

SUMMER 2015

TEXAS JEWELER

The official publication of the Texas Jewelers Association



MADE IN TEXAS

Beautiful work created by local artisans

WHAT HAPPENS IN VEGAS,

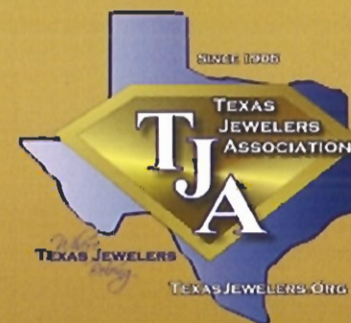
can help you improve profits and distinguish yourself in the marketplace. That's why adding colored gemstones and cultured pearls to your business is important. **Buy smart and buy safe from an AGTA Member.** Our Members annually sign the strictest Code of Ethics signifying their commitment to maintaining the industry's standards, and they fully disclose gem enhancements. Look to an AGTA Member to help you grow your business at the AGTA GemFair™ at JCK Las Vegas located in the South Pacific and Islander Ballrooms in the Mandalay Bay Resort and Casino. You'll connect with US- and Canadian-based professionals plus attend seminars and workshops that will educate and inspire.

MAY 28 - JUNE 1



■ **Show/Hotel Information:** <http://lasvegas.jckonline.com/> ■ **AGTA Office:** 800.972.1162

■ **More Information:** <http://www.agta.org/tradeshows/gemfair-las-vegas.html>



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About the Cover:

The stunning designs featured on the front cover of our Summer, 2015 TJA Magazine are pieces that were entered in our 2014 TJA Design Contest. Photo's generously provided by Jo Barr of Peter Barr Designing Jewelers.





Jeanne's Corner

TJA President Jeanne Roe

I hope your Valentine's season was prosperous. We had our first Meet and Greet in February at the Tuscan Gem Show. We had over 50 suppliers and jewelers attend. I would like to thank our sponsor, Federated Insurance for their support. We will have a Meet and Greet at the JCK show in Las Vegas, Friday, May 29, 2015 from 6:30 pm to 8:30 pm at the Bootlegger Italian Bistro. Because we have to go off-property this year to hold our event, we will be providing shuttle transportation to and from our event between the Mandalay Bay and the Bootlegger for those who don't have access to a car. We hope to see you there. Also, our convention will be on the river walk in San Antonio at El Tropicano, October 10-12th. Our Executive Director, Ann Glynn is working very hard to make this the best convention ever. I would also like to thank Rex Solomon, our Legislative Chair, for his work in Austin on two pending bills that effect our industry. Both bills are currently pulled for some revamping, but it appears that the hold time won't be increased

due to Rex's hard work. Some of the things I would like to achieve during my presidency is to improve communication to our membership, improve participation and education. Next year, I would like to have a membership drive to celebrate our 110th year. There are committees that haven't been filled, so if you are interested in filling one of these positions and becoming an active member of the Texas Jewelers Association, please let me know. You may reach out to myself or Ann for more information.




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DIRECTOR'S NOTES ANN GLYNN TJA EXECUTIVE DIRECTOR

Say Hello to Good Buys and Fun Times in Las Vegas!

We're working hard here behind the scenes at TJA to prepare for the JCK Show in Las Vegas, and hope to see you there. TJA will have a presence once again this year at JCK, and you'll find us in booth #111 outside the South Pacific Ballroom/Islander Ballroom near the AGTA Exhibition entrance.

We're also be holding our third annual Texas Jewelers Association Meet & Greet on Friday night, May 29th, from 6:30pm - 8:30pm off the Mandalay Bay property at the Bootlegger Italian Bistro. We're looking forward to a wonderful turnout, and would love to have you join us there to support our Association, see old friends, and make



some new ones, too! Come enjoy a few cocktails and appetizers, along with some great networking. After the Meet &

Greet has concluded, those who are interested can stay and enjoy our TJA member dinner (each person pays their own), to continue the socializing and the fun.

Once we return from Las Vegas, I'll be working with the Executive Board to finalize the plans for our TJA 2015 convention. Our convention will take place again in San Antonio, from October 10 - 12, 2015 at the El Tropicano hotel, located directly on the Riverwalk. Registration for the upcoming TJA convention is now open online at <http://TexasJewelers.org>. You can also book your hotel room directly through the El Tropicano hotel by calling 1-877-736-4311 and asking for the Texas Jewelers Association \$125.00 p/night convention rate. The room block is closing on August 28, 2015, so make your reservations now!

As always, if there is anything you need, or any suggestions, recommendations or thoughts you have as we continue to grow our association back into greatness, please feel free to email me at Ann@TexasJewelers.org or call me directly at (504) 615-1191.

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SHOULD WOMEN OWN MORE THAN ONE ENGAGEMENT RING?

