



Texas Jeweler

The Newsletter for Jewelers

Texas Jewelers Association • PO Box 140647 • Austin, TX 78714-0647
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TJA Calendar of Events

January 2004

9-11 South West Women's Jewelry Association Retreat, New Orleans, LA

March 2004

5 Regional Owners and Managers Conference, Kansas City, MO

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 Opreyland, TX
(midasincshow@aol.com)

TJA President's Message

— Bill Koen, TJA President

Let me start by apologizing to our members for being somewhat lax in communication efforts over the last few months. This is not to say however, that I was sitting around with my feet propped up on my desk. I, along with the rest of the TJA board have been actively involved in planning a new direction in the business affairs of TJA. Many of us on the board recognized that we wanted to change the direction, attitude, and emphasis of the TJA. We decided to make constructive, necessary and evolutionary changes that we feel will increase TJA's visibility and strength in the industry significantly for the future.

We initially looked for experience in association management and those who might best fit our organization with the necessary skills, ability, and support systems to carry out the organizational needs of TJA. This is not an easy assignment. It took months of looking, negotiating, and interviewing to get where we are today. With the time crunch of the retail season coming fast and furious, it was important to make this decision now.

The Executive Board and board of directors interviewed and visited the association management company of Association and Society Management, Inc. (ASMI) in Austin, TX. Established in 1966, ASMI has been a major leader in the association management profession both on the national association level and state level. The company and owner have received numerous awards and much recognition, and they hold a significant status among their professional association management companies (AMC's). Our TJA executive director will be Joe McCullough, a 15-year veteran of the com-

pany, who I feel is very intuitive toward our concerns and aspirations. Our board looks forward to this new partnership, and to ASMI's contribu-

tion to our stability, consistency, and growth—something we all strive for as professionals in the jewelry business today.

While I'm on talking about partnership let me emphasize that our membership participation does not end with a management company. Our TJA members make the difference in every town, every mall, and every storefront location where we do business. Our board members work together with all our members to facilitate new memberships whenever we find a nonmember business location. When everyone is involved in TJA, everyone wins. We all benefit from membership in TJA. The more members we have, the more feed back and insight we have to make this organization all that it can be. Members are our strength, and professionalism is the key to our future.

You will soon be hearing many more great things about TJA. Check-out our new TJA Web site at www.texasjewelers.org, and give us some feed back. Help us build the Web site to fit your membership needs. Also, watch for newsletters, conference information, membership benefits, member locator information, and a whole lot more from state headquarters. The board feels that 2004 will be a great year of positive changes for TJA members, so help us put TJA on the map in Texas as well as nationally.



Texas Jewelers Association 2003 Officers & Board of Directors

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TJA Executive Director's Report

— Joe McCullough



Hello Texas Jewelers Association members! My name is Joe McCullough, and I would like to welcome TJA members into a new era in TJA's organizational evolution. Let me start by introducing the association management company for which I work. Association & Society Management, Inc. (ASMI) was hired in November by the TJA board of directors to represent and work with TJA members in all factions of TJA association business and activities. I suspect most of you may have never heard of an association management company, however, we have been in business in Austin for over 38 years. We work with trade and professional associations as our sole focus. As you might imagine, over that period of time, ASMI has gained a wealth of hands-on experience that we hope will benefit TJA in the coming years. As your TJA management company, we will have oversight of and hands-on interaction with financial matters, conference planning issues, newsletters (I hope you like this one), membership data, membership issues and concerns, headquarter questions and information issues, board meetings, strategic planning ideas, and the general well-being of TJA at all levels. With ASMI's substantial support systems and my 15 years of association management experience, we will help keep TJA on track and out of potential concerns for many years to come.

On a more personal note, I'm a husband of 23 years to my wife Leslie and father to Ally (my 16-year-old who just started driving!) and Ty (my mini-me) who is 13 and loves to hunt. And, I wouldn't want to leave out Lucy, the family dog. I'm a graduate of the University of Texas at Austin, school of communication with a journalism/advertising background. I'm also a bleeding burnt orange football fan. I have been an ASMI executive director for all of my 15 years with the company, and I hope to guide TJA with my experience and marketing talents.

