



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

Texas Jewelers Association 2005 Annual Conference—Relaxed, Fun, & Informative!

—TJA Executive Director Joe McCullough

In This Issue...

TJA President's Message	2
Welcome TJA Executive Assistant Brenna Behrens	2
TJA 67th Conference Jewelry Design Contest	3
TJA Golf Tournament at the Coast	3
Membership in TJA—What Can It Do for You?	4
Convention Photo Spread	6
Special Thanks to TJA's Conference Door Prize Donors	9
TJA 2005 Member Survey	10
TJA Preconference Board Meeting Adds Business to Fun	11
2005 TJA Conference Exhibitors	12



\$2,500 DOLLARS! Won with a 50¢ BET!
Congratulations to **JILL BILLINGS!** of Billings Jewelers, Houston, TX, who won on the Texas Star TJA gambling cruise excursion. Jill is pictured here with her happy husband David.

This year was especially unique in that TJA members had to go a little farther for the TJA annual conference; however, the drive was well worth the end results. In fact, a number of folks paid for their trips by either what they won on the gambling cruise or what they learned from our conference presenters. **Relaxed** atmosphere was a key ingredient for the 2005 conference and conference attire was shorts, flip-flops, and casual dress. **Fun** is what was enjoyed by all who attended the 2005 conference at Port Royal Condominiums and Ocean Resort because there was a lot of fun to be had. Pool fun and sun, huge hotel rooms for the family, swim up bars, beach walks and exercise hikes, good food and drink with friends and new associates, and gambling for those who rolled the dice on the midnight gambling cruise excursion.

Informative does not adequately express the world-class workshops presented by TJA-hosted professionals in their fields from marketing, employee issues, platinum bench work tips and solutions, business management techniques, and manufactured diamonds. TJA would like to thank our excellent speakers, Don Greig, Focus Management Group; Bob Janet, Bob Janet Sales Growth Newsletter; Alex Grizinko, Lucent Diamonds; David Geller, Jewelry Artisans; Sam Arnstein; Jurgen Maerz, Platinum Guild International USA; David Peters, Jewelers of America; and our Share Fair Session presenters, Elizabeth Barnes, "Business Web sites,"; Jeff Mills "Store Security Issues"; Sam Arnstein, "Employee Issues"; and Alex Grizinko, "Diamond Innovations."

Special incentives given for registering for the 2005 conference—just registering alone—earned you a free three-day, two-night stay at over 50 hotel locations all over the USA, at no additional cost. What a deal! We also had a few fishermen and fisherwomen go out during the

Saturday morning "free time," who caught a boat load of fish. The early arrival participants played in the TJA golf tournament on Friday afternoon and came away with some great stories to be told later in this newsletter. Last but not least, the TJA Discovery Room and Exhibit Hall was packed with great products, where participants received some up-close and personal attention and hands on product demonstrations. Check out our convention photo spread inside this issue for additional news.

Finally, one of the major things we hope to accomplish with this newsletter is to **take a survey of the TJA membership**. We have included a survey on page 10 of this issue, as well as a postage-paid reply envelope. Please give us just a moment of your time to help us improve what we are doing, provide the membership what they need, and basically serve the membership of TJA to the best of our ability. **This survey is important.** Give us your valued opinion regarding the questions posed, and remember: Your answers serve your needs and will be seriously reviewed by your TJA board of directors. ■

Inside this Issue!

2006 TEXAS JEWELERS ASSOCIATION MEMBERSHIP SURVEY

Fill it out and mail it back in the prepaid envelope provided, for a chance to win a FREE 2006 TJA MEMBERSHIP!

