



SPRING 2004
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Texas Jeweler

The Newsletter for Jewelers

Texas Jewelers Association • PO Box 140647 • Austin, TX 78714-0647
512/454-8626 • (toll free 877/305-3935) • www.texasjewelers.org

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TJA Calendar of Events

April 2004

- 17-19 TJA 66th Annual Convention and
Exhibition, Menger Hotel, 204 Alamo
Plaza, San Antonio, TX 78205
Reservations: 800/345-9285

September 2004

- 11-13 MIDAS Inc., Gaylord Opryland, TX
(midasincshow@aol.com)

**Don't miss the hotel and TJA
Conference early bird deadlines!**

TEXAS JEWELERS ASSOCIATION & SAN ANTONIO'S FIESTA WEEK FUN



ANNUAL CONVENTION & EXHIBITION

Texas Jewelers Association

April 17-19, 2004

Historic Menger Hotel on the Plaza

• • • • San Antonio, TX

Viva La TJA!

It's All About Knowledge!
Registration Information!

For more information, visit www.texasjewelers.org.

Texas Jewelers Association

2004 Officers & Board of Directors

President, Bill Koen
611 Congress Ave. • Austin, TX 78701
512/478-2595 • bk3jks@aol.com

President-elect, Peter LeCody
777 S. Central Expwy, Bldg. 1, Ste. 1 • Richardson, TX 75081
214/575-5244 • fastfix@fastfix.com

Vice President, Doug Jackson
3625 Lamar Ave. • Paris, TX 75462
903/785-7100 • jewelmart@neto.com

Secretary/Treasurer, Mark Priest
18 E. Concho Ave. • San Angelo, TX 76903
325/653-0112 • mksalot@wtcoxmail.com

Immediate Past President, Lucinda Rogers
2315 W. Airport Fwy. #155 • Irving, TX 75062
972/257-0021 • lrogers194@aol.com

Board of Directors

Robert Harrison
3409 Executive Center Dr. #100 • Austin, TX 78731
512/345-9396 • jeweler@texas.net

Richard Hirsh
8115 Preston Road, Ste. 670 • Dallas, TX 75225
214/739-4848 • shellh@aol.com

Alan Lodinger
9550 Meyer Forest Dr. #1721 • Houston, TX 77096
713/729-0060 • Alodinger@aol.com

Stan Mathews
2670 MacArthur Dr. • Orange, TX 77630
409/886-7233 • stan_the_jewelman@hotmail.com

Ziad Noshie
2510 University Blvd. • Houston, TX 77005
713/521-0071 • almaza@wt.net

Ted Resnick
11850 Wurzbach Rd. • San Antonio, TX 78230
210/493-4301 • tr@rjewelry.com

Bob Rose
13620 Gamma Rd. • Dallas, TX 75244
972/991-9731 x260 • rosec01@msn.com

Bob Singleton
4804 Lakeshore Ct. • Colleyville, TX 76034
(H) 817 577-3802 • bobbv7@comcast.net

Elaine Vale
6509 W Park Blvd. #450 • Plano, TX 75093
972/493-9993 • evcci3@aol.com

Curt Vinson
610 Highway 377 E. • Granbury, TX 76048
817/573-7881 • aprfools@hcnnews.com, bvcv4189@sbcglobal.net

Erie Wright
5333 Forest Ln. • Dallas, TX 75244
972/934-0449 • eric.wright@att.net

Joe McCullough, TJA Executive Director
8317 Cross Park Dr. #150 • Austin, TX 78754
512/454-8626 • Fax 512-454-3036
jmccullough@assnmgmt.com

TJA President's Message

— Bill Koen, III, TJA President

Dear Fellow Texas Jewelers,

As my two-year term as president is coming to an end, I am very excited about what TJA has accomplished and even more excited about what still lies ahead. Your current board of directors has devoted countless hours and made numerous difficult and well-thought-out decisions that have paved the way and built the foundation for your future in the Texas Jewelers Association.

I strongly encourage you to become involved with TJA at any level possible. We also need to know how the board can make our Association more beneficial to you and your business. The 66th Annual TJA Convention promises to be a fun and sensational weekend that, out of all the other shows, conferences, and seminars that are available to jewelers, is by far the ABSOLUTE BEST VALUE for your time away from the store; an affordable registration price, without having to fly, in a fun and fantastic San Antonio setting. With the bulk of the educational and exhibit hall vendors available on Sunday, you simply can't get more for your time and dollar than with the TJA Convention. Attendees, owner's, staff, bench workers, and designers have it all under one roof, April 17 – 19, 2004. Simply put, the networking opportunities alone will justify your registration costs when you attend a TJA Annual Conference.

I want everyone to visit our new TJA Web site at www.texasjewelers.org. It's great! Use this site to explore membership benefits and find newsletters and special notices to members. Send as many vendors and nonmembers to it as you can, so they can see all the benefits of TJA. Take note members, the Web site and TJA e-mail communications are now the communications mode of operation. We hope you have filled out our faxed memo, which requested you send TJA headquarters your e-mail address. By the way, that memo, when returned with your e-mail address, qualifies you for entry into a drawing at the annual conference this year to win a free TJA membership.

I have had the privilege of working with a fantastic board and executive board over the last two years, and my sincere thanks goes to all of them. A special thanks also to our new executive director, Joe McCullough, and President-elect Peter LeCody. The future of TJA shines bright! We have in our TJA future and at the helm of our organization, a fantastic duo in Peter and Joe. While I'm stepping down as TJA's president, I hope to do as much as I can for TJA in my coming role as past president. I look forward to seeing you in San Antonio.

Thanks to Everyone!



TJA President-elect's Message

— Peter LeCody, TJA President-elect

How can we serve you?

What are your needs from your trade organization?

What does TJA expect from you?

These are always perplexing questions for a trade organization. Your board of directors ponders this at every meeting as we plan for the future of Texas Jewelers Association. With over 500 members across the state, it is sometimes difficult to understand what you expect from TJA.

