

TEXAS

the publication of the
Texas Jewelers Association

Fall 2007

Jeweler

**TJA 69TH ANNUAL
CONFERENCE
& EXPOSITION
SIGN UP TODAY!**

CAD/CAM
FOR THE JEWELER
INDUSTRY

**GOT
BROWNIES?**



PRSRT STD
U.S. Postage
PAID
Permit #372
Austin, TX

COVER SPOTLIGHT
**J. PATRICK
DIAMONDS**

Beauty Personified



BEVERLEY K.  COLLECTION

619-465-4789 • www.beverleyk.com
email • info@beverleyk.com



EXECUTIVE BOARD

President

Doug Jackson

Jewel Mart - D Jackson Co.

Paris, TX

903-785-7100

jewelmart@suddenlinkmail.com

President Elect

Mark Priest

Legend Jewelers

San Angelo, TX

325-653-0112

mrksalot2000@yahoo.com

Vice President

Eric Wright

Village Goldsmith Jewelers

Dallas, TX

972-934-0449

eric.wright@att.net

Secretary/Treasurer

Robert Harrison

Harrison Jewelers

Austin, Texas 78731

512-345-9396

jeweler@texas.net

Past President

Peter LeCody

Fast-Fix Jewelry Repair

Dallas, TX

214-361-2811

fastfix@fastfix.com

TEXAS JEWELERS ASSOCIATION

Joe McCullough

TJA Executive Director

1306-A West Anderson Lane

Austin, TX 78757

512-454-8626

Fax 512-454-3036

Toll Free: 877-305-3935

jmccullough@assnmgmt.com

www.texasjewelers.org

Publisher

Sail House Publishing

3510 Crowncrest Dr., Austin, TX 78759

512-346-0892

309-420-6280 fax

kim@sailhousepublishing.com

Advertising Representative

Joanne Pantaze

(512) 272-9393

(512) 278-1531 fax

jpantaze@pvco.net

INSIDE THIS ISSUE

Fall
2007

FEATURES

TJA 69TH ANNUAL CONFERENCE & EXPOSITION 5

Sign up today for our annual fest, which is sure to be a hit on the Isle of Galveston.

CAD/CAM FOR THE JEWELER INDUSTRY 10

By Julie Lake—How new technology can enhance your trade.

GOT BROWNIES? 14

By Diana Jarrett—Natural brown diamonds are enjoying newfound adulation.

WHAT EVERY JEWELER NEEDS TO KNOW ABOUT IRRADIATED GEMSTONES 18

By Laura Mohammed—How laws about irradiated items affect retailers.

PREPARING FOR THE BUSINESS SUCCESSION OLYMPICS 20

PENDING CHANGE TO ALARM MONITORING COULD AFFECT YOU 22

By Steve Konetzke—New FCC laws could affect your system.

DO YOU TRUST YOUR STAFF? 23

WHEN WHAT MATTERS MOST IS NOT YOUR BOTTOM LINE 24

By Frank Bucaro—Good ethics is good business.

CASH FLOW FORECASTING: THE ULTIMATE REALITY CHECK FOR BUSINESS 26

COVER SPOTLIGHT: J. PATRICK DIAMONDS 28

DEPARTMENTS

President's Message 4

News Shorts 17

Calendar 29

Ad Index 29

Jewelry Take In Procedures 30

Cover sponsor photo courtesy of J. Patrick Diamonds Inc. The platinum and yellow gold ring contains an oval brilliant yellow diamond measuring 5.02 ct. The ring also contains 46 round brilliant cut diamonds that are G-H color, weighing a total of .43 ct. You can contact J. Patrick Diamonds at 214-739-0089 or jpd@sbcglobal.net. See page 28 for details on the company.

Time to Get Busy



Well, it's the end of the summer, and time to get busy in our line of work. A great way to kick start the busier selling season is to come to Galveston for our 69th Annual Conference and Exposition. You'll be

inspired and learn about new trends, tricks, and products. Galveston will be gorgeous at the end of September (knock on wood; don't want to tempt those hurricane Gods), and a perfect place to bring your family.

We've got a great line-up of speakers ready to inspire you before the fall ends, including Jeff Crilley, Dalan Hargrave and Linda Tally. If you'll remember, Dalan's work was showcased in a past issue of *Texas Jeweler* and features spirographic cuts among other things. He'll use his talents to talk with us about innovative optics in gemstone design and designing with

colored gemstones.

Linda Talley will speak to "Did you hear everything your customer didn't say?" and Jeff Crilley will teach you how to market your business. For free!

We'll also be featuring Douglas Hucker

with the American Gem Trade Association and Larry Johnson with Pacific North Corp.

So hurry and fill out your registration form (page 9) and make your hotel reservations (filling fast!) We want to see you in Galveston Sept. 28-30.

TEXAS INSTITUTE OF JEWELRY TECHNOLOGY

A Division of Paris Junior College



Offering Training In Jewelry, Gemology & Horology • 2-Day and 5-Week Short Courses
Associate Degrees • Certificates • JA Certification

Financial Aid/Student Loans

2400 Clarksville Street • Paris, Texas 75460

1-800-232-5804

www.parisjc.edu — tijt@parisjc.edu

2006 – 2007 Board of Directors

Peter Barr

Corpus Christi, TX

361-992-2277

peter@peterbarrijewelers.com

Amber Gustafson

Amber's Designs

Katy, TX

281-391-6333

Amberdgn@aol.com

David Harleston,

Lathrop's Gem Shop

Bellaire TX 77401

713- 665-0614

dharleston@ev1.net

Richard Hirsh

Dallas, Texas

214-739-4848

shellh@aol.com

Ronnie Miller

Meyerland Jewelers

Houston, TX

713-666-6333

meyerjewl@aol.com

Ronnie Pagel

Round Rock, TX

512-388-4653

rpagel9193@aol.com

Jeannie Roberts Roe

Del Rio, TX

517-775-0600

Renato Ronquillo

Houston, TX

713-739-7955

Renato818@yahoo.com

Steve Konetzke

Sleeper, Sewell & Company

San Antonio, TX

210-490-6611

konetzke@sbcglobal.net

Curt Vinson

Troy Vinson Jewelers

Granbury, TX

817-573-7881

aprfools@hcnews.com

bvc4189@sbcglobal.net

Joe McCullough

TJA Executive Director

Austin, TX

877-305-3935 (toll free)

jmccullough@assnmgmt.com



Jewelers

Association 2007

69th Annual Conference and Exposition

• • • • • **September 28 –30, 2007** • • • • •

Galveston, Texas • Galveston Hilton Island Resort Hotel

THE TEXAS JEWELER ASSOCIATION

will be hitting the beach in Galveston at a wonderful time of the year...after the sun has stopped its serious scorching and after the kids have all gone back to school. But in addition to fine beaches, Galveston offers convention attendees a variety of other options.

Galveston Island Ferry, located on Hwy 87 (Ferry Road), continues to be one of Galveston's most popular attractions. Riders can park and ride the ferry or drive their vehicle aboard the ferry. Ferries run approximately every fifteen to twenty minutes and are free.

Fixed rail trolley cars can be boarded at the Galveston Island Trolley stops located 2100 Seawall, 2016 Strand, and at The University of Texas Medical Branch. Built in a turn of the century style similar to those used in Galveston from the late 1800s to 1938, the trolleys provide a unique mode of transportation from Galveston's Seawall to The Strand Landmark Historic District, Postoffice Street Arts & Entertainment District and Pier 21.

The Great Storm, a multimedia presentation at the Pier 21 Theater, gives visitors a glimpse of the devastating 1900 Storm through a multi-image documentary experience. The 27-minute story gives actual accounts from diaries and letters of



survivors during and after the storm.

One of Galveston's most popular attractions is Moody Gardens, One Hope Boulevard. Work or play, this tropical destination is ideal for families and groups alike. Water your imagination and travel the oceans of the world at the Aquarium Pyramid. Step into the Rainforest Pyramid with thousands of tropical plants, exotic fish and birds. Explore the mysteries of science at the Discovery Pyramid, and take a rocking and rolling ride through the universe at the Ridefilm Theater. Get in the middle of the action at the 4D Special FX Theater. See spectacular images leap from the screen of the six-story IMAX 3D Theater and visit beautiful Palm Beach (seasonal) and the newly expanded Moody Gardens Hotel.

The Ocean Star Offshore Drilling Rig and Museum, located at Pier 19, gives visitors an opportunity to step aboard an offshore rig and experience how oil and gas is produced offshore. Videos, interactive displays and models take patrons to offshore locations all over the world.

Seawolf Park, Pelican Island via Seawolf

IMPORTANT DATES

Hotel Deadline

September 3, 2007

Fishing Deadline

September 3, 2007

Jewelry Design

Contest Deadline

September 14, 2007

Registration Deadline

September 15, 2007

Parkway (51st Street), was built on an immigration station site and offers a three-story pavilion with a view of Galveston harbor, picnic sites, a playground area and a lighted fishing pier. A World War II submarine (the USS Cavalla), a destroyer escort (the USS Stewart), and other military hardware are open for tours.

Of course, no visit to Galveston is complete without a savoring the Island's historic homes and museums, which give visitors a glimpse of an era featuring both wealth and prosperity, as well as disaster and change.



TJA 2007 Conference & Exposition



THE LOCATION

It is a bit of paradise nestled on the beautiful Texas Gulf coast. Feel the warm, caressing sea breezes, relax to the calming rhythms of the surf. Close your eyes and follow the call of the gulls as they soar over the endless expanse of ocean. And when you return to earth, come experience one of the coolest beach resorts in Texas.

Nearby, you'll find a tropical playground resort: deep-sea fishing; golfing; horseback riding; bike riding, trolley rides and tourist attractions.

TJA FISHING GUIDE TRIP

Register by September 3

For those who wish to take an early fishing trip on Saturday, check out the registration materials that were mailed to you or online for complete information or making your own private or group charter. The TJA group charter (Bay and Jetty Fishing) will be a ½ day trip on Saturday, Sept. 29, from 6 a.m. to noon.

Register by September 3, 2007. \$35 dollars per person. All tackle and squid bait furnished.