This newsletter column is simply not long enough for me to explain all of my ideas for TJA. I'll learn many things from TJA members in the years to come that will trigger suggestions and ideas for plans that I have seen work well with other association, or plans we can modify to fit TJA needs. I've already been in contact with a number of members and board members who have all been enthusiastic and ready to help our association grow, and that is exciting. I look forward to working with and meeting as many of our members as possible with the first big opportunity coming **April, 17-19, 2004, at the Texas Jewelers Association Annual Conference & Exhibition to be held in San Antonio.** What a great venue for breaking new ground as an association in 2004. Mark your calendar now, and bring your staff!

Thank you for the opportunity to work with the Texas Jewelers Association! Hope to meet you in San Antonio!

Business Talk: We Need Your E-mail Address!

TJA Needs Your E-mail Addresses Now!

TJA has almost 500 members on our roster and no e-mail addresses. E-mail is going to be a major communication factor for TJA members in 2004 and beyond. Almost everyone has access to e-mail these days. What will e-mail do for you in the near future as a TJA member? You will start seeing electronic theft alerts in your community, TJA newsletters or monthly updates, membership benefits information, conference news, and TJA legislative or business alerts. An association's well-being depends on *good communication* and access to information in a timely fashion. Sign-on, plug-in, and send us your e-mail address so that TJA can offer you instant access to association news and information. **DO THIS TODAY! Go to www.texasjewelers.org (Your new membership Web site) and follow the directions from "Membership" to "Membership E-mail Address" and send us the required form to be registered with the TJA e-mail information system.** Your e-mail will not be sold to anyone. This membership effort needs to be 100%, so please do your part.

Many Changes in Store for TJA

— Peter LeCody, TJA President-elect



I want to thank our President Bill Koen and the rest of the TJA board for devoting their personal time and effort to one of the hardest decisions we have had to make in a long time. Choosing a new direction and a new executive director for the Texas Jewelers Association was not an easy task. There were many phone calls, e-mails exchanged, and a special board meeting this fall to interview prospective candidates for the position. Our candidates were top notch, and the final decision was not easy to make. Our Executive Director Joe McCullough and the resources behind him at the office in Austin will bring TJA to a higher level of professionalism and service to our members.

Plans are already afoot for a TJA Web site and regular e-mails to members so we can network more effectively and keep up with what's going on for and about us, the Texas jewelers. To make TJA successful, will require your help and input. Let us know what we need to do to make your organization grow and be of more service to you.

We're planning a great convention for San Antonio, April 17-19, 2004, so mark down those dates on your calendar and plan to attend. We'll be hosting our annual event at the historic Menger Hotel, right across from the Alamo and a few steps from the Riverwalk. This convention will have some dynamite jewelry industry speakers and seminars to benefit you. When the economy is tough, it's important to network with fellow jewelers and find out how to make your store succeed. Bring your staff along for the educational benefits. We also plan to make this a "family friendly" convention with some events planned outside of the hotel. After all, it will be *Fiesta Week* in San Antonio and that also means fun! If you haven't been on the Riverwalk and downtown during *Fiesta Week*, make this your first time! Details will coming your way soon!

We are targeting 2004-2005 for our largest new-member campaign ever. That "other jeweler" in your town may not be a member of Texas Jewelers or know about the education benefits and features of also being tied-in with Jewelers of America. I'm asking for your help in bringing one new member into our organization. The higher we raise the level of professionalism in our industry, the better it reflects back on you and all of us.

We're all excited about the future of TJA and you, the Texas jeweler. Keep watching your mailbox **and your e-mails!**

JA Certification

- Would you like to be recognized in your industry?
- Would you like to be certified but don't know how to do it?

