

TEXAS

Jeweler

the publication of the
Texas Jewelers Association

Spring 2012

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ON THE COVER:

The "SMART Jewelry Show" coming to Grapevine, Texas is a major buying show and will be bringing over 400 vendors to Texas September 8-10, 2012. Get signed up now...



Its Been A Long Time Since Texas Has Had a Large Jewelry Trade Show

I hope by now that you have read, seen, heard or been told by someone about the new major jewelry show coming to the Dallas/Fort Worth area. It has been a long time since Texas has had a large jewelry trade show with this much potential and this one promises to be "Texas" size. It is being put on by the Smart Media Group, better known as InStore and InDesign. This is the same group that does "The Smart Jewelry Show" at the Navy Pier in Chicago every April. The Dallas one will be Sept. 8-10, 2012 at the Gaylord Texan Resort and Convention Center in Grapevine, TX. Conferences and educational events will begin on Sept. 7th for those who wish to attend early. This will be a great opportunity for early season fill in and to meet many new vendors.

The primary reason that I am excited about this new venue is the connection to Smart Media. Their approach to creating an outstanding regional show was to form an advisory board consisting of various members of the jewelry industry from Texas and the surrounding states that would feed attendees to the event. The members of this board will serve for two years and the main purpose was to provide ideas, feedback and critique of the up and coming show and its' educational program. The president of our association will serve on this board and I had the privilege of being selected to serve. From the meeting, I learned that it should be a class act. Seminars will be done in special areas of the show floor so that you do not have to leave to attend them. In its' start-up phase they will be using convention areas A thru D (with the future option of expanding to E and F).

This current space will provide approximately 450 vendors and the show staff has graciously given TJA one booth and we will have access to a block of booths in our area for our vendors to rent. This gives us the opportunity to have "A Texas Jeweler's Association" section. Creating a potential area of all Texas jewelry manufacturers and/or vendors. Please go to the website "Smart Jewelry Show – Dallas" for more information.

At the advisory board meeting one of the ideas I proposed was, "would it be possible to have the TJA design contest winner's and entrants pieces displayed?" and the response was an absolutely positive yes. This will give Texas members an opportunity to present their pieces to a very large group of people and with proper planning have them vote on selecting "Best of Show" and possibly have them featured in InStore magazine. This is a golden chance for you, a Texas jewelry designer, to show your talents to a huge marketing group. If you've entered before or never entered the competition this is simply to great an opportunity to miss. I look forward to having the most TJA design contest entrants and pieces ever! Just think of the publicity you will get out of winning one of the special categories.

Please look in our TJA Magazine for further information about the Smart Show. We will be giving you more details about how to register, places to stay nearby as well as information about the room block and rates at the Gaylord Resort itself. We will also schedule a short TJA business meeting for all members one morning before the show opens and

invite all to attend. Come find out what the Association has been doing for you on the State level and why it's so very important for you to be proactive in current affairs that directly affect how you do business.

You need to know everything we have on the "Crafted Precious Metal" bill passed by the 2011 State Legislature and what we need to do before the 2013 session in order to modify and/or change it so that we as an industry are recognized as stakeholder.

Executive Board 2012

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EDUCATIONAL CONFERENCE BEGINS **SEPTEMBER 7**

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Coahuiltecan Armory—Reprint of World Gem Society article

How sea sponges became cutting tools and arrow heads....in Texas



Eighty million years ago the area around San Antonio Texas (that we call home to the World Gem Society) was under a shallow sea. On the sea floor lived a lot of exotic types of sea creatures including large sea sponges. As millions of years of sediments covered up generation after generation of these creatures the weight of the sediments eventually compressed the sediments into the limestone rock, with the bodies of the sea sponges compressing into nodules of high silica content that we know as flint. It was impossible to know back then that these sea sponges would one day become a very important resource to the local Native Americans living in the area. They would, in fact, become the **Coahuiltecan Armory!**

Approximately 10 millions years ago what were once the layers of limestone seabed were raised up many hundreds of feet in altitude along the Balcones Fault line. As the rivers eroded the ground they created the hills and valleys of the Texas Hill Country, with the layers of sedimentary rock containing the remnants of the ancient sea sponges becoming exposed...particularly in road cuts. You can see the results along Loop 1604 outside of San Antonio in the images at right and above left.

