

Summer 2013

TEXAS

The official publication of the
Texas Jewelers Association

Jeweler



**The SMART
Jewelry Show**
August 23-26
Time to Get Registered!

TEXAS JEWELERS ASSOCIATION

74th Annual Business Meeting
Gaylord –Pecos Room 1 @ 2pm
Sunday, August 26

**Are you registered with
the OCCC?**

If not...you might be in
violation of the law...
Read more at www.txja.org

INSIDE:

- 2013 Legislative Review
- Creating Effective Client Communications
- The Economy
- Bad at Their Jobs, and Loving It

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99.1% + 90% of Silver Content	20 - 49.9 tr. oz.
99%	5 - 19.9 tr. oz.
98.5%	1 - 4.9 tr. oz.

Silver Settlement

<u>Rates</u>	<u>Pure Content</u>
97% (75%+ Purity)	500+ tr. oz.
96% (75%+ Purity)	100 - 499.9 tr. oz.
95% (75%+ Purity)	1 - 99.9 tr. oz.
95% (Sterling - 92.5% Flatware Only)	ANY
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Robert Harrison

TJA PRESIDENT



For All Jewelers In Texas!

Hello fellow Texas jewelers. I am honored to be able to serve as your new association president, especially in these exciting times of precious metal legislation, gold-price fluctuations and economic recovery.

As many of you know, the State of Texas tried to change the way gold was purchased from clients. The new laws promised to be onerous. The Precious Metals Act went to the Legislature with a total of 8 (eight) bills this session. Several of us went to the Capitol to block the action of these bills. When the (gold) dust settled, not one of these bills passed. We will be able to conduct business as we have for the next two years. *Heads up! We must be really prepared when the 84th Legislature sits in 2015.*

The JCK Show was a great success for the Texas Jewelers Association. Our Meet and Greet, was made possible by many generous sponsors including several of our own TJA members, and was attended by over 60 people filling our meeting room to capacity. Thank you to all who showed up to see your fellow Texans at the show!

Las Vegas was fun, but wait until you see what we have lined up for you at the Smart Show in Dallas. Once again the Smart Show organizers granted us a booth for TJA members to 'tell our TJA story'. Find us at the new the Texas Jewelers Pavilion. Yes, you read that correctly: we have an entire pavilion dedicated to the Texas Jewelers Association. We are working on getting a small percentage of all purchases made from exhibitors in this pavilion to benefit our organization. There is still room for exhibitors! Know someone thinking about Smart Show? Get them to commit! Now!

Our annual meeting and board meeting will be during the Smart Show. I'm not going to make you wake up at 8AM this year, so please make your way to Pecos 1 at the Gaylord at 2PM on Sunday, August 25th. We will run an efficient meeting and get you back out on the floor to shop ASAP.

Finally, the Smart Show Keynote Speaker this year is legendary, football hall-of-famer, **Deion Sanders**. From Smart Show: "Deion knows a few things about having a great fourth quarter, and we're sure he will inspire and motivate jewelers to create a game plan for their all-important fourth quarter sales season," said show director Jim Reed. "He has an incredible story and strong ties to the Dallas community. Regardless if your goal is to be a famous pro athlete or the most famous jeweler in your neighborhood, you won't want to miss 'Prime Time' in action." I've been told that this is going to be a *great* presentation! Get there early to make sure you get a muffin! Saturday, August 24th, 8:30am.

I'm looking forward to seeing everyone again in Dallas. I am looking forward to continuing to serve you as your president. In this great big state of Texas and I'm never more than an email away.

