

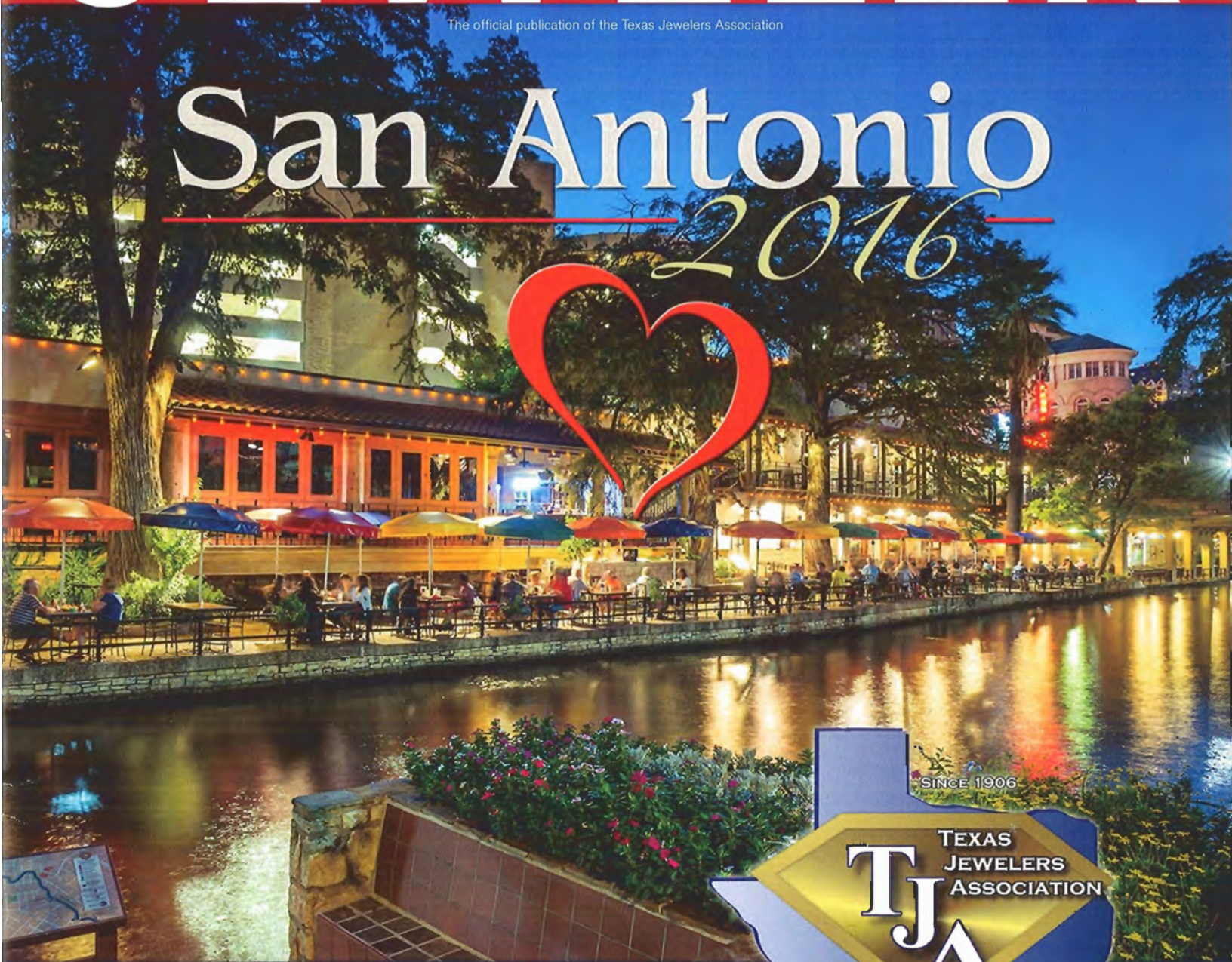
AUTUMN 2016

TEXAS

JEWELLER

The official publication of the Texas Jewelers Association

San Antonio 2016



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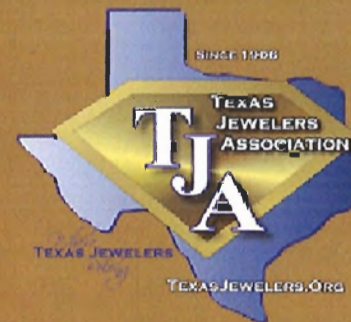


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About this issue:

Want to make 2017 the best year ever for your business? The Texas Jewelers Association can help! With resources such as our monthly newsletter, our TJA Magazine and a whole host of tools and services designed specifically for jewelry-industry needs, the Texas Jewelers Association is the place "Where Texas Jewelers Belong!"