Looking up the sedimentary rock wall along Highway 1604 you can see the layers of these ancient sea creatures exposed in the evenly cut wall face (thank you Tex DOT for being so careful).



Below you can see a close up of this rock wall showing the layers of high silica nodules where the bodies of these ancient sea sponges and perhaps other creatures were squished by the overlaying of sediments, eventually becoming silica nodules in the otherwise calcium carbonate limestone rock.



"Navigating the Online Marketing Channel" by Larry Chasin

By now all retail jewelers know that they need to have a strong web presence, but they don't know how to do it in such a way to measure or guarantee a stronger return than traditional print for the added investment of time and money needed to learn effective online marketing. At GemFind we've developed a unique approach to selling websites and web tools which looks at the bigger picture of helping jewelers to use technology to engage their customers both in store and online. At is core what we've learned is that building a strong web presence is a process. It starts with having a strong website and learning how to use it when you don't have the desired diamond in the showcase, and it peaks when you have successfully coordinated your entire marketing effort across both traditional print, web and social marketing channels.

A virtual diamond inventory is the single most important web tool out there. We've learned that most independent jewelers don't sell much of anything online since its mostly their own customers who come to their website looking for directions and hours, like they used to go to the yellow pages. A strong website does 2 things: (i) it gives online customers the opportunity to learn more about you and browse products and brands that you sell, and (ii) it gives store associates a tool to use when they don't have the desired item in the showcase. A strong web presence and a solid education of the online marketing channel are needed to bridge the gap between the 'click' and the 'brick'.

The First Step.

You have to start the thought process by thinking about your overall marketing budget. Every successful jeweler has one, and if you like most, you're spending 100% of that budget in traditional print media vehicles. The downside of traditional print is that it's difficult to track the marketing expenditure to the resulting sales. The upsides of online marketing are that the analytics can track just about any event. And so the real trick for jewelers is to figure out how to integrate the 'click' to the 'brick' to use both traditional print and web search and social media sharing to drive customers into the store. So the first step is not spending new online marketing dollars, it's re-allocating dollars from your existing marketing budget to the online channel.

Contd' on page 8



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Step 2.

Now that you understand the importance of having a dedicated online marketing budget, it's time to look at your current web presence. Your website is the first place to start. You need a state-of-the-art site that will act as a hub for all online activity which will grow over time to include, blog, news, events, Facebook integration etc. The key to building your online presence is to understand that it is a process. It starts with redoing your website according to your new online marketing budget, and then learning to work the website both in store and with low-cost e-blast promotions to drive traffic to the store. This step is about using your website to grow your business with your existing customers in-store when you don't have the item in the showcase, and with the people who come to your website at home like they used to go to the yellow pages.

Step 3.

After your website is working in this regard, your online marketing budget stays the same and now you are ready to promote and market the site to grow your customers and fans beyond your immediate geographic region. Search Engine Optimization through Google and Yahoo targeted to local and state geography and the brands you carry is a proven method for reaching new customers. Other online marketing programs include social media sharing through portals such as Facebook, Twitter, Pinterest, and You Tube. Using these channels and tying them together is not rocket science, but it does require education and time to manage.

At GemFind, we have been building success stories by helping jewelers to navigate these online waters. We're very much looking forward to working with TJA to help educate the membership on the process. Please feel free to contact us for a no obligation evaluation of your web presence and a discussion on how to get started in a step-by-step process to maximize return by using online marketing channels more effectively.

Did You Know?

Not too many people realize that Texas boasts the largest topaz ever found in North America. The topaz range from colorless to some light blues due to natural radiation. The topaz gemstones here in Mason, Texas are beautiful stones with a long history going back to early ranchers and even earlier Native Americans who valued these stones for jewelry and ornaments.



Mason County Topaz 4670 carats—934 Grams
Found and loaned by L.B. Haines, Jr.

Learn more about the TJA benefits online.
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A close up view of these nodules provides graphic evidence of the unusual formations that these sea creatures left behind.

The local **Coahuiltecan** people, who inhabited the region before the Spanish arrived, used this flint to create tools and weapons. These nodules could be found on the ground or pried out of exposed limestone rock and chipped into shapes that created tools and weapons. By using other pieces of flint to chip away at the edges the craftsmen were able to create extremely sharp and long lasting tools, many of which can be found today. Perhaps most important, due to the hardness and tenacity of silicon flint, these tools are often sharper than modern day scalpels used for surgery. This provided the Coahuiltecan people with exceptionally sharp and durable tools with which to sustain themselves in a very harsh environment. This completed the cycle of this silica from Cretaceous Era sea sponge to modern day cutting tools and arrow heads. Above left you see a large nodule of silica that could be made into a variety of tools. Below is one example that we found on top of a hill overlooking a road cut outside of Bandera, Texas.



