

TEXAS

the publication of the
Texas Jewelers Association

Summer 2012

Jeweler

**Texas Jeweler's
73rd Annual**

Business and Membership
Meeting—Sept 9
See Pg. 6

**TJA MEMBERS
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Diamonds, Colored
Stones, Jewelry and
Much More Page 18

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Reporting Forms
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**The SMART
Jewelry
Show**

Sept. 8-14

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**TJA
Design
Competition**
Pg 11

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the publication of the
Texas Jewelers Association

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FEATURES:

The "SMART Jewelry Show" coming to Grapevine, Texas is a major buying event and will bring hundreds of vendors and buyers to Texas. September 8-10, 2012. See the ad on page 5 and get registered today!

TJA Annual Business and Membership Meeting : September 9th, 2012

This is your membership opportunity to learn more about TJA's upcoming legislative concerns. Come join us!

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ON THE COVER:

Stuller Engagement Rings : Cover art provided by Stuller

Purchasing an engagement ring is a monumental occasion in a couple's life. At Stuller, we want to make sure that you have everything you need to deliver a dream ring to your customers. Instead of starting out with a catalog full of choices that may overwhelm shoppers, start out with our smaller, diamond bridal trend stories and get to know the customer better.

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

Ok, Texas Jewelers it's time to step up!! We have not had a quality jewelry show in this State for quite awhile and now the Smart Show is coming to Dallas September 8-10. The 7th is a day of educational conferences with the 8th through the 10th being show time with seminars on the show floor in special areas. Students are allowed to attend the final day and should be encouraged to attend a trade show. This is a spin off of their successful Chicago Navy Pier Smart Show. Backed by the Smart Media Group (InStore and InDesign magazines) it is being held at the Gaylord Hotel and Convention center in Grapevine, Texas. If you wish to stay at the hotel there is a special room rate through their hotel block, however, please note there are several hotels in the area very close should you desire a more affordable rate. Contact Grapevine chamber of commerce for more information.

This show should provide a great opportunity for fill in right at the time season starts. You'll get to meet many new vendors and see what styles are selling the best in other parts of the Country. In addition we will be having a board/general meeting of TJA Sunday morning from 8 am to 9:30 am in the experience area of the show. I invite all members to attend it's been way too long since we've had a general membership meeting and chance to talk. TJA will have a booth in a special section with several of our vendors and sponsors.

We will also have on display the design competition entries and winners with a ballot open to all Smart Show attendees to vote on "Best of Show" and InStore will feature them in a future edition. This should be great publicity for TJA as well as those winners. Your work will be seen by a national audience - so do something special. This will be your chance to promote the work you can do and the store from which it came.

I encourage all to stop by the TJA booth to see what we have been doing and to take a look at the great benefits that you have as a member. Also, if you know someone who is not a member encourage them to stop by and show them what they are missing by not joining. One example are our efforts to modernize the way TJA communicates by developing an app for iPhone and Android as well as Facebook and Twitter. These tools will help the association receive information from you quicker than ever before. You should know by now that we presently use email blasts to get messages out; if we DON'T have your address you will miss out on any notices that are sent. We send out updates regarding Texas legislation that affects you and your business, criminal activity, new benefits to members, general information, etc. So, come by the booth and please make sure that your current email address is on file. I'd hate to see you miss out on anything that is important.

Lastly, we need volunteers to staff the TJA booth during the show. If you work a three hour shift, we will pay for your self parking charge (\$10.00) or you can apply it to the valet parking charge (\$20.00). For work shifts and further information please contact our ED Joe McCullough at Association Headquarters in Austin 1 (877) 305-3935 this will be on a first come first serve basis.

SEE YOU AT THE SMART SHOW.

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SEPTEMBER 8-10, 2012



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TEXAS JEWELERS 73RD ANNUAL CONFERENCE AND MEMBERSHIP MEETING

The SMART Jewelry Show



Join us in Dallas/Grapevine on the weekend of **September 8-10** for the first presentation of **"The SMART Jewelry Show"** as it gets underway just in time for pre-season buying. Hundreds of vendor booth spaces have been sold and the excitement is incredibly high. The SMART Jewelry Show buying program is now focused on Texas jewelers and is a buying opportunity gift located right in your own backyard. Fill-out your buying cards and come to Grapevine. Stay at one of the most luxurious hotels in Texas at the Gaylord Texan Hotel.