Brad's Corner

TJA President
Brad Koen



Dear TJA Members & Friends:

It seems hard to imagine that the 4th Quarter of 2017 is almost upon us, but it is true. This time of the year always marks equal parts of anticipation and anxiety for those of us in the retail business, and I know we are all hoping for solid, strong sales to end 2016 on a high note.

2016 also has been a great year for the Texas Jewelers Association. We'll be wrapping up our 110th year celebration at the end of the year, and I expect the last few months of 2016 to continue to be strong in both growth and activity for the Texas Jewelers Association.

I want to take a moment to thank all of you who attended our 3rd Annual Texas Jewelers Association Convention, and helped make it so successful. We were honored to have a great line up of speakers and presenters, as well as a wonderful contingency of vendors. I am grateful, as well, to the sponsors who stepped in to help take our convention to the next level. Without them, this annual event wouldn't have been possible.

Those sponsors include JIS 2016 Miami Show, Federated Insurance, Jewelers Mutual, Jewelers of America, CoStar Imports, Vardi Company and Million Key Movement. You'll find more information on our sponsors, as well as a complete list of all the vendors who exhibited at our 2016 Texas Jewelers Association, on the Texas Jewelers Association website at <http://TexasJewelers.org>

I would also like to encourage those of you who haven't yet renewed your 2016 Texas Jewelers Association membership to take a moment and do so now. You'll still be able to take advantage of the special \$110.00, 110th Anniversary membership rates now through December 31st, 2016.

In addition to all of the other things we've had going on here at the Texas Jewelers Association, I am also proud to announce that the Texas Jewelers Association will be co-hosting *Her Imperial and Royal Highness Princess Astrid of Belgium, Archduchess of Austria*.

Continued from page 10

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Industry Trade Show Schedule

September 2016 - March 2017

September 24-26

Texas Jewelers Association
Convention
San Antonio, TX
El Tropicano Hotel
504-615-1191
www.TexasJewelersAssociation.org

October 9

GIA Career Fair
Carlsbad, CA
Gemological Institute of America
800.421.7250 ext. 4100
www.careerfair.gia.edu

October 14 - 17

Jewelers International Showcase (JIS)
Miami Beach, FL
Miami Beach Convention Center
800-840-5612
www.JISShows.com

October 28-30

LUEUR
New York, NY - Jacob Javits
Convention Center
239.732.6642
www.lueurny.com

October 30-November 1

JA N.Y. Special Delivery
New York, NY - Jacob Javits
Convention Center
646.654.4983
www.ja-newyork.com

December 5 - 6

International Watch &
Jewelry Guild Show
Miami, FL
Hyatt Regency Miami
713-783-8188
www.iwjjg.com

January 23 - 25

CBG Orlando
Orlando, FL
The Hyatt Grand Cypress
305-868-9004
www.CBG1.org

January 27 - 29

JIS Miami
Fort Lauderdale, FL
Fort Lauderdale Convention Center
203-840-5612
www.JISShow.com/January/

January 29 - 30

NAJA 47th ACE IT Conference
Tucson, AZ
www.NAJAAppraisers.com

January 31 - February 4

AGTA GemFair Tucson
Tucson, AZ
Tucson Convention Center
214-742-4367
www.AGTA.org

February 1 - 4

JCK Tucson
Tucson, AZ
JW Marriott Starr Pass Resort & Spa
203-840-5830
www.tucson.jckonline.com/

February 18 - 21

IJO Show
Grapevine, TX
Gaylord Texas Resort &
Convention Center
800-624-9252
www.IJO.com