A flint nodule was used to create this cutting tool. You can see how the leading edge of the cutter has been worn away while the upper edges remain as they were originally created by the Coahuiltecan craftsman. To this day this tool is extremely sharp where not broken, and under magnification one can see just how carefully the cutting edge was created by very tiny but well placed chips.



Although the arrow head you see at right was found on top of Queen's Peak outside of Bowie, Texas and made by the Apache people who once lived there, this is the type of arrow head that was made from our ancient sea sponge nodule. The flint is easily worked and can be made very sharp. And since it is made primarily of silica it is very durable.

The Native American people had to be tenacious and resourceful in order to survive. Certainly the South Texas plains must be considered one of the most difficult places.

But Mother Nature provided a natural means for the native people of the region to obtain important tools and weapons by providing for a natural **Coahuiltecan Armory.**



As you drive in your area, take some time to look at the road cuts. You never know what kind of historical record you may find. Sometimes, living creatures of this earth are connected through millions of years, with links being found right by your car door.

Just be careful where you park.....

Robert James
World Gem Society

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Dear Precious Metals Buyer,

Last year the Texas Legislature passed House Bill 2490 modifying the regulations that govern the licensing and operations of Crafted Precious Metals Buyers.

There are many new and updated regulations ranging from the requirement to register with the Office of the Consumer Credit Commissioner (OCCC), to an eleven-day hold period, to permanent and temporary buying location disclosures, to the requirement to report to law enforcement, to a new required preprinted, pre-numbered Crafted Precious Metals Reporting Form.

These new regulations went fully into effect January 1, 2012. More information can be found at the OCCC's website, www.occc.state.tx.us. If you would like copies of both the updated Texas Occupation Code §1956 and the Texas Administrative Code 7 TAC Chapter 85, Subchapter B please give us a call or email, and we will be happy to send them to you.

Working with the Texas Jewelers Association, we have developed a Crafted Precious Metals Reporting Form that complies with the new Texas regulations. A sample of this form and a continuation page, along with pricing information is enclosed.

The enclosed form is designed for manual use. We also have forms configured for use with laser or dot matrix printers. If you would like samples of any of these forms, please give us a call or email, and we will be happy to send them to you. Do you have a custom form? We can produce them as well; call for a quote.

If you have any questions, comments or need more samples, please feel free to call or email.

Sincerely, Mark Bolles President

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Crafted Precious Metal Report #18-4310 (CPMR)

Continuation Page #18-4315 (CP)

	CPMR	CP	Regular	Introductory
3 Part	500 +	250 =	\$174	\$147
	1,000 +	500 =	\$222	\$188
	2,000 +	1,000 =	\$340	\$289

The above combinations are suggestions. Any combination of the Texas Crafted Metals Report Forms and Continuation Page Reports qualifies for the 15% Discount.

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Introductory Discount offer expires June 30, 2012.

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Prices subject to change without notice. - Prices listed do not include shipping charges or sales tax. - March 2012

Texas Precious Metal Buyers

Crafted Precious Metals Report Form - #18-4310

Prices listed include Printing the Company's information plus sequential numbering.

	250	500	1,000	2,000	3,000	4,000	5,000	10,000
2 Part	\$ 69	\$ 87	\$ 99	\$ 169	\$ 239	\$ 309	\$ 379	\$ 729
3 Part	\$ 75	\$ 99	\$ 123	\$ 217	\$ 311	\$ 405	\$ 499	\$ 969
4 Part	\$ 87	\$ 117	\$ 147	\$ 265	\$ 383	\$ 501	\$ 619	\$ 1,209

Continuation Page - Crafted Precious Metals Report Form - #18-4315

Prices listed include Printing the Company's information. (no sequential numbering)

	250	500	1,000	2,000	3,000	4,000	5,000	10,000
2 Part	\$ 69	\$ 87	\$ 99	\$ 169	\$ 239	\$ 309	\$ 379	\$ 729
3 Part	\$ 75	\$ 99	\$ 123	\$ 217	\$ 311	\$ 405	\$ 499	\$ 969
4 Part	\$ 87	\$ 117	\$ 147	\$ 265	\$ 383	\$ 501	\$ 619	\$ 1,209