Saturday, Sunday and Monday are strong buying opportunities with a selection of exhibitor/vendors who can fill all your buying needs for pre-season and beyond. The SMART show holds a number of great shows around the country and now you can sign-up and attend right in Texas. Most likely you're just a short few hours away and can be in Grapevine/Dallas when the doors open. To learn more about registering go to www.smartjewelryshow.com/dallas

TEXAS JEWELERS ANNUAL MEMBERSHIP CONFERENCE INVITATION

The Texas Jewelers Association will be holding our 73rd Annual Membership Meeting just before the SMART Show exhibits open on Sunday morning **September 9th, 2012**. This meeting will be held on the South end of the main exhibit hall in an area called the **"Experience Area"** next to booths 207 and 205. The start time will be **8am until 9:30am** and will be strictly a TJA Business meeting and an opportunity for members and new members to learn more about jeweler issues in the state and how you can play a major role in legislative sessions such as the 2013 legislative session which is at our doorstep in January 2013.

TJA Business Topics:

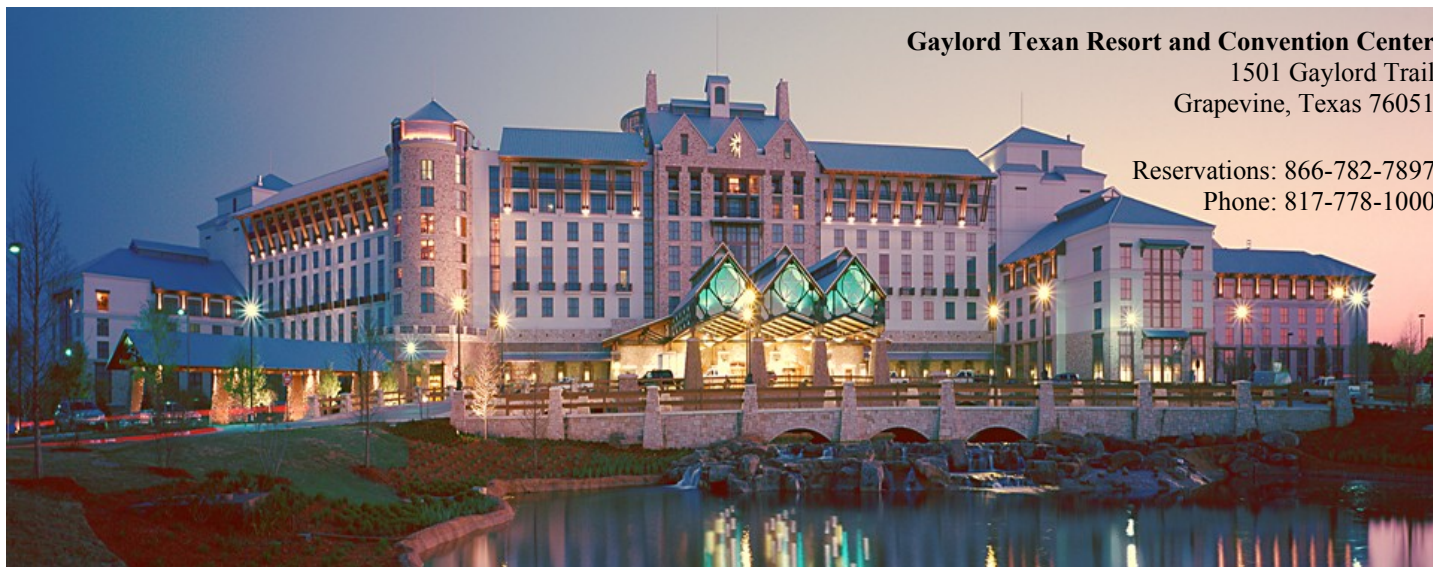
- Passing of new TJA bylaws for the association
- Do we make 2013 legislative inroads to protect jewelers in Texas?
- Try and legislate jewelry/gold buying and reporting laws which are at cross purposes in Texas
- Board Member elections
- Judging results of jeweler "Design Contest" 2013

TJA Annual Business Meeting:

Date: September 9, 2012

Place: The SMART Show exhibit hall (Experience Area)

Time: 8am-9am



Gaylord Texan Resort and Convention Center

1501 Gaylord Trail
Grapevine, Texas 76051

Reservations: 866-782-7897
Phone: 817-778-1000

Target and Neiman Marcus Partnership Makes No Sense— —and All the Sense in the World

By Rob Bates, Senior Editor JCK



As countless writers have noted, Target and Neiman Marcus make a very "odd couple"—one's a discount store, the other's a high-end store sometimes called "Needless Markup."