2007 JEWELRY DESIGN CONTEST

Deadline September 14

Every year some fantastic creations are sent for judging to TJA and every year the attendees get to vote on "Best of Show." The atmosphere, the judging and the anticipation is unique and always exciting for those viewing and for the annual contestants. If you have a show piece that qualifies, download the registration form at www.TexasJewelers.org. The overall winner is automatically entered into the JA national event. Texas has walked away with this national honor on several occasions. Be sure to make the entry deadline of September 14, 2007.

FOR CONFERENCE QUESTIONS

TJA Conference Manager

Debbie Noren

1306-A West Anderson Lane

Austin, TX 78757

Phone: (512) 454-8626

Fax : (512) 454-3036

email: dnoren@assnmgmt.com

or jmccullough@assnmgmt.com

HILTON GALVESTON ISLAND RESORT



The Hilton is within walking distance of many of Galveston's great restaurants and only a five minute drive to see Texas historic venues like the Strand. But make reservations now... the island dates fill fast!

5400 Seawall Boulevard

Galveston, TX 77551

Room Reservations: 1-877-425-4753

Room Deadline: September 3, 2007

Room Rate: \$109 Single/Double

(Make room reservations early!)

This special conference rate of \$109 Single/Double (plus applicable state and hotel lodging tax) for single/double occupancy has been negotiated for this event. Reference "TJA" as you make your reservation. After 9/3/07, no guarantees regarding room rate or availability are implied. Parking is free at the Hilton. (If you wish to extend your stay call TJA headquarters to arrange extension times.)



TJA 2007 Conference & Exposition

TENTATIVE SCHEDULE

Tentative schedule is subject to change.

The TJA Conference On-site Program will contain final TJA conference schedule and room assignments.



FRIDAY, SEPTEMBER 28, 2007

6p – 7p Reception/Bar Only –
Dinner on your own

SATURDAY, SEPTEMBER 29, 2007

Fun Events

6a – noon Fishing on the USS Minnow
(Just Kidding) *see registration form for fishing registration info*

1p – 6p Conference Registration

1p – 3p TJA Board Meeting

1p – 5:30p Exhibitor Set Up

3:30p – 5:30p 3 Educational Seminars

- **Jeff Crilley – How To Market Your Business For FREE!**
- **Dalan Hargrave – Innovative Optics in Gemstone Design**
- **Doug Hucker – Take the Vow-In Technicolor**

5:30p – 6:45p President's Reception/Exhibits Open

7p Eat out on your own

SUNDAY, SEPTEMBER 30, 2007

7a – 5 p Registration - Ballroom Foyer

8a – 5:30p Exhibits Open (Closed for lunch)

8a – 9:00a Continental Breakfast with Exhibitors

9a – 11:30a Programming

SUNDAY, SEPTEMBER 30, 2007 (Continued)

SPEAKERS

9:00a

- **Linda Talley – Did You Hear Everything Your Customer Didn't Say?**
- **Doug Hucker – Solid Steps to Successful Colored Gemstone Sales**
- **Larry Johnson - The Top 10 List of Mistakes Jewelers Make in the Display of Jewelry**

10:30a

- **Dalan Hargrave – Designing with Colored Gemstones**
- **Jeff Crilley – Other Ways...To Market Your Business For FREE!**
- **Linda Talley – What Does Your Store Say to Your Customers?**

11:45a – 1:15p Annual Business Meeting and TJA Luncheon

1:30p – 4:30p Programming

1:30p – 4:00p TJA Share Fair Session – The Highly Anticipated Peer to Peer Round Tables

TJA SHARE FAIR SESSION PARTICIPANT NOTE

The TJA round tables “rotate table participants” and change every 30-45 minutes for maximum exposure to multiple topics.

- **Business Mark-ups**
Ronnie Miller
Meyerland Jewelers/Facilitator
- **Employment: Hiring, Firing and Other Issues**
Jewelers Mutual
- **Photography**
Andy Solomon/Facilitator
- **Marketing**
Jeff Crilley/Facilitator
- **Security**
Bruce Scates/Facilitator
I VERIFY, Regional Representative
- **Retirement/ Business Transitions:**
Federated Insurance – David Rodriguez,
Association Risk Management Services
- **Lasers:** *See demonstration areas at conference.*

4:30p – 5:30p Closing Session with Exhibitors/
Reception & Prizes

5:30p Grab a few friends and it's dinner
and sites on your own.



TJA SPEAKER PROFILES



JEFF CRILLEY
TV REPORTER

Jeff Crilley is an Emmy Award winning TV reporter in Dallas. During his 23 years in television news he has made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show. He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."

When he is not covering the news as a reporter and anchor, he's teaching people how to get covered on the news.

EDUCATION TOPICS

- How to Market Your Business For FREE
- Other Ways To Market Your Business For FREE



DALAN HARGRAVE

Dalan Hargrave began a career as a goldsmith in 1976 after taking college

courses in Arts and Metals at San Antonio Junior College. During his career he advanced from repair work to light manufacturing, mold making, gem cutting and one of a kind jewelry. Currently he operates GemStarz Jewelry, a custom design studio specializing in custom mountings and gemstone cutting.

Signature gemstone cuts are GemStarz, GemHeartz, Spirographic cuts, compound concave cut and 3-D Illusion series.

EDUCATION TOPICS:

- Innovative Optics in Gemstone Design
- Designing with Colored Gemstones



DOUGLAS K. HUCKER, CGA
CHIEF EXECUTIVE OFFICER,
AMERICAN GEM TRADE
ASSOCIATION

Douglas Hucker combines dynamic public speaking ability developed through many years of addressing jewelers conventions, seminars, and training sessions with an in depth knowledge of estate, antique jewelry, colored gemstones and diamonds. He provides new strategies to help the retail Jeweler expand their business through comprehensive training, establishing efficient in house training methods, and by improving promotional and marketing techniques.

EDUCATION TOPICS

- Take the Vow-In Technicolor
- Solid Steps to Successful Colored Gemstone Sales



LARRY B. JOHNSON
SENIOR VP OF BUSINESS
DEVELOPMENT,
PACIFIC NORTHERN CORP.

Larry B. Johnson is the author of "The complete guide to effective jewelry display" published 2006 by ST Media. (www.Effectivejewelrydisplay.com)

EDUCATION TOPICS

- The Top 10 List of Mistakes Jewelers Make in the Display of Jewelry



LINDA TALLEY
WWW.LINDATALLEY.COM

Linda Talley is an exciting, dynamic speaker with a fresh perspective on leadership, communication and personal excellence. She is an author and leadership coach and is committed to people enhancing their performance in all areas of their lives. She interprets the challenges, the frustrations and upsets of the workplace and then offers solutions that can be applied immediately.

EDUCATION TOPICS

- Did You Hear Everything Your Customer Didn't Say?

Texas Jewelers Association 2007 Annual Conference & Exhibit Beach Party

Hilton Galveston Island Resort

REGISTRATION FORM

September 28-30, 2007

Registration form also available at www.texasjewelers.org. If you need another registration form for a colleague, feel free to photocopy this form. To receive the early bird discounted fee, pre-registrations must be postmarked, faxed, or received online by September 15, 2007. Plan to register on-site at the higher fee shown in second column after 9/15/07. Do not mail forms to TJA office after 9/15/07. A Full Enrollment Registration fee admits you to all functions. Your Full Enrollment Conference Badge is your admission to exhibits, all sessions, and conference functions. A receipt will be included in your packet at registration check-in. Refunds will be processed after the conference if a written request is sent before 9/15/07. There will be a \$25 processing charge on refunds.

Special Assistance

☐ I will require special assistance

☐ I have special dietary needs.

Specify: _____

Complete this entire form. Type or print clearly for each registrant.

First Name _____ MI _____ Last Name _____

Badge Name _____

Spouse or Staff Name(s) _____

Place of Employment/Company Name: _____

Mailing Address _____ City/ST/Zip _____

E-mail address (required for confirmation) _____ Phone: _____ - _____

NOTE: If you are a retail store owner, spouse, or store manager, you pay either the TJA Member or Nonmember "Full Registration Fee." If you have employees, they can choose from and add to selections below.

Registration Fees

Full Registration — Full Attendance

(includes all meals, seminars, and social functions)

☐ TJA Member or Staff: Full registration

(includes all meals, seminars, and social functions.)

☐ Nonmembers or Staff: Full registration

(includes all meals, seminars, and social functions.)

☐ TJA Member with Spouse Full Registration:

☐ Non-Member with Spouse Full Registration:

☐ TJA Member/or Staff:

(includes only seminars, and Exhibit Hall only—meals extra)

☐ Nonmembers/or Staff:

(includes only seminars, and Exhibit Hall only—meals extra.)

	Postmarked by 9/15/07	After 9/15/07	Total
Qty. _____		Qty. _____	
<input type="checkbox"/> TJA Member or Staff: Full registration	\$200 @ _____	\$225 @ _____	\$ _____
(includes all meals, seminars, and social functions.)			
<input type="checkbox"/> Nonmembers or Staff: Full registration	\$225 @ _____	\$235 @ _____	\$ _____
(includes all meals, seminars, and social functions.)			
<input type="checkbox"/> TJA Member with Spouse Full Registration:	\$350	\$375	\$ _____
<input type="checkbox"/> Non-Member with Spouse Full Registration:	\$400	\$420	\$ _____
<input type="checkbox"/> TJA Member/or Staff:	\$50 @ _____	\$75 @ _____	\$ _____
(includes only seminars, and Exhibit Hall only—meals extra)			
<input type="checkbox"/> Nonmembers/or Staff:	\$75 @ _____	\$100 @ _____	\$ _____
(includes only seminars, and Exhibit Hall only—meals extra.)			
One-Day Attendance only (Only 1 Single Day ticket can be purchased)			
Saturday Only (includes seminars, Exhibit Hall, and reception)	\$85 @ _____	\$95 @ _____	\$ _____
Sunday Only (includes seminars, Exhibit Hall, breakfast and lunch)			
<input type="checkbox"/> TJA Member/Employee/Spouse	\$100 @ _____	\$125 @ _____	\$ _____
<input type="checkbox"/> Nonmembers/Employee/Spouse	\$115 @ _____	\$125 @ _____	\$ _____

Additional Meal Tickets

(must be purchased by September 15, 2007)

Saturday Reception.....\$20 each _____ Quantity _____ \$ _____

Sunday Breakfast.....\$15 each _____ Quantity _____ \$ _____

Sunday Luncheon Banquet/Awards.....\$25 each _____ Quantity _____ \$ _____

Additional Fees

Fishing Group Saturday 6am--12n (includes all the fish you can catch, bait and bragging rights)

How Many Fish Will You Catch? _____ Guess/Prize\$35 \$ _____

TOTAL \$ _____

Credit Card Payments:

Select One: ☐ AmEx ☐ Discover ☐ MasterCard ☐ Visa

Account # _____ Exp. Date _____

Cardholder's Name _____

Cardholder's Phone _____

Billing Address _____

City/ST/Zip _____

I authorize TJA to charge my credit card \$ _____

Signature of Cardholder: _____ Date _____

I authorize TJA to charge my credit card and understand the bill statement will read Texas Jewelers Association.