Texas Jewelers Association 2005-2006 Officers & Board of Directors

President, Peter LeCody
777 S. Central Expwy, Bldg. 1, Ste. 1 • Richardson, TX 75080
214/575-5244 • fastfix@fastfix.com

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

Vice President, Mark Priest
18 E. Concho Ave. • San Angelo, TX 76903
325/653-0112 • mrksalot@wtcoxmail.com

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

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

Board of Directors
Amber Gustafson
722 Pin Oak Rd #102 • Katy, TX 77494
281/391-6333 • Amberdgn@aol.com

David Harleston
6702 Ferris St. • Bellaire, TX 77401
713/665-0614 • dharleston@ev1.net

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

Steve Konetzke, CPCU
722 Lari Dawn • San Antonio, TX 78258
210/490-6611 • konetzke@sbcglobal.net

Alan Lodinger
713/729-0060 • Alodinger@aol.com

Ronnie Miller
4936 Beechnut • Houston, TX 77096
713/666-6333 • meyerjewel@aol.com

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

Bob Singleton
817/577-3802 (H) • bobbev7@comcast.net

Kip Stodhill
2511 Sunset Blvd. • Houston, TX 77005
713/521-2511 • kip@thegalaxiejewelers.com

Curt Vinson
401 E. Hwy 377 • Granbury, TX 76048
817/573-7881 • aprfools@hcnews.com
bvcv4189@sbcglobal.net

Eric Wright
5333 Forest Lane • 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
www.texasjewelers.org

TJA President's Message

— Peter LeCody, TJA President



If you were one of the many TJA members that attended the 67th Annual Conference and Exhibition, I would like to thank you for your participation. We had some dynamic presentations from key industry

leaders. If you are a store owner, manager, bench jeweler or salesperson—we had something for everyone in 13 different sessions over a three-day period. I especially want to thank all of our exhibitors for their help in making Texas Jewelers Association a stronger and more effective organization.

While at the conference, we passed out a two-page questionnaire to TJA participants to gauge how the organization is doing. Was the conference too lengthy? Were the topics too broad? Did we miss something? Was there not enough time to enjoy the beautiful area around Port Aransas on Mustang Island? The results are being compiled now. While that's going on, it's your turn.

If you were a TJA Member that *did not attend* this year's convention, we'd like to know why. Was it the distance? The cost? The time of the year? The program? To meet our member needs we need your input. Please take the time to com-

plete the TJA member survey enclosed with the newsletter and return it in the envelope provided. It doesn't get much easier than that. We want to base next year's activities and direction on what you need in order to succeed in your store.

I want to thank "retiring" board members Robert Harrison, Bob Rose, and Elaine Vale for their service over the past two years. Their term has expired, but joining us on the TJA board of directors are some new faces you might know: David Harleston of Lathrop's Jewelers, Ronnie Miller of Meyerland Jewelers, and Steve Konetzke of Jewelers Mutual. Each will serve a two-year term as board member. We will have several board members completing their term in 2006 who are not eligible to serve again. Have you thought about helping with the direction of TJA? Call TJA Executive Director Joe McCullough at the Austin office and let him know you would be interested in being considered for an active member on the board next year.

We are also looking at some innovative ways to network between stores including establishing a "jewelers breakfast" with your peers in several cities, having our board members more involved with TJA store owners in their region, and keeping you up to speed with e-mail on events that can affect your business.

As always, your input is important to TJA. ■

Welcome TJA Executive Assistant Brenna Behrens

Brenna will be assisting TJA members in all phases of general membership operations and can be counted on for special needs projects by TJA Board and conference planning initiatives. Welcome Brenna!



Brenna has been in the convention/exhibits arena for approximately 4 years, starting out on the exhibitor end of conventions, traveling the country to shows in the biomedical industry. Now, that Brenna is on the convention management end of association work, she has found that she greatly enjoys both exhibiting side and facilitating the conventions very much. Brenna especially enjoys being able to have the answers for both exhibitors and attendees! ■

TJA 67th Conference Jewelry Design Contest

TJA's annual jewelry design contest is a highlight of the conference. Thousands of design and jewelry creation hours go into magnificent creations of art and beauty. Every year design pieces are submitted to the TJA judges' panel, who consider each entry without knowledge of who the custom designers are. The entries are considered for design craftsmanship, category guideline details, finishing details under a microscope, and are then secretly voted on by a blind balloting process. Necklaces, earrings, rings, and matching sets make every contest a tough job for the TJA judges. Winning pieces in each category are given recognition plaques, and the "Overall Design Winner" piece is entered into the annual Jewelers of America national contest.