But, when the duo announced they were collaborating on a holiday collection featuring 24 designers—including, quite likely, some jewelry items—analysts fell all over themselves praising the plan's genius, despite how counterintuitive it all is. (The two stores will be selling the same products, at the same price points.) Company employees seem pretty giddy as well. "How [the two retailers] ever kept this big of a secret so long will remain one of the grand questions of this generation," wrote a Target blogger.

What's striking here is, first, the sight of competing department stores working together in a collaboration that was apparently years in the making. We have come a long way from "Would Macy's tell Gimbels?" And in a way, all traditional retailers are fighting the same enemies: the still-sputtering economy on one hand, and the Internet on the other. This could open the door to other retailers joining forces.

Clearly, both big names stand to gain here. Target gets access to the 24 designers, giving it more big names to feature in its stores (like it did with Missoni last year). Neiman benefits from Target's sourcing power, and gains exposure from being featured in Target's stores and advertising. (Remember, the two companies don't have the same reach: Target has more than 1,700 stores; Neiman, 42.) And while Target might be seeking some of Neiman's high-end luster, Neiman might also benefit from Target's air of accessibility, as consultant Debra Kaye told Marketplace:

Now that you know that [Neiman has] the same items as Target, they welcome the same kind of people as Target, you're not afraid of them anymore, so you're more likely to go in their stores. It's a really good traffic builder. As for the 24 designers, this is another example of high-end names appearing in places where luxury designers have traditionally feared to tread. Of course, some may wonder if appearing at Target—even if it's in a limited-time collection, in association with Neiman Marcus—will damage their brand.

Many years ago, when Indian diamonds first appeared on the market, a debate raged over whether small, low-end stones would "cheapen" the product. But that doesn't seem to have mattered: Consumers can distinguish between a diamond bought at Wal-Mart and one bought at Cartier.

Likewise, they seem to be able to tell apart, say, the Missoni that appeared at Target and other Missoni items. But that was also a limited-time offer. The question now is: If these brands start to regularly appear at discounters, will their "specialness" and air of exclusivity start to wear off? Or, given that many affluent consumers regularly shop at discounters anyway, do these traditional distinctions even matter anymore?

Obviously, everyone is testing the new parameters here. Target's CEO has even said the collaboration "sets the stage for a redefining moment in retail." Which may be true; a Marketplace reporter compared it to "Cartier and Zale working together." That also seems like a pretty strange idea. But then again...perhaps...



Hill Tribe Silver Jewelry from Northern Thailand

written by Susi at Jewelry Crossings

Hill tribe silver jewelry from northern Thailand, though hundreds of years old in its distinct design, works well accessorizing even the most up-to-date fashion trend. Hill tribe bracelets, for instance, can feel classic or contemporary or ethnic, depending upon their individual motif and design.

Over 100 years ago, the Hilltribe peoples migrated south from China into what are now Burma, Laos, Vietnam, and Thailand. The main profession of all these tribes is farming, and all of them tend to migrate whenever they feel that the soil at their present location is becoming depleted.

Approximately twenty distinct tribes of semi-nomadic peoples, collectively called hill tribes, live in the mountains along the Burmese and Laotian borders of northern Thailand. The largest and most prominent hill tribes are the H'mong, Akha, Lisu, Lahu, Meo, and Karen. Culturally the tribes are of interest because their relative isolation has enabled them to retain almost unchanged customs and traditions that go back centuries.

Each tribe is distinct, with its own culture, religion, language, art, and dress. With Thailand undergoing rapid modern development, it is difficult yet to say whether these tribes will continue in their traditional ways of life, or whether they will eventually be absorbed into the surrounding and ever more-encroaching Thai society.

A rich part of their cultural tradition is the making and wearing of silver jewelry. What once was a artistic skill honed in the tiny tribal villages in the mountains of northern Thailand now can be found produced in the factories of Thailand's second largest city, Chang Mai.

On Wualai Street in Chang Mai all manners of silver jewelry and silver objects are crafted. Intricate patterns of hill tribe-inspired designs—bracelets, earrings, necklaces and rings—are hammered out by Thai silversmiths.

Aside from the work of the Chang Mai city artisans, a buyer of silver in northern Thailand can still purchase the less refined silverwork of the hill tribes.