No. 10001

Seller's
Name _____

Transaction
Date _____

CRAFTED PRECIOUS METALS REPORT / BILL OF SALE

Registered Crafted Precious Metal Dealer / Buyer's Name and Permanent Business Address

Purchase Transaction

No. 10001

TEXAS FINE JEWELRY
0000 South Maine Street, Gold, Texas 78660
512-000-0000

Dealer's Registration Number

123456

Page 1 of _____

Location of Purchase (If different than above)

Time of Transaction

Date of Transaction

Seller's Name (Last Name First)

Identification Type & Number

Seller's Address (Residence)

Date of Birth

Height

Gender

Eyes

Item	Purity, Color & Type of Metal	Quantity	Description (rings, chains, forks, trays) / size or length / serial numbers or engraving / gender / gem #, color & size	Total Weight	Amount Paid	E.S.V.
1						
2						
3						
4						
5						
6						
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8						
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10						
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13						

Block the Exits or Start Building Employee Loyalty

Employees are ready to run at the first sign of recovery

By Mark True, Manager, Corporate Marketing, ITAGroup

Two out of every three of your employees are likely to be heading for the exits and new jobs when the U.S. economy turns around. An engagement strategy focused on transparency, communication and recognition for their loyalty could stem that rush to the door. "It's been a difficult couple of years, no doubt, but I believe that some companies are in for a rude awakening when employees begin to get more confident in their ability to find new employers," says Beth Schelske, Vice President Performance Solutions Group. "Those employees who have survived layoffs and budget cuts, done without merit increases and have taken on more work – without being recognized for their efforts – have had enough."

THE DATA IS IN

Recent research says employee loyalty is falling and employers don't seem to be noticing the problem. Employees have been beaten up over the past several years. They've survived budget cuts and layoffs, been asked to do more with less and have shouldered the burden of many of those decisions. Survey results from Gallup-Healthways show that the workplace continues to be a huge source of stress: the Work Environment Index for June marked the fifth consecutive month of lowest recorded scores in 42 months. Employee loyalty has reached a three-year low, according to MetLife's 9th Annual "Study of Employee Benefits Trends." And while employees have perceived less loyalty from their employers each year, employers believe employee loyalty is holding steady.

"The widening gap in loyalty perception is a sign that employers may be taking employee retention for granted."

They are not paying attention to serious cracks in the loyalty foundations of their workforce; cracks that can expand to threaten their ability to retain the key talent they need most," wrote the report's authors.



A March 2011 Deloitte survey showed that companies are not dealing very well with their frustrated employees. "While corporate executives and talent managers may be tempted to believe the talent marketing has returned to normal and they can go back to 'business as usual' now that the economy is growing again, our survey suggests that this strategy could leave companies on the losing side of the competition for talent," warns the report. When the economy tanked, executives turned their focus to layoffs, budget cuts, falling revenue and rising costs. Engaging employees dropped off the table, as illustrated by one human resources professional highlighted in the MetLife survey: "Because of the market, I don't think we're as concerned with employee job satisfaction...you can get the same employees without all the bells and whistles," the executive was quoted as saying.

BUT NOW WHAT?

Research shows employee and employer confidence in the health of the U.S. economy is growing, but it's a bumpy ride.

"Even amidst the volatility in the recovery, we continue to caution employers about the rising number of workers likely to make a job change," says Roy Krause, president and CEO of SFN Group, Inc. "Now is the time for employers to ramp-up retention efforts to ensure their best talent doesn't opt to seek other opportunities."

Three ways to quickly turn the situation around are:

- 1) Build transparency within your organization
- 2) Provide opportunities for growth, and
- 3) Reward employees for meeting or exceeding those expectations.

BE TRANSPARENT & TRUSTWORTHY

What does it take to be transparent?

- **Tell the truth** and make sure everybody understands it, from senior leadership down to front line employees. Relentlessly communicate truth – including the financial impact of decisions big and small – to close information gaps and help those responsible for fulfilling the mission understand the mission.

- **Encourage others to tell the truth**, even when it's uncomfortable. Reward those with differing opinions by giving them fair consideration and valuable feedback.

- **Admit mistakes.** When leaders admit their mistakes, they teach employees to admit to mistakes so they can more quickly move on to corrective action.