Special Thanks to Bill Koen of Joe Koen & Son Jewelers in Austin for his supervision and coordination of this annual event.

CATEGORY ONE: Material not to exceed \$1,000. Pieces must be made of silver, gold, or platinum and may contain precious stones.

First Place: Ziad Noshie, Almaza Jewelers

Second Place: Steve Kriechbaum, Steve Kriechbaum Designer Goldsmith

Third Place: Renalto Ronquillo, Ronquillo's Jewelers

CATEGORY TWO: Material from \$1,000 to \$3,000. Pieces must be made of silver, gold, or platinum and may contain precious stones.

First Place: Renalto Ronquillo, Ronquillo's Jewelers

Second Place: Peter Barr, Peter Barr Designing Jewelers

Third Place: Eric Wright, Village Goldsmith

CATEGORY THREE: Materials over \$3,000. Pieces must be made of silver, gold, or platinum and may contain precious stones.

First Place: Ziad Noshie, Almaza Jewelers

Second Place: Rick Vincent, Goldmasters

Third Place: Kay Knight, Custom Creative Designs

THE 2005 TJA OVERALL "BEST OF SHOW" JEWELRY DESIGN, chosen by TJA 2005 Conference participants goes to: Renalto Ronquillo, Ronquillo's Jewelers, Bayton, TX. ■

1. (L-R) Renalto Ronquillo receives awards from TJA Executive Director Joe McCullough.

2. All TJA Design Contest entries are showcased during the conference.

3. (L-R) Eric Wright, Ziad Noshie, Peter Barr, and Rick Vincent—all 2005 winning designs entered into the TJA jewelry design contest.



TJA Golf Tournament at the Coast

The TJA tournament this year was played at Northshore Country Club Golf Course in Portland Texas. With rolling fairways and open links course our guys had a chance to swing hard and still find their balls. Tough play for the four teams however with one team one under, two teams even and one team one over par for the course. The gulf breeze was great when it was behind you but challenging otherwise. ■



4. (L-R) Spencer McClanahan got the prize for the longest chip when he chipped over a green, landed it in the street (under a passing car), and the poor lady driver had it bouncing under her car for two blocks without knowing the cause of all the racket under her vehicle! Team golfers pictured Doug Jackson and Tony Aalund.



1. Steve Konetzke, new vendor representative for the TJA board checks his club's integrity before attempting a par three ocean shot to the green.

2. Tournament players in the background are awed at Bill Koen's ability to hit his clubs backward and stand amazed at this marvel.

3. (L-R) Kent McClanahan, Robert Loving, and Bill Koen pose at the 18th hole after a great day of beautiful weather and golf.

5. (L-R) Steve Konetzke, Don Waisman, Ed Duda, and Joe McCullough (not pictured) all played an even round of golf, but were saved many times by some excellent golf from Mr. Duda!



Membership in TJA...

What Can It Do for You?

Your path to professionalism begins by joining today!

If you are currently a member of TJA, take advantage of this special credit card processing program developed for TJA right now!

Through a special TJA volume participation agreement, you as a TJA member can receive credit card services at huge savings. Compare the items listed below with your present system and see the difference for yourself!

Important Credit Card TJA Benefits!