March 4 - 6

SJTA Atlanta Jewelry Show
Atlanta, GA
Cobb Galleria
800-241-0399
www.atlantajewelrysthows.com

March 6 - 7

International Watch &
Jewelry Guild Show
Dallas, TX
Hyatt Regency Dallas
713-783-8188
www.iwjjg.com

March 12 - 14

JA New York Spring Show
New York, NY
Jacob Javits Convention Center
646-654-4983
www.ja-newyork.com

To learn more about these events and others including the latest updates, visit our website at <http://texasjewelers.org/>

PRACTICAL TIPS FOR PREVENTING SMASH AND GRABS

Smash-and-grab robberies usually catch the eyes of mainstream media outlets because of their brazen and extreme nature. If you follow Jewelers Mutual Insurance Company on Twitter @JMStaySecure, you've probably noticed that a lot of jewelry crimes making headlines today revolve around smash-and-grabs.

These attacks happen quickly and often result in high-dollar losses due to the amount of merchandise that robbers target. They've systematically planned their crime with the intent to take as much as possible in as little time required – which, of course, requires an intimate knowledge of your business's set-up.

After casing a variety of jewelry businesses, criminals know a soft target when they see one. Following these seven tips can make your business a hard target, discouraging criminals from even attempting a smash-and-grab at your location and perhaps moving on to something easier.

1. Keep your front doors and windows clear of obstructions, so employees can see suspicious persons outside and passersby can see inside.

2. Use a video surveillance system that has both overt and concealed cameras. Post signs announcing that you have a surveillance system recording images 24 hours a day, with footage monitored and stored off-site.

3. Consider installing burglary-resistant glass for your showcase sides, fronts and tops. This material will slow down an attack and since robbers want to be in and out as fast as possible, it may even prevent them from ever accessing your merchandise.

4. Spread high-value merchandise throughout your showroom and showcases instead of displaying these items together in one area.

5. Consider having a buzzer entry system or an audible door chime, so you're able to control access to the premises or at the very least, be aware when someone enters or exits.

6. Hiring a guard during times of high risk, such as trunk shows, special events, or high-traffic periods can be a major deterrent for criminals. If possible, the guard should be an armed, off-duty, and uniformed police officer.

7. Always have multiple employees on the sales floor at all times. One should always be greeting the customers as they enter and others should be providing ongoing customer service. An actual customer will enjoy the attention they've received, but a criminal might feel uncomfortable and leave.

For additional tips, tools, and techniques aimed at helping you run a more secure and successful jewelry business, subscribe to Jewelers Mutual's The Clarity Blog by visiting info.jewelersmutual.com/subscribe-to-the-clarity-blog.

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WWW.
indesign.jewelry

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Brad Koen — Continued from page 4

Este along with the Antwerp World Diamond Centre in Austin on December 5th, 2016.

We will be holding a special jewelry design competition in honor of this special event, and you will find the design entry form available in this issue of the Texas Jewelers Association magazine. Along with the usual categories that are open for entry, we have added an additional category for manufacturers as well. The winners of this design competition will be invited to attend a special ceremony in Austin on December 5th with *Her Imperial and Royal Highness Princess Astrid of Belgium, Archduchess of Austria-Este*.



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Ann Glynn Continued from page 6

jewelry program created to generate the largest ever charitable contribution to Jewelers For Children with a goal of raising over \$1,000,000 as well as to spread the positive brand message of Love is the Key®

Whether love is found in family, friends, life, faith, happiness or success, Love is the Key® jewelry is meant to empower, support, and inspire us to put love in everything we do.

Vardi Company, in conjunctions with participating retailers, will donate 10% of the retail price of these specially-designed jewelry pieces to Jewelers For Children. Please join the Vardi Company this holiday season and make a meaningful impact on the lives of children in need and help spread happiness and love all around! You can find more information on the Million Key Movement online now at: <http://www.millionkeymovement.com/>

And finally, the National Retail Federation has published its 2016 Retail Holiday Planning Guide. The second annual 2016 Retail Holiday Planning Playbook is the retailer's guide to key questions and issues to help retailers tackle the 2016 holiday season. You'll find it online now at: <https://nrf.com/resources/retail-library/2016-retail-holiday-planning-playbook>

I'm here to help! Have questions, comments, suggestions, recommendations or concerns about the Texas Jewelers Association? Please reach out to me! You can reach me via email at: Ann@TexasJewelers.org or directly at (504) 615-1191.