- **Share the bad news too.** Treat employees like adults, providing information on which they can act. And when something changes, let them know that, too, quickly and accurately.

- **Be visible and accessible.** Leaders who share information by engaging employees can also gather a lot of valuable data – from individual and department performance issues to employee morale – that's not necessarily apparent in monthly sales and production reports.

PROVIDE OPPORTUNITIES FOR GROWTH

While employees often like the work they do, the biggest motivator to leave a company is that they don't have opportunities to grow or advance with their current employer.

The lack of an established career path for employees is a huge debilitating factor in many large organizations. Equally crippling is the perception that organizations don't develop leaders. Fifty-three percent of employees who said they are either passively or actively seeking new employment in Deloitte's March survey rate their companies' efforts to create career paths, develop leaders or retain top performers as "fair" or "poor." How do you establish growth opportunities?

- **Identify superior employees** who fit the long term needs, goals and objectives established by your organization through job performance, internal references and organizational fit. Communicate your findings to those employees so they understand the opportunities and the steps to take advantage of them.

- **Provide training and practice** through formal and informal training and a variety of job experiences, to test your assumptions and allow employees to test themselves. This is a safe place to assess capabilities without risking the loss of the employee. If it's not working, you can likely find another job within your organization, thereby retaining the investment already made in that employee.

- **Make the move when the employee is ready.** Experiences gained in a job-rotation program or job-shadowing initiative help determine when and if the employee is ready for the additional responsibility. Make the change according to the schedule, or be ready to explain the reasons why and establish a new expectation if you don't act on schedule. And if there are no opportunities for advancement, be transparent. Explain the situation and collaborate on career advancement alternatives. Consider rewarding high-potential employees with professional development opportunities and projects to help expand their skill sets. If possible, move the employee to a different team to provide new challenges and opportunities to contribute to the organization's success.

REWARD & RECOGNIZE

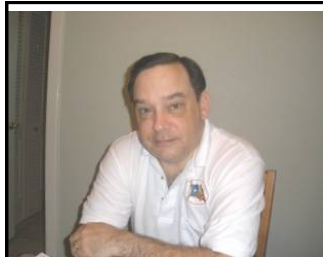
Employees who toil away with little or no recognition are not ideal candidates for longevity. Sure, some employees avoid the spotlight, but human nature suggests that most people are motivated to perform at a higher level by some level of recognition. Maslow recognized humans must have their physiological needs met, feel safe and be loved, but they also have a need to be respected and to have self-esteem and self-respect.

They want others to accept and value them. A well-designed reward and recognition effort addresses the need and responds with a purposeful, consistent and appealing program. Development and implementation of a successful rewards and recognition program includes the following steps:

1. **Determine purpose** – i.e. achievement, service, financial results, etc. – and measurable goals and budget to stay focused and deliver solid ROI.
2. **Identify employee preferences** – tangible gifts, privileges and certificates, etc. – to ensure relevance and effectiveness.
3. **Establish recognition strategies** so you know from the outset who recognizes whom, what criteria will be used to determine eligibility for rewards, when or how often the recognition will occur, how the recognition will be accomplished, etc.
4. **Create benchmarks and document progress** with ongoing measurement so you can make adjustments in the program along the way, based on real data rather than guesses.
5. **Communicate often** so employees understand and embrace opportunities to provide ideas that improve the workplace, products, service and/or the brand.
6. **Allow for ongoing feedback** so you can adjust the program as appropriate to ensure maximum effectiveness.

Walking the Walk

As an organization that values loyalty and helps our clients create loyalty, it's incumbent upon our profession to practice what it preaches for our employees.



**The Texas Jewelers
Association
Welcomes New Board
Member!!!**

Mark Sandler
VP of Designer Jewels, Inc.
Houston, Texas
www.designerjewels.com

Designer Jewels, Inc, based in Houston, Texas creates and custom designed jewelry, including custom made engagement rings and custom made wedding rings. For the past 4 generations the Sandler family has created handmade jewelry in platinum, gold, and sterling silver utilizing fine quality diamonds, colored stones, and pearls. For 3 generations, our certified gemologists in Houston have appraised fine jewelry and related collectible items. We repair and restore fine jewelry and watches.

PHONING GOLD...