Regards,
Robert Harrison
President, 2013-2015
Texas Jewelers Association

REGISTER NOW AT www.smartjewelryshow.com



**DOMINATE THE
4TH QUARTER**



DALLAS

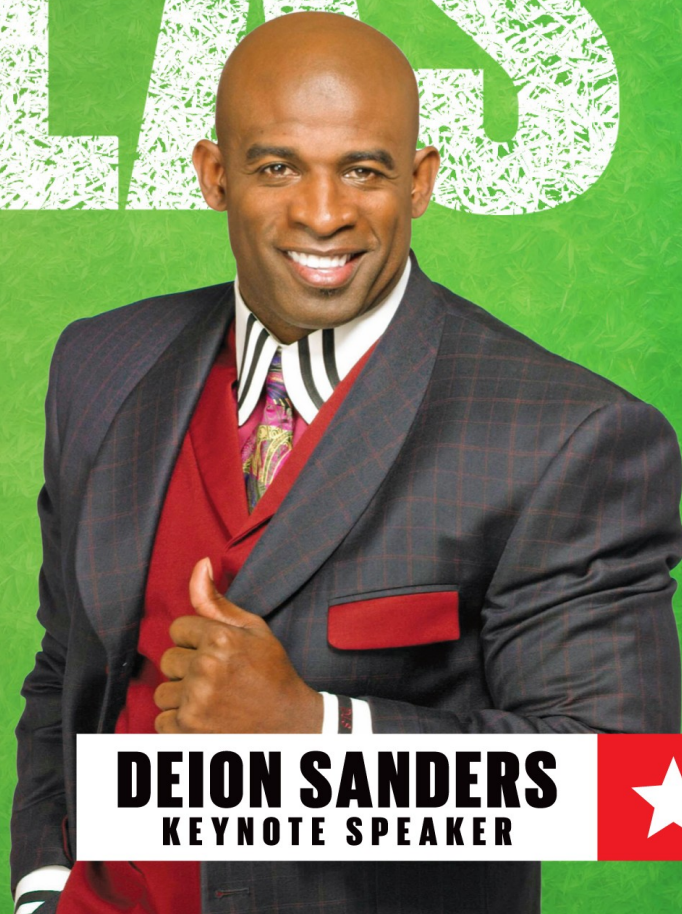
★★★ **AUGUST** ★★★

24-26

—
2013
—

CONFERENCE BEGINS AUGUST 23

GAYLORD TEXAN RESORT & CONVENTION CENTER



DEION SANDERS
KEYNOTE SPEAKER



Texas Jewelers Association Legislative Issues 2013

Rex Solomon
TJA Legislative Chairman



The TJA board had an active involvement in advocating for two major issues in 2013.

The first issue is in support of the Market Place Fairness Act. This act, which has already passed the United States Senate and is pending in the United States House of Representatives, would allow the states which already have sales taxes on their books to collect the sales taxes currently owed from remote sellers. Currently, only remote sellers who sell more than \$1,000,000.00 remotely a year are subject to the sales tax. The Market Place Fairness Act will expand the tax to all sales. This directly benefits small retailers, especially Texas jewelers who face unfair competition from online sellers of loose diamonds. The Texas Jewelers Association has joined the efforts of the Texas Retailers Association along with the Jewelers of America to promote passage of this act. We would encourage all TJA members to call and write their Congressman and urge swift passage of this act.

The second issue and primary focus of our legislative work, in 2013, has been in trying to amend legislation regarding the purchase of crafted precious metals from the public. Had it been passed as initially filed in the House, it would have created onerous consequences for members of TJA. There has been a huge increase in home robberies and theft of jewelry, creating a negative effect on the demand for the purchase of new jewelry by consumers. While we agree there needs to be a strong incentive not to sell or purchase stolen crafted precious metals, the demands placed on jewelers in several bills proposed this session would have placed the majority of the burden on our members, and significantly impacted our day to day business in our stores.

Law enforcement has strongly advocated the use of free online line reporting through a service called Leadsonline.com. At the time of purchase, a registered buyer enters the purchase through the free web portal and takes an image of the purchased item, or items, via a webcam. Once the form is uploaded, it prints out the legally required receipt for the seller. For the buyer, this greatly reduces the costs of operation and the requirement to mail in reports daily; and the 11 day hold period begins at the moment the file is uploaded.

This past February, TJA spoke to the Houston City Council in favor of a proposed change to a City of Houston Ordinance, which now requires online reporting for purchases in the City of Houston.

This issue is not going away, and we will need to consider developing a consensus position on what we as TJA members believe would address the issue of stolen goods and be reasonable for honest businesses owned by TJA members. In this past 83rd Texas Legislation session, and as

a direct result of previously mentioned rise in home burglaries, there were eight bills filed this session to regulate the purchase of crafted precious metals. Many of these bills would have increased the holding period from 11 days to 21 days which would have been very bad for buyers as well as sellers. TJA strongly lobbied against these provisions and actively lobbied for three bills which did not place any undue burden on the industry and/or were good public policies regarding electronic reporting of purchases that would increase the chances of recovery of stolen items by law enforcement. This made the sale of stolen items a much more dangerous endeavor for thieves. Houston is reporting that the measures they have put in place are seeing the desired impact. We worked extremely close with the Texas Retailer's Association, who provided us access to their lobbyist. Greatly in part due to our joint effort, the bills have not made it through the legislative process. Though the House took action on legislation, the Senate did not take any final action on the bills filed.

