

TEXAS

the publication of the  
Texas Jewelers Association

Summer 2009

# Jeweler

**Fast Movers**  
*in a Stalled*  
**ECONOMY**

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**Mark Your**  
**CALENDAR**  
Oct. 9 - 11  
*for TJA 2009*  
**CONFERENCE**

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**Cats** and  
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Legend Jewelers

18 E. Concho Ave., San Angelo, 76903

325-653-0112

mrksalot2000@yahoo.com

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Village Goldsmith Jewelers

5333 Forest Lane, Dallas, TX 75244

972-934-0449

eric.wright@att.net

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6702 Ferris St., Bellaire TX 77401

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Harrison Jewelers

3409 Executive Center Drive, #100

Austin, Texas 78731

512-345-9396

jeweler@prodigy.net

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Jewel Mart - D Jackson Co.

3625 Lamar Ave., Paris, Texas 75462

903-785-7100

jewelmart@cox-internet.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

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You hear that? There it was again. That is the sound of doing absolutely nothing to drive sales to your business during these quiet times. And yet there are virtually FREE ways to fend off that sound and turn it into a “cha-ching”.

Niche marketing is easy to do and can be virtually free. Example: You just sold a 1ct diamond in a nice wedding ring

for about \$5000. Now write a REAL HANDWRITTEN “thank you” note and include a couple of extra business cards. Take a few lines in the note to mention how important referrals are and that you pride yourself in your service and your product. With that said, ask your customer to refer family or friends to you. You never know unless you ask!

GET EMAIL ADDRESSES ON EVERY CUSTOMER. We started with maybe 10 email addresses and now have over 250. Many of you probably have WAY more than that. What do you do with these? In our case our advertising agency makes up

a nice color page featuring a product or service. We then do a staggered e-mailing to promote a certain product or service. The cost? \$20 a month.

CALL YOUR CUSTOMER AND SAY THANK YOU. Each week each employee prints a list of the sales made the prior week. Sometime over the next couple of days, each employee calls those customers and simply asks if they were pleased with their experience at XYZ Jewelers. That single little contact has resulted in untold additional sales. We even tie in add-on product as a hint to entice the customer to consider a pair of earrings to go with the necklace that

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Corpus Christi  
361-992-2277  
peter@peterbarrjewelers.com

### Elliott Herzlich • Elliott's Jewelers

Tyler, TX • 903-939-0603  
elliottsjewelr@msn.com  
www.elliottsjewelers.com

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Dallas, TX • 214-739-4848  
shellh@aol.com

### Brad Koen

Joe Koen & Son  
Austin, TX • 512-478-2595  
brad@joekoenjewelers.com

### Steve Kriechbaum

Steve Kriechbaum Designer Goldsmith  
Austin, TX • 512-346-9423  
skriechbaum@austin.rr.com  
www.skriechbaum.com

### Jeannie Roberts Roe

Del Rio, TX • 830-775-0600  
robertsjewelers@stx.rr.com

### Curt Vinson • Troy Vinson Jewelers

Granbury, TX • 817-573-7881  
aprfools@hcnews.com  
bvc4189@sbcglobal.net

### Stephen Wyrick

Stephen Wyrick Jeweler  
San Antonio, TX • 210-340-8020  
sfwyrick@swbell.net  
www.stephenwyrickjewelers.com

### VENDOR ASSOCIATES:

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Roseco  
Dallas, TX • 972-991-9731 ext: 206  
Roseco1@msn.com

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jpdi@sbcglobal.net

was just purchased. The cost? ZERO.

**DO A POSTCARD PROGRAM.** The Edge jewelry software system has a built in postcard program. Many of you probably know that. Do you use it? If so great. If not, why not? It doesn't even have to be something provided by the software. Send out 100 postcards inviting customers to have their jewelry cleaned and checked for free. Yes, this sounds sooooo basic and simple yet few stores actually do it! The cost? Maybe \$100.

**DEMAND MORE FROM YOUR SUPPLIERS.** With today's technology I expect every company I do business with to provide us with e-files of the product we bought. Many companies already have most of their jewelry online through their websites. We'll follow up a purchase of a diamond necklace with an email and the picture of the jewelry item attached. Now the customer has a picture of the necklace for their own records. This is yet another reason to stay in touch with the customer. The cost? ZERO

I could go on and on. The only limit is your own imagination. Oh... and for FREE sales training? Require every sales

rep that you buy from (that comes to the store) to spend 20 minutes or so training your sales staff. The cost? ZERO.

We all are looking for ways to get the maximum amount of bang for our buck. So is the consumer! I believe that niche

marketing is the easiest and most cost effective way to KEEP the customers you already have. All the while you keep in mind that those referrals will build your business better and faster than any amount of dollars spent on advertising.