By Brittany Siminitz, JCK Marketplace Manager



MEGA-UPGRADE-WORTHY: NORMAN SILVERMAN DIAMONDS

I recently read an article reporting that Victoria Beckham has a whopping total of 13 engagement rings. Various sources differed on whether each of these was an upgrade from the next or if she just seems to be collecting them, but either way, it sounds like the Spice Girl-turned-designer has more engagement rings than some of us have shoes. Sure, Posh Spice has higher spending power than your average jewelry consumer, and the desire to adorn one's hand with any amazing piece one pleases is certainly both tempting and understandable. But I'd be willing to bet that many would disagree with this idea of an interchangeable declaration of marriage.



ADMIRABLE ALTERNATIVE: PARLÉ JEWELRY DESIGNS

After all, is an engagement ring not a symbol of the love one shares with his or her betrothed? Is it not something that keeps the proposer up at night, wondering where they'll find that perfect piece, wondering if it's the one their spouse-to-be will fall in love with and wear forever? Yes it is, for many, many brides and grooms. On the other hand, does it all have to be so sentimentally permanent? Is there something so wrong with wanting a different ring—a variation from the ring—a larger one, a new design, an extra, to change it up every now and then? I can't answer these questions for everyone—only for myself—but I guess that's what the beauty of it all is; each and every customer is different. There's no right, no wrong, just personal preference. And what a fun opportunity that is for retail jewelers.



ETERNALLY COVETING: JOSHUA J. FINE JEWELRY

I, for example, upgraded my engagement ring before I even got married (ridiculous, I know). But I had the opportunity to purchase a larger diamond through the jewelry store where I worked, and, well, it was bigger. So, yeah. And now, as much as I love my engagement ring, I sometimes itch for something different, not to replace it—I could never imagine being without it—but just to change it up now and again. My current wish list spans the range of a modest, solid gold band to a big honkin' diamond eternity band that blinds anyone who looks upon it. As I'm writing this, though, I realize that there is something missing from that wish list: another engagement ring. Perhaps I am sentimental, after all.



BRIDAL STACK DREAMS ARE MADE OF: RHONDA FABER GREEN

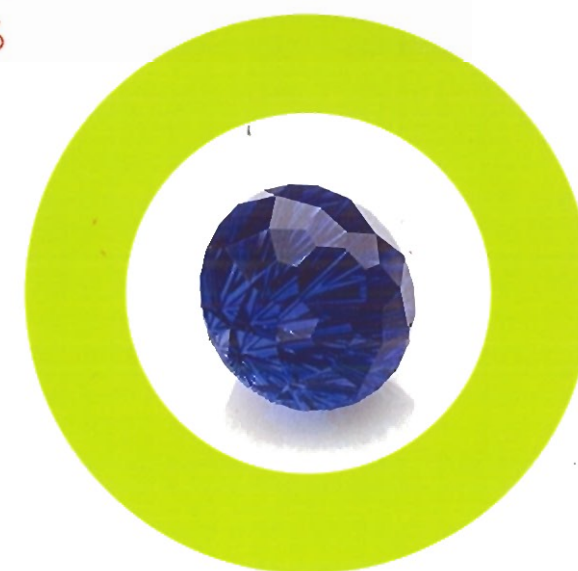
So I'm wondering what your point of view is on this ring-changing phenomenon. I'm quite familiar with retail customers upgrading, resetting, and even adding bands to their engagement rings. But purchasing an entirely different ring, not to replace, but to alternate with their current one? This is not something that I experienced when working in a store. What's the word? And also, do you think Victoria Beckham would be interesting in sharing her collection?

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WORLD'S PREMIER COLORED GEMSTONE
& CULTURED PEARL COMPETITION
A WHO'S WHO OF INDUSTRY EDITORS
NY, NY . AUTUMN . 2015