So far, Governor Perry has not opened the call of the Special Session to include issues such as ours. It is important that all members remain aware of the legislative issues that impact us as jewelers and retailers and reach out and make yourselves known to your representatives at all levels of government. Not only could they become customers of your businesses, but if there is an issue you have a problem with in the future, you would have someone to speak to - who will know you. This link will show you who to contact <http://www.fyi.legis.state.tx.us/Home.aspx>

The board of TJA felt like this was important information that each of you needed to know. TJA Board members spent a substantial number of hours at the Capital in order to stay on top of things. Again, we want to acknowledge the great help the TRA lobbyist provided us in our efforts. To try to help further, the TRA has offered TJA members a reduced annual membership rate of \$200. The TJA does not have a large enough budget to retain a professional lobbyist; however the TRA does and will work with the TJA as jewelers are retailers. On critical issues like the above, it would be valuable to us, if more jewelers supported the TRA since their entire purpose is to deal with regulatory issues that impact retailers.

Many good things are being accomplished by The Texas Jewelers Association this year that impact the future of your business. We hope to hear from each of you concerning these issues and encourage others to get involved.



TEXAS JEWELERS 74th ANNUAL CONFERENCE AND MEMBERSHIP MEETING

The SMART Jewelry Show



Join us in Dallas/Grapevine on the weekend of August 23-26 for the second annual 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 after last year’s successful show. The SMART Jewelry Show buying program is now focused on Texas jewelers and this is a “buying opportunity gift” located right in your Texas 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 great 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 here in Texas. Most likely your just a short few hours driving time away and can be in Grapevine/Dallas when the doors open. To learn more about registering go to www.smartjewelryshow.com/dallas. **Look for TJA booth # 1233.**

TEXAS JEWELERS ANNUAL MEMBERSHIP CONFERENCE INVITATION

The **Texas Jewelers Association** will be holding our **74th Annual Membership Meeting** on Sunday afternoon at 2pm in the **Gaylord-Pecos Room #1 August 25th, 2013**. This meeting is a Texas jeweler General Membership and guests Business Meeting and an opportunity for members and new members to learn more about TJA legislative issues in the state and how you can play a major role in legislative sessions to come. Learn what’s new from the 2013 legislative session which just ended in May.

TJA Business Topics:

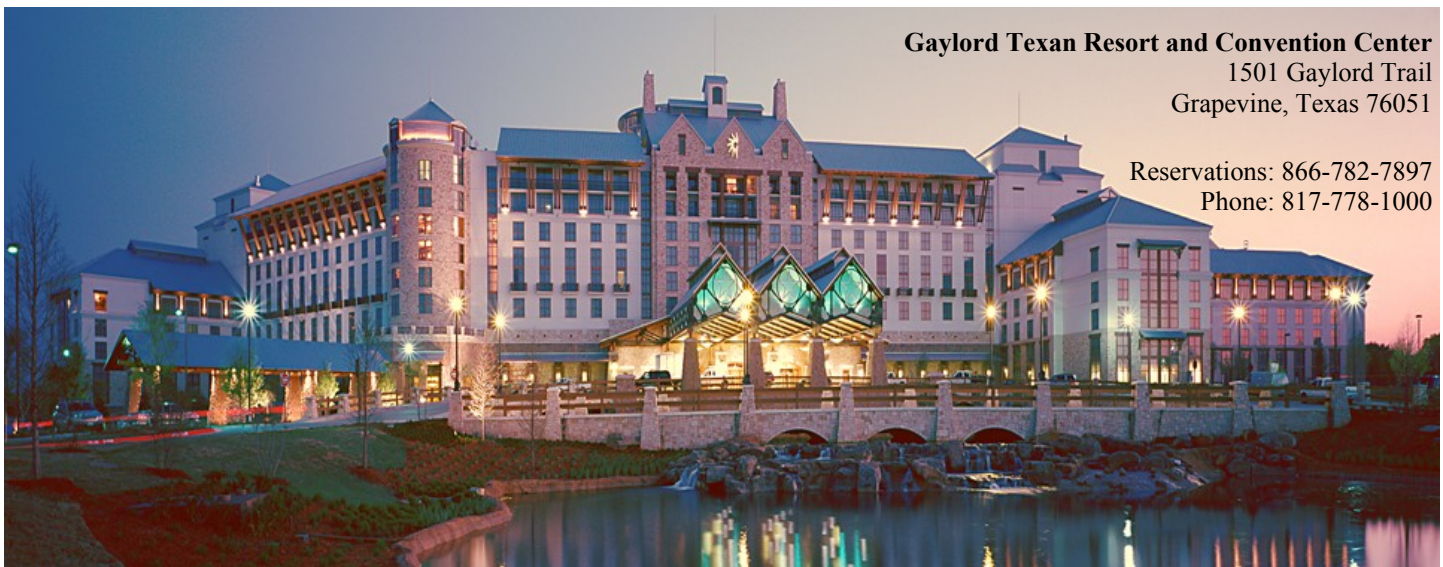
- Did we make 2013 legislative inroads to protect jewelers in Texas?
- Are you registered with the OCCC for buying jewelry/gold and other precious metals?
- Board Member elections
- Judging results of jeweler “Design Contest” 2013