Just look at what you can get — based on what you already know. This certification is an exam, not a course. Most jewelers don't even study for their exams. *The best part — We will come to you!*

Sales

CSP — JA Certified Sales Professional

CSSP — JA Certified Senior Sales Professional

Management

CMP — JA Certified Management Professional

CSMP — JA Certified Senior Management Professional

Bench

CBJT — JA Certified Bench Jeweler Technician

CBJ — JA Certified Bench Jeweler

CSBJ — JA Certified Senior Bench Jeweler

CMBJ — JA Certified Master Bench Jeweler

Testing is available in San Antonio at the 66th Annual TJA Convention, April 17-19, 2004, at the historic Menger Hotel. Contact TJA Headquarters at 512/454-8626, toll free 877/305-3935, or e-mail <jmccullough@assnmgmt.com> to learn more about certification and the Annual Convention.



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 Wendy at wstokes@assnmgmt.com.

Seeking Discounted Display Cases

I have a very small store and am currently using an oak with gold trim display case. I am in need of another case and would like one that would at least complement the old one. Send information to dfjsmidas@aol.com.

Signature Engraving Co., Computerized Engraver Flatbed Model 4088.

Suitable for jewelry engraving. 3 years old. Engrave on plastic, laminates, metal plates, engraved awards, name tags, pet tags, plastic signs and small jewelry items. The Signature 4088 has an engraving area of 13" by 12" (33.02cm x 30.48cm), and is a compact engraving system. Comes with color monitor and computer. New: \$8,500. Offered at: \$4,200, cash and carry. Contact Peter LeCody at 214/575-5244 x4.

Wanted...Diamond Microscope

Looking for a diamond microscope and any related tools for GIA program. Contact Jennifer at stan_the_jewelman@hotmail.com or 409/866-7700.

Give Your Customers Another Payment Option

Through Jewelry Accents, Jewelers of America members can offer their customers an exclusive line of credit to purchase their merchandise. The program, sponsored by JA and GE Card Services, the world's largest issuer of private label credit, is designed to help individual JA member stores increase sales.

Jewelry Accents is customized for each JA member. The store name is inscribed on the front of each customer's credit card. Each participating store is supplied with promotional materials — decals, banners, tent cards, and ad slicks. Each participating JA member can also be provided with specialized reports detailing their customers' credit purchases, allowing valuable insight into buying habits. JA members participating in Jewelry Accents are given a high-tech, point-of-sale terminal for processing transactions. With a keyboard and printer, the terminal functions like a computer, and application approvals arrive online in moments. The terminal features a card swipe for instant authorization of the Jewelry Accents card. An optional plan also allows JA members to process other credit cards, such as Visa and MasterCard, with the terminal.

The Jewelry Accents program is available only to members of JA. For additional information, JA members should call GE Card Services directly at 800/244-7354.

JA Backs Tax Proposal

— Victoria Gomelsky

Jewelers of America (JA) has thrown its support behind a bill under consideration by the U.S. Congress that would require mail order, telephone, and Internet merchants to collect sales tax on transactions made by out-of-state purchasers.

"For years, out-of-state retailers have had an unfair advantage by not being required to collect sales tax that their customers owe," said JA President and CEO Matthew Runci. "This legislation is designed to make sales tax collection simple and fair, and it will level the playing field. It will benefit all retailers, including our 10,000 member stores nationwide."

The Simplified Sales and Use Tax Act of 2003 (H.R. 3184) and a companion bill in the U.S. Senate would allow states that implement the new sales tax agreement to require out-of-state retailers to collect sales tax when selling to their residents.

Advertising Works!

Would you like to advertise in *Texas Jeweler*, the official newsletter for the Texas Jewelers Association?

Now advertising is available in your quarterly newsletter. It's a great way to let people in the jewelry business know about your business. Advertise in one issue or get a discounted rate when you contract to advertise year-round. It's the best way to get your message to jewelry professionals in Texas — read by business owners, their employees, and many others.

Contact TJA for a rate and deadline schedule.

PO Box 140647

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jmccullough@assnmgmt.com • www.texasjewelers.org

MARK YOUR CALENDARS
& BOOK YOUR HOTEL
ROOMS NOW!