Some members look forward to a yearly convention where they can learn, network, and kick back for a few days. Other members look for ideas to sharpen their bottom line on the P&L like the GE credit card program and purchasing discounts. Still others want to train and educate their employees to increase their personal knowledge and build sales. All of these areas and more are considered by your board of directors and executive director in shaping your Texas Jewelers Association.

But the most important part is your input. Without your feedback on issues that concern you, we don't get the full picture. I know that your days are crammed full of details that must be attended to in the store and time gets away from you quickly, but there is one favor I do ask. When you think of an idea on how we can help you be more helpful and successful in your store, start a list and jot it down. Then when you're ready, e-mail those suggestions to our executive director Joe McCullough at jmccullough@assnmgmt.com. Joe will present these suggestions to the board and we'll do our best to hone in on your ideas. Retail is an ever-changing environment, and TJA is no different.

We need to adjust and adapt to ever changing times and, as a member, we value what you have to say. That's what makes and keeps us a strong organization. My goal for the next two years as president is to make Texas Jewelers Association the strongest, premier state organization in the country among the Jewelers of America affiliates. With help from our executive director, the board of directors, and you, this is



a lofty goal that we can all reach.

Along that line, let's all try to bring a friend into our tent. I am sure you know of another jeweler in your area that you have coffee with, see at different functions, or talk to on the phone. If they are not now involved, let them know about the benefits of being a TJA and JA member. Jewelers of America has given us a goal for this year. We want to add a minimum of 39 new members to our fold in 2004 so we can benefit from additional Jewelers of America programs in Texas. If each person reading this can bring along a buddy, we will have passed this goal by a wide margin and developed one strong organization that can do more for it's members.

Speaking of new members, please welcome the following stores and owners to TJA. If you're nearby, give them a call and say howdy!

- Ben Adams Precious Jewels, E. Basse Rd, San Antonio
- Coats Jewelers, Financial Plaza, Hunstville and Houston Street, Cleveland
- Gold & Silver Gallery, FM 1960, Houston
- Gold Italia, Westheimer, Houston
- Cassio Creations, I-45, The Woodlands
- Nasr Brothers Jewelers, Market Center Dr, Rockwall; Northwest Highway, Garland; TX 121, Lewisville; and I-35 East, Denton
- DJR Precious Jewelry, Crescent Court, Dallas

Bench Tip

— submitted by Oscar T. Vale, III, Custom Color Fine Jewelers

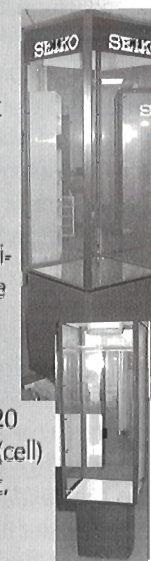
In a pinch, if you're finishing a platinum head and don't have specific polishing wheels available, you can use the back of a standard sanding disk (the paper side) with some tripoli to refinish the prongs.

CLASSIFIED Swap Shop

Are you a TJA member looking to buy or sell business-related items? Send us a line or two describing your merchandise or what you are seeking, and the TJA will put it online and in the next TJA newsletter for you at no charge. Send information to TJA at jmccullough@assnmgmt.com.

Four Seiko upright lighted display cases

Two are 82" high X 24" deep X 24" wide, condition very good; Two are 76" high X 24" deep X 24" wide, condition good. Contact Stephen Wyrick at 210/340-8020 (shop), 210/260-0662 (cell) or stwyrick@swbell.net.



Let your customers know you are a member of The Texas Jewelers Association. We will be happy to send you a copy of the TJA logo for your business cards. E-mail Joe McCullough at jmccullough@assnmgmt.com for a print-ready electronic file.



TJA Executive Director's Report

—Joe McCullough



TJA Members, it's been only a few short and cold months since we've moved headquarters, and already TJA has made some marginal gains, a few leaps and bounds, and set the stage for a wonderful 66th Annual TJA Conference and Exhibition in San Antonio, TX. We've had great success with our recent fax blast and have retrieved many new TJA member e-mail addresses that will be helpful in future communication efforts with our membership. TJA has worked hard to expand our presence and information among nonmembers throughout the state who are not aware of the many business benefits TJA has to offer jeweler retailers. Headquarters and your board of directors will soon introduce TJA members to a new world of vendors attending the annual conference, many of whom will be attending the TJA conference for the first time in San Antonio. Now we need our TJA members to attend and be counted in one of the best-attended TJA conferences, filled with the most speakers and educational topics ever presented at a TJA Annual conference.

NEW! Saturday, April 17, 2004, TJA Educational Sessions

This year when you arrive at the TJA Annual Conference you can attend three educational programs before the Discovery Room exhibits begin. Starting at 2 p.m., one of TJA's key presenters, **David C. McKinney, PhD**, will be presenting *How To Develop New Marketing Ideas: The Building of Combinations*. On Saturday, 3 – 4 p.m., Certified Master Bench Jeweler and winner of numerous jewelry design competitions, **Jim Rogers** of Dallas will demonstrate hands-on processes critical for using TACK welding techniques for retipping, and the pros and cons of the laser welder.

Just Added for Saturday, Darin Kath, CPCU Security for the Family, Home, and Office

Are you hearing and reading more and more about jewelry robberies during these stressful economic times? Are you taking the right precautions? Is your family, home, and store safe? Darin is the chief operating officer at Jewelers Mutual Insurance Company and will be addressing these types of crimes against our industry on Saturday April 17, 3 – 4p.m. Complimentary video tapes will be distributed after this program from Jewelers Mutual Insurance, showing you great tips on making your life and family a little safer.

All TJA Conference materials can be found at www.texasjewelers.org.

TJA Membership Benefits:

(All found at www.texasjewelers.org)

Credit Card Processing Changes

Recently, TJA sent you a new TJA endorsed program on credit card processing starting at 1.70%, vs. the old 2.646% deal offered through Global Payments. This plan is loaded with extra benefits such as no application or annual fees, free credit card processing supplies, fraud prevention and awareness programs, online real-time reporting, and a \$50 rebate on TJA membership renewals. You also get a chance to win free airline tickets based on your annual volume and goals projections. There is no penalty for not making your goals; only rewards if you do. Check this plan out now. Our old agreements with Global via TRA have now been replaced so check this new plan out at your earliest convenience.