TJA Annual Business Meeting:

Date: August 25th, 2013

Place: Gaylord-Pecos Room #1 August 25th, 2013

Time: 2pm



Gaylord Texan Resort and Convention Center

1501 Gaylord Trail
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De Beers class action suit drawing to a close

By Michelle Graff
National Jeweler Magazine
June 13, 2013



New York--The last of the checks in the De Beers class-action lawsuit settlement should go out in the next couple of weeks, and the case--which began more than 10 years ago and initially was settled in 2008--should be closed by year's end.

Earlier this week, [news spread](#) that the checks to consumers, who are part of the suit's indirect class, had begun arriving in the mail. The minimum threshold for receiving a check is \$10, meaning that anybody's claim that amounts to less than that won't get any money.

New York-based attorney Jared Stamell said the next round of checks set for distribution are those going to members of the direct class, those that bought gem-quality rough and polished diamonds from De Beers, its auction arm formerly known as Diamdel or any of its mining competitors between Sept. 20, 1997 and March 31, 2006.

The first round of checks for direct purchasers should be mailed in the next couple of weeks, as soon as they are able to "fill in some blanks" on a few of the claims, he said. Because they bought directly from De Beers, this class will receive a proportionately greater sum of money, with some of the payouts amounting to more than \$1 million.

Stamell said that there are two large claims outstanding that they are working to resolve that may take them back to court.

If they are resolved, it will mean a second round of checks for members of the direct class. They'll get paid in two steps, just as the retailers and manufacturers that are part of the indirect class did earlier this year.

Either way, he said he expects the case as a whole will wrap up by the end of 2013. "We're getting close, at least on my end," he said.

The direct purchasers first filed suit against De Beers in 2000, alleging the diamond miner and marketer acted in a monopolistic manner in order to control diamond prices. Retailers, manufacturers and consumers followed with lawsuits in 2004 and 2005.

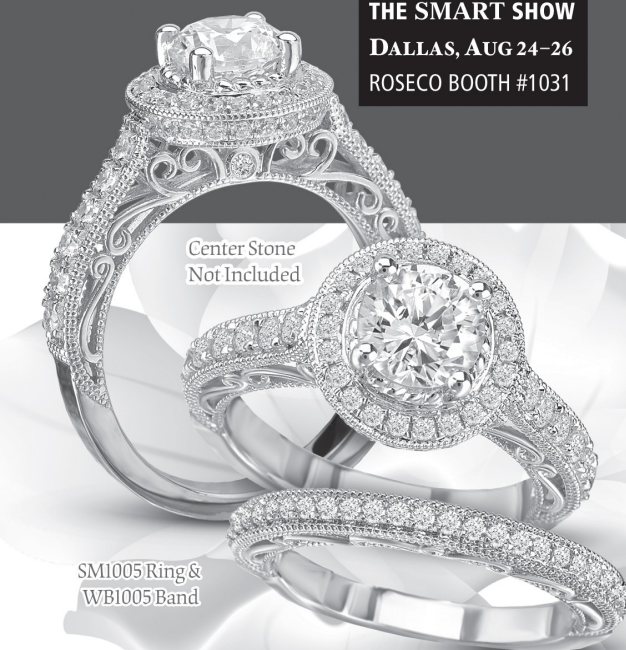
In May 2008, [De Beers and the plaintiffs reached a \\$295 million settlement](#), with De Beers admitting no fault in the case.