DALLAS DROP OFF . SEPTEMBER 18
NEW YORK DROP OFF . OCTOBER 06

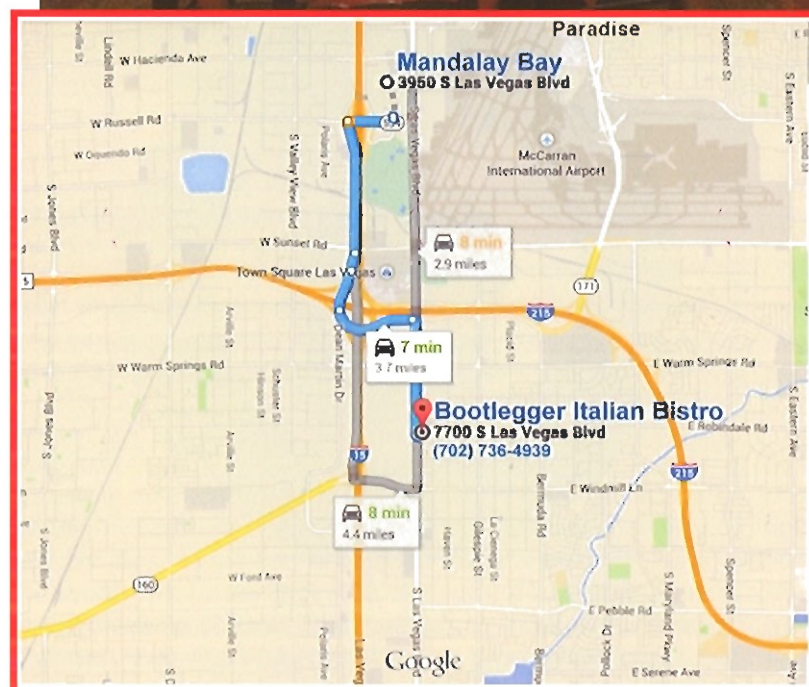
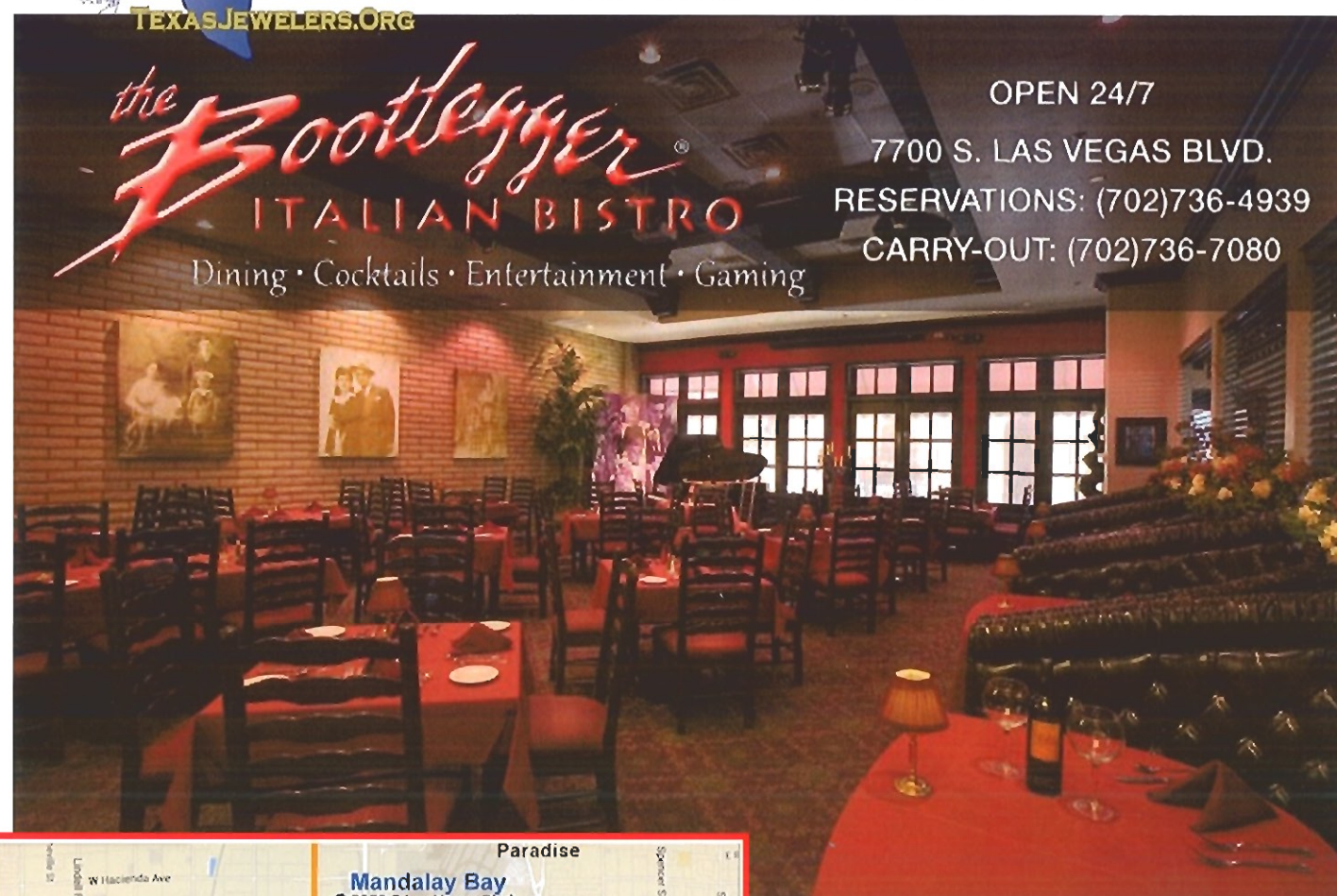


AGTA
SPECTRUM
AWARDS



Please join us for the 3rd Annual Texas Jewelers Association/JCK Las Vegas Meet & Greet!

This year, our event will take place on Friday, May 29 from 6:30 pm – 8:30 pm down the street from the Mandalay Convention Center at the **Bootlegger Italian Bistro**.



We look forward to seeing you for cocktails, appetizers and a great time!

Shuttle Service will be available for those without transportation between Mandalay Bay and the Bootlegger Restaurant between 6:00 pm and 9:00 pm.