#### TESTIMONIALS:

**"FIRST CLASS QUALITY CUSTOM JEWELRY  
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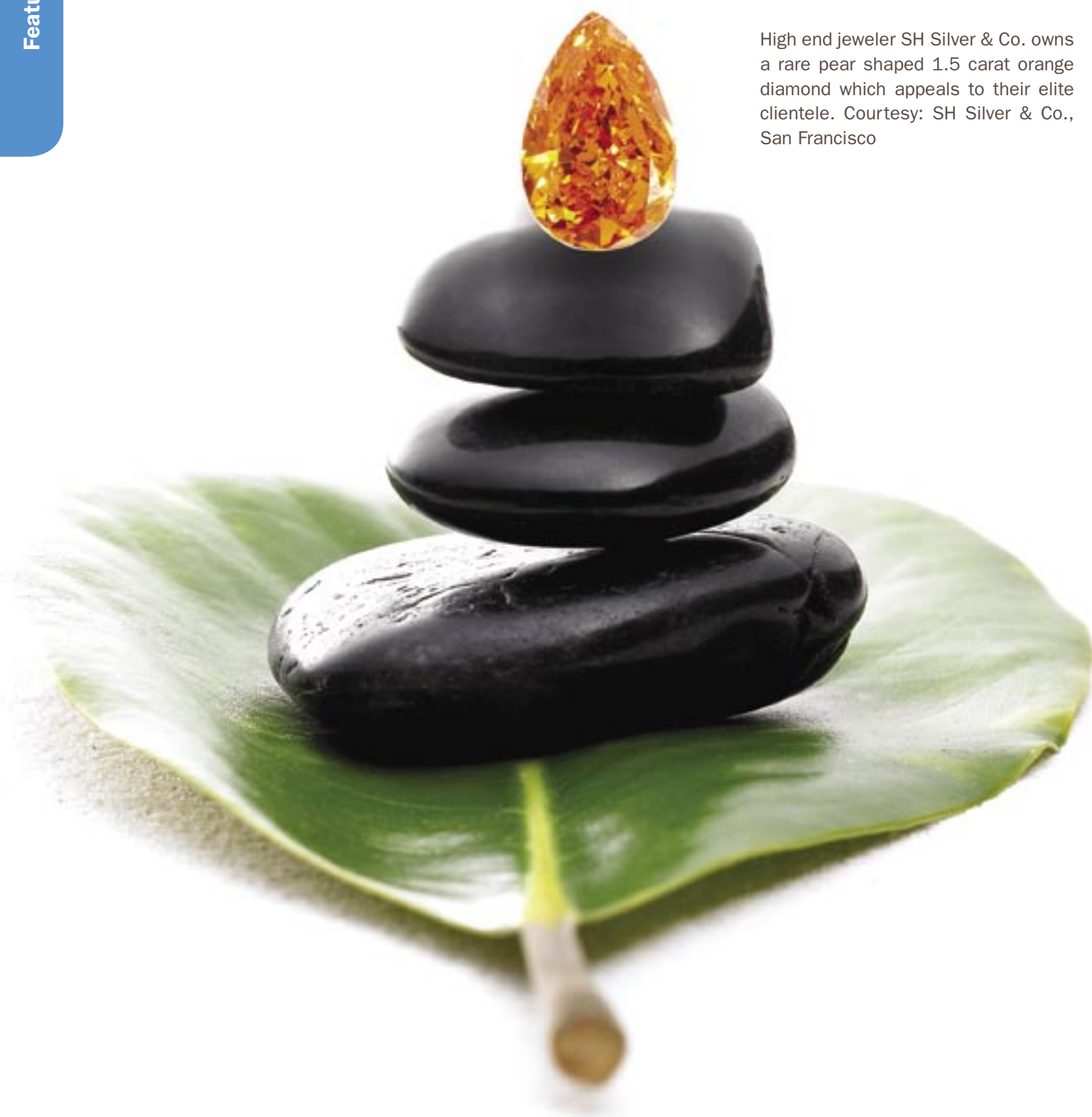
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High end jeweler SH Silver & Co. owns a rare pear shaped 1.5 carat orange diamond which appeals to their elite clientele. Courtesy: SH Silver & Co., San Francisco



Kazanjian Brothers creates this exceptionally rare large cushion cut natural Alexandrite ring with diamond accents mounted in platinum. Courtesy: Kazanjian Brothers, Beverly Hills



# **FAST MOVERS** in a **STALLED ECONOMY**

BY DIANA JARRETT, GG RMV

Something's got to move, and if it's not the economy—then it's the creative minds in it.

One could make a case that the gem and jewelry world is by its very nature a force majeure. After all, jewelry is first imaged in the brightest minds of designers who lift inspiration from the most obvious of places—like nature, to places as obscure as the sound track of their favorite film noir.

Retailers haven't the luxury of dwelling inside some creative dome; they must juggle the tedious business of revenue and

expenditures. But that's not to say that merchants aren't finding inventive ways to stay the course in this unpredictable economy. If one listens to the buzz at buying marts today, a curious algorithm emerges.

While the usual bread-and-butter jewelry items still appear to fall victim in the quagmire of this fiscal stalemate, there's action going on over in the bargain box. And there's equal dynamism in ultra-luxury goods by all appearances. Lastly, if a supplier has something unusual, there's

probably a buyer for it, too. These atypical jewels are not always high ticket items. In fact some of these new kids on the block are relatively inexpensive.

Consider these three fast moving jewelry choices—the bargain box, the ultra-luxe group and the unusual. Some of these are bound to be just the ticket for keeping your clientele interested and buying while we ride out the vagaries of this waffling financial climate.