Group Medical and Life Insurance

Benefit Designers of Texas offers members a choice of over 25 major insurance companies. Each client, no matter how large or small, receives the same prompt, personal service from agents who have 50 years of combined insurance experience.

JA's GE Instore Line of Credit Services

Through your Texas Jewelers Association membership you can access Jeweler's of America's private label credit program designed for your store. As an owner, you and your staff can close more sales and offer customers an in-store line of credit and the ability to achieve their dreams of owning that special jewelry gift.

JA's Educational Department

As a member of TJA you can access JA's educational programs for:

JA Jewelry 101 — teaching selling points, customer relationships,
JA Learning Center — members can customize training programs and foster an environment of continuing education, and
Videos for Bench Jewelers — TJA members receive discounts on educational videos, such as the *Master's Mentoring* series.

Did You Fax It Back Yet? The FAX MEMO...

n March 4, 2004, we faxed all TJA members who had a fax number on file with headquarters a memo for a chance to win a free TJA membership. All you had to do was fax back the form with your e-mail information to TJA headquarters. TJA is becoming more sophisticated in our communications efforts. We will begin using modern 'e-delivery' for faster, targeted, and cost-efficient communication. To become cutting-edge, efficient, and proactive, the jewelry industry must open up to, respond, and utilize this mode of communication. What you don't know these days can hurt you and your business. So find that TJA fax form or go to the TJA Web site, and send your information into headquarters. We've had a great response to date, so help us close the communication gap with you. **Also, returning the form qualifies you for a drawing for a FREE TJA MEMBERSHIP in 2005.**

TEXAS JEWELERS ASSOCIATION 2004 SURVEY:

(FREE 2005 TJA MEMBERSHIP IF YOUR SURVEY IS CHOSEN!)

Dear TJA Members,

This is an important TJA Survey for you and your business. (Returning this survey will qualify you for entry into a drawing to be held on April 18, 2004, for a free TJA 2005 membership. Last year was a year of transition for many in the jewelry business as well as for TJA. Times are changing and nothing seems constant except that there is never enough time in the day. We must all keep our eyes wide open, recognize opportunities, and act quickly to take advantage of those business opportunities that present themselves. We hope you recognize your Texas Jewelers Association as your partner in these endeavors. We want to make your business better each year by offering more benefits or improving those already in place. Help TJA's board of directors work better for you by answering these survey questions and faxing this survey back to TJA. The volume of responses is important so please let your voice, needs, and concerns be heard by the TJA board. **FAX to 512/454-3036**. Please use additional sheets if necessary.

What are the top three things your business needs that TJA could help improve through group purchasing power?

- a) _____
- b) _____
- c) _____

What benefits does your jewelry business takes advantage of now via TJA/JA?

- Would a \$10,000 employee death and disability benefit plan be of any importance? ☐ Yes ☐ No
- Would an automated payroll deduction plan and 401K benefit plan be useful? ☐ Yes ☐ No
- Would an affordable life policy be beneficial? ☐ Yes ☐ No

Have you experienced any membership difficulties with TJA? ☐ Yes ☐ No If so, how can TJA improve its service? _____

How can the TJA Annual Conferences be improved or changed in order for you to commit your time and staff to attend?

- Preferred days of the week? _____
- Preferred month? _____
- Do you travel to national or regional jewelry shows/events? ☐ Yes ☐ No
If yes, list primary event _____ Estimated costs? _____
- What is the main attraction for which you attend these regional/out of state events? _____
- Specific educational topics/areas you would most likely attend: _____
- Do you feel it is important to bring staff to technical and/or sales seminars? ☐ Yes ☐ No
- Do you bring your staff? ☐ Yes ☐ No If no, why not? _____
- If the TJA Annual Conference and educational programs were free to you and your staff, would you attend a two-day conference in another city besides your own? ☐ Yes ☐ No
- When you attend a TJA Annual Conference do you prefer an ☐ upscale higher rate hotel or ☐ medium range/medium rate hotel?

FAX TO TJA AT 512/454-3036

Submitted By: _____ Store Name: _____
Owner _____
Address _____
E-mail _____ Phone _____

13th Annual "Jewelry Design" Competition

DEADLINE — APRIL 15, 2004

— TJA JEWELRY ENTRY FORM —

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 that says something about 2004's fashion and style.

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 April 2003 and April 2004.
- 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 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 — Material may not exceed \$1,000. Pieces must be made of silver, gold or platinum and may contain precious stones.

Category 2 — Materials from \$1,000 – \$3,000. Pieces must be made of gold or platinum and may contain precious stones.

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

Deadline — April 15, 2004

Application, entry fee, and finished piece must arrive by April 15, 2004.

Judging

The entries will be judged by qualified people 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, wearability, originality, and fashion merit.

Awards

Awards will be awarded to the winning piece in each category listed above and to the "best overall," which may be from any category. Display of entries and presentation of awards will be during the Annual Convention. Entrants are encouraged to attend. The winning piece judged "best overall" will be entered in the Jewelers of America National Contest in February 2005.

Dear Applicant,

Thank you for your entry in the 13th 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 April 15, 2004.**

Name _____

Company _____

Address _____

City/ST/Zip _____

Phone _____

E-mail _____

Categories entered (only one piece per category)

☐ Category 1 _____ (\$25 entry fee)

☐ Category 2 _____ (\$25 entry fee)

☐ Category 3 _____ (\$25 entry fee)

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

Mail entries to
Texas Jewelers Association, Design Competition
Attn. Bill Koen
611 Congress Ave.
Austin, TX 78701

All finished entries must be sent by registered mail, insured, with a return receipt. Photographs and press releases will be given to each winner for designer's personal use. Entries remain the property of the person entering them. All nonwinning entries will be returned by registered mail as soon as possible. TJA reserves the right to keep the winning entries for a period of two months for photographing and promotional use. TJA assumes no liability for loss or damage to any piece entered.