For more information on the TJA Meet & Greet, visit the TJA website at <http://TexasJewelers.org>

or contact TJA Executive Director Ann Glynn at: Ann@TexasJewelers.org or (504) 615-1191.

Industry Trade Show Schedule: May 2015 - October 2015

May 25 - 26
IWJG

Las Vegas, NV
Tropical Hotel
713-783-8188
www.IWJG.com

May 26 - June 1
LUXURY

Las Vegas, NV
Delano, Four Seasons,
Mandalay Bay Resort and
Casino, Las Vegas
203.840.5684
www.Luxury.JCKOnline.com

May 29 - June 1
JCK Las Vegas

Las Vegas, NV
Mandalay Bay Resort and Casino,
Las Vegas
203.840.5684
www.LasVegas.JCKOnline.com

May 29 - June 1
Swiss Watch

Las Vegas, NV
Mandalay Bay, Delano,
Mandarin Oriental
203.840.5684
www.Luxury.JCKOnline.com/
Swiss-Watch-at-JCK/

July 25 - 29
IJO

Nashville, TN
Omni Nashville, Marriott
Nashville and Downtown
Nashville Convention Center
800-624-9252
www.IJO.com

July 26 - 28
JA New York Show

New York, NY
The Javits Center
888-562-4962
www.ja-newyork.com/

July 26 - 29
LUXURY Privé

New York, NY
Waldorf Astoria
(203) 840-5305
<http://luxuryprive.jckonline.com/>

August 1 - 3
RJO

St. Louis, MO
Renaissance St. Louis Grand Hotel
(641) 792-4900
www.RJOMembers.com

August 8 - 10

The Atlanta Jewelry Show
Atlanta, GA
Cobb Galleria Center
800-241-0399
www.AtlantaJewelryShow.com

August 30-31

Select by Centurion Dallas
Dallas, TX
Ritz Carlton
888.427.4697
www.selectjewelryshow.com

September 7 - 8
IWJG

Las Vegas, NV
Tropical Hotel
713-783-8188
www.IWJG.com

Oct 10

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

October 10 - 12

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

October 14-16

Centurion South Beach
Miami Beach, FL
Ritz Carlton South Beach
888.427.4697
www.centurionsouthbeach.com

October 15-18

Jewelers International Showcase (JIS)
Miami Beach FL
Miami Beach Convention Center
561.998.0205
www.jisshows.com

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How Jewelry Retailers Can Cash In On The Artisanal Craze

By: Ann Glynn

With the economy still sputtering, many consumers are putting the brakes on spending, especially on non-essential items. According to Edahn Golan, the former editor-in-chief of IDEX Online, who recently formed his own research analysis and consultancy firm, the rise in jewelry demand has weakened, and the growth rate has slowed.

There are some areas, however, that continue to defy economic expectations, and those areas include the luxury market, and the online community Etsy. A thriving online community of artisan sellers with a goal of balancing profits with a social mission, Etsy was recently valued at \$1.78 billion dollars after launching an IPO last month on NASDAQ.

The growth of Etsy speaks more about consumer sentiment than it does about the actual artisans behind the goods. Consumers, especially Millennials, tired of big brands, big names and the same old products, are increasingly turning their focus to sellers with merchandise that has a story to tell.

Etsy has grown into a \$1.78 billion dollar company because it developed a platform where consumers are flocking to buying the goods they want, while connecting and dealing with a person and not a company. Somehow, many of the independent retail jewelers I have come in contact with have lost sight of the importance of that message.

Sadly, many in our industry have lost, or forgotten the art of "story-telling" and its importance in closing the sale. What has happened to the days when Retailers understood the importance of (and taught their employees about!) romancing the stone? Remember the phrase "Sell the Sizzle, not the Steak"?

Regardless of what products you sell, now is the time to recognize that uniqueness is the key to capturing Millennial sales and regaining sales momentum across the board. Reinvigorate your sales by introducing your customers to unique products and pieces they won't see anywhere else.



A 10.31ct Colombian Oval Emerald (GIA Certified), accented with 2.42 cts in pear-shaped diamonds and .40 points in round diamonds. Suggested Retail Price, \$217,000.00 Image courtesy of Authentic Gem Imports



Oval Halo Diamond Engagement ring featuring a 1.70 carat F color, SI1 GIA Certified Oval center diamond, surrounded by .77 points in round diamonds. Suggested Retail Price, \$50,379.00 Image courtesy of Authentic Gem Imports.



Multi-colored Tahitian and South Sea Pearls join together with gorgeous heads on an 18k chain to create 22" of sheer luxury. Suggested Retail Price is \$10,797.00. Image courtesy of Authentic Gem Imports



This special order Ruby and Diamond bracelet features 10.52 carats of Burmese rubies, and 4.61 carats of white diamonds. Suggested Retail Price is \$44,997.00. Image courtesy of Authentic Gem Imports.