Bargains don't have to mean picked



Exotic Turkish phenomenal gemstone Zultanite is gaining a large fan base due to its exceptionally beautiful color changes and appealing pricetag. Courtesy Zultanite, LLC / GemsTV





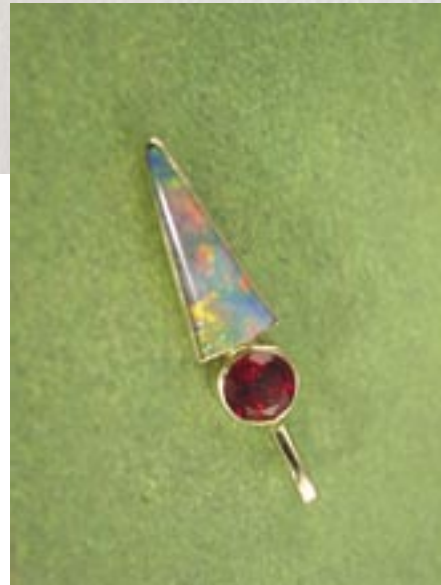
Hot seller in the bargain box is this super affordable multicolor freshwater cultured pearl Illusion strand on monofilament making the pearls seemingly float across the throat. Courtesy Betty Sue King, King's Ransom

over when it comes to jewelry. In fact more often than not, bargain box means sleepers—something that has slipped under the radar screen in the jewelry trade. Frequently suppliers have enticing goods that have not been given a broad promotional boost—so they fail to have mass public recognition. Nevertheless they are appealing, and your customers may be delighted to get a hold of something that ‘not everyone else has’ Remember, just because you saw it in abundance at the trade shows—your customer will only see it once in your showcase. Modest pricing sweetens the deal here too.

Betty Sue King, owner of King's Ransom, sells a variety of freshwater cultured pearls for customers at every price point. Her affordable multicolor freshwater cultured strands on monofilament are a big hit. Not only are these baubles a bright look for

modern women who are as likely to wear pearls with jeans as with a cocktail dress, but the illusion of pearls floating across the décolleté makes these a no-brainer, especially when considering their attractive price.

Unusual gemstone choices are startlingly hot ticket items at buying markets this year. Buyers need new items to refresh their stock, however many of their normally strong sellers have remained languishing in-house. So to remedy this—retailers are trying something new—stocking up on unusual, exotic or in some way extraordinary gemstone choices. The thought behind this is that customers can say No to the goods that they are familiar with—and assume will always be available. But extraordinary items deliver a certain sense of urgency with them. The customer learns about the gemstone or jewelry type from the merchant. They discover that this



Surprising entry into the bargain box is this original 14kt yellow gold slide by Terri Garcia featuring opal and red beryl (bixbite) Courtesy Terri Garcia Designs

item is indeed exotic often eliminating obstacles to making the purchase.

At the sluggish Tucson GemFair this year, trading floors were quiet and sparse,

Hand carved natural un-enhanced purple jade beads are accented with pink opal and black jade in this exotic gemstone necklace. Martha Boles Designs Photography by: Shawn Northcutt

Exotic natural purple Jade from Turkey is used in this Middle Eastern inspired necklace from Martha Boles: Photography by Shawn Northcutt. Piece includes: Purple Jade, 24k Gold Washed Sterling Silver, Carved Purple Jade focal bead, Swarovski Crystals.

as predicted. Nonetheless, the Zultanite booth seemed to have a buzz around it pretty much the entire time. This phenomenal one-source gemstone appeals on so many levels. The mining is conducted with great sensitivity to the ecology of its native Turkey and the stone is completely un-enhanced—a big deal in today's colored gemstone business. The prices on this transparent gemstone are modest enough to make it a candidate for the bargain-box too, and they are now cutting to calibrated sizes, which increases the utility for volume manufacture.

Another candidate for the unusual category is certainly purple jade. It's a relative neophyte, and serendipitously is also from Turkey. It should be noted that this durable material whose colors range from taupe to a lavender-purple all the way to deep mahogany is completely natural. That's a strong selling point for green customers who want their gems in their most natural state.

On the farthest end of the spectrum lie

the jewels fit for royalty. In fact royalty are actually the patrons who can most often afford the super rare jewels. Venerable jewel house Kazanjian Brothers creates one-offs featuring the most rare and highest quality gemstones that exist. Their knowledgeable clientele understands important jewels and so they cater to that elite audience. Kazanjian's exceptional alexandrite and diamond ring is without peer. In northern California, SH Silver & Company is opening another store. Their collection includes priceless gems like a rare 1.50 carat fancy vivid orange diamond and a 1.11 carat rare Burma star ruby ring.

Whatever category your customers fold in to, and wherever you are situated, there are abundant choices right now for creating your own private stimulus package to wait out the current downturn and perhaps jumpstart the economy within your business. Whether it's bargain box, unusual gemstone choices—or the most extraordinary jewels, there really are fast moving choices to consider.





# “Don’t Say That – Say This”

BY NANCY FRIEDMAN, THE TELEPHONE DOCTOR



There’s a new diet book out called *Eat This, Not That* by David Zinczenko, Editor-in-Chief of *Men’s Health* (with Matt Goulding). It shows the reader why eating ‘this’ and not ‘that’ is better for you.

Example: Did you know that the BBQ Chicken Crispani (1/2) from Panera’s is 380 calories while the Sierra Turkey Sandwich is 580 calories? So they say eat the Crispani and NOT the sandwich. Makes a lot of sense. The book is filled with great information if you’re trying to lose weight.

Then some of you may remember a TV character, played by Charles Nelson Reilly. Funny man. He played Mr. Truth. And while it may not translate in the article as humorously as it did on TV, I know you’ll understand what I’m talking about.