Secrets of Successful Telemarketing

Telemarketers! Everybody universally despises them, don't they? But there are sure a lot of them employed all over the country. *Because telemarketing works.* We know how you feel about those annoying calls at dinner time, designed to get you to buy a subscription to some publication or go to a timeshare presentation, or make an appointment for an insurance evaluation or mortgage review. But they must pay off, or people wouldn't continue to market this way. Still, this isn't the only form of telemarketing. And if you're one of those jewelers who thinks, I'll never use telemarketing because I don't want people using it on me, better think again. First of all, you may not like getting telemarketing calls, but they're never going to stop because *you* don't use telemarketing to grow *your* business. Most importantly, though, you may be leaving, tens of thousands, or even hundreds of thousands of dollars on the table by not selling by phone. Yes, telemarketing can work for almost any jeweler, but you must understand what it really is and you must understand how to best use it, if you want to succeed. Telemarketing is simply using the telephone to sell your products and/or services, or to get your prospects to take the next step in the buying process.

So, here is the great and profound secret...Whether you are perceived as a "telemarketer" has nothing to do with the fact that you use the phone to sell, and everything to do with what you say and how you conduct yourself

Wink calls his clients on the phone regularly. Sometimes it's just to suggest they get together for lunch. Sometimes the lunch leads to business and sometimes it doesn't. Either way, the relationship has been fortified, and Wink used "telemarketing" as part of the formula to accomplish that. Linda Kha of KTD Jewelers in San Francisco keeps a file on each key client and what they like. When she gets something in that fits a given client, she sets the piece aside

and calls the client with an invitation to come take a look.

Linda never classified this marketing method as "telemarketing," and if you asked her clients, they probably wouldn't either. But it is! Keepsake Diamond Centers' Jon Silva introduced an exciting new warrantee program. The Manager of one of his stores suggested having sales staff call clients with pieces that were not covered, and

You can, and should, follow the lead of these successful jewelers. Some critical do's and don'ts of telemarketing...

recommend they come to up-grade to a new piece that is covered by the warrantee. That's telemarketing.

1. Don't assume telemarketing is not for you. Develop a test plan and try it on for size. You'll be amazed at what it can do for your business.

2. Do use scripts, but don't sound like you're using a script. Scripts work, plain and simple. Jim was able to add over 2.29 million dollars to the coffers of one non-jewelry company, in one year, just teaching their staff how to make offers using the right scripted procedure. You must recognize the power of scripts and you must recognize the value of people who can use them without sounding like they're using them. Many people can do this with the proper training.

Do make offers... specific offers. The people who are calling with the subscriptions, the timeshare trips, the investment programs, all know exactly what they are trying to accomplish. Some are trying to get you to buy on the spot. Others are just generating leads or relationship building.

Whatever the purpose, the successful ones are making specific offers and they're asking for specific action to be taken by each person they call.



3. Do telemarketer to your best customers. They're the most important and the least likely to see your call as telemarketing or to be offended by it. They like you already! And when you call to bring greater value to their life, they appreciate it – even if they don't take you up on your offer .

4. Do use telemarketing for lead generation. I know that's what the insurance and mortgage people are doing and I know it can be annoying. Unless you happen to be locked into some crummy adjustable rate mortgage deal and that telemarketer can offer you a legitimate way out. (You see, for the consumer, it's all about timing. When they need you, they don't see you as a bother. For you, it's a numbers game. Call enough people with the right offer and you're bound to generate some great leads.)

5. Absolutely DO NOT ask people to hold for your recorded message.

6. ABSOLUTELY DO NOT EVER use an automated system that is programmed to leave a recorded message only.

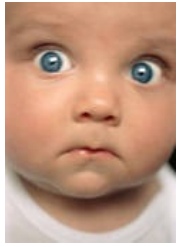
Like anything else, if you just "phone it in" when you phone, you won't have a rewarding experience. But executed with forethought, consideration and elegance, with your prospect or customers' best interest at heart, telemarketing can be an incredible tool that can dramatically impact your business for the better.

EDITOR'S NOTE:

Jim Ackerman is President of Ascend Marketing, Inc. He conducts a special *Marketing Gems Coaching Program* for jewelers.
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The Eyes Tell All

During any type of interview, with a patient, client, boss, recruiter, etc, the eyes are always telling a story. Someone once said that the eyes are the pathway to a person's soul and I don't know if that's true or not but the eyes can certainly be revealing to someone who's looking and knows what they are looking for! When you make eye contact (2-4 seconds), you are connecting with people. You are saying: "Hey, I see you! You are there!" And that feels really good to another person because we all love to be seen, be visible, be recognized.