Inspired by the rich colors of Navajo sand paintings this 18", 14K yellow gold necklace features five large marquise-cut citrines, surrounded by Mexican fire opal London and Swiss blue topaz briolettes finish off the look. Suggested Retail Price is \$995.00. Image courtesy of Natalie Ziegler Designs.

Amazon relaunches B-to-B Marketplace

By Michelle Graff
April 30, 2015

A screen shot of Amazon Business, the e-tailer's retooled B-to-B website; Amazon executive Prentis Wilson said the company will continue to build out features on the site in areas such as product support, payments, shipping and pricing.

Seattle--Amazon.com Inc. overhauled its business-to-business wholesale marketplace Amazon Supply and relaunched it this week as Amazon Business.

The online retailer originally launched Amazon Supply, its first business-to-business wholesale site, in 2012. A spokeswoman for the company said Wednesday that Amazon Supply will be subsumed into Amazon Business, and those who visit the site will be redirected to Amazon.com, where Amazon Business lives, beginning May 13.

Amazon Business does exactly the same thing the consumer-facing side of Amazon.com does--sells a wide variety of items at extremely competitive prices and delivers them quickly--but instead of serving consumers, it caters to business owners.

Amazon said the business section of its site has "hundreds of millions of products," from traffic signs to IT equipment to janitorial and food service supplies, and will provide free two-day shipping on many of those items to customers. Select items also will have pricing that's available only to business owners, and there will be discounts on certain items bought in bulk as well.



Amazon Business takes the best of Amazon and delivers it to the needs of businesses. Choose from hundreds of millions of products in a shopping experience built for your business. Get FREE Two-Day Shipping on orders of \$49 or more (it's even more!) 1 for multi-user business account, approve orders and get access to business-only products and pricing. Whether you work at the coffee shop or in big business, it's easy to realize your free account.

A screen shot of Amazon Business, the e-tailer's retooled B-to-B website; Amazon executive Prentis Wilson said the company will continue to build out features on the site in areas such as product support, payments, shipping and pricing.

In addition, business owners can have single or multi-user accounts, create approval workflows so they can monitor how much money the company is spending on Amazon Business and who is spending it, integrate procurement systems, and place orders and finance purchases using a pay-in-full or revolving Amazon corporate credit line.

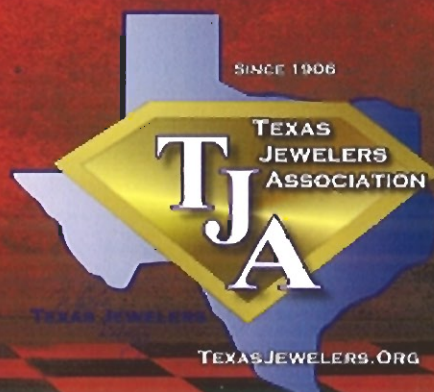
Those who are interested can register for an account at Amazon.com/business. The account is free.

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Attention Exhibitors!

There's still time to reserve your space for the upcoming Texas Jewelers Association 2015 Convention. Join us at the El Tropicano Hotel in beautiful San Antonio, October 10 - 12, 2015 to meet and market your goods to retailers who are looking for you!

Limited booth space is still available, so reserve your spot now. Don't delay, call today! For more information, or to reserve your space, call TJA Executive Director Ann Glynn at (504) 615-1191 or email Ann@TexasJewelers.org



IDEX

www.idexonline.com

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!



Atlanta Jewelry Show

Atlanta Jewelry Show Caps Off Year-Long 65th Anniversary Celebration at August 8-10 Edition

Doing business at the Atlanta Jewelry Show is fun. And it's been that way for 65 years. Capping off a year-long anniversary celebration, the August 8-10, 2015 edition returns to the Cobb Galleria Center with all the fresh new finds, legendary Southern hospitality, networking events and other signature highlights that make the business of buying and selling fun year after year.

As part of the anniversary celebration, new retail members who join the Texas Jewelers Association are invited to attend the Fall 2015 edition as a special guest of the Atlanta Jewelry Show, including a complimentary two-night hotel stay. To learn more, contact the Atlanta Jewelry Show's producers/managers, the Southern Jewelry Travelers Association (SJTA), at 800.241.0399.

"For 65 years, the Atlanta Jewelry Show has been the industry's true gathering place," explains Carol Young, Executive Director, Southern Jewelry Travelers Association (SJTA), producers and managers of the Atlanta Jewelry Show. "With each show, we work to foster a fun, friendly atmosphere by constantly raising the bar on our product selection, educational offerings, networking opportunities, and buyer services. We look forward to welcoming TJA members to what promises to be our best edition yet!"