Mr. Truth always told the truth. Now, we’re not advocating fibbing by any means, but it was a great game of ‘Don’t say that

– say this.’ Someone would ask Mr. Truth something like, “Hi, Mr. Truth. Do you like my hat?” And Mr. Truth would tell the truth! Mrs. Tactful might say, “It looks lovely on you.” Mr. Truth would bellow out, “Oh my! That’s the ugliest hat I’ve ever seen. How could you wear that?”

One time Mr. Truth walked up to a friend he hadn’t seen in a while and said (the truth), “Hi, Mary. My goodness you got fat.” When, in fact, he could have said, “Hi Mary, it’s good to see you.” Another ‘don’t say tha – say this.’

So I’m sure you get the picture. DON’T SAY THAT – SAY THIS is common sense. But then we know, too, that common sense isn’t just that common. If it were common sense, everyone would be doing what we advocate. And we all know they’re not. Normally, there’s always a way to say something that won’t offend, insult, or cause friction.

And with customers that’s so very

important. We need to find a way to help our customers without sometimes playing Mr. Truth. And we need to do it without offending, insulting or causing friction.

If you’re trying to help your customers, then Telephone Doctor’s ‘Don’t Say That--Say This’ is your best meal ticket. (Pardon the pun.)

Let’s take a simple sentence.

Don’t say: Mr. Jones, there’s a problem with your account.

Say this: Mr. Jones, there seems to be a minor inconvenience with your account.

No matter how you say, “there’s a problem with your account,” the word ‘problem’ is going to make the situation more intense. How would you rather be told about the error in your account? That there’s a problem? Or that there’s a minor inconvenience? Big difference, isn’t there? One can cause your blood pressure to rise pretty quickly, don’t you think?

So the words we say to customers are critically important. And yes, HOW we say them, the tone we use, is also critically important as well.

Let’s take a look at a personal issue. When your wife or significant other asks, “How do I look?” there’s a real ‘turn off’ phrase versus one that will make her feel great.

HER: How do I look?

Don’t say: “Fine.” (TURN OFF PHRASE) (Ouchie Mama.)

Say this: You look beautiful to me!

Much better!!!

There are dozens, perhaps hundreds, of phrases that turn customers off and have them running to the competition, or worse yet, bad mouthing your organization all because of a few words that should have/could have been changed.

I challenge you to come up with your own DON’T SAY THAT phrases and then issue your own SAY THIS positive alternatives. You’ll be pleasantly surprised at the positive outcome! And so will your customers!



# How to Train Cats and Salespeople

BY JOHN BOE



Which do you think would be harder to train, a cat or a salesperson? Seriously, which one would you pick? While it's true that cats have a well-deserved reputation for being independent, demanding and virtually impossible to train, the same can be said for many salespeople. Surprisingly, the same training and reward techniques required to get Fluffy to jump through a hoop can also be utilized to motivate your sales team to achieve peak performance!

One evening while channel surfing I came across a fascinating animal act that grabbed my attention. The act featured a cat

trainer with a half-dozen cats of varying size, shape and color. Unlike a circus lion tamer who attempts to intimidate with a chair and whip, this man simply used a combination of treats and verbal praise to motivate his cats to perform difficult tricks. Using only soothing voice tones and a pocket full of cat treats, he would calmly command each cat to do its own specific trick. Amazingly, he got one cat to walk on his front paws, one balanced on a ball, while yet another pushed a toy baby stroller across the stage.

After the performance, the cat trainer was interviewed and asked how he was

able to get his cats to willingly obey his commands. His response surprised me with its simple wisdom. He said that he didn't train the cats at all; he simply figured out what each cat liked to do best and then encouraged that behavior!

"People need to realize that a cat's indifference doesn't mean they can't learn cool tricks," says celebrity animal trainer Joel Silverman. "It simply means you haven't convinced them yet that doing so is in their best interest. A dog naturally wants to please you and will work for you, but a cat needs a paycheck to be motivated."

# 5

## Five Tips to Help You Train Cats and Salespeople

### 1. Temperament testing is a must!

Before you invest your time and energy into training make sure you check for temperament suitability. Temperament testing allows you to identify those who by nature lack the discipline, desire or self-motivation to consistently achieve peak performance. Sales managers who lack the benefit of temperament understanding are inclined to place too much emphasis on their gut-level feelings during the hiring process. If you hire someone that is not suited for the position, you will experience low morale, high turnover and find yourself constantly in the training mode. On the other hand, when you recruit the right person you will find that they are self-motivated and eager to learn.



**2. Look for “hot buttons”.** Traditionally, sales managers have relied primarily on commission to motivate their sales force. Unfortunately, a compensation structure based solely on commission does not address individual motivational factors and, therefore, money alone will not motivate your sales force. A successful incentive program is a mixture of awards, recognition and peer pressure. There is tremendous power behind a timely word of praise or a handwritten note acknowledging achievement. While money is certainly an important ingredient in any incentive program, it should by no means be the only tool in a manager’s motivational toolbox. If money by itself were a sufficient motivation, commission-based salespeople would simply sell more without additional enticement.

allowances for personality, and don’t get frustrated if the training schedule doesn’t go exactly as expected. Remember that people have off days and on days just like cats. “When I’m really pushing and the going gets tough,” says Silverman, “sometimes the cat just sits down and says, ‘I give up’. Even the brightest cats, if they feel you’re pushing them too hard, will, in effect, say, ‘Screw you, buddy, I’m going to go over there, sit down, and stare into space.’”