Check Payments

For office use: _____

Date received: _____

Amount: \$ _____ Check # _____

Mail this completed form with registration payment to:

TJA • 1306-A West Anderson Lane • Austin, TX 78757

If paying by credit card you may fax to 512/454-3036 for fastest registration; or register online at (www.texasjewelers.org). A receipt will be enclosed in your registration packet.

CAD/CAM for the Jeweler Industry

BY JULIE LAKE

THE PROBLEM IS AS OLD AS THE jewelers' profession itself – how to translate a customer's idea into a finished custom piece when buyers often have significant difficulty expressing what they want jewelry to look like, much less understanding jewelry terminology. This age-old dilemma has only become tougher in recent years, with consumers used to faster turnaround times on everything from photo finishing to eyeglasses while artisans capable of producing quality custom work are either nearing retirement age or are backlogged on orders.

A quiet revolution taking place in the jewelry industry, however, may change all this. The advent of new computer-aided design and computer-aided manufacturing (CAD/CAM) technology geared for producing custom jewelry can help bridge the communication gap between customers, jewelers and manufacturers with clear, three-dimensional computer images. An offshoot of the same technology that transformed the architecture and design field in the 1980s, this new software creates images that can be emailed between the jeweler and manufacturers such as Malakan, and that can be rotated and viewed from all angles before moving to the stage of creating a wax or resin model.

In many ways, the CAD/CAM process works similarly to traditional custom jewelry making. Once the resin or wax is made and the piece is cast, the final steps of filing, polishing and stone setting are



One of the steps in this new technology includes emailable images that can be rotated and viewed from all angles before creation of a wax or resin.

done by hand. What's different is the initial design process and the production of the mold.

"Lots of customers want their ring to be special, something created just for them," said Ronnie Miller, president of Houston-based Meyerland Jewelers and a board member of the Texas Jewelers Association. "It's a big selling factor. Malakan has a program you load on your computer with thousands of pictures of rings they manufacture. You can open the database with the customer. They say they want a ring with diamonds and rubies, maybe channel set with certain details, and then the program narrows it down to 50 or a hundred rings. The customer then says

that they like this ring or that ring, but with two rows, or maybe four instead of eight stones on each side, and this and that. You send it to Malakan and the next day they email you an attachment with a three-dimensional image you can show the customer. You can turn the image and see how thick or deep it is. It's very detailed."

"The jeweler does all the designing on CAD/CAM in 3D," explained Nader Malakan, whose firm has been in business for 65 years overseas in jewelry manufacturing and wholesale and retail diamond sales. Malakan's company opened a California office in 1986, starting in diamond sales and expanding later into manufacturing. They began offering custom designing



The three dimensional technology helps buyers better visualize the jewelry they are having designed.

in 1987 and incorporated CAD/CAM technology about four years ago. A leader in the custom jewelry field, the company can produce 200 custom pieces a day.

"We have images of 18,000 different jewelry pieces that jewelers can search for specific design characteristics and use to compile a slide show for customers shopping for a particular type of item," Malakan said. "Once they send the customer's specifications to us, we email the image, sometimes the customer likes it, sometimes they email back changes. We change it and after the first or maybe the 10th time they like what they see. We grow a resin that the customer can look at and touch, and the customer can approve it or make more changes."

Miller says the ability to see and rotate a three-dimensional image makes it hard for the customer to say, "Gee, I'm not sure." "Instead of people looking at a picture in a book," he said, "they are able to get an idea of what it really looks like. They can see the bottom and the top of the ring, and how thick and wide it is."

Bryan Freytag, a jeweler who's used two-dimensional CAD software for five years and began using three-dimensional software a year ago, said that the imaging software definitely helps people visualize the jewelry better. "A lot of customers don't

have a good imagination," said Freytag, who is based in Freytag and Farrar's store in Farmington, New Mexico. "I can take something in the case, take a picture of it, manipulate it on my two-D program or create something from scratch. It's a good creative process."

Some jewelers have the customer approve the custom design based on the CAD/CAM image, while others request that the CAD/CAM company ship a resin for the customer to approve.

BEAUTY AND PRECISION

In addition to improving communication between consumers, jewelers and the manufacturer during the design process, CAD/CAM technology also produces pieces with greater accuracy and consistency.

"There are inconsistencies when you carve waxes by hand," Miller said. "It may be thicker on one edge, for example. But the machine knows the thickness all the way around. The dimensions are the same. It's a whole lot better."

Malakan agrees. "As long as human hands touch it, there are always flaws. With CAD/CAM, it is very accurate. We can perfect it to thousandths of a millimeter, much smaller than the human eye can detect."

Miller described a recent piece his store chose to do by CAD/CAM. "A customer

brought in a picture of a coat of arms that he wanted to put on a pair of cufflinks. We emailed the photo of the coat of arms and the company designed the cufflinks on computer. They emailed a picture of the design, and I showed it to the customer. The company's machine milled the wax, and I did the casting in my store." Given the amount of fine detail work required for the piece, Miller says it was much easier than carving a wax the traditional way, and quicker.

"With CAD/CAM we can do a lot more," Malakan explained. "It is easier and simpler on tougher jobs. With the traditional way, you have to find a talented person to carve waxes, plus it takes a long time to do. It can take ten hours to do one job that is very detailed."

Freytag agrees that CAD/CAM can simplify difficult custom jobs. "We had a client who wanted to duplicate a very old family piece," he said. "I couldn't have done it any other way without a lot of hand engraving. There were lots of little etched lines, the logo was a lion, and there was a shield and crest. Not many people can do that type of work well. Finding someone to do it is very hard."

CAD/CAM also vanquishes a long-standing jeweler nightmare – the lost or damaged wax that requires re-carving.

"Few jewelers cast in platinum," Miller noted. "We used to have to box up the wax and send it to New York. If it was lost in the mail, you had to start from scratch."

Even when waxes are not shipped by mail, they are still vulnerable to heat, loss or damage. CAD/CAM machinery eliminates the headache of replacing waxes. Similar to how a computer can generate identical copies of a document, CAD/CAM machinery can produce many copies of the same resin or custom piece. So whether the wax is broken when a customer tries on a ring or a package containing a wax succumbs to the Texas heat, a new resin can be grown overnight and the piece easily replaced. And if a client loses one of a pair of unique earrings designed with CAD/CAM, a new resin or an entire earring can quickly be generated.

QUICKER TURNAROUND TIMES

Customers ordering a custom piece of jewelry typically must wait eight or more weeks after okaying the design before they have the finished piece. The waiting time can be significantly longer for pieces with a great deal of detail work or during periods where the wax carver has a large backlog of orders.

Malakan says that his firm has been able to cut that time down to two weeks,

and sometimes even less, once the buyer approves the design and resin. "We've made a commitment to expedite the work," he said.

The initial design process itself is also faster, with design proofs traveling back and forth by email, and the resin being able to be grown in a single day.

The CAD/CAM technology can also help in other areas of jewelry sales. Some jewelers have had to wait six or more weeks for orders made from more standard pieces they carry in their display case.

Malakan has fielded some of those types of manufacturing orders from jewelers whose clients need faster turnaround times and been able to accommodate them.

COST CONSIDERATIONS

Anytime new technology becomes available to a business, there are always considerations to weigh – the cost, the training time involved, and the overall impact on staffing and workload. CAD/CAM equipment for jewelry production runs between \$20,000 to \$270,000, and that's not taking into account the specialized training required or salaries for those employees.

Like many jewelers, Miller is choosing a middle ground, contracting with a CAD/CAM firm to produce waxes for challenging custom work while continuing to cast the pieces in-house. "I'd rather pay someone to carve them and put my margin on top," he said.