Fall 2015 show highlights include:

ATLANTA JEWELRY SHOW TO OFFER GIA® DIAMOND GRADING LAB DURING AUGUST SHOW

As part of an ongoing effort to expand educational resources and opportunities for independent jewelers, the Atlanta Jewelry Show will offer the GIA® (Gemological Association of America) Diamond Grading Lab from Tuesday - Saturday, August 4-8, 2015. Hours are 9 am - 5 pm each day. Space is limited so retailers are encouraged to register now. For details, including session price, contact Judy Lince at jlince@atlantajewelrysthshow.com or 800.241.0399.

hand
crafted
studio

HANDCRAFTED STUDIO | MEET THE MAKERS

The Handcrafted Studio exhibitors return this Fall, bringing together a talented group of jewelry designers showcasing one-of-a-kind, hand-crafted pieces in a range of price points.

FRESH FINDS TO BOOST 4th QUARTER SALES

Looking for new designs and best-selling designs to lift those 4th quarter sales? The Fall 2015 Atlanta Jewelry Show floor's convenient layout, cozy gathering spaces, eye-catching booth displays and special sections - including Point of View: A Designer Gallery, Promenade and general booth areas - will offer countless sources of inspiration, merchandising ideas, and new resources to explore.

CELEBRATING 65 YEARS AT MINGLE!

The 65th anniversary celebration continues at Mingle! The renowned friendly atmosphere everyone experiences on the Atlanta Jewelry Show floor extends to the show's popular after-hours gatherings. During nightly Mingle events in the lobby of the Renaissance Waverly Hotel -- 6:30 -8:30 p.m. on Friday, Saturday and Sunday -- buyers and exhibitors can raise a glass for an anniversary toast while catching up with old friends, making new ones and relaxing after a busy show day. Look for more details coming soon on Mingle!



GATHER NEW IDEAS, NEW MARKETING STRATEGIES, NEW INSIGHTS AT AJS U

The popular Atlanta Jewelry Show U educational series returns with a full line-up of innovative sales and marketing strategies for retailers. From bridal trends and social media strategies to savvy store environments and more, you'll find creative, proven ways to sell more of what you buy here at the show.

COMPLIMENTARY BUYER BREAKFAST EACH MORNING

Buyers can gear up for a busy buying day by enjoying a light continental breakfast served in the registration concourse area.

\$5 BUFFET LUNCH @ THE MARKETPLACE CAFÉ

Cost-effective, convenient and restorative, the Atlanta Jewelry Show \$5 Buffet Lunch gives buyers the chance to sit, relax, regroup and enjoy a delicious, hot lunch -- without leaving the show floor -- for only \$5. Simply show your badge and coupon at the Marketplace Café to take advantage of this special offer.

ATLANTA JEWELRY SHOW QUICK FACTS:

WHEN: Saturday - Monday, August 8 - 10, 2015

HOURS: 10 am - 6 pm, August 8-9; 10 am - 3 pm, August 10

WHERE: Cobb Galleria Centre, Two Galleria Parkway, Atlanta, GA 30339

INFORMATION:
www.atlantajewelrysthshow.com or
800.241.0399 | 404.634.3434

ATLANTA JEWELRY SHOW WHERE BUSINESS IS FUN

PLACE ORDERS. EARN REWARDS. IT'S THAT EASY.

Buyers can earn valuable AJS Reward points for simply placing orders for their best-sellers, required stock items, and other store necessities during the Fall Atlanta Show. These reward points can be redeemed for hotel and travel packages, electronics, personal accessories, home goods and more. At any time during the event, buyers need only bring copies of orders placed during the show to the AJS Rewards counter where the representative will deposit the corresponding point value to their personal rewards accounts. After the show, retailers can visit the program's online catalog to see the all the items they can order.



VIP TREATMENT ATLANTA'S ELITE BUYERS CLUB

Retailers who have earned 15,000 AJS Reward points or more at any one of the past three shows are automatically enrolled in the Elite Buyers Club -- the exclusive club of Atlanta VIP buyers. As a member, they receive special badges signifying VIP Status; access to an exclusive registration counter just for Club Elite Members; and entry into the exclusive, member-only Club Elite lounge. To find out if they qualify for membership, buyers should contact Fran Strauss at SJTA: 800.241.0399 or email: fstrauss@atlantajewelrysthshow.com.

UNBEATABLE TRAVEL SAVINGS

SJTA has arranged for deep discounts at area hotels, which can be obtained by calling the show's host hotels directly or via the show website. Attendees can find the list and direct links to the hotels, rates and group codes to reference for discounts at www.atlantajewelrysthshow.com. When calling, attendees should tell the reservations representative that they're attending the SJTA Atlanta Jewelry Show to take advantage of the special show rates.

ABOUT SJTA

Celebrating its 65th Anniversary, the Southern Jewelry Travelers Association is the nation's oldest association for independent jewelry representatives and the official sponsor and producer of the Atlanta Jewelry Show. For more information visit www.atlantajewelrysthshow.com; email: info@atlantajewelrysthshow.com; phone: 1.800.241.0399 or 404.634.3434.

Atlanta Jewelry Show®

August 8-10, 2015



New retail members who join TJA are invited to attend the Atlanta Jewelry Show as our special guest, including a two-night complimentary hotel stay.