66th Annual Texas Jewelers Association Convention & Exhibition

(SAME WEEK AS FIESTA!)

April 17-19, 2004

San Antonio, TX at the
Historic Menger Hotel

204 Alamo Plaza

San Antonio, TX 78205



ROOM RATE: \$118 single/double

HOTEL RESERVATIONS: 800/345-9285

WARNING: With Fiesta week being held the same week in San Antonio, it would be best to reserve rooms NOW!

CONVENTION ACTIVITIES YOU WILL NOT WANT TO MISS INCLUDING...

- San Antonio's Fiesta 2004 on the Riverwalk, celebrating the 113th Fiesta, April 16-25. This is a festival honoring men of the Alamo and the Battle of San Jacinto. More than 150 events will be staged during the week.
- Dinner on the Riverwalk
- Dynamic industry speakers
- Side tour to Sea World
- JA certification
- The Alamo
- And much more!



Treasury Department Has Yet to Issue Patriot Act Guidelines

When Regulations Are Issued, JA Will Provide Guidance

As of early November 2004, the U.S. Treasury Department has not yet issued its final regulations for the jewelry industry on implementing the anti-money-laundering provisions of the USA Patriot Act of 2001. It is not possible for Jewelers of America or any other trade association to offer compliance guidelines until these regulations have been issued.

When the regulations are issued, JA, in consultation with its general counsel, Weil, Gotshal & Manges, will provide its members with straightforward compliance guidelines tailored to the specific business practices of retail jewelers both large and small. JA's guidelines will be instructive and educational, and they will be available free of charge to all JA members both directly and through JA's affiliated state organizations.

The Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001, or USA Patriot Act as it is more commonly known, was passed by Congress and signed into law by President Bush in the weeks after the terrorist attacks of September 11, 2001.

JA's general counsel, guided by a volunteer committee of retail jewelers ranging in size from large national chains to individual independents, submitted recommendations to the Treasury Department during the official comment period on the proposed regulations last spring.

"While no one knows for sure today how the final regulations will read, we believe our efforts helped regulators understand the practices of our members' retail businesses," said JA President/CEO Matthew Runci. "At the same time, we know for certain that there will be compliance measures our members will be required by law to adhere to."

JA members should watch future editions of the membership newsletter, The J Report, for information on the new Patriot Act regulations as they apply to retail jewelers. Full compliance with the law is the obligation of every JA member under the JA Membership Code of Ethics. For more information you can visit either of the sites listed below.

http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=107_cong_public_laws&docid=f:publ056.107

Proposed Jewelry Regulations

<http://frwebgate2.access.gpo.gov/cgi-bin/waisgate.cgi?WAIIdocID=313573312285+9+0+0&WAIAction=retrieve>

Ziad H. Noshie

TJA Member With a Winning Heart

— Joe McCullough, TJA Executive Director

After interviewing Ziad Noshie of Houston's Almaza Jewelers, I understood quickly that he is a dedicated professional and proud of his business and the jewelry he produces. Ziad is in a small group of jewelry professionals who put their ego, heart, and time on the line every time he enters a competition of his peers. He works hard for perfection and the beauty of art. His spirit and skills have not gone unnoticed in the industry, as he was lucky enough to win the first JA competition he ever entered in New York in 2001. Ziad won first place at the 12th Annual Jewelers of America — Affiliate Design Competition. Noshie has also entered the TJA shows where he has won as many as 13 prizes, among them he has twice won "The Don Wilson" award. Recently, in 2003 he was the grand prize winner with "The American Wheat Flower" a brooch in 18 carat white gold set with an American pearl and diamonds. Ziad also won the 2003 second place award in the American Gem Association's Bridal Division with his 18K gold necklace featuring 17 South Sea cultured pearls surrounded by 1.45 carats of full-cut diamonds. TJA is proud to call Ziad a member. We look forward to other members submitting their competitive pieces at the TJA annual conference April 17-21, 2004, in San Antonio. We also look forward to hearing from others about their accomplishments.