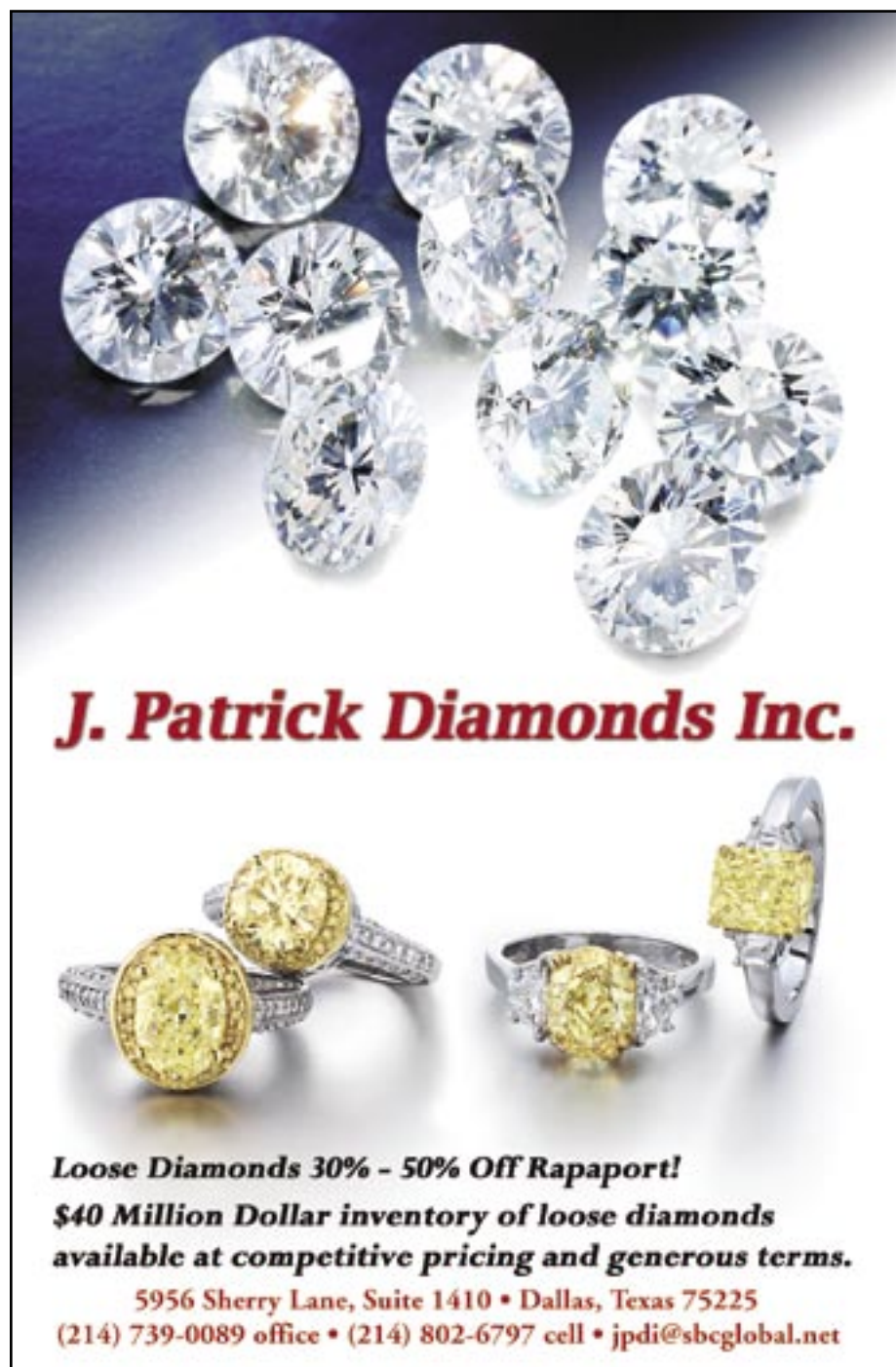
Freytag shares that philosophy. "I'd rather be selling a diamond than dinking around on a computer," he said, explaining why the multiple stores in Farmington, Scottsdale and Lubbock decided not to invest in the entire CAD/CAM process.

Malakan says his business negotiates with jewelers for the services they wish to receive. Some jewelers have Malakan's company do the entire piece, while others finish the piece using a resin produced by the company. Malakan does not charge for the design portion of its CAD/CAM services when firms agree to carry their jewelry line.

Opinions vary on whether CAD/CAM produced jewelry is more or less expensive. Much depends on the individual piece and the amount of time the jeweler spends with the customer finalizing the design. The costs of raw materials, both gemstones and precious metals, remain the same.

Jewelers taking advantage of the new CAD/CAM technology report that it's increasing the amount of custom work that they do.

"A lot of trust is involved when making custom jewelry," Freytag said. "This gives us the ability to do anything. It's confidence for us, and the customer has more confidence that we're able to do it. It's easier to make a sale."



J. Patrick Diamonds Inc.

Loose Diamonds 30% - 50% Off Rapaport!
\$40 Million Dollar inventory of loose diamonds
available at competitive pricing and generous terms.

5956 Sherry Lane, Suite 1410 • Dallas, Texas 75225
(214) 739-0089 office • (214) 802-6797 cell • jpd@sbcglobal.net

ELECTRICITY DISCOUNTS

for Members

**Superior
Customer
Service**

**Seamless
Switching**

**EASY
Web
Enrollment**

Electricity for your:

- ★ **Home**
- ★ **Business**
- ★ **Employees**

Tara Energy ★

IS ENDORSED BY



POWER YOUR WORLD

Residential Customers:

Receive the discounted member offer when you sign up online at www.TaraEnergy.com using
Promo Code: TJA0705

Commercial Customers:

Call us for a free rate quote

Contact Us Today

(866) GET-TARA

(866) (438-8272)

Or E-mail at

TJA@TaraEnergy.com

For a copy of important standardized information and contract terms regarding this product, call us or visit our website. Offer valid within deregulated service areas and upon credit approval. A deposit may be required. PUCT# 10051

Got Bro



ASK A DIAMOND DEALER IF THEY have chocolate or champagne diamonds, and you might just hear, “Oh, brownies? Sure, we have a few around.” Once hard-to-sell members of the diamond family, that notion has all but disappeared from customers and retailers who are drawn in by brown diamonds’ sultry allure. Today’s consumers call out names like chocolate, cognac, coffee or champagne when on the trail for distinctive diamonds. But it wasn’t always that way. Formerly viewed as lower grade, natural brown diamonds are enjoying new found adulation, riding the wave of a preference for all things earth-toned.

Public familiarity with brown diamonds might stem from televised celebrity events, where brunette toned diamonds are favored by young fashionistas. 2007 Academy Award winner Jennifer Hudson donned Fred Leighton’s brown diamond right hand ring. Earlier, stargazers glimpsed Cameron Diaz’ 20 carat cognac-colored diamond ring, only to be trumped by E! reporter Maria Menounos, who wowed the crowd in her champagne colored diamond dress; 3,000 carats— \$2.5 million dollars worth of serious glam.

“Brownies” slow rise to fame has taken eons to bask in their current limelight. Brown diamonds have been found since the earliest

mining efforts. 1st to 3rd century Roman rings were set with brown diamonds, but they never enjoyed the public’s preference for bright, colorless diamonds. Prior to the massive campaigning from Argyle mines in the 1980s, most people never heard of them. They are recovered in Africa, Siberia, and elsewhere, including the U.S. But Western Australia’s Argyle mine’s enormous ratio of brown and pink diamonds produced there made them the world’s largest supplier of these toast colored goods. So, Argyle mines developed a seven level scale to communicate the range of hues found in their brown diamond production. C1, the lightest on

Brownies?

BY DIANA JARRETT



Photos courtesy of Hans D. Krieger Fine Jewellery.

this scale, is also called champagne. C7 represents the darkest brown, or cognac diamond on Argyle's scale.

The world's largest faceted diamond, the Golden Jubilee, happens to be naturally brown. This "fancy yellow-brown" 545.67 carat gem was presented to the King of Thailand in 1997, commemorating his 50th anniversary on the throne. Renowned cutter Gabi Tolkowsky designed the mammoth gem, which outweighs the famed Cullinan I diamond by over 15 carats. Another brown diamond, The Incomparable, holds a close second, weighing 890 carats when discovered in the Congo in the 1980s.

The largest of several stones cut from this internally flawless "fancy brownish-yellow" stone yielded a 407.78 carat brown gem shaped like the bowl of a spoon.

Most naturally colored diamonds exhibit more than one spectral hue. The predominant color is accompanied by modifiers; one or more additional colors that contribute to its overall impression. The endless combination of modifying colors lending to a brown diamond's final appearance factor heavily into that diamond's final per-carat price. Seasoned dealer Joseph Murawski of Joden World Resources, Grove City, PA, sells antique

estate and modern jewelry, and recalls an incident involving the purchase of a suite of brown diamonds in a range of colors, which made some stones quite valuable. Pink, red, or purple modifiers for example, can cause the per-carat price of natural brown diamonds to soar due to their rarity. Without respect to the variance in the brown stones, each was offered at the identical per-carat price. As a more informed diamond dealer, Murawski points out, they should have been sold at the sorted price with regard to their worth. "One should sell by market value, not by the purchase price," he underscores.



Photos courtesy of Hans D. Krieger Fine Jewellery.

The phrase “chocolate diamonds” has become such a part of the modern jewelry lover’s lexicon; one can almost forget where it originated. Eddie LeVian, of LeVian coined the term “Chocolate Diamonds”™ years ago and markets jewelry and timepieces with his proprietary brown stones to specialty retailers, and numerous channels of distribution. Le Vian went on to coin other terms, “Sweet Chocolate”™, “Chunky Chocolate Diamonds”™ and “Chocolate Truffle”™. He selects brown diamonds that are eye clean or better, and focuses on various shades of chocolate

colors rather than using pinkish browns or yellowish or orangish browns that actually command a higher price on the market.

Australian Diamond Supply, Ltd. has been synonymous with fine natural color diamonds and finished colored diamond goods for nearly 20 years. Customers go to them for the myriad of delicate brown tones found only in nature. “We sell all these variations in natural brown color diamonds on a constant basis,” reports company founder Lajb Blatman. “The top brown sellers and the most popular price level we sell seem to start at \$2,600 US per carat.”

Veteran Honolulu retailer Brenda Reichel of Karats and Carats Fine Jewelry thinks some of her customer’s enthusiasm for brown diamonds springs from her own enthusiasm for “brownies”. “I have always been interested in the fancy colors. The shades of brown with secondary hues are even more interesting.” Reichel adds, “Years ago I started buying brown diamonds, adding different colored diamonds around a round brilliant brownish-red orange diamond centerpiece. It’s a conversation starter and a big stepping stone for my customers to discover the world of colored diamonds.”

One of the best methods to chart broad public demand for a gemstone is to observe the increased call for enhanced or created gems that mirror the look of that natural jewel. The stepped-up demand for brown diamonds resonates with Briza Color Diamonds, Ltd. producer of enhanced color diamonds, which meets the exacting expectations of imitating nature. Utilizing industrial electronic beams under conditions of high pressure, Briza produces opulently saturated enhanced Cognac Diamonds. “With colored diamonds, you have the best of both worlds,” offers Briza president Amnon Barak. “The life reflected from (other) colored gemstones is seen more clearly under strong lights. Diamonds (and especially colored diamonds) reflect their brilliance even under a low source of light.”