Surprisingly enough, most hill tribes even today prefer silver to paper for money; the women usually wear their wealth in heavy chunky necklaces and earrings. Hill tribe jewelry purchased in northern Thailand is usually sold by the actual gram weight multiplied by the gram price of the day.

On the web site, www.jewelrycrossings.com, several beautiful designs of hill tribe bangles and bracelets are available in sterling silver. Intricate designs of woven or braided sterling as well as delicate sterling silver mesh work capture the spirit and essence of this ancient craft. You can also find authentic Thai baht chain necklaces made in polished sterling silver. The baht chains are available in four popular lengths: 16", 18", 24" and 30". The classic baht chain necklace is comprised of small rectangular links weighing a particular "baht" weight

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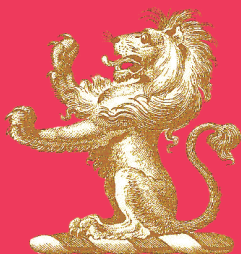
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These new regulations went fully into effect January 1, 2012. More information can be found at the OCCC's website, www.occc.state.tx.us. If you would like copies of both the updated Texas Occupation Code §1956 and the Texas Administrative Code 7 TAC 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.

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TJA 2012 Jewelry Design Competition Entry Form

Deadline: August 31, 2012

Eligibility

Anyone who is a TJA member, or is employed by a TJA member, or a student, currently enrolled at a college or university, who is interested in designing and/or creating a one-of-a-kind piece of jewelry.

Rules of Entry

- Pieces must be original designs created by the persons entering them.
- Pieces may be designed and made by more than one person.
- Pieces cannot have been mass produced or previously sold.
- Pieces must have been produced between Sept. 2011 and Aug. 2012.
- Pieces may have been entered in other competitions, but cannot have won any awards.
- Pieces should not be identified or hallmarked until after the judging.

Details of Design Entry

Entrants may enter one piece in each of three categories. Each piece must be submitted with a \$25 nonrefundable entry fee. Only finished pieces will be accepted.

Category 1

Materials may not exceed \$1,000. Pieces must be made of silver, gold or platinum and may contain precious stones.

Category 2

Materials from \$1,000-\$3,000. Pieces must be made of silver, gold or platinum and may contain precious stones.

Category 3

Materials Over \$3,000. Pieces must be made of silver, gold or platinum and may contain precious stones.

Category 4

Bench jewelers exclusive. This category is for the bench jeweler to show their expertise in jewelry design. The person entering this category must be the only one to touch the piece from conception to final polish. Materials of any value may be used.

Student

-See details next column.

Deadline - August 31, 2012

Application, entry fee and finished piece must **arrive** by August 31, 2012.

Judging

The entries will be judged by qualified people in the jewelry industry at this year's **SMART SHOW** in Grapevine, TX September 8-10. When the pieces are being judged, they will be identified by number only. The judges will select the winning pieces on the basis of creative use of materials, craftsmanship, wear-ability, originality, and fashion merit.

Awards

Awards will be awarded to the winning piece in each category listed above and to the "best overall," which maybe from any category. Display of entries and presentation of awards will be during the Annual Convention Luncheon Banquet. Entrants are encouraged to attend. The winning piece judged "best overall" will be crowned during the TJA 2012 Conference.

Cash awards for the student category are sponsored by:
J. Patrick Diamonds, Inc.,
 5956 Sherry Ln. #538,
 Dallas, TX 75225

Dear Applicant

Thank you for your entry in the 20th Annual TJA Jewelry Design Competition. We appreciate your interest and support of the organization. Please fill out and submit the following form with your entry fee.

Finished entries must be received by August 31, 2012.

Name: _____

Company: _____

Address: _____

City/ST/Zip: _____

Phone: _____

E-mail: _____

Categories entered (Only one piece per category)

☐ Category 1 _____ (\$25 entry fee)

☐ Category 2 _____ (\$25 entry fee)

☐ Category 3 _____ (\$25 entry fee)

☐ Category 4 _____ (\$25 entry fee)

Describe the jewelry pieces entered, including material value (cost). Attach an additional page.

Student Category - Entry Fees & Info

Student Awards Sponsored by J. Patrick Diamonds, Inc.

\$15 per jewelry piece or (set) entered.

Pieces will be judged on design and execution.