The company, once banned from doing business in the United States because of anti-trust issues, since has launched Forevermark here, and its executives now visit regularly. CEO Philippe Mellier attended the recently concluded JCK show, marking the first for a De Beers Group CEO.

Since the settlement, however, appeals have had the case hung up in court and delayed any payouts.

"I am disappointed in the sense that the way objectors are handled in class-action (cases) that it got delayed for years," Stamell said when asked about the conclusion of the case. "I would have preferred to see this money go out during the recession when people really needed it. If all things had gone properly the money would have been out five years ago."

New York--The last of the checks in the De Beers class-action lawsuit settlement should go out in the next couple of weeks, and the case--which began more than 10 years ago and initially was settled in 2008--should be closed by year's end.



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SM1005 Ring &
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THE SMART SHOW
DALLAS, AUG 24-26
ROSECO BOOTH #1031

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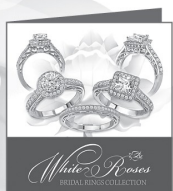
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	A publication of the International School of Gemology	
	Amazing Amazonite!	
	From the Warrior women who roamed the jungles of the Amazon River..... One of the most amazingly beautiful gemstones, that is both abundant and affordable. Although named for the Amazon River, according to most sources it is not found anywhere near there. According to the book <i>Exotic Gems</i> by Renée Newman, GG (International Jewelry Publications, 2010, pp 134), one explanation says that it is named for Amazon warrior women from Greek mythology. That sounds pretty good to us so we are going with that one. The others seem far too scientific or historical to be much fun. Somehow warrior women roaming the Amazon River seems more romantic....at least to some of us with rather vivid imaginations and time to day dream. Warrior women, beautiful gemstone, important revenue stream for jewelers. Yep, we think this gemstone is just Amazing Amazonite! Just to show how affordable amazonite can be, a 1 pound piece of Amazonite that we obtained at a local gem and mineral show for less than US\$10.00. And below is a 5 kilo chunk of amazonite rough that we obtained at the Tucson Gem Shows for just a few dollars per kilo. Consider how much finished fine quality, yet very affordable, amazonite jewelry you could create from this piece if put into the hands of your local lapidary. Gemological properties follow below. Think about exploring a new source of revenue for your store in 2013.	
Chemical: potassium aluminum silicate K(AlSi3O8) Refractive Index: 1.522 - 1.530 Mohs' Hardness: 6 - 6.5 Crystal System: Triclinic although difficult to find in crystal form Specific Gravity: 2.56 - 2.58 Opaque to slightly translucent in finer qualities Identification: Easy separation from jade another gem materials based on RI and coloring. Can be slightly reactive to ultraviolet light.		

Jewelers Target Hospitals for New Customers

Have you ever driven by a local hospital in your area and wondered how you could better market to all the doctors, nurses and well-paid health care professionals only minutes from your store? Think about it, how many nurses or doctors do you know that are unemployed?

Here's the game plan to market to the employees of Hospitals in November and December...

The slow summer months are the best time to meet with Human Resource Directors and department heads at local hospitals.



By thanking health care professionals like nurses for all they do, jewelers will find a fantastic pool of new customers! Think of the viral word-of-mouth advertising that will benefit your store.

When the health care professional has a great buying experience in your store they talk. They talk in the cafeteria, around the water cooler, and at their stations. Hopefully, not during a surgical procedure!

If you are a jeweler that participates in some hospital charity events you may wish to reach out to some of your board-member contacts to make some introductions for you. Perhaps you, friends or colleagues know some nurses that can make some introductions to department heads. Now is the time to network and utilize your contacts!

If you go through the Human Resource Director you will need to distribute a special offer or incentive to all employees of the hospital.

If you go through the department heads in specific departments of the hospital like neo-natal, ICU, CCU, etc., you can better target doctors and nurses that are only in those units without having to market to every employee in the hospital.

Porte Marketing has created special folders with plastic gift cards that you can distribute.