Diana Jarrett (www.DianaJarrett.com) is a frequent lecturer on gem and jewelry subjects throughout the U.S. Most recently she earned the designation of Registered Master Valuer after successfully completing jewelry appraisal certification in the Master Value Program. Brown diamond Photos Courtesy of Hans D. Krieger Fine Jewellery.

International School of Gemology

www.SchoolofGemology.com

ISG Gemology Classroom-At-Home DVD Lecture Series

Individual Courses Offered:

Pearls

Diamonds

Colored Gemstone Grading

Colored Gemstone Identification

Identification of Synthetic Gemstones

Introduction to Watches

This new concept in gemological training gives you the experience of a classroom setting without the financial expense and time delays that go along with having to travel and be away from home for extended study periods.

Total cost including all course material and complete DVD/CD lectures and reference materials:\$495.00

registration@schoolofgemology.com

210-877-5816

Member

American Gem Trade Association • Texas Jewelers Association • Jewelers Vigilance Committee

TOP 10 REASONS to Consider Buying a LaserStar

ARE YOU:

- working too late?
- sending clients to other jewelers because you cannot do the repair?
- burning stones in an attempt to re-tip a prong?
- refusing heat-sensitive repair applications?
- having problems turning around repairs in a timely manner?
- adding excessive labor to jewelry repairs?
- wishing you could do more "High Dollar Value" custom designs?
- spending too little time with clients on the showroom floor?
- thinking about creating a jewelry repair profit center?
- striving to improve quality while minimizing risk?

CRAFTED LASERSTAR
1000
SERIES
RIGHTSTAR CORP.



NEW BrightStar Compact
Starting at \$16,755



**Introduction and Advanced
Laser Application Workshops
For Today's Retail Jewelers**

Crafford-LaserStar Technologies Corporation

MADE IN THE USA

RI LaserStar Center (Corporate Office)
One Industrial Court, P.O. Box 15155
Riverside, Rhode Island 02915 USA
401-438-1500 • Fax: 401-434-7260
Email: ri.sales@laserstar.net

NC Sales Office
366 Geo.W. Liles Pkwy NW, PMB #164
Concord, North Carolina 28027 USA
401-261-2330 • Fax: 512-334-6389
Email: nc.sales@laserstar.net

FL LaserStar Center
8615 Commodity Circle, Suite 19
Orlando, Florida 32819 USA
407-677-7023 • Fax: 407-677-7075
Email: fl.sales@laserstar.net

TX Sales Office
701 Brazos Street, Suite 500
Austin, Texas 78701 USA
512-334-6388 • 512-334-6389
Email: tx.sales@laserstar.net

CA LaserStar Center
510 West Sixth Street, Suite 1030
Los Angeles, California 90014 USA
213-612-0622 • Fax: 213-612-0623
Email: ca.sales@laserstar.net

7-07 GF

W W W . L A S E R S T A R . N E T

YOUR TJA FALL KICKOFF

COVENANT FINANCIAL SOLUTIONS LLC

**PUNT
THOSE
SUMMER
BLUES
AWAY!**



TJA Members Can Receive Credit Card Services at Huge Savings.

**Compare Our Exclusive Benefits with Your Current Service &
See The Difference For Yourself!**

For all qualified retail storefront **TJA MEMBERS** that enroll by **September 30th**. Rates valid through your last settlement on February 28, 2008.

Qualified Visa and MasterCard credit card rates of 1.79%
Qualified Visa and MasterCard debit card rates of 1.55%

No Application Fees, No Monthly Statement Fees, No Annual Fees, Free Reprogramming of Existing POS Terminals, Discounted Replacement of POS Terminals And Software, (Trade-In Credits Are Available) Free Credit Card Processing Supplies, Toll Free Customer Service and Tech Support Lines 24/7, Online Real-Time Reporting Available

**Also Available: Internet Gateways, Comprehensive Check Guarantee, Check Conversion & Gift Card Programs
Fraud Prevention and Awareness Programs
\$25 Rebate of Annual TJA Membership Renewals**

Call Us Today at 512.320.8808

Out of Austin Metro at 866.320.8808

***Email HARRIS@CF-S-TEXAS.COM



CFS, LLC Represents U.S. Merchant Systems, A Registered ISO&MSP for HSBC Bank - US/ Buffalo, NY Members FDIC

What Every Jeweler Needs to Know about Irradiated Gemstones

BY LAURA MOHAMMED

IF YOU SELL GEMS THAT ARE exposed to radiation in the process, the Nuclear Regulatory Commission is interested.

Because of rules passed in 2005, and then a pending licensing rule that will track domestic production of irradiated gems, the NRC is taking a closer look at stones like topaz, which face radiation to get their distinctive blue colors. Why is the federal government getting involved? There is a risk of radiation exposure at levels deemed too high.

Jewelers of America, Inc., learned in May that the NRC was not just interested in importers, but also retailers, when several large retailers were asked for information about their suppliers of blue topaz, says Matt Runci, president and CEO of the association. It has been found that some importers were not in compliance with the law.

So how does this affect the retailer?

If you import or are the initial distributor of irradiated gems – even if you are the retailer – your business now falls under the purview of the new rules.

Even retailers who are not importers or

initial distributors and possess gems that are not properly licensed can face seizure and even prosecution.

Here's what you can do about it: The bottom line is, says Runci, you need to know your supply chain.

The association recommends that members selling irradiated gemstones, loose or set, consult their legal counsel to review the NRC rules. And the organization recommends that retailers get written assurances from their suppliers that they or the importers hold the required licenses to import and distribute irradiated gems. The federal government does not require retailers to hold licenses unless they are the original distributors or importers. But whether you import or not, this record keeping should be held for at least three years, and should even apply to stones that have not been irradiated.

In the past, the federal government was only monitoring irradiated gems that were processed by nuclear reactors. These stones are called neutron-irradiated gems. That has

changed. Now, the NRC is also interested in electron-irradiated gems, which are processed in particle accelerators.

Licensing could come from the NRC or 34 states. Importers or original distributors must label and keep records for irradiated gemstones. Also, this group must get an "exempt distributor's license," which allows their retailers and others to sell and possess without a license.

This license is granted by the federal government, and affects gemstones that are irradiated overseas and domestically.

But when gemstones are exported, for example for mounting, and then imported again, that importer is exempt. However, the jewelers association still recommends that if you import a gem that initially had federal permission to be sold, you should keep detailed documentation.

The federal government also calls for gemstones to be cut and polished before they are irradiated; the process of cutting and grinding can expose a worker to radiation.

Here are some issues raised by jewelry-industry reps when they met with NRC staff Aug. 9:

- There was no one way that industry does business or that the process flows in bringing gemstones into the U.S.; this is a large industry with many small dealers;

- Not many of the irradiations of gemstones occur in the U.S.;

- Most gemstones come from overseas;
- gemstones are primarily cut overseas;
- The time interval between irradiation and introducing the gemstone into the

public is not as short as one might think, and gemstones are not sold immediately after irradiation; some gemstones take a year from irradiation to final sale;

- There is some monitoring performed in the industry after release from the irradiator facility, but there is no standard operating procedure;

- The jewelry industry takes public safety seriously; it must maintain good will

with its customers;

- The storage time after irradiation of gemstones depends on many factors, including how long they have been irradiated;

- Foreign standards for release of irradiated gemstones are different than the U.S.

Source: NRC



Coverage
you can count on.

People
you can count on.

"Our heritage and relationship with the jewelry industry are points of pride for us at Jewelers Mutual. As the company's new leader, I can say our commitment to you continues.

"We remain focused on being the best at providing insurance, service, and loss prevention education for your business. Let us know how we're doing and what we can do for you."

— Darin Kath
President & CEO

Jewelers Mutual
INSURANCE COMPANY

800-558-6411 • www.jewelersmutual.com
YourInsuranceExpert@jminsure.com

*Proud sponsor of the
Texas Jewelers Association*

Preparing For the Business Succession Olympics

ROME WASN'T BUILT IN A DAY. Neither are most closely owned businesses. Then, does it make sense that a business can be successfully passed on in a day – whether that day comes about because of retirement, death, or disability?

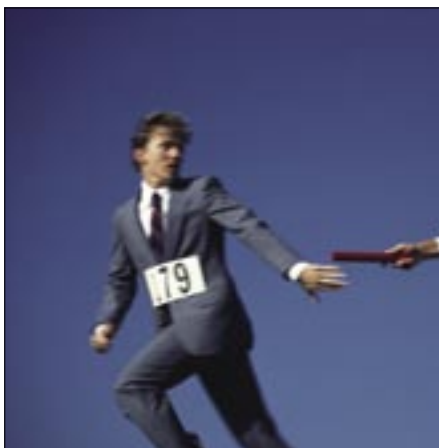
BUILDING AND TRANSFERRING A BUSINESS

It takes countless hours of management attention to build a successful business. Likewise, it takes considerable time and attention to successfully transfer a closely owned business. Furthermore, transferring a business exceptionally well requires two additional actions: effective communications and strong mentoring.

Why? Because fundamentally, transferring a business means handing over a well-running operation, one that is held together and energized by human beings. Generally, the people involved in running a successful business interact and perform best when the company vision is communicated well and the employees are guided throughout their careers.

THINK OF THE OLYMPICS

Transferring a business is similar to a 4 x 400 meter relay: one runner tries to hand off the business baton to others who are also running. Everyone, especially those receiving the baton, had better be prepared for the hand-off. Communicating with and mentoring the next generation of employees and owners ahead of time prepares those



persons for the hand-off.

A COMMON MISTAKE

Some business owners procrastinate or avoid communicating their succession plans because of concerns about how family or employees may react. However, their silence may actually create more stress and even hurt the business. Most employees, including family members, feel more secure about the future if they know what to expect and how they may fit in. While you may not want to divulge all details about your succession plan, open communication can help resolve some issues that could later be disastrous to the company.

COMMUNICATING AND MENTORING WORK HAND-IN-HAND

Experts say a mentor program or an apprenticeship is a good start. Talented young people are more likely to stay

with the company if they feel involved in something bigger than their own job. Even a small business can provide opportunities by matching experienced workers with newer employees to guide them as they grow in their jobs. Often times the mentor derives as much benefits as the trainee does. Improving employee relations and fostering teamwork helps the business run more efficiently – both before and after any transfer.