TJA & LGI Network Announce Time Tracker for Independent Retailers

The Jewelers Association has teamed up with LGI Network in offering a unique opportunity for independent retailers to participate in the industry transforming Time Tracker™ retail measurement service. Time Tracker for independent retailers provides detailed market information customized to your individual business.

If you lack the infrastructure to become a full subscribing member to Time Tracker (see below), JA and LGI Network have established a process that will allow your organization to access critical market data including brand and SKU level performance information. Best of all if you elect to participate, your data will be integrated into a customized report. The following reports represent the type of information that LGI Network will send you monthly — for free.

In the Brand Overview Report retailers will receive monthly data on

- market performance,
- the performance of brands you carry, and
- top model summaries for each brand.

In the Comparative Performance Report you will see

- year over year performance for brands, and
- a comparison of how productive you are with a particular brand versus the average jeweler.

In order to gain access to this valuable market information all you need to do is

- register for the service,
- provide basic background information on your stores, and
- provide basic sales and inventory information at a store level.

Getting Started

The entire process takes only 10 minutes to enroll and then five minutes a month thereafter.

- Go to www.jewelers.org, and log in under "Industry Professional."
- Click on "Time Tracker for Independent Retailers."
- Fill out the short questionnaire.

It is that simple!

Data Privacy

JA and LGI Network holds all information provided by retailers in the strictest confidence. No specific sales information from any retailer will be given to any party without the prior written authorization from the retailer. Refer to LGI's data privacy policy on our Web site (www.lginetwork.com) for more information.

Become a Full Subscription Member

If you have a computer-based POS system, you have the infrastructure required to become a full retailer panel member of Time Tracker. As a full member you will be entitled to access LGI's interactive online application that contains increased information, interac-

tive online reports, and advanced features, all updated monthly.

For those of you who are capable of providing this information, and are interested in becoming a full participating retail panel member, go to www.lginetwork.com for more information or contact an LGI representative to get started. There is no charge to you!

Jewelers of America
52 Vanderbilt Ave, 19th Fl
New York, NY 10017
800/223-0673 • info@jewelofam.org

LGI Network, LLC
375 Route 10
Randolph, NJ 07869
973/659-0333 • info@lginetwork.com

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September 11th -13th, 2004

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Plan 2004 to Visit M.I.D.A.S.

- ★ Make Appointments with Your Vendors, Help to Keep Them Safe & NOT Targets for Thefts!
- ★ 6 minutes from DFW Airport
- ★ Education Seminars Provided by Lone Star GIA Alumni
- ★ 20 minutes from Dallas or Fort Worth
- ★ Safe and Secure Location for **Both** Retailer and Vendor
- ★ Bass Pro Shop, The Cowboy Golf Club & Grapevine Municipiple Golf Course
- ★ The City of Grapevine's Annual "Grapefest" (Sept. 10-13 featuring live bands, wine tasting, food and shopping. Rated one of the top family attractions in the US)

Exhibitor or Retailer Application www.MIDASSHOW.COM

TEXAS JEWELERS ASSOCIATION
2004 ANNUAL CONVENTION & EXHIBITION

TENTATIVE Schedule

All Convention events will be at the Menger Hotel, unless otherwise noted. The schedule is subject to change without notice. The printed program at the Convention will contain final programming and schedule information.

SATURDAY, APRIL 17, 2004

- 10 a.m. - 6 p.m. Registration
8 a.m. Golf Tournament
1 - 5 p.m. Convention Exhibitor Set-up
1 p.m. JA Certification Testing/Fees
2 - 4 p.m. Session 1
3 - 4 p.m. Session 2
3 - 4 p.m. Session 3
4 - 5:30 p.m. Board Meeting
6:30 - 9:30 p.m. Discovery Room/Exhibits

SUNDAY, APRIL 18, 2004

- 8 - 9 a.m. Breakfast
Sponsored by TBA

- Welcoming Remarks by Bill Koen, TJA President
The JCK Events "Serving the Retail Market"

- 9:15 - 10:15 a.m. Session 3
10:30 - 11:30 a.m. Session 5
11:30 - 12:15 p.m. Discovery Room/Exhibits
12:15 - 1:45 p.m. Lunch/2004 TJA Fiesta Annual Meeting and Banquet
1:45 - 2:30 p.m. Discovery Room/Exhibits
2:45 - 4 p.m. Session 8
Session 9
Session 10
7 - 10 p.m. Casual and Fiestive TJA Dinner on the Riverwalk!

MONDAY, APRIL 19, 2004

- 8:30 - 9:45 a.m. Breakfast
10 - 11 a.m. Session 11
Session 12
11 a.m. Adjourn



TJA 2004 ANNUAL CONVENTION & EXHIBITION REGISTRATION FORM

Form also available at <www.texasjewelers.org>. If you need another registration form for a colleague, feel free to photocopy this form. To receive discounted fee, preregistrations must be postmarked, faxed, or received online by March 31.

NOTE: If you are a retail store owner, spouse, or store manager, you pay either the TJA Member or Nonmember "Full Registration Fee." If you have employees, they can choose from and add to selections below.

Table with 4 columns: Registration Type, Postmarked by March 31, After March 31, Total. Rows include Full Registration (Member/Nonmember), One-Day Attendance Only (Sunday/Monday), Additional Meal Tickets, and Additional Fees.

CREDIT CARD PAYMENTS: Select One: AmEx Discover MasterCard Visa. Account #, Exp. Date, Cardholder's Name, Billing Address, City/ST/Zip, Cardholder's Phone, I authorize TJA to charge my credit card \$, Signature of Cardholder.

Complete this entire form. Type or print clearly for each registrant. First Name, MI, Last Name, Badge Name, Place of Employment/Company Name, Mailing Address, City/ST/Zip, E-mail address (required for confirmation), Special Assistance.

