beach
 Antique Show
 Miami, FL
 Miami Beach Convention Center
 239.732.6642
 www.originalmiami-beachantique-show.com/

January 30 - February 10
J.O.G.S. Tucson Gem &
Jewelry Show

(continued)
 Tucson, AZ
 Tucson Expo Center
 213.629.3030
 www.jogsshow.com

February 2 - 7
JCK Tucson
 Tucson, AZ
 JW Marriott Star Pass Resort
 800.257.3626
 www.jckonline.com/tucson

February 3 - 8
AGTA Gem Fair Tucson
 Tucson, AZ
 Tucson Convention Center
 214.742.4367
 www.agta.org

February 3 - 8
GJX Gem & Jewelry Show
 Tucson, AZ
 GJX Pavilion
 520.882.4200
 www.gjxusa.com

February 21 - 25
Independent Jewelers
 Organization (IJO)
 Palm Springs, CA
 Convention Center and 4 Hotels
 203.846.4215
 www.ijo.com

February 28 - March 2
SJTA Atlanta Jewelry Show
 Atlanta, GA
 Cobb Galleria
 800.241.0399
 www.atlantajewelryshow.com

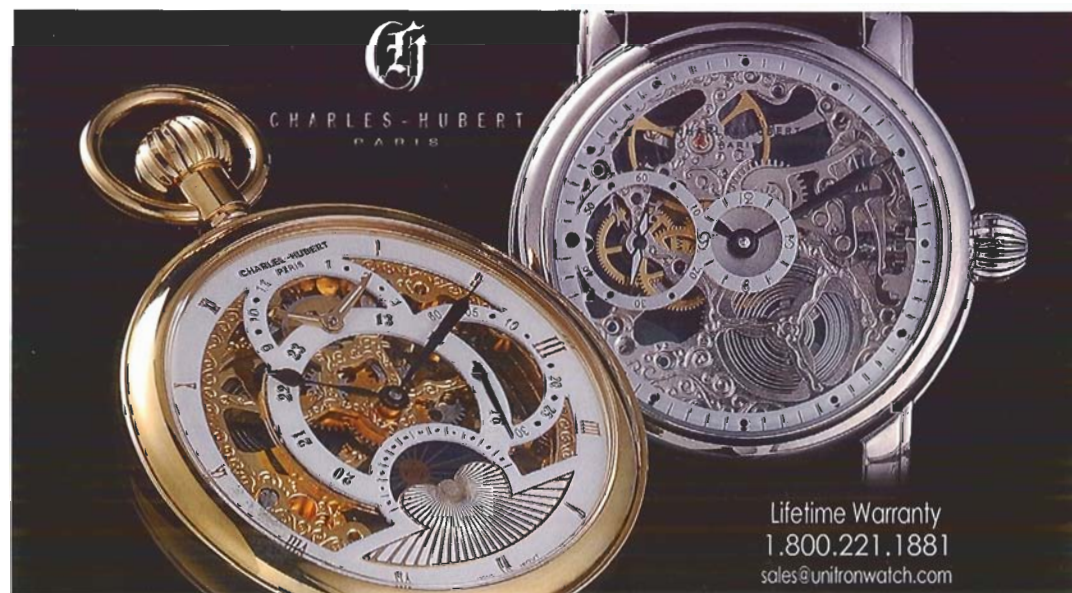
March 8 - 10
MJSA Expo New York
 New York, NY
 The Hilton NY
 800.444.6572
 www.mjasa.org

March 15-19
Independent Jewelers
 Organization (IJO)
 San Antonio, TX
 Marriott River Center Hotel
 & San Antonio Convention
 203.846.4215
 www.ijo.com

April 18 - 20
The Smart Jewelry Show
 Chicago, IL
 Chicago's Navy Pier
 212.981.9625
 www.smartjewelryshow.com

April 22 - 25
AGS Conclave
 New Orleans, LA
 Marriott New Orleans
 702.255.6500
 www.americangemsociety.org

April 25 - 27
Jewelers International
 Showcase (JIS)
 Miami, FL
 Miami Beach Convention Center
 567.998.0205
 www.jisshow.com



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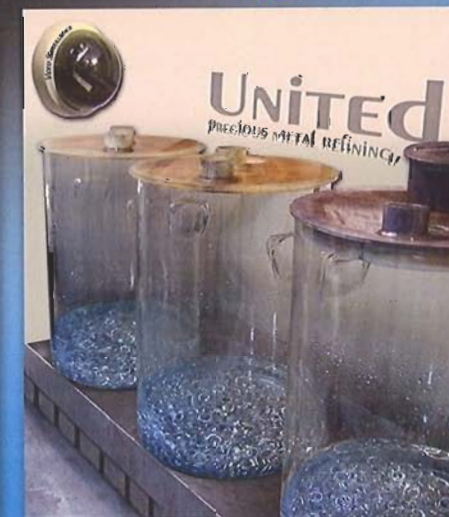
Weighing Your Lot

Once your merchandise is received, United takes great care in the accuracy of weighing your lot. Your precious metals and stones are always under the surveillance of a video security camera to protect your returns.