As employees gain experience, they become assets to the business and their value increases. You can help protect these assets through a career development plan for those who show leadership potential. Providing key employees opportunities to gain well-rounded business experience through cross-functional training and experience will help them become dependable managers who can make good decisions and take initiatives to improve operations. Communicating your vision helps them understand where your business is going—and encourages them to be a part of it.

HELP THEM SPREAD THEIR WINGS

These individuals will need opportunities for increased responsibility in addition to increases in wages and benefits. Incentives such as bonuses and profit sharing are important, but recognizing achievements and building self-esteem is priceless.

When it comes to business succession, your role is much like a proud parent. You encourage and support your children. You

Think Decades, Not Days

It's never too late to develop a business succession plan, but the earlier you start, the better. Estate planning experts agree that long-term plans to transfer businesses are generally much more successful than those based on rushed decisions made during

stressful situations such as the unexpected death or disability of an owner.

Business succession actually begins with each employee's first day on the job. Whether he or she is one of your children or a high school student working part-time, that young person

could someday be the head of the company.

Good succession planning includes creating an environment that motivates employees to use their talents and skills to reach their full potential and contribute to the success of the business.

even provide a vision, communicate your values and set a positive example for the benefit of everyone involved. You see that good planning gets done ahead of time. And then you nurture their independent performance through positive communication. You also arrange for first-class mentoring.

WINNING THE RACE

The survival and success of your business after its transfer will likely depend on how well you have mentored and communicated with all of the key people in your organization to help them feel competent and confident about their future. A job well done in these two areas, mentoring and communication, can often achieve a hand-off that brings home the gold.

This article was provided by Federated Insurance and is intended to provide general recommendations regarding risk prevention. It is not intended to be legal advice or to include all steps or processes necessary to adequately protect you, your business or your customers. Please consult your personal attorney and insurance professional for advice unique to you and your business.



Are Your Shop Profits STARVING?

Finally, a complete system for Pricing Repairs & Custom Design!

Easy to use at the counter – make more money!

Blue Book Kit Contains

- 312-page Price Book
- Over 2,500 prices
- 4 time markup on labor
- 3 time markup on Findings
- Finding Stock Numbers Included in book
- Counter Mat—"Refinishing"
- 8 instructional audio CDs
- Store Owner
- Selling Repairs
- Tour of the book
- Bonus CD
- 3 times larger Quickie Slide Calculator



Only \$299 plus shipping

To Order, call 404-255-9565 or visit www.JewelerProfit.com

Geller book download now available for *The Edge* and *Jewelry Shopkeeper!*



roseco inc.
For the quality minded jeweler.

800-527-4490
roseco1@msn.com

Jewel Jet™

The...Personal Jewelry Steam Cleaner™

- Designed for use at home
- Excellent for diamond dealer's desktop
- Great for showroom demonstrations
- Terrific for travel & trade shows

Suggested Retail

\$139

Single unit cost:

\$55

Quantity discounts available for;
6 Jewel Jet steam cleaners: \$52.25 ea.
12 Jewel Jet steam cleaners: \$49.50 ea.

The Jewel Jet comes with a stainless steel catch basket, coated tweezers, jewelry cleaning jar, measuring cup, funnel and operating instructions.

Makes A Great Gift!



Pending Change to Alarm Monitoring Could Affect You

BY STEVE KONETZKE

MANY ALARM SYSTEMS ARE monitored at a central station using a digital communicator. The digital communicator transmits the alarm signal over the existing phone line. This is the least expensive method of transmitting the signal. The disadvantage of using this method is the fact that the alarm can be defeated by simply cutting the phone line. Alarm companies will back up the digital communicator with a secondary method of transmitting the alarm signal using a cell phone or radio transmission of the alarm signal.

This secondary method of transmitting the alarm signal is now undergoing a major change. Many cell phones and some radio transmission is done with Advanced Mobile Phone Service (AMPS), the "analog based mobile phone system" that was established by the Federal Communications Commission (FCC) back in the early 1980's. Because the FCC mandated changes are effective February 18, 2008, cell phone companies will no longer be required to offer the "AMPS". What does this mean to you? If your alarm system utilizes the AMPS, the cell phone or radio transmitter in your alarm system will no longer work once the cellular carriers shut down the AMPS. You will have to replace the obsolete equipment before the deadline with a digital transmitter.

At present there are hundreds of thousands of alarms that use the AMPS to relay the alarm signals to the central station. At this time, the alarm industry does not have the man power nor the alarm equipment to make all the conversion from AMPS to the digital based system before the deadline. The National Burglar & Fire Alarm Association (NBFAA) had previously petition the FCC to extend the deadline of February 18, 2008 by two years. That petitioned has been denied.

The largest cellular carriers providing service to most of the country have publicly reported to the FCC the AMPS will be shut down shortly after the scheduled February 18, 2008 sunset date. Some alarm companies are under the impression that they are not affected by this sunset issue because their installed cellular units are "digital". Unless alarm companies have specifically installed Global System for Mobile Communication (GSM) cellular radios, the digital units which use the control channel of the AMPS will stop operating.

Beat the rush; do not wait until the pending deadline to determine if you will have to make a change. I suggest you contact your alarm company to find out specifically what equipment you have and if it is necessary for you to make the changes to your system.

Special thanks to David Sexton from Jewelers Mutual for much of the information in this article.

Steve Konetzke, CPCU works @ Sleeper Sewell Insurance and can be reached at 210-490-6611 or konetzke@sbcglobal.net.



Do You Trust Your Staff?

BY LINDA TALLEY

MANY MANAGERS WHOM I TALK to are overworked as well as overwhelmed and the number one reason when I press them on the issue is that they don't trust their staff. Some will tell me that they don't have enough staff so they have to do everything themselves. Some tell me they don't have enough time to train their staff. Some tell me their staff are not smart enough, don't have enough experience, you fill in the blank. The bottom line, no matter what anyone says is this: you don't trust your staff.

Have you ever taken time to consider this? Is every person on your staff really NOT trust-worthy? Are they incapable of handling customers on their own or without your micromanaging? If so, then ask yourself, is it their fault or does the root of the problem lie with you?

If you want to get out of this vicious cycle, here are some ideas:

1. Begin to give feedback in real time. Yes, even if you have to pull them aside

from a customer encounter.

2. Delegate responsibility and make certain that the authority goes along with it. You cannot manage a department/division if you don't have hiring/firing responsibility and authority. Likewise, your staff member cannot take care of customers if they don't have certain responsibilities and authority.

3. Do you provide support and build confidence in them in all areas of their work. Key here is to focus on their strengths and manage around their weaknesses.

4. Do you encourage staff to come to you with questions and then let them solve the problem or do you take their monkey onto your back?

Challenge people on the spot to grow and change and give them the tools with which to do it. Trying to keep them small serves no one, especially not you!

Information on speaker Linda Talley can be found at www.lindatalley.com.

HAVE STORY IDEAS FOR TEXAS JEWELER?

WE'RE ALWAYS LOOKING FOR FRESH IDEAS ON WHAT TODAY'S JEWELERS WANT TO HEAR FROM THEIR STATE ASSOCIATION, WHETHER IT BE PROFILES ON LOCAL JEWELERS OR TRENDS IN THE MARKET.

EMAIL US YOUR IDEAS TO **kim@sailhousepublishing.com**; AND YOU JUST MAY READ ABOUT IT IN A FUTURE ISSUE OF **TEXAS JEWELER**.

When What Matters Most is **NOT Your Bottom Line**

BY FRANK BUCARO

IT IS HARD TO DISAGREE THAT

good ethics is good business. What many organizations struggle with is how to support ethical behavior, communicate the values of good ethics within and outside of the company's walls and how to deal swiftly and justly with unethical misconduct.

An important part of developing an ethically sound company is 'stewardship.' Some call it 'corporate social responsibility.' Basically, stewardship can be defined as 'what you do, once you say that you believe in your mission statement, code of conduct/ethics, core values.'

The greatest example of stewardship in today's marketplace is Patagonia, the outdoor specialty apparel and gear maker. *Ethisphere Magazine*™ ranked Patagonia among the top ethical companies for apparel in 2007. The story is quite fascinating, but what is most exciting is how Yvon Chouinard, the founder, melded a natural partnership between ethics and business success.

Chouinard's driving force has always been his passion for the earth. He began mountain climbing in the 1950's and developed a natural appreciation for the environment and its beauty. This appreciation propelled him to use his passion towards the betterment of the environment. From early on, honing his blacksmith skills that he picked up from his father, Chouinard made pitons (a steel spike drilled into rock to aid in climbing) that he sold for \$1.50 a piece out of his car, and lived on those proceeds for months, while he spent his summers climbing.

1. YOUR ACTIONS MUST SUPPORT WHAT YOU SAY!

It was not until 1970 that Chouinard discovered that his equipment company (Chouinard Equipment) was becoming an 'environmental villain' with the repeated use of pitons that were hammered into well-known routes up several mountains.

He realized that his pitons were destroying the thing they most loved – the rock in the mountains. These pitons were the mainstay of their business and with mountain climbing growing more popular, Chouinard was extremely concerned. It was during a routine climb that Chouinard and a business associate decided to phase out of the piton business when they saw firsthand the damaged rock that their pitons caused. They did not think twice about this decision.

One of their core beliefs was 'strive to do no harm' and when they realized a product of theirs was hurting the earth, they immediately decided to stop selling it. They found alternative material to serve the same purpose without causing such damage. Their actions served as an example of the first core value of stewardship.

2. IT'S NOT ABOUT YOU! BE OTHERS-CENTERED.

Chouinard states that he never set out to be a businessman. He did not dream of building a multi-million dollar company. He wanted to enjoy and appreciate the environment and help others do to that. He yearned to share his passion with others who hold similar passions. What is your passion? What do you dream of? How can you help others? The second core value of stewardship is how to be focused on helping others. Life will go on even when you are gone.

What is your company doing today, to leave a lasting legacy for tomorrow, to better the world around us? Maybe it's the environment, maybe it's developing your employee's skills to help them be the best they can be. Maybe it's to make a product or service that will relieve pain or end suffering. What is your company focusing on, making money or sincerely helping others? (And this does not have to be mutually exclusive!)