PRIZE

1st Place: _____ \$250 with plaque

2nd Place: _____ \$150 with plaque

3rd Place: _____ \$100 with plaque

4th Place: _____ Honorable Mention with plaque only

(No category rules apply to student competition)

Refunds in full if written notice received before Aug 31, 2012

Total Fees: \$ _____

Mail entries to:

TJA Design Contest

Brad Koen

Joe Koen & Son
 611 Congress Ave.
 Austin, Texas 78701
 512/478-2595

brad@joekoenjewelers.com



All finished entries must be sent by **registered mail, insured with a return receipt**. Entries remain the property of the person entering item. All winning and non-winning entries will be returned by registered mail as soon as possible.

TJA assumes no liability for loss or damage to any piece entered.

What Will an Online Sales Tax Mean for Jewelers?

By Rob Bates, Senior Editor



Most smart dot-coms have likely already realized that someday they will be required to collect sales taxes. But based on what Jewelers of America's legislative counsel said this week, that day may be coming quicker than most expect.

However one feels about an online sales tax—and feel free to argue the pros and cons in the comments—it's easy to see why revenue-starved governors and legislators of both parties are increasingly embracing it. Politicians don't like to raise taxes. But this legislation arguably doesn't invent a new levy; it just regulates one that's almost never collected. (Yes, you are supposed to list all your online purchases on your income taxes. No, I haven't spoken to any person who's ever done this.) The 1992 Supreme Court decision *Quill v. North Dakota* forbade states from collecting tax from out-of-state companies, and has been used to overturn several state laws. But it specifically left the door open for federal legislation to supersede that decision. And many of the

big e-commerce names, particularly Amazon, favor a federal solution, preferring that to having to navigate through a patchwork of state laws.

How will this impact our industry? A report by Forrester Research quoted in NBCnews.com—as well as common sense—suggests higher-ticket items will be most impacted. Paying sales tax on a pack of gum is one thing; an 8 percent surcharge on a \$10,000 diamond is real money. The biggest dot-com in our industry, Blue Nile, currently only collects sales tax in its home state of Washington and New York, and appears unenthusiastic about having to gather it anywhere else; the company didn't respond to *JCK*'s inquiries, but warned in an SEC filing that having to collect sales tax could “significantly decrease [its] future net sales” and hurt its “competitive advantage.” In the past, Blue Nile has cut off local affiliates—which create the “nexus” that allow states to tax—rather than pay local sales taxes. (New York State is considered too big to cut off its affiliates—which is why Blue Nile and many other dot-coms agreed to collect sales tax there.)

But retailers shouldn't view this as brick-and-mortar's big salvation. Speaking from personal experience as a New York State resident, I still buy plenty online, because of the convenience, the selection, and the ability to scan user reviews. (And there are certain stores I just don't like to go into. I'm looking at you, Best Buy.) Even on price, analysts argue that online sellers will maintain a significant advantage, due to their lower overhead. Most retailers don't have to pay rent for retail locations, they can buy in bulk, and in the case of some diamond sellers, they don't even hold inventory. And so the prices at Blue Nile and other dot-coms will likely remain lower than many jewelers'. They just won't have that sales tax advantage, which gives them a little extra oomph. I've spoken to many retailers who have been willing to match online prices if need be, but they can never equal the dot-coms on sales tax—at least not legally. This takes that advantage away.

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How Consumers Are Buying Jewelry Online:

How Consumers Choose The Right Jeweler

What Does Your Website Convey?

For anyone looking to purchase fine jewelry, online shopping can be a great way to find the right piece at the right price. There can be many advantages to buying fine jewelry online - with savings being one of the major factors. Reputable online jewelers usually have much lower overhead costs, and can pass those savings on to the consumer. Another advantage of buying fine jewelry online is convenience - you need travel no further than your computer to choose your jeweler and make your purchase. This being said, there are things customers need to consider in order to make that fine jewelry purchase from a jeweler a positive experience.

Choosing a Jeweler They Trust

The first thing potential customers need to do is find an online jewelry store they can trust. Customers will have to do a little bit of detective work in order to eliminate the less desirable companies and end up with a list of jewelers that they feel confident doing business with.



They will want to find out if the website is secure. The jeweler's website should have 128bit SSL security. This is an absolute must when customers are purchasing online, since they will most likely be using a credit card or supplying important bank account information. Somewhere along the line, they will be supplying critical information about themselves, and the 128bit SSL security will ensure that no unauthorized party can get access to your or the consumer's personal information.