- Visa/MasterCard rates of 1.70% and \$0.10 per transaction
- no application fees
- no monthly statement fees
- no annual fees
- free programming of existing POS terminals
- discounted replacement of POS terminals and software (trade in credits are available)
- free credit card processing supplies

- comprehensive check guarantee, check truncation, and gift card programs
- fraud prevention and awareness programs
- toll free customer service and tech support lines 24/7
- online real-time reporting available
- two free airline tickets to any destination in the U.S. for meeting annual negotiated volume projections
- \$50 rebate of annual TJA membership renewals

This program will help TJA grow, help your business prosper and provide added benefits to your membership in TJA!

Call today for more information at 866/320-8808.

Representing: U.S. Merchant System Inc., A Registered ISO/MSP for First Financial Bank/Atlanta, GA*, and HSBC Bank, US/Bufalo, NY*
*Members FDIC.



It's a jungle out there!
CHOOSE AN EXPERT GUIDE



Dear colleague:

An adventurous spirit led you to the jewelry industry, but you don't have to face its perils alone. We have helped jewelry businesses chart a safe course for more than 90 years. Let us be your expert insurance guide.

Ron

Ron Harder
President/CEO

Polish your Image with the right communication materials from Impact.



- ▼ Three part carbonless or carbonized job envelopes.
- ▼ Available in a variety of colors
- ▼ Customization available
- ▼ Sales and appraisal forms
- ▼ Laser repair envelopes
- ▼ Gift certificates
- ▼ Laser papers and postcards with colorful borders depicting jewelry store products that can be used from signage to thank you notes.



Call for a free catalog and samples.
IMPACT SPECIALTIES, INC.
(800) 543-4264

3129 Presidential Drive, Atlanta, Georgia 30340
www.isiprint.com or e-mail isi@isiprint.com

Jewelers Block

Property & Liability

Safety and security education

Expert claims service



800 558-6411
marketing@jminsure.com
www.jewelersmutual.com

Represented by

Sleeper, Sewell & Company
12222 Merit Drive, Suite 200
Dallas, TX 75251-2297
972 419-7500

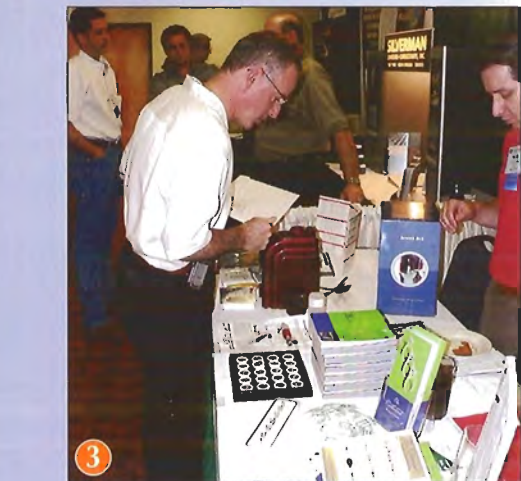
Sleeper, Sewell & Company
722 Lari Dawn
San Antonio, TX 78258
210 490-6611

Proud sponsor of the Texas Jewelers Association

IT'S A BEACH PARTY! at PORT ROYAL

2005 TJA ANNUAL CONFERENCE • APRIL 9-11
PORT ARANSAS, TEXAS • PORT ROYAL

1. New TJA exhibitor Ross Riley of Eastern Lighting speaks with TJA Jeweler Kip Stodhill and wife.
2. Exhibitor Wayne Harper & Eric Eskelund of Crawford LaserStar Technologies giving demonstrations to potential buyers of LaserStar equipment.
3. Keith Berryhill of Roseco showing a multitude of product lines during TJA Discovery Room time.
4. D.A.W. Trading Company out of Austin brought an array of fine colored stones to the TJA show this year and demonstrated a unique display of gems.