Ziad H. Noshie, Almaza Jewelers, (below) 2003 — AGTA second place — Bridal Division Necklace and, (right) 2003 grand prize winner — The American Wheat Flower



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 printer-ready electronic file.



Jewelers Charity Fund for Children

A young Abilene, TX girl had her dream come true thanks to the generosity of those who participated in the Jewelers Charity Fund for Children. The JCF, through voluntary canisters placed on store counters, supports several charities for children including the Make-A-Wish foundation, whose mission is to grant the wishes of children with life-threatening medical conditions.

The West Texas chapter applied for and received \$5,400 from the Jewelers' Charity Fund for Children to grant the wish of Leslie, a 15-year-old young lady from Abilene. Leslie's wish was to meet and sing with country music performer Daniel O'Donnell. Her wish became a reality on November 13 when she and her family departed from Abilene to Branson, MO, where Mr. O'Donnell performed during November. A special sendoff party was held on November 12 for Leslie at the local Texas Jewelers Association member store, R. Cox and Sons, Inc., in Abilene. Lisa Sanders at R. Cox and Sons helped to coordinate the party for Leslie after being notified by TJA.



Jewelers of America and the Texas Jewelers Association support the work of the Jewelers Charity Fund for Children. Texas Jewelers not yet participating in the JCF can get more information by calling 561/744-3222.

New Brochure Helps Retailers Explain GIA Diamond Grading Reports to the Public

A new brochure created by the Gemological Institute of America (GIA) offers assistance to retail jewelers in explaining the GIA Diamond Grading Report and Diamond Dossier® to the public. The brochure discusses the Institute's history of creating the 4Cs and the International Diamond Grading System and summarizes the GIA Gem Laboratory's grading procedures and staff expertise, as well as its independent and impartial status.

"The public has become increasingly interested in verifying the authenticity and quality of their diamonds with independent documentation," said GIA Gem Laboratory CEO Thomas C. Yonelunas. "We designed this brochure to provide a fast and convenient way to support jewelers in educating the public about the quality and characteristics of GIA grading reports. It's important the members of the public understand that GIA grading reports are considered the most respected credentials of their kind in the gem and jewelry industry. We are confident that when the public reads about GIA's reports, they will be even more confident in the thorough analysis, advanced technology, and expert judgment used by the GIA Gem Laboratory in grading each and every diamond."

To request copies of the brochure, call Kathy Gilmore at 760/603-4064 or toll free 800/421-7250, or e-mail kgilmore@gia.edu. More information on GIA grading reports is available through the GIA Web site, www.gia.edu.

13th Annual "Jewelry Design" Competition

— 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 — March 31, 2004

Application, entry fee, and finished piece must arrive by March 31, 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 March 31, 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
 504 W. 12th St.
 Austin, TX 78704

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.

Membership in TJA...

What Can it Do for You?

Your path to professionalism begins by joining today!



The Texas Jewelers Association (TJA) is a statewide organization of retail jewelers whose purpose is "promoting the general welfare, standing, and prosperity of the jewelry industry in the state of Texas." Since 1906 TJA has served the needs of the retailer jewelers in Texas.

BENEFITS

- "Jewelry Accents" credit card plan. Your own in-house credit plan for your customers.
- Bank card discount for members through Global Payments, Inc., at 2.646% or lower if the average ticket price is over \$100 or if you own your equipment. Rate includes use of the capture unit lease-free, no minimum monthly average, no minimum average ticket price, and free supplies.
- Group medical and life Insurance through 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.
- Long distance service provided by MCI/WorldCom offers members low rates, advanced business services, calling cards, fax, and 800 service.

- Other TJA benefits include
 - > Check verification and check guarantee plan
 - > Access to automatic coverage by Jewelers Mutual Insurance Company, and
 - > A voice at the state capitol providing members with information on compliance with state laws.

TJA DUES SCHEDULE

Single store	\$125
Each additional store	\$50
Associate TJA membership	\$95 (manufacturers, suppliers, or traveling salespersons)

ADDITIONAL INFORMATION?

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