CHECK PAYMENTS: For office use: Date received: Amount: \$, Check #, Mail this completed form with registration payment to: TJA • PO Box 140647 • Austin, TX 78714-0647

TEXAS JEWELERS ASSOCIATION 2004 ANNUAL CONVENTION & EXHIBITION MAJOR Presenters

David C. McKinney, PhD



David C. McKinney, PhD, has been a member of the faculty of the GIA School of Business since 2002. He has more than 16 years of teaching experience, both resident and online, in the fields of business, finance, economics, leadership, entrepreneurship, and marketing at such institutions as National University, Western International University, College for Financial Planning, Santa Fe Community College, Arizona State University, Butler University, and the GIA School of Business.

Dr. McKinney has accumulated more than 35 years of practical business experience in both the public and private sectors. He previously was associated with the National Alliance of Financial Services as an owner/partner, Principal Financial Group as a manager, PaineWebber as a financial advisor, and Merrill Lynch as a Certified Financial Manager. He has been an agent of the Pacific Stock Exchange, the director of planning for Chicago's office of the mayor, and the business consultant to many firms, including jewelry stores and art galleries.

Dr. McKinney has been the managing CEO of more than 20 businesses — including limited liability companies, Sub-S corporations, and sole proprietorships. Dr. McKinney has additionally raised significant capital for many emerging companies through venture capitalists and the sale of corporate stock. He also has had international assignments in Italy, England, Singapore, Saudi Arabia, Poland, Indonesia, Mexico, and Iran.

His expertise in business, economics, marketing, and finance is nationally respected and has been utilized by several state legislatures, the Hudson Institute think tank, and hundreds of various corporate clients.

Dr. McKinney has written numerous newspaper and magazine articles and position papers in the fields of entrepreneurship, leadership, business, marketing, and finance. He has conducted seminars and symposiums regarding the same topics for members of the jewelry industry throughout the nation.

How to Develop New Marketing Ideas: The Building of Combinations

Few visionary companies can trace their roots back to a great idea or fabulous initial product. Participate in a discussion about a formula for developing new ideas in marketing products. Learn how major companies use various systems for developing new marketing ideas. Discover how these systems can be used by you in your jewelry business so as to enhance your market position.

Small Family Business and How to Survive

A discussion of the common problems and related solutions associated with family owned businesses. In the United States, more than 85% of family business owners want to leave a legacy for their heirs but never

seem to have the time to prepare a succession plan. Similarly, the majority of family owned businesses never last beyond the second generation due to internal family conflicts. Learn about the options available to deal with the pitfalls of operating a family jewelry business.

Ramona Marshall



Ramona recently celebrated her 17th anniversary in the jewelry industry. She came to Stuller by way of Albuquerque, NM, where she worked in the marketing department for Rio Grande. Prior to that, Ramona was employed by a wholesale diamond and findings company in Michigan for nearly eight years. She began her jewelry career at the retail level for a local independent jeweler in Michigan.

Ramona has filled the position of marketing manager for the diamond and gemstone division at Stuller for two years. She does special projects such as GemEwizard and Stuller & Paspaley Pearls as well as meeting all the marketing needs for her division.

She is directly involved with Stuller Diamond International, The Red Box Diamond™ program, and The Black Box Gemstone™ program. She has ongoing marketing responsibilities with the *Stuller Standard* newsletter, and assisting with public relations activities for new product and programs.

An Introduction to the Queen of Gems — Getting to Know the Stuller & Paspaley South Sea Cultured Pearl

Stuller & Paspaley South Sea cultured pearls are often described as the ultimate gems of the sea. Found in the large, rare, and beautiful Pinctada Maxima shell species, these wonderful pearls are considered to be the "queen of all gems" by cultures around the world. The pearls take two years each to culture and can only be found in the most remote and pristine seas in the world. Once the gifts of kings in the day of Cleopatra, and then the gifts of stars including Audrey Hepburn and Elizabeth Taylor, these exceptional gems represent the ultimate gift from nature and are now available for the first time in the United States through the Stuller & Paspaley collaboration.

Product knowledge about the pearl, where it comes from, and how to tell the story behind the pearl is key to what you communicate to consumers about purchasing a pearl. People purchase jewelry for romantic and sentimental reasons — it's up to you to give them what they want. The story and romance of any gem will only lead the consumer to come back for more!

Kate B. Peterson



Kate Peterson is the former vice president of training and development for Elangy Corporation's 135 Littman and Barclay Jewelers stores. She has over 25 years' experience in jewelry retailing, in every capacity of management, operations, and training, in companies ranging in size from 1 to 1,000 stores, having held senior operations and training executive positions with JB Robinson Jewelers, Kay Jewelers, and Sterling, Inc.

Kate Peterson and Janice Mack Talcott are the founding partners of Performance Concepts, LLC, a company dedicated to providing innovative training, education, and management consultation geared to the learning styles and lifestyles of the career retailer.

Ms. Peterson is a member of the board of governors of the Jewelers' Education Foundation of the American Gem Society and the board of directors of the Diamond Council of America. She has conducted workshops for education programs held in conjunction with JA International Jewelry shows as well as JA Regional conferences and the JCK Shows. She is a contributing editor for *Jewelers' Circular Keystone Magazine* and *In Store Magazine* and is a member of the Curriculum Advisory Board of the Fashion Institute of Technology.

Performance Concepts was founded to meet the education and training needs of specialty retailers. The company offers high quality, innovative, practical, and affordable products and services specifically designed for the retail jewelry industry. Performance Concepts provides professional development and training at all levels of sales and management, while paying particular attention to the learning styles and performance patterns of the career retailer.

Performance Concepts facilitates the changes in perspective that help specialty retailers to develop and improve their businesses and, ultimately, their lifestyles.

Selling Diamonds — And Your Brand — to the New Luxury Consumer

It's no secret — today's consumer is not the same as the consumer of 20, or even 10 years ago! The 21st century shopper is driven by a whole new set of rules, and there are many lessons to be learned from the merchants who have already positioned themselves as the "new luxury leaders." Are you building your brand to its fullest advantage in this competitive market? Have you and your staff figured out how to make diamonds and fine jewelry 'luxury products of choice' for the consumers in your area? Do you really know (or maybe remember?) enough about the magic, mystery, history, and mechanics of diamonds to create the emotional connections that will turn your customers' heads and capture their hearts?