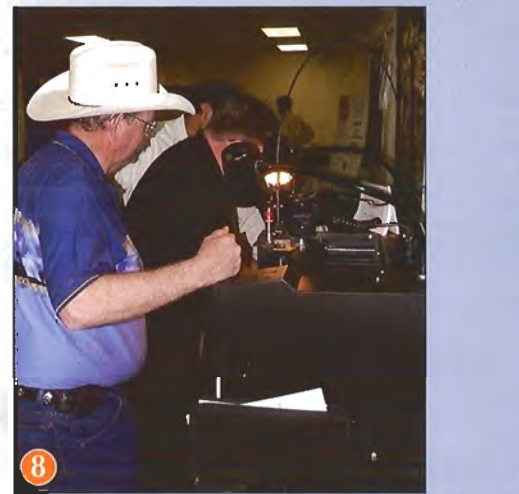


5. Alan Lodinger of Houston shows his line of exotic watches/bands to Doug Jackson of Paris, TX.
6. First-time exhibitor Advance Group Inc. (Pamela Colberg) of Granbury, TX, brought Kenneth Cole (NY), Tommy Bahama, and Freestyle watches. Shown here with board member Richard Hirsh.

7. Spencer McClanahan of Jewelers Mutual Insurance (Platinum Sponsor for the 2005 TJA conference) discusses jewelry security issues with a TJA conference participant.

8. Signature Engraving Systems representative Dennis Gossett was demonstrating consistently the high quality of work produced by his engraving equipment during the show.

9. Time Delay representative Robert Loving displayed his high-end buyer watches and the magnificent styles and add-ons that can be purchased for specialty customers.



\$2,500 DOLLARS! Won with a 50¢ BET! Congratulations to JILL BILLINGS! of Billings Jewelers, Houston, TX, who won on the Texas Star TJA gambling cruise excursion. Jill is pictured here with her happy husband David (L) and past TJA President Jim Barnes of Victoria. By the way, she walked away and kept it all! Smart lady!

10. D.A.W. Trading Company Don Waisman and wife Barbara sell some beautiful colored stones to incoming TJA President Doug Jackson and his wife Sue of Paris, Texas.

11. TJA Gambling Cruise group on back deck of Texas Star gambling ship heading out to international waters at sunset.

12. Gambling Cruise dinner party early in the evening just before the gambling begins when they all had smiles and money in their pockets.

13. Linda of Dia of Gem Master Jewelers (Houston) wins a Motorola walkie-talkie set during the door prize drawings.

14. David Geller - Mixing real life situations into dollars and cents inventory management techniques.

15. Between the breaks the guys retreated to the tropical setting of the largest pool in Texas to visit and enjoy the sunshine and networking opportunities.

16. Entertaining and informative speaker Bob Janet gives our TJA audience Selling Solutions to Jeweler Problems and the Top 10 Bad Business Assumptions That Cause You To Lose Money.

17. Packed workshops at the TJA conference were very interactive and had many great take-away ideas for your personal use in home town USA.



Special Thanks to TJA's Conference Door Prize Donors

Every year TJA Vendors and TJA board members contribute to the TJA door prize drawings, and this year we had some fun and exceptional donor prizes. Just look at some of these great FREE gifts!

PINK JOURNALINE

Value: \$150
DAW Trading Co.
Don Waisman
512/263-2829

GOLF PUTTER

Value: \$135
Federated insurance
David Rodriguez
817/581-7111

TWO BLANKETS, BINOCULARS, CARRY-ON LUGGAGE

Value: \$20 ea., \$25, \$60
Jewelers Mutual Ins. Co.
Sheri Ihde
920/725-4326

THREE ONESERVICE SHIPPING CREDIT CERTIFICATES

Value: \$150
OneService
JD Powers
213/614-1010

JEWEL JET AND MISCELLANEOUS TOOLS

Value: \$100 each
Roseco, Inc.
Bob Rose
972/991-9731

LAPIZ GEM GLOBE

Value: \$400
FIVE SMALL LAPIZ GLOBES
Silverman Consultants
Bob Epstein
800/347-3258