I'm wishing you all a happy, healthy and prosperous holiday season!

Ann



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www.southernjewelrynews.com



Mobile App Strategies Boost Revenues for Small Business Owners

By Scott Shane — Small Business Trends

Global mobile traffic now represents roughly 60 percent of internet traffic, making mobile apps a must-have for businesses. But consumers today increasingly expect an "Amazon-like experience" online. Small businesses don't just need to build a mobile app, they need to build a great one.

While most giant corporations have already adopted a solid mobile strategy, many small businesses have not yet come up with an effective approach to mobile. The fault lies at least partially with small business owners. Research by Clutch shows that less than a quarter of small businesses have a mobile app and nearly a third are unlikely to build one.

Field-Tested Mobile Strategies

That's a mistake if you see what mobile apps have done for some small businesses. Mommy's Lil' Rascals, a Pennsylvania-based consignment store, for example, launched an adopted Total Loyalty Solutions mobile app that gave customers access to a loyalty card program, special events and exclusive mobile offers. The company was rewarded with 1,000 downloads — including 223 downloads in the first 24 hours — more than 350 redemptions, \$12,000 in revenue and a doubling of sales during their fall sales event.

"For us, what really worked were in-store promotions," says Elizabeth Sowers, owner of Mommy's Lil' Rascals. "We set out a challenge to employees on who could get the most apps downloaded in one day. Every time someone came to the register, employees would ask customers to download the app. By doing this, we were able to get quite a few downloads for the app each day."

Sowers learned how valuable the app was for reaching out to her customers. She made all her customers aware that Mommy's Lil' Rascals had an app through her social media and Facebook page. "I would definitely recommend businesses use push notifications within their app for staying in touch with the customer," she explains.

For The Caddy Shack, a restaurant in Mechanicsburg, Pennsylvania that overlooks the Armitage Golf Course, launching an app with Total Loyalty Solutions was the answer. Installed on more than 1,300

smartphones, the app has generated more than 2,000 visits, not only boosting revenues, but also helping to increase order values and order accuracy.

"We're in a bit of an unusual situation in that we are a restaurant overlooking a golf course," says Karen Blazina, restaurant manager. "We are constantly busy — especially when the weather is nice — and the app has really helped customers know about changes to the menu. For example, when we have a seafood bash, we can add the whole program to the app."

Blazina also learned some important lessons about using an app. "One piece of advice I'd give to business owners launching an app is to definitely open up with a coupon — this gives a true actual response rate. And, make sure to put the time into the app to make it successful and make sure people know about the app."

Both companies also learned valuable lessons about testing their apps. Blazina of The Caddy Shack explains, "When it came to testing the app, we only did testing internally. Our management and staff checked to see if everything was entered correctly and was functioning right." That helped, but wasn't enough. There were glitches and problems that could have been fixed by testing with an outside vendor.

Sowers of Mommy's Lil' Rascals recounts a similar story. "We found some issues with some different network providers — some were a bit slow and it was a time consuming process or the app would sometimes

unexpectedly close out." She points out that it would have been better to test the apps on a wider variety of network providers before launching it.

As more and more businesses launch these mobile apps and testing for errors and bugs becomes increasingly important, small business owners need outside suppliers to provide those testing services, just like they need outside accountants to do their taxes or outside vendors to find them insurance.

"Small businesses may not always have the resources to hire a full scale QA team, that's where we come in," says Matthew Cordasco, CEO and Head of Product at MyCrowd QA. "With our platform, businesses can root out their bugs at 50-75 percent of the cost of doing it in house, boosting both the speed and quality of their testing."





ELLE
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 TIME & JEWELRY



New from ELLE Time & Jewelry!

ELLE Time & Jewelry is pleased to announce the launch of its new Plume collection, which features the fashion forward feather theme that is on trend for 2016-2017.