In this program, you'll take a look at an objective snapshot of today's customer and examine the range of emotional drives that govern their purchasing decisions. You'll also learn (or re-learn!) all about the wondrous product that forms the foundation of your fine jewelry business. In addition, you'll catch a glimpse of the secrets that have already placed some of the world's best premium brands at the top of their game.

William (Bill) D. Hoefer, Jr., GG, FGA



Bill Hoefer is a nationally known appraiser, author, and lecturer. Prior to becoming an independent appraiser, he owned a jewelry store, Master Jewelers. Bill has been a professional gemstone and jewelry appraiser and consultant for over 20 years, and a recognized expert witness in his field for many of them. He holds the graduate gemologist degree from the Gemological Institute of America, as well as the coveted FGA credential from the Gemological Association of Great Britain. In addition to completing the ISA core course in appraisal studies, Bill completed the paralegal program at West Valley College in California. He holds certificates from Revere

Academy of Jewelry Arts in goldsmithing, advanced goldsmithing, mokume gane, and granulation.

Recently Bill joined Arthur Groom and company, a recognized leader in emerald enhancement development, as their senior marketing strategist and dealer relations executive. In this position, he plays a major role in promoting the acceptance of emerald enhancement in the retail and public sectors and regularly lectures on emeralds before groups around the country.

In addition to creating and teaching the Expert Witness course for ISA, Bill is the creator and editor of the well-known *Appraiser Under Oath* Web site, and has developed seminars on *Harnessing the Power of Insurance Appraising*, and *Estate and Tax Liability*. Another educational offering developed and taught by Bill is the *Advanced Personal Property Appraisal (APPA)* course for the American Gem Society's Jeweler's Education Foundation.

He has written articles for the *Professional Appraisers Information Exchange* (ISA newsletter), *Jeweler's Circular Keystone* magazine, and *The Guide* (a price guide published by Gemworld Publishing, Inc.), and has been interviewed and quoted by magazines such as *National Jeweler*, *Modern Jeweler*, and *In Focus*.

Bill has been researching appraisal law throughout the United States for more than 15 years, and has collected a wealth of information relating to how to properly value and write reports to satisfy requirements in the 50 states. He has shared some of this information in various seminars given over the years, and will soon be publishing a book on the subject.

Bill has been honored with ISA's "Outstanding Member," "Media," and "Lamp of Knowledge" awards at different times during his years of ISA membership. He was an original founder and president of the Northern California chapter of the International Society of Appraisers. Bill has been a resident of Tampa, FL, since 2001.

Appraisals — The Good, the Bad, and the Ugly of Appraising

This program is for all professionals, especially those involved in appraising. Offering an appraisal service can enhance the professionalism and prestige of your store. But before you can begin doing appraisals, there are many critical areas of knowledge you should acquaint yourself with. This seminar will cover all the basic appraisal formats that a jeweler is asked to render. You'll learn what specialized training is required to do each type of appraisal and the legal liabilities unique to each type of appraisal. Detailed information will be provided on insurance, liability issues, valuation methods, and protecting yourself legally and professionally.

Douglas K. Hucker, G.G.



Douglas Hucker combines dynamic public speaking ability developed through many years of addressing jewelers conventions, seminars, and training sessions with an in-depth knowledge of estate, antique jewelry, colored gemstones, and diamonds. He provides new strategies to help retail jewelers expand their businesses through comprehensive training, establishing efficient in-house training methods, and improving promotional and marketing techniques.

A native of eastern Oregon, Mr. Hucker majored in journalism at the

University of Oregon before traveling to California to enroll in a course of study at the Gemological Institute of America, where he received his graduate gemologist diploma. He was invited to join the teaching staff, and then spent eight years at GIA, first as an instructor of diamond grading and gemstone identification, and then as manager of the Institute's extension division, where he was responsible for gemology classes taught to jewelers in major cities throughout the United States, Europe, and the Orient. Mr. Hucker specialized in importing fine gemstones into the United States. He has served on the board of directors of the American Gem Trade Association, the American Gem Society, was director of marketing for Kremenetz Gemstones, one of the oldest jewelry manufacturing firms in the United States, and was president and partner of The Registry Ltd., a firm specializing in antique and estate jewelry.

As executive director of the American Gem Trade Association, Mr. Hucker represents the premier organization of North American gemstone importers. Affiliate members of the organization are comprised of retail jewelers, manufacturers, appraisers, and other industry related professionals. The AGTA, headquartered in Dallas, TX, is primarily responsible for the promotion of natural gemstones in the United States. The industry leader in the efforts to promote ethical and promotional sales of natural colored gemstones, the AGTA also operates the Gemological Testing Center, the premier gemstone testing laboratory and research facility in the United States.

Building Profits from Color 365 Days a Year

As with any department in your store, success depends on how well you plan. Develop a year-long plan to increase your colored gemstone sales. Refine your sources and develop and implement inexpensive education and marketing materials.

Darin L. Kath, CPCU

NEW PRESENTER



Darin L. Kath is the chief operating officer at Jewelers Mutual Insurance Company. Kath directs commercial underwriting and marketing, personal lines marketing, corporate communications, and government/regulatory relations.

Kath joined Jewelers Mutual in 1997 as vice president of underwriting. He previously worked at Heritage Mutual Insurance Company (now Acuity) in Sheboygan, WI. His experience includes commercial underwriting and sales.

Safe at Home — How Secure are You and Your Family?

Crimes against the jewelry industry have become personal. They've moved to the comforts of your home. In fact, crimes that occur in your home can result in major loss or injury to you or your loved ones.

Darin Kath, chief operating officer at Jewelers Mutual Insurance Company, will talk about the steps you can take to prevent crimes against you and your families in your home.

He will discuss three aspects of home security: physical security, such as a quality lock on a door; electronic security, such as sensors that will sound when entry into the home is broken; and procedural security, which includes education and awareness of all family members. You also can participate in a quiz to evaluate the security in your home. Handouts about home security will be available.