Call James Porte for samples: 954-817-3911 or email jporte01@aol.com

Creating Effective Client Communications

by Linda Tally – Communications Specialist



With technology coming out of the woodwork at us, how we communicate with clients is changing rapidly. Before technology, we might have used a face to face encounter or snail mail or the telephone but not today. Email is viewed as easier than making a telephone call. Texting is even easier and video conferencing might be the wave of the future with multi-national clients. The bottom line for business professionals today is how to communicate in the most effective and efficient way for everyone. To do this, we must make certain that the technology we use is consistent with the technology that our client is using. Email is easy and everyone has a computer for access to their emails. It is a permanent document that the client can read, review, and keep for their records.

The telephone is used by all! However, this technology provides more nonverbal information than what an email might. Here you can hear the client's tone of voice, verbal message and nonverbal message also. Client upsets/misunderstandings are more easily detected via the telephone than via email. Unless you are recording the telephone call, which is illegal in some states, you don't have a permanent record of the conversation. You can easily and quickly deal with any issues that may arise during the call.

Video conferencing allows "almost" a face to face encounter. Here you can detect verbal and nonverbal messages; however, nonverbal communication is limited to only those parts of the person's body seen on the video cam. This form has all the convenience of the telephone and/or a face to face encounter.

Text messaging is easy, convenient and in real time. Mobile technology makes this very affordable and it seems like anyone with a kid at home is using it. This too provides a permanent record. A drawback is that it might be in "chat room abbreviations" and somewhat difficult to understand. These messages are not usually kept for review as are emails due to the interactive nature of texting.

Which is best to use with your clients? The one that makes the best impression on them! You can combine methods to make your communication more effective but, make certain about how your client perceives your methods. Many of my client's prefer email to phone calls. It's easier for them to respond and there's a record of the communication. Part of your job is to communicate effectively with your clients and when you determine what is the best way for them, you will be actually be serving them better.

The Economy...

By Brad Huisken



Most salespeople are selling to the middle class, and we all know by now that a lot of that middle class is struggling. The natural reaction is to assume that your sales are going to suffer because of that, but they don't have to. The other natural reaction is to cut back and wait for the economy to improve; that too is a mistake. People maybe struggling but they are still going to need to buy things at some point; you want to make sure your company is the first one they think of when they do decide to buy.

The first thing to remember is the personal touch is more important than ever; make sure you are getting as much information as possible from your customers--their names, email addresses and phone numbers. That kind of information can be used to keep your customers apprised of specials, new products and so on.

Find different ways to draw your customers into the store: special events, special guests, book signings, big sales or other such events. They may not buy on that day, but it is another way to plant your name and your company's name in their mind. If they have a good experience at your location, then they are likely to be back, even if they did not buy anything today.

This is the big one: avoid the natural temptation to cut back because business is slow. That tends to backfire especially when you start cutting back on product; what product do you cut back on? At some point customers are going to come back and you had better have what they want, or they will go somewhere that does. In addition, do not start offering goods of lesser quality because it will save you a little money. That will also backfire when your customers realize that your quality is diminished. As tough as it may be, stay the course and ride out the slow periods. One, people do still buy during these slower times and you need to be ready to sell. Two, you want to be ready when the economy is better. Times are tough for many right now but better times are coming; be ready to sell now and then.

Bad at Their Jobs, and Loving It

By Lauren Weber Wall Street Journal

A company's best employees should also be its happiest and most engaged, but that's not always the case.

A new study finds that, in 42% of companies, low performers actually report being more engaged – more motivated and more likely to enjoy working at their organization, for example – than middle and high performers do.



The findings suggest many organizations are *not holding employees accountable for their work*, allowing the worst workers to skate by, says Mark Murphy, CEO of Leadership IQ, the Atlanta-based consulting firm that conducted the survey.

“Low performers often end up with the easiest jobs because managers don’t ask much of them,” he said, so they’re under less stress and they’re more satisfied with their daily work lives.

Meanwhile, dedicated and conscientious workers end up staying at the office late, correcting the work of the low performers, and making sure clients or customers are satisfied. This pattern breeds frustration and disengagement in the high performers—and perhaps ultimately drives them to seek work elsewhere. “They feel stressed and undervalued, and it starts to undermine the high performers’ confidence that the organization is a meritocracy,” said Mr. Murphy.