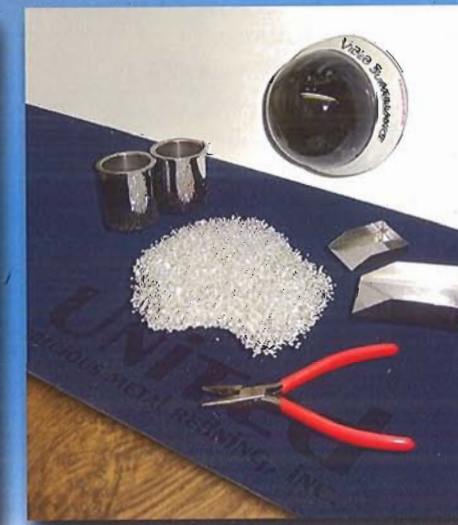
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Holiday Event Ideas for Your Store!

BY SHELLIE BILL

Welcome to September!

The kids are back to school and football season is beginning which means that the holidays are right around the corner! If you haven't started preparing, there is still time.

Consumers have more and more choices of what to select for the perfect gift and once they have narrowed down their choices, they have many options on where the gift should be purchased. How can you set yourself apart from your competition, so that your store is at the top of their list? A great place to start is by providing Special Events.

Think of Special Events as parties and who doesn't want to be invited to a fun party??? Events provide the opportunity to reward your customers and make them feel special. Everyone likes to feel important. Events provide the occasions to recognize your customers and show them how much they are appreciated and valued. Customers will drive out of their way and past several other stores to receive that special treatment.

You can plan anything from simple to elaborate, although I prefer to keep the details simple to focus on the attention that you will give to your guests at the events. There are several options for you to choose from. Trunk shows provide you the opportunity to showcase more of a designer's line to give your guests the opportunity to shop a larger selection. Ladies Nights and Men's Nights allow the ladies to have a fun filled evening while filling out "Wish Lists." This can be followed by a fun filled evening for the men, giving them the opportunity to purchase from these lists. You can also schedule themed parties such as a Disco Party or Hollywood Glam! If you are not sure what to schedule, you can always utilize Social Media to find out what your customers would like!

You should schedule events throughout the year and there is no time like the present to get started. This will give your staff and your customers something exciting to work toward and look forward to. Events also create the opportunity to generate sales over and above

the everyday sales volume. They also create the opportunity for you to build better relationships with your customers by providing them with unique opportunities that we don't offer on an everyday basis.

Special Events also allow us to create and instill the buying habits of your customers. If you continually give them unique and exciting reasons to visit your store, when they need a special gift, your store will be the first place they think of to make that special purchase. Remember, couples will always be getting married, celebrating anniversaries and we all have a birthday every year. That doesn't change. What can change is where the gifts are purchased.

If you would like ideas on how to implement a Special Event plan into your store, please stop by my booth at the Texas Jewelry Association Convention. I will be offering free consultations on anything relating to Special Events, which will also include the marketing and Social Media aspect. I look forward to seeing everyone in San Antonio!



Shellie Bill

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*This nationally recognized jewelry industry certification is open to all jewelry professionals!
Jewelers of America membership is not required.*

Jewelers of America is offering its renowned Sales & Management Professional Certification exams at the Texas Jewelers Association Conference. Don't miss this special opportunity to demonstrate your sales and management proficiency through this nationally recognized certification.

Sales Professional Certification and Management Professional Certification are offered in two levels. Successfully completing the first level of certification earns an individual the title of **JA Certified Sales Professional** or **JA Certified Management Professional**. Successful completion of both the first and second level tests earns the title **JA Certified Senior Sales Professional** or **JA Certified Senior Management Professional**.

Why Get Certified?

- Your customers want assurance that the jewelers they shop with are educated, ethical and experienced. When certified, you clearly communicate your professionalism.
- Promoting Jewelers of America Certified Professionals on staff differentiates your store and drives consumers to it.
- There are few better ways to demonstrate to the world your commitment to ethics and professionalism than to become certified through one of JA's certification programs.
- Think of certification testing as the beginning of an exciting journey that will lead you to higher levels of professional achievement as it validates your existing knowledge and reveals areas that can benefit from further development.



You're Ready Now - No Studying Required! Simply take and pass a written exam at the Texas Jewelers Association Convention. Exams are available for two levels of skill and ability and cover procedures, terms and concepts that jewelry professionals encounter in their everyday work.

Who Should Get Certified? Recommended for jewelry store managers, assistant managers, owners and all sales associates.

Testing Times and Location: The Texas Jewelers Association Convention is being held at The St. Anthony Hotel, San Antonio, Texas. Two testing sessions will be offered on Saturday, September 27. The morning session will be held from 9:30 am - 11:30 am in the 3rd Floor testing room at the St. Anthony Hotel. The afternoon session will be held from 1:30 pm - 3:30 pm, in the 3rd Floor testing room at the St. Anthony Hotel.

Cost/Registration: Register early and save \$10.00! Pre-registered JA members can take each exam for only \$25 (\$35 on-site) and pre-registered non-members can take each exam for \$45 (regularly \$55)! On-site registration spots are limited. For more information or to register for one or both exams, contact Jewelers of America at (800) 223.0673, extension 8007 or 8003.

STAY CONNECTED!



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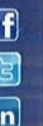

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