*John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. John is a nationally recognized sales trainer and business motivational speaker. To learn more, visit [www.johnboe.com](http://www.johnboe.com) or call 877 725-3750. Free Newsletter available on Website.*

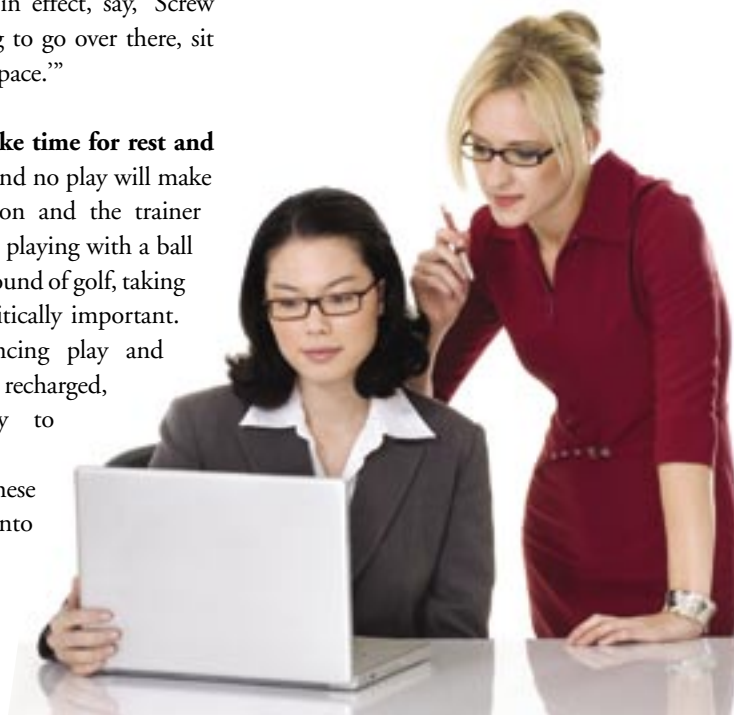
### 3. Make the training fun and positive.

All cats and most salespeople have pretty short attention spans and low boredom thresholds. Keep lessons short, interesting and always try to end on a positive note.

**4. You must be patient when training cats or salespeople.** It’s important to respect individual abilities and preferences. Make

**5. Make sure to take time for rest and relaxation.** All work and no play will make the cat, the salesperson and the trainer grumpy. Whether it is playing with a ball of yarn or enjoying a round of golf, taking time out to play is critically important. By successfully balancing play and work, you will return recharged, refreshed and ready to accomplish more.

By incorporating these five powerful tips into your training program, you will develop an award-winning sales team and achieve unbelievable results!



# TEXAS Jeweler

## Association 2009

### *70th Annual Conference and Exposition*

October 9-11, 2009 • San Antonio • Menger Hotel

It's San Antonio this coming October!  
Come join the Texas Jewelers Association  
70th Annual Conference and Exhibition at the  
historic Menger Hotel

#### 2009 JEWELRY DESIGN CONTEST

Every year some fantastic creations are sent in for judging to TJA and every year the attendees get to vote on "Best of Show". The atmosphere, the judging, the anticipation is unique and always exciting for those viewing and for the annual contestants. If you have a show piece that qualifies, the entry form will be available on the **TJA website at [www.TexasJewelers.org](http://www.TexasJewelers.org)**. The overall winner is automatically entered into the JA national event. Texas has walked away with this JA national honor on several occasions. Be sure to make the **entry deadline of September 18, 2009**.

**Mark Your Calendar Now!**

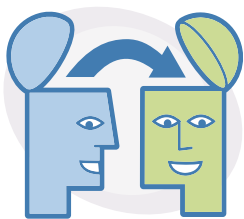
#### **Important Dates!!!**

**Hotel Room Deadline**  
**September 15, 2009**

**Jewelry Design Contest Deadline**  
**September 18, 2009**

**Registration Deadline**  
**September 30, 2009**





## FOR CONFERENCE QUESTIONS

**TJA Conference Manager**  
**Tava Patterson**

1306-A West Anderson Lane

Austin, TX 78757

Phone: (512) 454-8626

Fax : (512) 454-3036

email: [tpatterson@assnmgmt.com](mailto:tpatterson@assnmgmt.com)

or [jmccullough@assnmgmt.com](mailto:jmccullough@assnmgmt.com)

## TRANSPORTATION



### DRIVING

**DRIVING:** Most TJA conference participants at this year's TJA 2009 Annual Conference and Exhibition will find that a 3-4 hour drive (one tank of gas!) will get them to San Antonio from most major metro areas in Texas. Some travel distances include: Austin/108 miles, Corpus Christi/145, Dallas/282, Houston/199, and San Angelo/218. It is not a long drive for most,

and is surely worth the extra effort to get to a national destination like San Antonio.

### FLYING

If you wish to fly, the San Antonio airport is only 15 minutes from downtown. Airlines that service San Antonio include: American, Continental, Delta, Express Jet, and Southwest. Check online for details.



## MENGER HOTEL ROOM RESERVATIONS

**Deadline:** September 15, 2009, *but rooms fill fast... don't wait!*

210-223-4361

204 Alamo Plaza

San Antonio, Texas 78205

**Room Rate:** \$118 Single/\$125 Double (+ tax)

\*Reference "TJA" as you make your reservation. After 9/15/09, no guarantees regarding room rate or availability are implied. Valet parking is \$25 and self-parking is \$5-\$18 just around the corner from the hotel.