David Peters



David Peters is the director of education for Jewelers of America, Inc. (JA) where he works on the design and delivery of education and educational services to JA's nationwide membership. He also develops methods of making educational resources more readily accessible to retail jewelers across the United States.

Peters holds a master of science in education and educational technology from Pepperdine University, is a graduate gemologist, and has more than 16 years' experience in the retail jewelry industry. Prior to JA, Peters spent seven years as an instructor at the Gemological Institute of America (GIA), where he had extensive experience training retail jewelers. He has also conducted seminars and educational programs at major industry events throughout the United States, Canada, Australia and Asia.

Jewelers of America is the national association for retail jewelers. For nearly 100 years, JA has served as a center of knowledge and as an advocate for professionalism and high ethical standards on the jewelry trade. One of JA's goals is to promote education and certification for jewelry professionals.

Customer Service Survival Strategies (And No, the Customer Isn't Always Right)

This program is for all store employees. Everyone is familiar with the old saying, "The customer is always right." But things have changed, including customers. Real customer service, the kind of customer service that sets you apart from your competition, is about more than just saying 'yes.' It's about caring, understanding, anticipating and fulfilling your customers' needs and desires. Real customer service requires dedication, persistence and a constant reevaluation of policies, procedures, and behaviors. When attending this seminar you will learn how to deal with customers who have a relaxed conscience, effective ways to handle customers who abuse your service policies, the customers perspective of customer service, how the changing market is impacting customer expectations, what stands in the way of good customer service in most retail stores, and how to build a customer service action plan for your unique store. Gone are the days when you could separate your store from the competition with product price. Today, the key to acquiring and retaining customers is through outstanding customer service.

Arthur Skuratowicz



Arthur Skuratowicz is the co-owner and consulting half of Anton Nash, Inc. Though also an appraiser, his main focus is on education, and Arthur has spent the last eleven years teaching jewelry manufacturing, gemology and management to the jewelry industry. His work experience comes from both retail jewelry and manufacturing. Arthur began his career as a bench jeweler in his family's business, and later worked with watches, gemology and appraising. Arthur has been working in the jewelry industry for over 20 years.

Arthur was an instructor for eight years at the Gemological Institute of America. Arthur has done lectures and seminars for affiliate chapters of the ASA (American Society of Appraisers), Jewelers of America, JA affili-

ates and various regional GIA alumni associations. He also does contract teaching for the GIA, Platinum Guild International USA as well as Jewelers of America. In addition to lectures and seminars, he is involved in consulting, and writing articles and course material dealing with gemology and the jewelry industry.

Don't Break Grandma's Ring

With the growing popularity of estate jewelry and period pieces and the increasing sales of lower quality "fine" jewelry, bench jewelers are seeing more and more problematic repairs coming across their workbenches. Learn how to evaluate the fragility of a piece, whether to decline or accept a job, to clean or not to clean, nondestructive techniques, structural issues and how to recognize the point of no return.

Smart Bench: Cheaper, Faster, Better

Find ways to make working at the bench easier and more efficient without sacrificing quality. With the smart use of tools and techniques, you can speed up production, raise the quality level of your work and reduce job related stress and fatigue. In addition, to tools and techniques, this presentation will offer insights into the importance of time and work management. Learn about tool preparation and modifications, testing and evaluating new techniques, workplace ergonomics, alternative tool selection, high tech tools, time management, and networking. Working smarter-not necessarily harder-is one of the best ways to improve the quality of your work and the satisfaction you enjoy from your overall working environment.

Jeff Crilley



Jeff Crilley is an Emmy Award winning TV reporter in Dallas. In his 20 years in television news he has made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America, and The CBS Early Show.

He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and was recently named by the Texas Associated Press 'The Best TV Reporter in the State.'

As a general assignment reporter he covers a wide range of topics from presidential elections to Spam cooking contests at the State Fair. His day-to-day news gathering experience has given him special insight into what the news covers and why.

Free Publicity

Finally a working journalist shares the secrets to getting covered on the news! Whether you're a small business owner, a non-profit, an individual who wants coverage or a PR pro, you'll learn the stuff that only those inside a newsroom know.

- How to come up with ideas guaranteed to get coverage.
- Who to call and when.
- How to write a killer press release.
- What to say during the interview
- How to hold a news conference the media will love
- How to combat negative news.

- How to keep reporters coming back for more
- Jeff offers a start-to-finish guide to becoming a media darling while raking in a fortune in free publicity.

Jim Rogers



Jim began cutting opals at age 11 because he loved rocks. While attending Kellogg Jr College in Michigan, he apprenticed at a jewelry trade shop. "On the bench" for 34 years, Jim has the philosophy that he should know by now how to correct a lot of mistakes. Still, just when he feels he can't make any more mistakes, he makes a new one. He enrolled and paid for his CG in 1983, but hasn't had time to complete a single course; he has learned from the "school of hard knocks." He has created nine award-winning jewelry designs for the Texas Jewelers Association and thousands of custom designed jewelry pieces for customers. He is one of only a few jewelers to have passed and earned the title of JA Certified Master Bench Jeweler.

Jim's seminar covers his favorite tools and secret money-making techniques:

- retipping without a laser welder (better and faster) — using the TACK welders;
- preliminary tacking (fixturing) before soldering — without tweezers;
- pros and cons of the laser welder (yes, he loves his laser — but not all jobs need the laser);
- Oops — a stone chipped! The new diamond abrasive polishing wheel works — even on small chips on precious and semiprecious gemstones;
- The High Speed handpiece — wow;
- why my burs die so quickly;
- and much more — Whatever will fit into only one hour; and
- Jim's FREE special cheat sheet will be available at the seminar only, so be sure to send someone to the convention to "sit in" and learn.