This all silver collection debuted at JCK and garnered attention for its sleek designs. The collection is made with ELLE's legendary high standard of quality and several pieces include stunning CZ stones positioned to sparkle brilliantly. Plume includes a two-piece convertible necklace, a bolo-style necklace, threader earrings and additional coordinating pieces ranging in retail price from \$50 to \$200.

"Plume was a big hit at JCK and just one collection in our strongest Fall product launch in our history. Each collection is unique, on trend, and designed true to the ELLE spirit. Plume reinforces our commitment to designing and producing fashionable jewelry of high standards at affordable price points." Alisa Bunker, Director of Sales, ELLE.

ELLE is a powerhouse brand most noted for its personal beauty mark, the hidden ruby, which is included in every piece of ELLE jewelry. This ruby trademark symbolizes a woman's inner strength and beauty.

For additional information on becoming a retail partner, please email sales@ellejewelry.com.





JCK 2017 Las Vegas Show Date Changes Announced

September 06, 2016 by Albert Robinson

(IDEX Online) – The JCK and LUXURY shows will have their dates changed for the 2017 editions to enable Jewish exhibitors and visitors to observe the holiday of Shavuot.

The festival is observed by several hundred of JCK's and LUXURY's customers.

LUXURY will open on June 2 and continue through the weekend, while the JCK show opens on June 5 and closes on June 8 at the Mandalay Bay Convention Center.

These dates are a shift to the traditional day pattern of the past, JCK said in a statement.

"First and foremost we wanted to acknowledge and respect our com-

munity of observers," commented Yancy Weinrich, Senior Vice President of Reed Jewelry Group. "Additionally, in our conversations with retailers there was support for moving off of Memorial Day weekend, which we hope will allow those with scheduling conflicts around the holiday weekend to attend."

Moshe Klein, Director of Sales of Julius Klein commented on his overwhelming support for the date shift. "As a long time exhibitor at LUXURY, we appreciate the thoughtful decision the JCK Events team made in order to accommodate observing the holiday of Shavuot. The new date pattern will allow the Jewish community that participates to observe the holiday without taking away from the important business that happens at JCK. We look forward to having a successful show and believe the date shift is a refreshing reminder that at JCK, it's not just business, it's personal. We have already seen overwhelming support behind this decision from our staff and many customers."



IDEX Online Launching Ring Designer Tool

IDEX Online, the leading diamond trading platform, is launching a "Ring Designer" tool on its popular Onsite feature. The innovative feature embeds IDEX's inventory of more than \$6 billion on retailers' websites.

The new tool gives retailers who subscribe to the Onsite service an intuitive and easy-to-use ring design facility enabling their customers to create their perfect ring direct from the retailer's website.

The simple three-step process allows users to choose their ideal stone from IDEX Online's extensive diamond inventory and match it with their preferred setting before seeing their ring "created" online.

Retailers can either use the existing Ring Designer jewelry settings or add their own supplies to their personalized Onsite Ring Designer options.

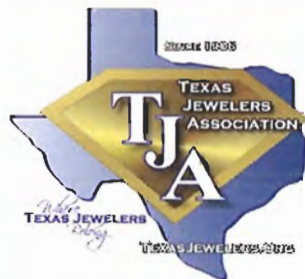
IDEX Onsite, and the Ring Designer feature, developed by Paasweb, is available to all IDEX Online members for a low additional monthly fee. Members can sign up for IDEX Onsite and start creating their own billion-dollar inventory by contacting: support@idexonline.com.

IDEX Online is a leading diamond trading platform and diamond pricing source for the global diamond industry and offers an innovative diamond trading platform designed specifically for and by professional diamond dealers and jewelers.

IDEX Online's fast, easy and secure diamond buying and selling service has more than 600,000 diamonds listed at a value of more than \$6 billion.

If you have any questions or would like further information please do not hesitate to contact us anytime at +1 (212)382-3528 or usa@idexonline.com. If you'd like to receive a complimentary copy of the weekly IDEX Diamond Report from the Texas Jewelers Association, email Ann@TexasJewelers.org and ask to be added to our "IDEX" list.

Looking forward to seeing you online!