AWARD WINNING BOTTLED WINES

Invaluable (not for sale)
12 POCKET-SIZED CALCULATORS
Almaza Jewelers
Ziad Noshe
713/521-0071

TWO THREE-PIECE LUGGAGE SETS

Value: \$40 each

THREE-PIECE BBQ UTENSIL SET

Value: \$18

EIGHT-PIECE PARTY PITCHER, SIX TUMBLERS, AND TRAY SET

Value \$20

TWO FOLDING UMBRELLAS

Value \$15 each

Richard and Shelly Hirsh

GOLF PUTTER

Jewelers Mutual Ins. Co.
920/725-4326

HUCKLEBERRY CHOCOLATE BAR

Harrison Jewelers
512/345-9396

JVC PORTABLE CD PLAYER WITH CD R/RW PLAYBACK MODEL XL-PV390SL

Value: \$49.95

MOTOROLA TALKABOUT—MODEL T5900 TWO-WAY

RADIOS/ACCESSORIES
Value: \$69.95

Eric and Cecile Wright

KENNETH COLE WATCH

Value: \$95

Advance Group Inc.

Pamela Colborg
817/573-8177

TWO LADIES GOLD TONE "COLLEZIO" WATCHES

Value: \$39.95 each

Robert Harrison

DIAMOND PENDANT NECKLACE

Value: \$300

Nirvana Inc.

Mark Miller
918/664-8471

NATURAL STONE GIFT ITEMS

Value: \$100

Elaine

Bob Rose
972/991-9731



Above: Linda of Dia of Gem Master Jewelers (Houston) wins a Motorola walkie-talkie set during the door prize drawings.

GLASS WHISKEY DECANTER, GLASS ART WITH HAND-PAINTED ANGELFISH, AMETHYST GEODE ON WOODEN BASE, GRINGO SALSA MIX
Mark Priest
325/653-0112

NATURAL STONE GIFT ITEMS

Value: \$100

FAMOUS PORT A. FUDGE

Custom Color Fine Jewelers
Value: (Priceless—to chocoholics!)

Elaine Vale
972/403-9993

TWO TONE GOLD HEART PENDANT WITH BAGUETTE

DIAMONDS

Value: \$998

SB&T Imports

Bob Singleton
817/371-4310

THREE TOMMY HILFIGER WATCHES

Value: \$75 each

Fast Fix Jewelry

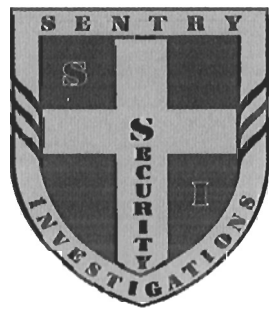
Peter LeCody
214/575-5244

WATERFORD CRYSTAL AMERICAN FLAG PAPERWEIGHT—RETIRED

Value: \$99

Troy Vinson Jewelers

Curt Vinson



Sentry Security & Investigations, L.P.

SSI

Safety-Service-Integrity
Raising the level of Service and Professionalism for an entire Industry.
Providing Well Trained Officers.
Over 100 years of Law Enforcement Training experience.

Available:
24 hours/day
7 days/week

Licensed by the
Texas Board
on
Private Security
License
Number

Specializing In:

- Armed Courier Service
- Security Officers
- Police Officers
- Event Security
- Security Analysis