**VERY  
IMPORTANT  
INFORMATION**

## REGISTRATION CANCELLATION POLICY

Payment must accompany the registration form, or the onsite registration fee will be charged. All cancellation requests must be received in writing at the TJA office by 9/30/09. Cancellations received in writing prior to 9/30/09, will be refunded minus a \$25 processing fee. All refunds will be processed after conference. If this conference is cancelled for any reason, the liability of TJA to the registrant is limited to the return of the registration fee only.

## TJA 2009 Conference Tentative Schedule

Tentative schedule is subject to change. The TJA Conference Onsite Program will contain final TJA conference schedule and hotel room assignments.

### Friday, October 9, 2009

6 -7 p.m. Hotel/Bar Only- Dinner on your own or with the TJA networking group  
9 p.m. Informal Social gathering – See Hotel lobby room posting

### Saturday, October 10, 2009

11 a.m. - 6 p.m. Registration  
8-10 a.m. TJA Board Meeting  
10 a.m.-noon Exhibitor Set Up  
noon - 5 p.m. Exhibits Open  
1-2 p.m. **Maximizing Your Holiday Season Sales - Brad Huisken**  
2:15-3:15 p.m. **Bullet Proofing Appraisals - Bill Hoefer**  
3:30-4:30 p.m. **Round Table Discussions**



Convention  
Registration  
Information  
is available at  
**[www.TexasJewelers.org](http://www.TexasJewelers.org)**.  
Select "Conference" on the  
home page to direct  
you to the form.

### TJA Share Fair Session

The Highly Anticipated Peer to Peer Round Table Discussions

PARTICIPANT NOTE: The TJA round tables "rotate table participants" every 30-45 minutes for maximum multiple topic participation.

### Share Fair - Round Table Topics:

- Business Mark-ups
- Employment: Hiring, Firing and Other Issues:
- Marketing: Facilitator: **Brad Huisken**
- Internet \$\$: Facilitator: **Trace Shelton**
- Retirement/ Business Transitions: **Federated Insurance**
- Appraising Jewelry: **Bill Hoefer**

4:30 - 5:30 p.m. Visit Exhibitors  
6:30 p.m. TJA Group Dinner Party on the Riverwalk– Lone Star Café

### Sunday, October 11, 2009

7:30 - 8:30 a.m. Breakfast  
7:30 - 9:30 a.m. Exhibits Open – Visit the Exhibits (Closed for lunch)  
9:30 - 10:15 a.m. **Bulletproofing Your Business, Bill Hoefer**  
10:15 - 11:00 a.m. **Maximizing Your Holiday Season Sales, Brad Huisken**  
11:00 - 11:45 a.m. **Turning the Tables on Internet Competition, Trace Shelton**



# Texas Jewelers Association 2009 70<sup>th</sup> Annual Conference & Exhibits

*San Antonio, Texas*      **REGISTRATION FORM**      *October 9-11, 2009*

Registration form also available at [www.texasjewelers.org](http://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 October 1, 2009. Plan to register on-site at a higher fee after 10/1/09. Do not mail forms to TJA office after 10/1/09. A Full Enrollment Registration fee admits you to all functions. Your Full Enrollment Conference Badge is your admission to exhibits, all sessions, and conference meals & 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 9/30/09. There will be a \$25 processing charge on refunds.

<b>Special Assistance</b>
<input type="checkbox"/> I will require special assistance
<input type="checkbox"/> I have special dietary needs.
Specify: _____
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**Complete this entire form. Type or print clearly for each registrant.**

First Name / Registrant \_\_\_\_\_ Last Name \_\_\_\_\_  
 Badge Name \_\_\_\_\_  
 Spouse or Staff Name(s) Registrant \_\_\_\_\_  
 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

Postmarked After 10/1/09 will not receive refunds.

### Full Registration — Full Attendance

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

☐ **TJA Member or Staff: Full registration**

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

☐ **TJA Member or Staff:**

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

☐ **Nonmember or Staff: Full registration**

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

☐ **Nonmembers or Staff:**

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

Qty.

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\_\_\_\_\_ @ \$200 \$ \_\_\_\_\_

\_\_\_\_\_ @ \$75 \$ \_\_\_\_\_

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### One-Day Attendance only

**Saturday Only** *(includes seminars, Exhibit Hall, and reception)*

**Sunday Only** *(includes seminars, Exhibit Hall, breakfast & luncheon)*

\_\_\_\_\_ @ \$85 \$ \_\_\_\_\_

\_\_\_\_\_ @ \$150 \$ \_\_\_\_\_

### Additional Meal Tickets

*(must be purchased by September 30, 2009)*

Saturday Reception.....\$25 each \_\_\_\_\_ Quantity ..... \$ \_\_\_\_\_

Sunday Breakfast & Luncheon .....\$35 each \_\_\_\_\_ Quantity ..... \$ \_\_\_\_\_

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

**For Questions: 512-454-8626**



# Electricity Choices Have You Confused?

## How to look for the product behind the name

BY LIZ REYNA, DIRECTOR OF BUSINESS DEVELOPMENT



If you live in a deregulated area of Texas and have shopped for electricity, you have likely noticed that you can choose from several options. Retail electricity providers (REPs) have an array of creatively named products. Although the options may seem overwhelming, deciphering them is easier than you may think.