In Patagonia's case, they long to leave a legacy full of ethically and environmentally

responsible people that use their passions to sustain natural resources and take care of the earth. Their core values led them to found "One Percent for the Planet" organization. Chouinard knows that when he passes away, the world goes on. In fact, he knows that the degradation of the environment, the burning of the ozone, the elimination of endangered species will linger long after he is gone. However, to leave a lasting legacy, he has partnered with 574 other organizations (as of June 8, 2007), to "donate at least 1 percent of our net revenues to efforts that protect and restore our natural environment."

Patagonia is not thinking about themselves. Yes, they are a business and yes, they must make money to donate anything. However, their passion lies at the forefront of their legacy. Their business is not about them, it is about preserving the environment and using their resources to influence others to do the same; it is about making products to help their customers live out their passion.

3. IS IT THE RIGHT THING FOR THE CUSTOMER?

To be a good corporate steward, ask yourself two questions:

Is this in line with company's objectives?

Will this decision result in the right thing for the customer?

If the answer is "no" to either question, don't do it. Referring to your company's objectives or code of ethics is comparable to referring to the rules for playing a game. You must be certain that employees (the players of the game) know the rules (the code of ethics/conduct) before they begin to play (work for your company).

The first question should be fairly simply to answer if you know, and empower all employees to know, the company's objectives, code of ethics. The second question may take a little work to answer. Who determines what is right? What Patagonia has done is defined the

company's objectives and then compared who their customers are and what is in the best interest of their customer.

Patagonia created a checklist of quality measures for their designers to consider. All products must be functional, multifunctional, durable, and must fit their core customers. The designers then started with the functionality of the product asking questions like "where is this product going to be used, in a hot or cold climate?" "Should it keep moisture out or does it also need to breathe?" Then, they found the materials to accomplish that function. They sought out to make one piece of clothing, with two uses (multifunctional), a jacket that wicks away moisture but that also allows for full range of arm movement. The goal of their products being durable is that after a long lifespan, all the parts of the product should wear out around about the same time, which to Patagonia, is a sign of high quality.

Patagonia builds their products and services with their customers in mind and they sincerely concentrate a lot of energy on their core customers, their desires and wants. In return, they are a multimillion-dollar company sustaining profitability for the long haul.

You can hardly consider a company ethical, if they are not a good steward. How does your organization show its care for others? Focus on how you can be more of a steward, be it for the environment, specific charities or causes, or the development of your people, both professionally and personally. Strive to model the behavior you expect, based on the values you profess. If you do this, and do it continually, then brace yourself for great success.

ABOUT THE AUTHOR

Frank Bucaro is an author, speaker and consultant who specializes in the benefits of ethics for business growth and personal success. Using a distinctive blend of humor and enthusiasm, Frank works to integrate ethical standards with solid business practices. His clients range from Fortune 500 companies to associations to small businesses. Frank's latest book, "Trust Me! Insights Into Ethical Leadership," highlights the unique role of ethics in leadership today. For more information about his speaking and consulting, please visit www.frankbucaro.com or call 800-784-4476.

WWW.KJIS.COM

Katzenellenbogen, Jewelers Insurance Specialists, Inc.

Assisting jewelers with quality insurance for over 20 years.

Coverage is primarily with Lloyd's of London.
Domestic markets also available.

Tel # (713) 988-3220

SALES CLOSER



**This closes sales
because the new ring fits!**

Ends fear of a wrong size –
flat, thin, and credit card sized,
YOUR customer can pocket this
and go home to measure "her" old ring,
and call you with the good news!

We know this works for thousands!

Buy it at **www.stuller.com**
or call **Designer Jewels**
at **1-800-299-6996**

Cash Flow Forecasting:

The Ultimate Reality Check For Business Owners

BY CARLOS H. LOWENBERG JR., CHFC

WHY IS CASH FLOW SO IMPORTANT

to third party buyers, and by extension, to sellers of closely-held companies? In short, a seller must demonstrate an increasing stream of cash flow from the business. Without a healthy cash flow, a buyer will likely pass over the opportunity to buy your business in favor of purchasing a “good” company with less risk.

Now let's examine why cash flow is also crucial to those owners who wish to transfer their companies to insiders (employees, co-owners, or children) and how to allocate cash flow.

Let me suggest the following definition of cash flow. Business cash flow is the portion of the annual net cash flow from operating activities that remains available for discretionary purposes (after the basic obligations of the business have been met). Because we are discussing cash flow in the context of exiting your business, the “discretionary purpose” referred to above is the purchase of your ownership in your company.

As you prepare to transition out of your business (using any type of ownership transfer other than liquidation or, in some cases, a gift of the company to your children), it is imperative that you secure an accurate future cash flow model. Why?

In a sale to insiders (employees, co-owners, or children) cash flow is the source of the buyer's payment to you. The future cash flow of the business after you have left it is the source – the sole source, at least initially – of payments to you. Few insiders have any money of their own with which to pay you. Without significant planning and implementation, insiders are unlikely to suddenly acquire that cash or the ability to borrow any. If you choose instead to sell to a third party, the valuation upon which any offer will be made will likely be based on a multiple of cash flow.

Should you plan to sell part or all of your



business beginning in 2007, you, or better yet, your CPA, will need to make cash flow projections for 2007, 2008, 2009, 2010, and 2011. If you are preparing your own cash flow projection, you must resist the temptation to create an overly-optimistic forecast. Your projection must be grounded in the reality of past actual performance rather than in your rosy hopes for the future. Once a realistic cash flow projection is prepared, you will use it to plan the most tax-effective way to achieve that future cash flow. It bears repeating here that the future cash flow of the business is your buyer's only source (at least in the early years) of funds to pay you. If the company, under new ownership, cannot achieve the cash flow numbers that you projected, you will not receive the payoff that you expected.

HOW TO USE THE CASH FLOW FORECAST

Forecasting cash flow is the first step. The second is to calculate how that cash flow will be allocated during the ownership transition. Determining the net after-tax distribution to you is the goal of this

exercise. To do so, you must calculate, for each year of your exit plan period the expected available cash flow less the cash the company must retain. The remaining cash flow is paid to you as compensation or it is distributed to the shareholders. The distributions received by the new ownership, less taxes of 35 percent to 40 percent, is then paid to you.

The cash flow you receive is the sum of:

1. compensation, bonuses and deferred compensation;
2. payments for stock sold to new ownership; and
3. distributions of cash flow based on your remaining ownership.

The net after-tax annual cash you expect to receive combined with your non-business income sources (such as retirement plans, personal investments, etc.) must be sufficient to support you after you leave the business. If the combined amount (business and personal) falls short of meeting your lifetime income/financial needs, your departure date must be delayed or your financial expectations must be adjusted.

Your Exit Plan must integrate your exit desires (when you want to leave, how much money you want and need, and who should own the business after you) with the reality of the likely future cash flow from the business. Forecasting cash flow and the uses of that cash flow is indeed, the ultimate reality check for your business exit.

Carlos H. Lowenberg Jr., ChFC is the principal of Lowenberg Wealth Management Group, 620 Congress Avenue, Suite 300, Austin, Texas 78701. For a complimentary copy of our detailed Exit Planning White Paper or to join our e-newsletter, The Exit Planning Review™, please contact us: info@lwmg.com, 800-616-7850, www.LWMG.com.

TEXAN AWARDED AGS "TRIPLE ZERO AWARD"

The American Gem Society (AGS) recognized some of its brightest stars at its annual Circle of Distinction dinner in August. One of those recognized at the event was Ellen Lacy of El Paso, who was recognized as the Triple Zero Award winner in the retail division.

Ellen Lacy of Lacy and Co. in El Paso, Texas, grew up in a family-owned jewelry store founded by her father in Del Rio, Texas. Learning the trade from an early age, she went on to run her own store with her husband, Charles.

She is a Certified Gemologist Appraiser, past president of the American Gem Society International board of directors, a member of the National Jeweler Hall of Fame and was recently recognized by Harper's Bazaar as one of the best jewelry and watch dealers in the country.

NRF PREDICTS RISE IN HOLIDAY SPENDING

Two surveys sponsored by the National Retail Federation (NRF) show that a significant percentage of consumers planned to start their holiday shopping this year before Halloween. Some 40 percent of respondents to the NRF's October 2006 "Holiday Consumer Intentions and Actions Survey," conducted by BIGResearch, said they would begin their holiday gift buying before November.

In a survey of online holiday shoppers, the NRF's Internet arm, Shop.org, in conjunction with comparison shopping site BizRate.com, found that 35 percent of online consumers planned to start their online holiday shopping before Halloween. Additionally, 20 percent of online holiday shoppers said they would start their online gift buying earlier than last year. To attract early-bird shoppers, many retailers intend to start their holiday marketing and promotions before November.

Overall, 70 percent of respondents said they planned to purchase holiday items in discount stores such as Wal-Mart or Costco. Also, 47 percent of consumers said they planned to purchase holiday items online, while 25 percent intended to purchase from catalogs. The most

active online buyers are consumers ages 18 to 44. By comparison, the most active discount store shoppers are consumers ages 55 and older. This year, according to the NRF, the average consumer expects to spend \$791.10 this holiday season, up from \$738.11 last year. Some \$604 of that spending will be for buying holiday gifts online and offline. Over two-thirds of that amount will be spent on gifts for family members. Just 18 percent of spending will be on gifts for friends and co-workers, and about \$187 will go toward holiday decorations, greeting cards and postage, candy and food, and other items. The NRF also expects shoppers to take advantage of sales and discounts during the holiday season by spending an additional \$99 on gifts for themselves.

IDL TO INTRODUCE NEW GRADING STANDARDS

The International Diamond Laboratories (IDL), which launched on Aug. 30, said it will introduce diamond-grading standards that use groundbreaking technology to provide accurate and consistent results.

The products and services are meant to provide added value to the trade, support consumer confidence and drive diamond demand, the lab said in a statement.



In terms of color, the IDL said it will introduce technology that determines the exact color value of a diamond with accuracy far above existing grading capabilities.