65
CELEBRATING
YEARS
1950 - 2015

Doing business at the Atlanta Jewelry Show is fun. And it's been that way for 65 years. Legendary Southern hospitality, a show floor filled with fresh finds, unparalleled education, nightly networking events and more make the Atlanta Jewelry Show a must-attend buying event. Join us as we cap off our year-long anniversary celebration. We guarantee it'll be fun!

For more information, please contact the SJTA/Atlanta Jewelry Show office at (800) 241-0399.

The SJTA and TJA.

We are Proud to be Associated with you!



atlantajewelrysthshow.com #ATLJewelrysthshow



10 Minutes with REX SOLOMON

As a member of the The Donsky - Solomon family, which has a 160+ year history and long-time reputation as one of the premier merchants in the Houston market, some might say that Houston, Texas-based Rex Solomon, president of Houston Jewelry, was born with retail expertise in his blood.

Aside from the day to day management of Houston Jewelry, Rex is also involved in a variety of community and industry interests, and holds the position of Legislative Chair for the Texas Jewelers Association.

With all of the activity currently taking place in Austin on a myriad of legislative issues, TJA Magazine caught up with Rex to get his views on the policies and bills he thinks are most important for TJA members to watch during the upcoming months.

TJA Mag: More than six thousand bills were filed by the close of the 84th Legislative Session in Texas the past March. In your analysis, how many of them do you think affect jewelry industry retailers?

Rex Solomon: I would say there are six or seven bills that are important to watch. Several of these are definitely industry-specific, and therefore important to track for progress. In addition, there is HB35, which will affect all Texas-based retailers, and would reduce the discount, or processing fee, that retailers are able to keep for the privilege of collecting the sales tax for the state. Last, there is the open-carry law, which I have heard a few of our TJA members are expressing concern about. It is the opinion of most that there isn't much we can do at this point about the open carry law, however, it's still important to watch the progress, in case there is an opportunity for us to present the concerns of our members. It does appear as though individual property owners will be able to restrict open and concealed carry as they can under current law.



#2) How do you rank the industry-specific bills, in order of importance?

Rex Solomon: The bills which concern me are as follows:

HB 1703 is a bill that was filed by Representative Dukes and relates the disposition and identification of certain goods acquired by recycling entities and pawnbrokers; providing a civil penalty. This bill has been left pending in committee.

HB 3505 is a bill that was filed by Representative Longoria and relates to the regulation of crafted precious metal dealers. While this bill has also been left pending in committee, I am happy to say that I was able to meet with Representative Longoria personally, and present a request for language change on behalf of the Texas Jewelers Association. Representative Longoria was very open to the request for change, so at this point, we're hoping it will be incorporated into a future version of the bill, if it makes it out of committee.

SB 957 is a bill that was filed by Senator Eltife and relates to the regulation of crafted precious metal dealers. This bill was placed on the local and uncontested calendar. This means the bill has received unanimous consent from committee members, and is considered "non-controversial." I received notice that the bill passed the Senate on 4-30-2015.

SB 1700 is a bill that was filed by Senator Huffman, and relates to the regulation of crafted precious metal dealers; creating a criminal offense. This bill has not been heard in committee yet, and is not on the calendar.

TJA Mag: In the past, members of the Texas Jewelers Association board have voted to take a "Kill the Bill" stance towards every piece

of legislation that could potentially affect TJA members. Do you think this is a reasonable position to continue, or do you believe it's better for TJA to adopt a more fluid position, and look at potential legislation on a case by case basis?

Rex Solomon: I think that it is far better to work with law enforcement and legislators to let them know that we support their efforts and only object to those specific issues that would cause the entire industry harm. For example, unless we as an industry help law enforcement curtail the fencing of stolen property, and make it easier for law enforcement to find stolen property, than these property crimes will continue to increase, and hurt the entire industry in two direct ways. First, it is the industry (stores and wholesalers) who are the most likely targets of these crimes. Second, if the consumer finds that more and more people are being robbed, that homes are being burgled, than it is going to continue to kill demand for our product when people feel it isn't safe to own expensive jewelry, or worth the risk or cost of insuring the jewelry. Then what happens?

TJA Mag: What steps can our TJA members take to get involved with issues that might affect them in the future?

Rex Solomon: I believe it is critical that TJA members first VOTE in every election, even primaries. Second, meet and get to know your representative and senator. These people are part time legislators, they all have full time professions like the rest of us...unlike our federal lawmakers, and most other state lawmakers. They only go

to Austin once every two years for 140 days. It would be excellent if every TJA member knew their representatives and when an issue arises in the future, you can call on them to respond to the real people that they know. It works on the legislative side just like it works in our industry. If a regular customer of yours approaches you with a problem, you are generally more open to listen to them than a person who has visited you once for a watch battery. I'm not saying that you have to be a donor, or actively support their campaigns, although I'm sure that wouldn't hurt either, but I'm just saying that these are real people in these offices and they want to know the voters.