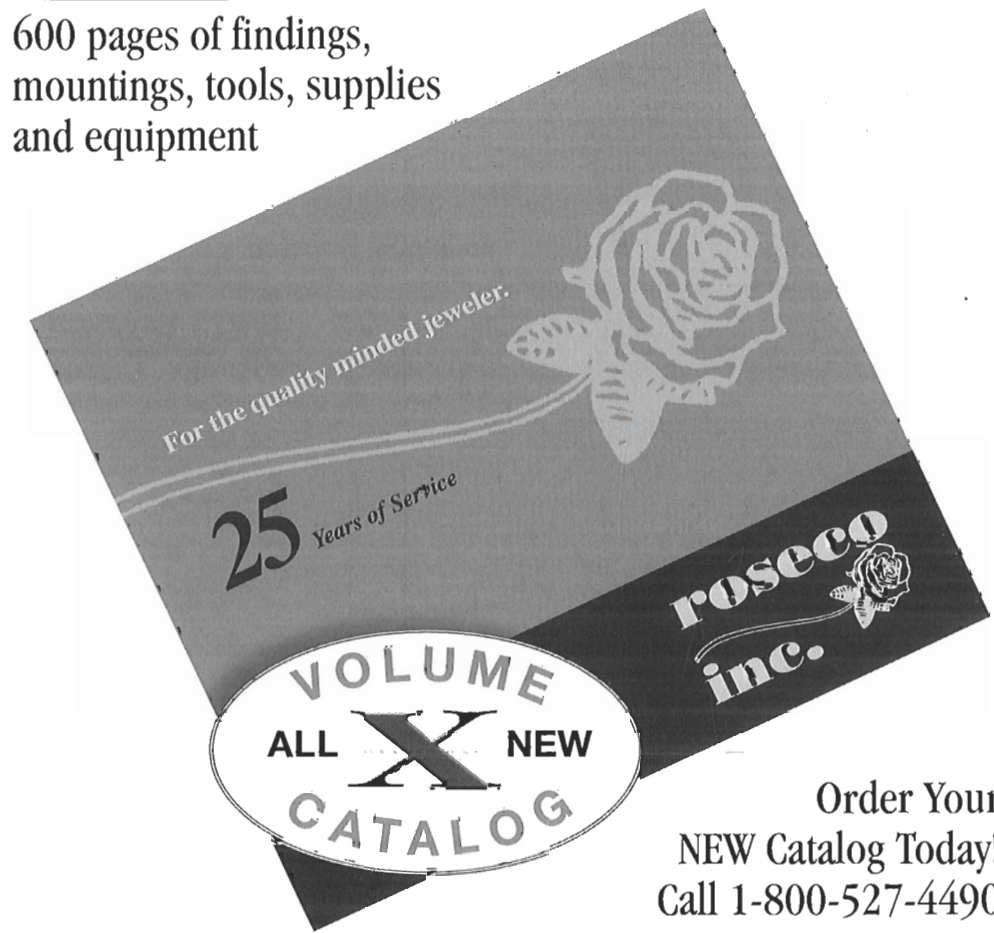
Sentry Security & Investigations, L.P.

505 E. Huntland Drive Suite 270
Austin, TX 78752
Ph: 512-206-0515
Fax: 512-452-8690

MAXIMIZE YOUR PROFITS

With Roseco's New 4 and 5 Key Suggested Retail Pricing Format

600 pages of findings, mountings, tools, supplies and equipment



Order Your
NEW Catalog Today!
Call 1-800-527-4490

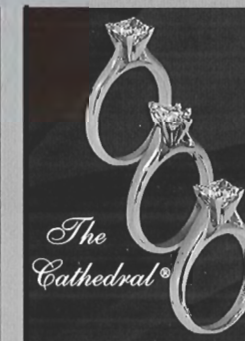
Distributors of these Fine Jewelry Products!



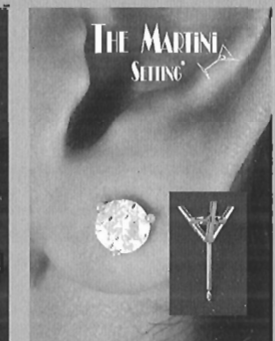
Jewel Jet
Steam Cleaner



"The Up: Set"



The
Cathedral®



THE MARTINI
SETTING

roseco®
inc.
For the quality minded jeweler.

1-800-527-4490
Fax 972-404-9074
roseco1@msn.com

TEXAS JEWELERS ASSOCIATION 2005 SURVEY:

(FREE 2006 TJA MEMBERSHIP IF YOUR SURVEY IS CHOSEN!)