If you are not making eye contact, people make judgments about you. Limiting your eye contact may convey many messages such as being someone who is dishonest, uncertain, shy, shifty or a fake. If you were talking to someone who made limited eye contact, who was smirking at you, who might also be squinting, how would you feel about that person? Just writing this and thinking about it brings the hair on my arms to attention.

I recently watched a news program where a news reporter followed a women job candidate through a job fair. The candidate said that she had been unemployed for 1.5 years and was hoping to find a job. I doubt she will unless an employer is desperate. The woman did not make eye contact. Even as the reporter asked her questions, she did not make eye contact. As she talked with prospective employers, she did not make eye contact. She was dressed for success and had a corporate appearance, but her lack of eye contact knocked her out of the game. Another thought that came to mind was why the news reporter chose to follow a job applicant who was obviously lacking in social skills? I never saw the reporter's face so that could tell us something too!

Limited eye contact such as squinting along with a furrowed brow, when asked a question, conveys a message of discomfort, uncertainty or distress. During an interview or sales call, is that how you want to be perceived?

Use eye contact to do what you want it to do—validate the presence and existence of another human being. It will make you feel good and the other person, too!

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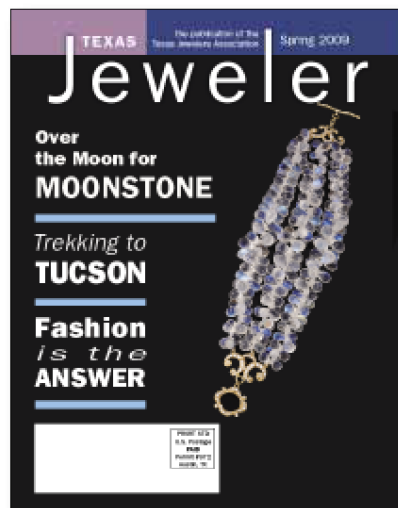
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TEXAS

the publication of the
Texas Jewelers Association

2012 Rate Card

Jeweler



2012 ADVERTISING RATES AND INFORMATION

ADVERTISING RATES

	4x	1x
Back Cover (4c)	\$975	\$1,120
Inside Back (4c)	\$875	\$1,005
Inside Front (4c)	\$875	\$1,005
Full Page	\$577	\$661
1/2 Page	\$372	\$425
1/3 Page	\$257	\$294
1/4 Page	\$173	\$199
1/6 page	\$116	\$131

COLOR (COST PER ISSUE)

4-color (CMYK)—add 35% to above black and white rate. Publisher has the right of refusal of color for fractional ads in special circumstances.

CIRCULATION

Texas Jeweler reaches more than 700 Texas jeweler shops and jewelry affiliates each quarter. Publication takes four times a year: March, June, August and November.

AD AGENCY REQUIREMENTS

Texas Jeweler rates are not agency commissionable.

MECHANICAL REQUIREMENTS

	w	x	h
FULL PAGE	7 1/2	x	10
1/2 PAGE (3 col)	7 1/2"	x	4 3/4"
1/2 PAGE (2 col)	4 3/4"	x	7 1/2"
1/3 PAGE (2 col)	4 3/4"	x	4 3/4"
1/3 PAGE (1 col)	2 1/4"	x	9 7/8"
1/4 PAGE (2 col)	4 3/4"	x	3 3/4"
1/4 PAGE (1 col)	2 1/4"	x	7"
1/6 page	4 3/4"	x	2 3/8"
Bleed:	8 3/4"	x	11 1/4"
Trim size:	8 1/2"	x	11"

MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

ACCEPTABLE SOFTWARE INCLUDES

- Adobe Illustrator CS versions 11 or >
- Adobe Photoshop CS versions 8.0 or >

ADDITIONAL FILES INCLUDE

- (.pdf) high resolution only
- (.eps) flattened files only
- (.tif) flattened or layered files
- (.jpg) high resolution 300 dpi minimum at actual size
- (.psd) flattened or layered files—include fonts

ACCEPTABLE COLOR PROFILES AND RESOLUTION

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK

Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

ADVERTISING AND MATERIAL DEADLINES

Issue	Reserve Space	Submit Ad
Spring	March 1	February 10
Summer	June 1	May 10
Fall	September 1	August 10
Winter	November 1	October 10

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