"At IDL, color grading is not based upon the perception of the human eye and a set of master stones, but is the result of an automated process," the IDL stated. "Color results are charted on the [trademarked] IDL Satbar, a unique and accurate, scientifically based scale, while still reflecting the D to Z grades."

When it comes to clarity, the IDL said it will be the first global diamond lab to achieve a full definition of the SI3 clarity grade, bridging the gap on the market between the SI2 and the I1 grade. The lab said the technique will provide accuracy in clarity grading that will benefit businesses.

For more information, visit the IDL's Web site, Diamondlab.org.

An advertisement for Gemark ARC. On the left, there is a large, intense fire burning in a furnace. On the right, there is a stack of gold bars. The text on the right side of the ad reads: "Refining at its best. Gemark ARC gives you fast and honest returns for your precious metal by-products. We provide outstanding customer service, accurate analytical and modern refining services. When it comes to getting the best return from your assets, call Gemark ARC." Below this text is the toll-free number "Toll Free: 888-8REFINE" and the website "www.gemarkarc.com". At the bottom, the Gemark logo is displayed with the tagline "ALLOY REFINING CORPORATION".



TEXAS Jeweler

COVER SPOTLIGHT

J. Patrick Diamonds

Tell us about J. Patrick?

J. Patrick Diamonds, Inc. has been servicing reputable jewelers and manufacturers in Texas for the last 16 years. We pride ourselves in providing our customers with a combination of the best value and beauty possible to suit each of their customers specific requirements in the selection of diamonds.

How did your company get where it is today?

Service and accurate representation of our product is what has built our company to where it is today. Many of our customers use us for our dependable service, providing them with product on time and at very

competitive pricing, allowing them to be aggressive in their pricing or increasing their margin. Being honest with all of our customers and being well disciplined are very important components of our success.

Tell us about your professional partnerships.

We have formed partnerships with cutters in Russia, China, India and Israel, providing our customers with vast resources for very well calibrated melee, as well as larger loose. We specialize in Rounds, Princess, Asscher and Radiant cut diamonds ranging from D-J in color, fancy yellows and better clarities in sizes from .50 to over 20.00 carats. We also provide a wide range of matched pairs for side stones and ear studs.

Tell us about the person behind J. Patrick Diamonds.

Jay P. Volk, owner and president of J. Patrick Diamonds, Inc., has been in the jewelry industry for 21 years and is a Graduate Gemologist (G.I.A.), holder of 13 diplomas and letters of completion from G.I.A., and author of the book, "The Complete Diamond Guide" published in 1995. Experienced in all aspects of our industry, Volk likes to work with his customers in a mutually beneficial environment where they work as a team to build both businesses.

Contact Information:

J. Patrick Diamonds, Inc. is located in Dallas, Texas. Jay Volk can be contacted at 214-739-0089.



D.A.W. Trading Co., Inc.

Gemstones and
Custom Jewelry

Don & Barbara
Waisman

P.O. Box 161462
Austin, TX 78716 (USA)

512•263•2829
800•516•2829
512•263•2740 Fax

Email: DAWTrading@aol.com

Would **YOU** like
to **PLACE AN AD**
in the **NEXT ISSUE**
of **Texas Jeweler?**

CONTACT

Joanne Pantaze
Advertising Representative
(512) 272-9393
(512) 278-1531 fax
jpantaze@pvco.net

CALENDAR of events

SEPTEMBER

Southwest Jewelry Show

September 8 – 10

Gaylord Texan Resort
& Convention Center

West Coast Jewelry Show

September 9 – 10

Anaheim Convention Center,
Anaheim, CA

OroGemma

September 9 – 13

Vicenza, Italy

Contact: vicenzafiera@vicenzafiera.it

Oklahoma Jewelers Association – Leadership Conference

September 28 – 30

Embassy Suites, Oklahoma City, OK
Contact: Sjbair38@kc.rr.com

Texas Jewelers Association 2007 Conference & Expo

September 28 – 30

Hilton Galveston Island Resort,
Galveston, TX

Virginia Jewelers Association

September 28 – 30

Omni Hotel, Richmond, VA

Intermountain Jewelers Convention

September 28 – 30

Boise, ID

OCTOBER

Kansas Jewelers Association – Annual Leadership Conference

October 12 – 14

Grand Prairie Hotel, Hutchinson, KS

Missouri Jewelers & Watch Makers Association – Fall Seminar

October 20 – 21

The Resort at Port Arrowhead,
Lake Ozark, MO

Contact: Sjbair38@kc.rr.com

Minnesota/North Dakota Convention

October 27 – 28

JA Special Delivery Show

October 28 – 30

Jacob Javits Convention Center
New York, NY

Contact: dlawsky@vnuexpo.com

Ad Index

Beverly K. Collection	Inside Front Cover
Covenant Financial Solutions.	17
Crafford-LaserStar Technologies	17
D.A.W. Trading Company	28
Designer Jewels, Inc.	25
Federated Insurance.	Back Cover
Gemark Alloy Refining Corporation	27
Helen Cole	23
International School of Gemology	16

J. Patrick Diamonds, Inc..	12
JewelerProfit	21
Jewelers Mutual Insurance Company	19
Katzenellenbogen.	25
OneService International.	23
Roseco Inc.	21
Tara Energy	13
Texas Institute of Jewelry Technology.	4
Time Delay	Inside Back Cover

Jewelry Take in Procedures, Parts 3

BY ARTHUR ANTON SKURATOWICZ ICGA, GJG (GIA), SENIOR MEMBER NAJA
& JULIE NASH ASA, GJG (GIA), MASTER GEMOLOGIST APPRAISERÂ

Take in procedures have never been more important than in today's environment of synthetic and imitation gemstones and increasing customer concern with the safety of their jewelry. Five factors are critical in maintaining customer confidence in your store and protecting your store's reputation. Appropriate procedure can be achieved by asking yourself a series of questions as you go through the process of taking in an item of jewelry. In June we talked about identification; this quarter we address client valuation.

Client Valuation: This is the monetary value that will be written on the take in forms. This is also the dollar amount that you may be held responsible for in the case of loss or damage to the jewelry.

A. What is the customer's estimate of the dollar value of the jewelry being taken in?

When a customer is asked this question, they invariably retort "you should know." The problem with us as jewelers offering an off the cuff dollar value for a customer's jewelry is that in an increasingly litigious society, we can be held legally responsible for our estimate. As any seasoned appraiser has learned, many first impressions of value can be highly inflated or grossly low when valuation research is conducted. Obviously there isn't enough time during take in to do a full-blown appraisal on the jewelry being left, but a reasonable value estimate is still very necessary. So don't rush into blurting something out, the information may be obtained in other ways.

B. How can the customer be assisted in making a value estimate?

Many customers may know immediately what they paid for their jewelry. Others will require guidance. To offer guidance we must have a clear understanding of the identity of the jewelry. Once an identification has been made, we may be able to show the customer a similar item from stock for value comparison. If the



item was purchased in your store, looking up customer files to see what was originally paid for the piece is helpful. Keeping accurate and accessible records proves its worth in this day to day situation.

C. Does the customer insist upon an unreasonably high value estimate?

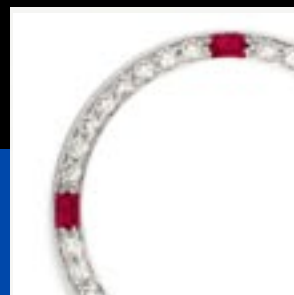
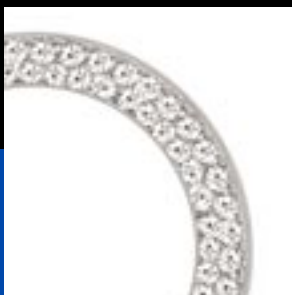
As discussed in the previous jewelry take in factors, many customers do not know the true identity of their jewelry. The customer's misidentification is often the cause of their inflated valuation. For example, a customer who believes their synthetic ruby to be natural is almost guaranteed to greatly over value the piece. The customer may also be mistaken as to the identity of the metal. A good identification and communication between jeweler and customer usually overcomes this problem. Realize that many people equate sentimental value with monetary value. Some items can never be replaced. These realities should be discussed with the customer so that an educated

decision can be made as whether to repair the item or not. If the client is truly unable to understand that their estimate of value is inflated and insists upon the amount, it may be advisable to decline the repair. No jeweler wants to be held responsible to the tune of thousands of dollars if an inexpensive synthetic gem is accidentally damaged.

Arthur Anton Skuratowicz & Julie Nash are co-authors of the book: Working With Gemstones: A Bench Jeweler's Guide. This book deals with handling issues a jeweler addresses while working with gemstones at the bench. Arthur and Julie are also co-owners of The Jewelry Training Center Inc. a jewelry trade school in Colorado Springs, CO. The JTC offers the experienced jeweler the ability to update their skills while offering the newer generation of jewelers a place to develop their bench techniques. For more information, visit www.JewelryTrainingCenter.com. This article was originally published as a five-part series in Professional Jeweler from 1999-2000.



TIME DELAY CORPORATION



Time Delay offers a wide variety of precision watch enhancements.

Like no other company, every aspect of our business is on-site.

Combined with our team of skilled craftspeople, Time Delay guarantees
the highest of quality and the integrity of your client's timepiece.

A relationship with TDC is one you can count on.

10440 N. Central Expy. • Suite 210 • Dallas, Texas 75231 • 214. 369.4063 • 800. 622.5203 • Fax: 214. 739.5508

www.timedelay.com • Email: info@timedelay.com

Time Delay Corporation is an independent company and is not affiliated with any watch manufacturer or distributor.

Jewelers
Security PLUS

*You've
got a lot on
your mind...*

Jewelry retailers know all about long hours, and what it takes to succeed.

With so much to think about, it's possible to overlook details critical to protecting your building, inventory, and the property of your customers.

Your local Federated representative can assure your insurance program will keep pace with the needs of your business, with specialized products designed for jewelers. We're just a phone call away.

*Call 1-800-533-0472 today, for
peace of mind tomorrow.*

*It's Our Business to
Protect Yours.®*

FEDERATED
INSURANCE