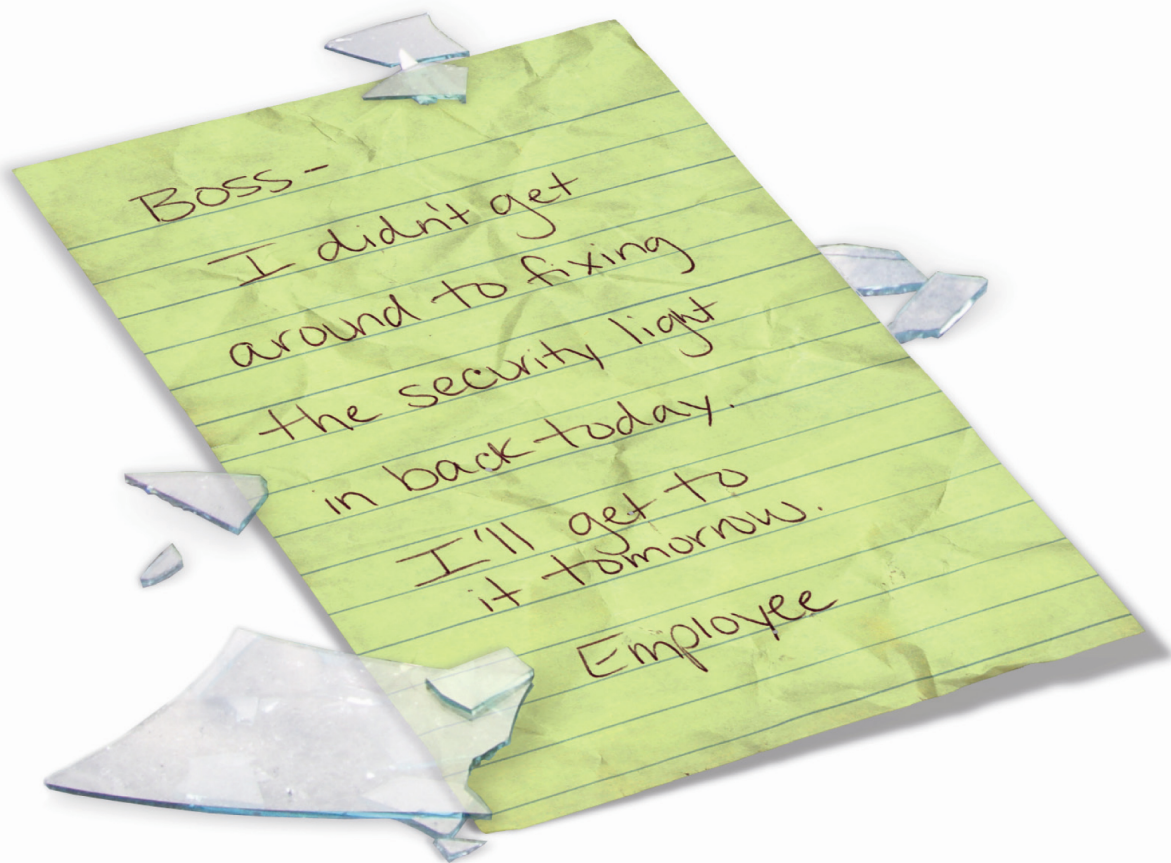
To remedy the situation, managers should speak frankly with high and middle performers, ferreting out what frustrations might potentially send them looking for new opportunities. They should also find out what could motivate them to stick around, he added.

To arrive at its findings, Leadership IQ looked at data from 207 companies that kept detailed records of both performance evaluations and engagement surveys.

In the remaining 58% of organizations surveyed, high performers were the most engaged, or engagement scores were about equal among the employees. In the rarest cases, Murphy said, the middle performers were the most engaged. That segment of the workforce—the employees who are neither superstars nor slackers—tends to be ignored by managers, he said.

Leadership IQ also looked into the specific dynamics of one company, a 1,000-person technology-services firm, where low performers reported high levels of engagement. It found that, on a 7-point scale, low performers gave a 5.99 score when rating the statement “I am motivated to give 100% effort when I’m at work.” High performers gave an aggregate score of 5.36 and middle performers’ score was 5.32, the lowest.

Low performers were also more likely than the other two groups to recommend their company as a “great organization to work for.” And in many cases, they didn’t even realize they were low performers. When asked whether the employees at the company “all live up to the same standards,” low performers were far more likely to agree with the statement than their higher-achieving counterparts.



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