Regardless of what an electricity product is called, the two main factors you should consider are (1) the term (length) of the contract, and (2) the type of contract (i.e. fixed or variable).

First, most REPs offer consumers a

wide range of terms. Typically, terms are available for any length of time ranging from 6 to 36 months. Remember to check to see what the cancellation fee is in case you have to cancel the contract before the term is over. If long term contracts do not suit your needs, most REPs also offer month-to-month contracts which generally

have no minimum term requirements or cancellation fees.

Second, the types of contracts that are most commonly available for small businesses and homes are either “fixed” or “variable”. A fixed contract will generally lock in the generation rate of electricity for the length of the term. For a variable contract, the

generation rate of electricity will fluctuate as prices in wholesale energy, including in natural gas markets, rise and fall.

Electricity is a commodity, just like gasoline, and as with any commodity, market prices can fluctuate daily. A fixed contract rate will generally cost more than a variable rate for the same contract term, to cover costs of the REP's protection against a potential increase in the electricity market.

Finally, before you select a product, remember to check whether or not there is a monthly service fee and how much it is. All products will include transmission & distribution ("TDSP") costs, which cover the cost of delivering the electricity to you, as well as any applicable taxes, on the customer's bill. Some REPs include these TDSP charges as a separate line item, while others bundle these charges in with the generation charge, for an "all-in" type rate.

When comparing electricity products, be sure to visit the website of TJA's exclusively endorsed electricity provider, Tara Energy (PUCT #10051). Tara Energy recently lowered its rates for TJA members so it's

a good time to shop for electricity. Tara provides preferred rates for TJA members' homes and businesses, as well as for their employees.

You can view the TJA residential rates

at [www.TaraEnergy.com](http://www.TaraEnergy.com) by entering the promo code: TJA0705. For a commercial rate quote or for more information, call them at 866-GET-TARA and let them know you are a TJA member.

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## Jewelers of America Appoints Robert Headley as COO

New York, NY – Jewelers of America, the national trade association for businesses serving the fine jewelry retail marketplace, has named Robert Headley as its first Chief Operating Officer, effective February 23. The position has been established as part of the association's three-year strategic plan, which was adopted by its board of directors in 2008.

As COO, Headley serves as Jewelers of America's internal leader, reporting to President and CEO Matthew A. Runci. With Runci, he is responsible for developing Jewelers of America's overall vision. He will integrate the association's strategic plan with ongoing operations.

"I am pleased to have someone as experienced in strategic management as Rob helping to lead Jewelers of America," says Runci. "Having worked together on many Jewelers of America and Responsible Jewellery Council projects, I know that the association will further benefit from the robust retail jewelry experience he brings to the position."

A former naval officer, Headley is a

seasoned manager with more than 30 years of strategic systems management. He comes to Jewelers of America after 20 years with Tiffany & Co., where he oversaw the brand's revered, and stringent, quality control standards.

There, he served as Vice President of Technical Services and directed quality assurance and manufacturing administration. Prior to joining Tiffany & Co., Headley spent eight years at Avon products, supervising efficient systems for ingredient manufacturing, packaging and corporate quality assurance.

In his role, Headley will draw from his long commitment to industry best practices – he currently serves as co-chair of the Responsible Jewellery Council's Standards Committee – to support the association's work in its mission to improve consumer confidence in the jewelry industry. He will also continue his board service, now representing Jewelers of America, with the Jewelers Vigilance Committee and the Manufacturing Jewelers and Suppliers of America. "Through my experience with Tiffany and the Responsible Jewellery Council, I have experienced first-hand the

benefits Jewelers of America provides for its members and the industry at large," says Headley. "I am looking forward to joining Matt, a long-time industry colleague, to further deliver value to the members of Jewelers of America."

Robert Headley can be reached at Jewelers of America at [rheadley@jewelers.org](mailto:rheadley@jewelers.org).

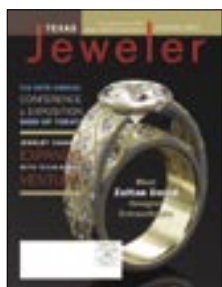
## JAPAC Initiates Multi-Year Fund-Raising Campaign

JAPAC, the Jewelers of America Political Action Committee, which contributes funds to the political campaigns of legislators sympathetic to the jewelry industry's causes, has expanded its board of directors and embarked on a two-year drive to raise funds from Jewelers of America members.

William Farmer, Farmer's Jewelers, Lexington, KY, was reappointed to a second term as chair of JAPAC's board. Joining Farmer are returning board members: Jon Bridge, Ben Bridge Jeweler, Seattle, WA; Barbara Hight-Randall, Hight & Randall, Ltd., Rochester, MN; and Jewelers of America President and CEO Matthew A. Runci, who serves as treasurer of JAPAC.

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### In these challenging times, what is Stuller doing to help independent jewelry retailers?

The DTC Sightholder is helping independent retailers through innovative, new Digital Selling Solutions. These FREE, fully customizable selling tools allow jewelers to search Stuller's vast, virtual diamond inventory along with their customers.

In addition to the digital selling solutions, Stuller provides comprehensive, low- to-no-cost marketing services.