REGISTER ONLINE AT
WWW.TEXASJEWELERS.ORG



"The Loupe"

— submitted by Ted Resnick, TJA Board of Directors, Reznikov's Fine Jewelry

My journey into this industry began in November 2000, upon discovering a fascination with jewelry while vacationing in the Caribbean. Over the next few months, my interest intensified as I delved into the consumer's jewelry world of books, Web sites, television programs, and jewelry stores. The more I learned, the more extreme the thirst for knowledge became — the magic of gemstones and diamonds had me utterly enthralled. I recall speculating on how a person got started in the jewelry industry, and it occurred to me that there must be a school of some sort. The day I stumbled onto the GIA Web site was the day I stumbled into my future.

No one I knew, not even a friend-of-a-friend, had worked in the jewelry business. My family encouraged me to gather more information so that I could be confident in my decisions. A sentence spoken by my father will echo forever in my memory as what brought me to where I am today: "Why don't you find some people who have gone to that school?"

Early in 2001, I e-mailed and sent letters to local GIA graduates listed in the alumni database. Two Texas Lone Star Alumni Chapter members responded, Stephen Wyrick and Marty Morgan. Stephen called me frequently with industry tips and suggestions, and spent hours answering my questions. Marty invited me to a chapter meeting, and put me in contact with the president of the Lone Star Chapter, Pam Welborn. How exhilarating it was, the evening of that first meeting, to be surrounded by people who understood and shared my newfound passion for gemstones! Another Alumni member, Ted Resnick, made an impression on me that night, and became an integral part of my 'panel of advisers.'

Once I sent in my application to GIA, Pam encouraged me to apply for the Lone Star Chapter GIA scholarship, and in October 2001 I began the residence Graduate Gemologist program at the Carlsbad campus. My Lone Star chapter advisory team continued to answer my questions, applaud my successes, encourage me when I felt overwhelmed at school, and counsel me on career options. I was awarded the Lone Star Chapter scholarship, and in May 2002, I became the first Lone Star Chapter scholarship program graduate.

I spent the summer after graduation working in a jewelry store in Skagway, AL, a small town catering to the cruise ship industry in Southeast Alaska. Thousands of shoppers passed through the stores daily; it was a fantastic introduction to retail sales. Upon returning home to San Antonio, I was employed by Reznikov's Fine Jewelry, and began training as an appraiser with Ted Resnick, who by that time had become the president of the Lone Star chapter. Working with an active board member has presented me unique access to the operations of our chapter, which has subsequently inspired me to become an involved member in the Alumni Association.

I share the GIA Alumni Association's belief in the importance of continuing education, and applied last year for a GIA scholarship. This January, I received notification that I am the recipient of the 2004 Morris Hanauer Distance Education scholarship, and intend to continue my GIA education with the 'Pearls' course and the extraordinary new business program.

It seems appropriate that my first official committee contribution to the GIA Alumni Lone Star Chapter is Silent Auction Chair for this year's MIDAS show in Dallas — the program that raises money for our chapter scholarships. I encourage all Alumni members to create and increase scholarship opportunities within your own chapters and get involved in the mentoring program. I am proud to be an example of the kind of industry professional an involved Alumni chapter can create, and I am eager to give back to the industry by providing to upcoming jewelry professionals the same kind of guidance and sense of family I have found in the GIA alumni.

Visit JSA's Web Site for Six-Month Charts of Crimes by State

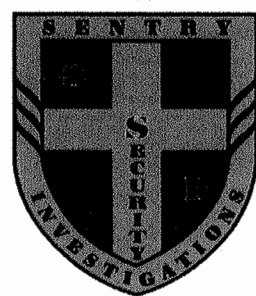
SPECIAL ALERT! CASE CUTTINGS ON EAST COAST

There have been numerous instances of suspects distracting sales associates and cutting the silicone seal on showcase tops and lifting the top to remove jewelry. These thefts have occurred primarily in the Eastern part of the United States in MA, Rhode Island, CT, New York, New Jersey, PA, Maryland, North Carolina, Virginia, and Georgia. This series of incidents extends from March 2003 until most recently in February 2004, in Savannah, GA. The description of the suspects has included the following: three Hispanic males, all 5'-5'2", 145 lbs., mid-30s, nicely dressed, light accents. One Hispanic female with an "L" scar on her forehead, 25-30 years old, 5'0", 125 lbs, black/brown shoulder-length hair. Another description states two Hispanic males and an Hispanic female, mid-to-late 20s. All casually dressed, heavy accents but speak English well. Female thin, attractive, 5'6"-5'8", dark hair, usually wears tinted sunglasses and a hat. The males are stocky and muscular, 5'8"-5'10", dark hair. One of the two males is usually on a cell phone.

SUMMARY OF TRAVELING JEWELRY SALESPERSON CASES

Austin, TX — February 19, 2004: Three Hispanic males in their mid-20s surrounded a traveling jewelry salesperson near the intersection of I-35 and U.S. 290 East. Shots were exchanged, but no one was hit. The robbers took the merchandise, and after abandoning one vehicle left the area in a white, full-size delivery van with Texas plates.

Houston, TX — February 18, 2004 — 7:10 p.m.: two jewelry salespersons were attacked and robbed outside the Hilton Hotel on SW Freeway by five Hispanic males driving a late model Crown Victoria or Grand Marquis.



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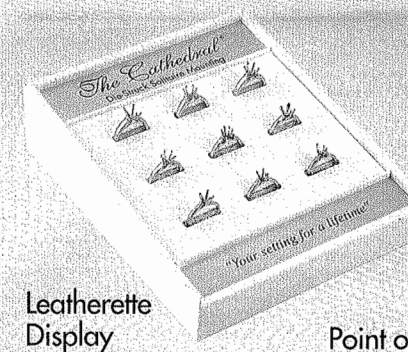
THE CLASSIC
2MM Shank

THE COMFORT
3MM Inside Round

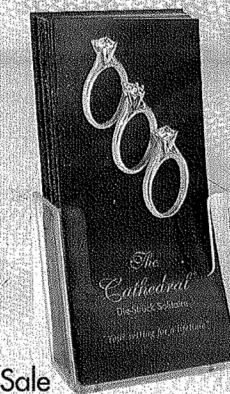
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- online real-time reporting available
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