Also, most diamonds consumers buy, whether it is online or from a store, should come with a diamond certificate. The Gemological Institute of America independently certifies diamonds providing information on a diamond's characteristics such as color, clarity and size. This is a consumer confidence builder and the best way of knowing the quality of the diamond they are buying.

The Online Jewelry Store Should Provide Excellent Customer Service

This cannot be stressed strongly enough. Before clients make a fine jewelry purchase from a website, they will consider contacting the jeweler's customer service department by email and by phone. When talking to a store's customer service representative, ask questions and pay close attention to the responses received. If the store representative seems irritated with client questions or is spending the entire phone call trying to rush them into buying a product, consider that a "red flag".

If your store is contacted by email, check to see how quick response time is. It should take no longer than 48 hours during the business week - within 24 hours is the ideal. Create professionalism and a helpful attitude in staff emails.

The Website Should Be Informative

The jeweler's website itself should have information on how to buy a quality diamond, the different types of precious metals, etc. The shopper should have a wide variety of choices, which will be able to help them find what is right for them. By providing reliable information, you are helping them make an educated purchase.

Look for Quality Craftsmanship

What the Internet offers searchers is the chance to shop several stores without having to drive all over town; this allows clients to choose a company whose fine jewelry shows attention to detail and craftsmanship.

The Return Policy Can Be Important

What if the consumers receive the jewelry and is dissatisfied? Review your company's return policy for consumer-friendly rights.

Jewelers Offer Extra Perks

Things like free shipping add up to big savings. Some stores offer a discount on next purchases. This can also save consumers money. If a store is offering these or other incentives, they will likely have this information throughout the site and in their shopping cart will start filling up.

Consumer Jewelry Purchases Should Provide Good Value for the Money

When buying fine jewelry, consumers are getting a piece that will last a lifetime and become a family heirloom. They look for fine jewelry that offers the best value which is not only determined by how much the jewelry costs, but by the quality of the piece and the materials used.

Online jewelry shopping offers convenience, selection and value. Consider the factors above when looking at your website. Consumers making their next fine jewelry purchase will when they start looking for the online jeweler that is right for them.



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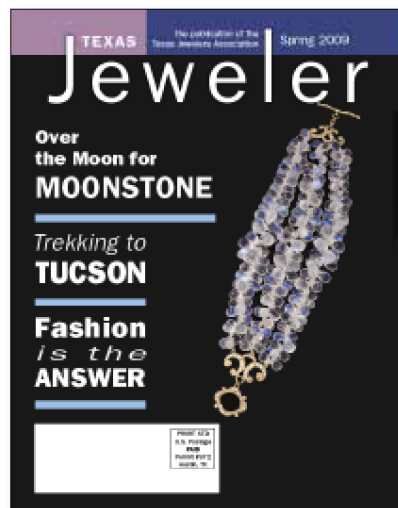
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Jeweler



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

PUBLISHING AND
ADVERTISING SALES

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PUBLISHER

Association and Society
Management

512-454-8626 phone

<http://www.texasjewelers.org>

1306-A West Anderson Lane

Austin, TX 78757

Texas Jewelers is published by
Association and Society Management
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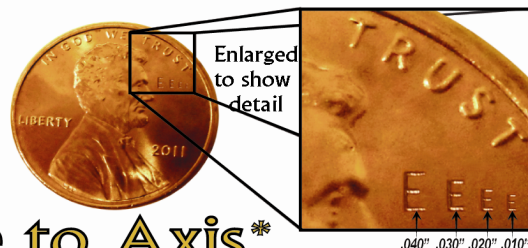
What Makes A Signature Engraver Special?

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Circle
3 Points



New
Heart
3 Points



New
Oval
4 Points

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Pens

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Hearts

Ovals

* Signature Exclusive ~ Setting 2 axis points will rotate text to the piece for precise engraving!

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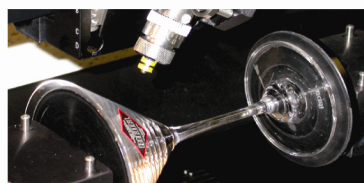


Other Benefits...



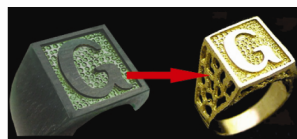
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Training: KGK has arranged for Free training for staff of all TJA Members on the DTC Discovering Diamonds Mini course. Miq Torrente and DTC will train your staff in the art of 'selling emotions' using leading-edge techniques. DTC promotion material available for all TJA Members. Call me to arrange an appointment.

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