### How can independent retailers in Texas benefit from these solutions?

"These affordable programs (digital selling solutions) give retailers the ability to sell customized jewelry with no inventory cost," says Bob Cox, executive vice president of sales. "As a DTC Sightholder, we feel the need to provide virtual inventory that reduces capital investment, improves cash flow and provides a high level of consumer satisfaction. These programs are key to providing an exceptional shopping experience for both retailers and their customers."

### What are the Digital Selling Solutions from Stuller?

Our digital programs include: The Virtual Diamond Selector and the Custom Stud

Earring Selector, both of which are web-browser based and can be easily navigated by any jeweler with internet access.

The Virtual Diamond Selector program allows jewelers to work with their customers in searching our large diamond inventory, which currently has more than 10,000 diamonds, to find their perfect stone. The retailer can search with the consumer by size, by shape or by color. The site's main appeal is its functionality — the entire Stuller diamond showcase at your fingertips, with Stuller's overnight, just-in-time delivery always available.

Stuller's Custom Stud Earring program gives retailers the opportunity to build a pair of diamond stud earrings exactly as desired by their customers. The program's functionality allows retailers to search Stuller's inventory and choose the setting, post style and matching back.

### What marketing services options does Stuller provide to jewelers?

#### Alternative (prototype) selling systems

— The prime manufacturer's alternative (alloy) selling systems extend inventory without the costs usually associated with filling your showcase. The selling systems, including Stuller's newest engagement rings, wedding band collection and Red Box Diamonds, are filled with the latest and most popular styles and include powerful marketing support. Take advantage of Stuller Studio and customize selections and have them delivered to your store in 3-5 days. With Stuller's selling systems, you can expand your profit opportunity without increasing inventory costs.

**Customized Websites** - Through their

partnership with National Jeweler, Stuller provides Web Site solutions, which give your store a powerful online presence. Quick and inexpensive, you can access more than 3500 styles from our virtual inventory to feature on YOUR website. Pick from 27 beautiful designs on an easy-to-use content management platform. Use the comprehensive shopping cart feature and choose the way YOUR/OUR products are presented on YOUR site.

**Customized Print Options** - With Stuller's customized print options, we help you create and manage the personalization and distribution of all of your printed materials without ever leaving your store! Access galleries of marketing materials, which can be customized, with your choice of Stuller products. Choose the layout, the product to feature and the price to advertise. Your materials can then be printed and delivered to your store or your mailing list within three weeks.

**Customized Television** - Utilize the power of local television advertising, with Stuller's professional-quality ads, available for under \$500. Sophisticated media planning technology focuses your advertising dollars to reach the right customer at the right time. Simply select and personalize your professionally produced television ad, featuring Stuller product and watch your business grow.

*To learn more about the Digital Selling Solutions or Stuller's marketing services, go to [www.stuller.com/marketingservices](http://www.stuller.com/marketingservices) or call 800.877.7777.*

## COVER SPOTLIGHT

# Stuller Inc.

# Austin Jeweler Jim Kruger a Force for Good in His Community



Jim Kruger, of Kruger's Diamond Jewelers in Austin, grew up in the business as part of a family of jewelers, but has made a name for himself as a philanthropist and volunteer whose heartfelt dedication to his community is unparalleled.

One of the local non-profit organizations that has benefitted from his energy, talent, wisdom and generosity is CASA (Court Appointed Special Advocates) of Travis County. CASA programs exist throughout Texas and their mission is to recruit, train, screen and support community volunteers to serve as advocates in the court system for children who have been removed from their homes due to abuse or neglect. Kruger served on the CASA of Travis County Board of Directors for six years, enthusiastically and creatively working to raise money, to recruit and support volunteers and to raise awareness.

Kruger is so committed to the needs of

children and families in the child welfare system that he is also involved in both the Travis County Adoption Day celebration and in the new Travis County Family Drug Treatment Court (Drug Court), two local collaborations that include CASA.

Adoption Day is an annual event to celebrate families who are adopting children out of the Texas foster care system, and each year Kruger provides ID bracelets for boys or necklaces for girls with their new names and the dates of their adoptions. He does this as a meaningful and very special gift to those children to help them always remember the day on which they became part of a new happy family.

Denise Conway, past Board Chair at CASA of Travis County, says: "Adoption Day is an incredibly touching day and when the judges give Jim's necklaces and ID bracelets to the children who have just been adopted, it always makes me cry with joy for them."

The Travis County Family Drug Treatment Court is a year-old initiative designed to provide support, treatment and accountability to mothers addicted to drugs so that they can be reunited with their children. Kruger provides charm bracelets to the women participating in this program so that they can commemorate each successful milestone along the road to their recovery. The Honorable Darlene Byrne, Judge of the 126th District Court in Travis County created the Drug Court and has observed Kruger: "Jim's involvement in the Travis County Family Drug Treatment Court and his in-kind gifts as a jeweler to the individual participants is making such a difference in the success of this new

program. To see the drug court participants' eyes light up with pride when they receive Jim's lovely gift of jewelry motivates them to take their next steps toward a clean and sober life for them and their children. He is truly amazing!"

That Jim Kruger is amazing is a sentiment shared by all who know him, especially those connected with CASA of Travis County. According to CASA's Executive Director, Laura Wolf: "Jim Kruger is well-known around Austin for his selfless commitment to this community and all of us at CASA of Travis County are forever grateful to him for his support of our mission and for his friendship! He has made a true positive difference for so many children in our community."

We here at the Texas Jewelers' Association applaud Jim Kruger for being such a generous and positive influence on his community.

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