TJA Mag: What resources do you recommend our members use to keep themselves informed and up to date on the latest legislative happenings?

Rex Solomon: During a legislative session, such as the one we are in now, this page is the best resource you can have: <http://www.capitol.state.tx.us/>

You can search for bills by keywords, create your own tracking list, and register for email alerts to find out when the bills you are interested in experience movement. And if you really want to understand how the legislative process works, you can watch all the sessions and committee hearings live as they happen, or on demand through the archived video sessions. There is some excellent information on this site that goes back to 2001 or so. It's called open government, people, and it's all there if you want to participate!

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7 security mistakes made at trade shows

By Michelle Graff
April 21, 2015

New York--A little more than a month from now, the industry will converge on Las Vegas for five days of buying and selling and, most likely, monetary losses due to stone swaps, snatch-and-grabs and case cutting.

Jewelers' Security Alliance statistics show that in 2014, trade shows ranked behind only highways/streets and parking lots as the most frequent scenes for off-premises crimes last year--and those are just the losses that were reported to the JSA.

At a meeting held Thursday in New York, Itay Hendel, head of ISPS-USA Security Consultants LLC, a firm with offices in Israel and New York that does security training for the jewelry industry, used security footage shot in booths at trade shows worldwide and clips from local newscasts to highlight the main mistakes exhibitors and traveling salespeople make that lead to losses.

His overriding message to those who attended his lecture, which was sponsored by Jewelers Mutual Insurance Co., was this: Ultimately, exhibitors have to be the ones in control of what's going on in their booths at all times, who's coming in, who's going out, and how they're behaving when inside.

"It's about control," he said. "No one will step to our booth without our permission."

1) Not watching smartphones carefully enough. Probably one of the biggest security conundrums confronting both retailers and exhibitors these days is the ubiquity of smartphones. People and their phones are seemingly inseparable --they use them to take pictures, text and share on social media constantly.

While Hendel said that exhibitors don't need to ban the use of smartphones in their booth entirely, they need to watch people who have them in hand. It's fine if they want to use the phone to take a picture of a stone but they don't need to keep it in their hand while handling loose diamonds, he said. Hendel there have been a number of incidences at trade shows recently where the perpetrators used a smartphone to help them pull off a stone swap.



2) Letting surfaces get cluttered. Don't let visitors to the booth, or to a retail store for that matter, clutter the table or the showcase with show maps, shopping bags or random pieces of paper. As Hendel showed in a video, thieves often use maps and the like to distract from theft, and jewelry easily can be slipped into shopping bags.

3) Thinking it's just a coincidence. According to Hendel, "In our industry, nothing is by coincidence." When traveling salespeople get a flat tire on the road, it's more than likely because someone tampered with their vehicle. If someone spills water in front of the booth or shouts from another section of the trade show, it's likely a tactic to distract and draw salespeople's attention away from the jewelry so someone can snatch it.

4) Not controlling booth traffic. Hendel said exhibitors shouldn't let people "just stand around" in their booth. If no one is available to offer that person one-on-one help, ask them to come back in 15 minutes. Don't let visitors outnumber salespeople. Hendel also recommended appointing one person per booth to be in charge of security. "They don't need to be focused on sales only," Hendel said.

5) Not taking precautions with new clients. Have another salesperson there if a visitor to the booth is unknown to the business, and have one of the salespeople stand next to them. Also, ask this prospective new client for a business card.

6) Leaving the showcase unlocked, even for a second. This might seem like common sense, but thieves have snatched many an item from an open showcase. Open it, get what's needed, lock it, and take the keys out and put them in your pocket, Hendel said.

7) Lacking an emergency communication plan. Pick a phrase like "It's too hot" or "It's too cold" to act as a secret message that alerts other employees in the booth to potential danger. Also, have phone numbers for the shipping company, insurance company and show security on hand.

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TJA 2015 Jewelry Design Competition Entry Form

Application, entry fee and finished piece must arrive by September 11, 2015



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 \$3000. 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.

Deadline - September 11, 2015

Application, entry fee and finished piece must arrive by September 11, 2015.

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 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 2015 Convention in San Antonio, Texas - October 10 - 12, 2015. Entrants are encouraged to attend. The winning piece judged "best overall" will be crowned at the end of the 2015 TJA convention.

Cash awards for the student category are sponsored by:

J. Patrick Diamonds, Inc.

5944 Luther Lane Ste., 401 Dallas, Texas 75225 Ph. 214 739 0089

Dear Applicant Thank you for your entry in the 23rd 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 September 11, 2015.

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)

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

Student Category - Info

Student Awards Sponsored by J. Patrick Diamonds, Inc.
No entry fee. Limit to 3 items entered.

Pieces will be judged on design and execution. **PRIZE**
1st Place \$250 w/Plaque
2nd Place \$150 w/Plaque
3rd Place \$100 w/Plaque
4th Place Honorable mention with Plaque only.
(No category rules apply to Student Category)

Total Fees: _____

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.

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