TJA/AWDC 2016 JEWELRY DESIGN COMPETITION ENTRY FORM

Application, entry fee and finished piece must arrive by December 1, 2016



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. 2014 and Sept. 2015.
- 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 stones.

Category # 2 Materials from \$1,000 to \$3,000. Pieces must be made of Silver, Gold or Platinum and may contain stones.

Category # 3 Materials over \$3,000. Pieces must be made of Silver, Gold or Platinum and may contain 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.

Category # 5 Manufacturers Exclusive. This category is for the jewelry manufacturer to show their expertise in jewelry design. Materials of any combination and value may be used.

Deadline - December 1, 2016

Application, entry fee and finished piece must arrive by December 1, 2016.

Judging

The entries will be judged by qualified individuals in the jewelry industry. 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, ease of wear, originality and fashion merit.

Awards

Awards will be awarded by Princess Astrid of Belgium to the winning piece in each category. Displays of the winning pieces and the presentation of the awards will take place in Austin, Texas, on December 5, 2016. Winners will be notified to attend by invitation only.

Dear Applicant:

Thank you for your entry in the Texas Jewelers Association/Antwerp World Diamond Center Jewelry Design Competition. Please fill out and submit the following form with your entry fee. **Finished entries must be received by December 1, 2016.**

Name _____

Company: _____

Address: _____

City/ST/Zip: _____

Phone: _____

Email: _____

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)

☐ Category 5 _____
(\$25 entry fee)

Total Fees: _____

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

Student Category – Info

No entry fee. Limit to 3 items entered.
Pieces will be judged on design and execution.

Mail Entries to:

TJA DESIGN CONTEST

Brad Koen
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.



PANTONE® FASHION COLOR REPORT

FALL 2016

A publication of the Pantone Color Institute

FALL 2016: A Unity of Strength, Confidence and Complexity

The desire for tranquility, strength, and optimism have inspired a Fall 2016 color palette that is led by the Blue family.

Along with anchoring earth tones, exuberant pops of vibrant colors also appear throughout the collections. Transcending gender, these unexpectedly vivacious colors in our Fall 2016 palette act as playful but structured departures from your more typical fall shades.

Blue skies represent constancy as they are always above us. Grays give a feeling of stability, Red tones invite confidence and warmth, while the hot Pinkish Purples and Spicy Mustard Yellows suggest a touch of the exotic.

Leatrice Eiseman Executive Director of the Pantone Color Institute™



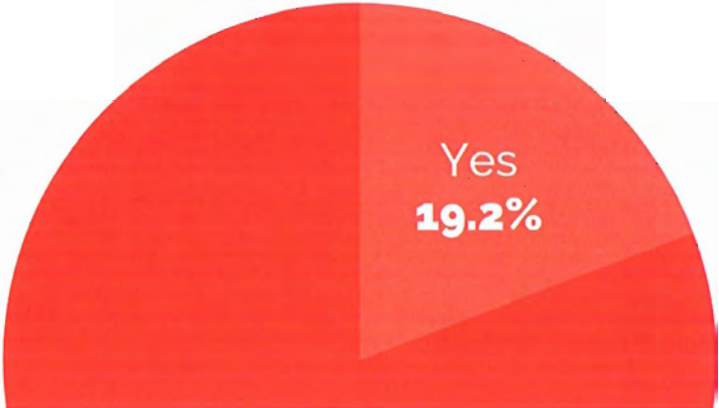
An astonishing 80.8 percent of couples are not concerned about the eco-friendliness of stones and metals

At initial glance, this high percentage shocks the reader because it seems as if couples don't care if their gems adhere to an ethical standard. But upon further discussion, this is not the case. Couples are concerned yet believe there has been so much light shone on the subject of "blood diamonds" and earth-wrecking metals that the problem has gone away. While it's true that there is now much more care taken by reputable jewelers, purchasers should still do their due diligence when buying their wedding rings; and it's vital that stores and galleries display their commitment to an ecological code of ethics, which will ease their clients' minds.

STILL CONCERNED ABOUT THE ECO-FRIENDLINESS OF STONES AND METALS?

we asked

Are you concerned about the eco-friendliness of engagement ring stones and metals?



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