Dear TJA Members,

THIS IS AN IMPORTANT TJA SURVEY for you and your business, and returning THIS SURVEY WILL QUALIFY YOU FOR ENTRY INTO A DRAWING TO BE HELD ON JUNE 1, 2005, FOR A FREE TJA 2006 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 and by constantly improving benefits that are already in place. Help TJA's board of directors work for you by answering these survey questions and faxing or mailing 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, or MAIL THIS SURVEY BACK TO TJA IN THE BUSINESS REPLY ENVELOPE ENCLOSED WITH THIS ISSUE.

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

- _____
- _____
- _____

What benefits does your jewelry business take 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? _____

Did you attend this year's TJA Conference at Port Royal? Yes No

If yes, did you also attend last year (2004 in San Antonio)? Yes No

If not, what would you consider the main reason(s)?

- Cost Location Time of Year
- Days of Week Speakers/Topics Attending Vendors
- Time Away from Store Busy Other _____

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

- Do you travel to other national or regional jewelry shows/events? Yes No
If yes, list primary event (main attraction) _____
Estimated costs? \$ _____
- What is the main attraction for which you attend these regional/out of state events?
 Buying Trip Location/Vacation Other _____
- 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

What dollar amount would you be willing to spend per person on the full weekend convention for national speakers and necessary facilities?

- \$100 \$150 \$200 \$250 \$300 Other \$ _____

Should meals be included at the additional cost? Yes No Some, but not all

Which month would you prefer to have the TJA 2006 convention?

- April August Other: _____
- Preferred days of the week: _____

Where would you prefer to have the 2006 convention?

- Austin Dallas/Ft. Worth Houston
- San Antonio Waco Other _____

What subject area would you like to see covered at the convention?

- Gemology Sales Technology/Computers
- Time Management Educational Topics Other _____

Who have you heard speak that you think your fellow TJA members would enjoy learning from? _____

On what subject? _____

Do you know a supplier who might like to be included in the vendor exhibits next year? No Yes (If yes, please provide more information):

Name/Company: _____

Phone: _____

How important are the hotel and facilities in your decision to come to the convention? Very Somewhat Not at all

Why? _____

When you attend a TJA Annual Conference do you prefer an upscale higher rate hotel - or - medium range/medium rate hotel?

Would you rather see smaller regional meetings in different locations, rather than our larger, single event? Yes No It depends

Why? _____

What is the most important reason(s) you belong to TJA?

- Continuing Education Convention Credit Card Processing Program
- Free Member Web Page Retailer Networking Other _____
- Support Jewelry Profession Find New Suppliers

Please share any other thoughts, interests, or concerns: _____

How many employees work in your store? _____

"FREE 2006 TJA Membership" Drawing

FILL OUT AND FAX TO TJA AT 512/454-3036, OR MAIL BACK IN ENVELOPE PROVIDED.

Submitted By: _____

Store Name: _____

Owner: _____

Address: _____

(City/ST/Zip): _____

E-mail: _____

Phone: _____

TJA Preconference Board Meeting Adds Business to Fun

TJA 67th ANNUAL CONFERENCE BOARD OF DIRECTORS MEETING

Minutes: Port Royal Condominiums—April 8th, 2005—Port Aransas, Texas
Call to Order: President Peter LeCody

1. President's Report: Peter LeCody

LeCody reported record membership growth this year reaching a milestone of over 615 total members. By going over the 600 mark set by Jewelers of America (JA), TJA has received the Gold Ring Award of \$1,500 from JA.

JA Washington DC Trip Report:

LeCody reported that changes look inevitable at the national JA level, which basically indicates less national dollars, and possibly less supportive measures will be funneled to state affiliates in 2006. This is due to falling interest rates and legal issues currently in process via an affiliate state problem that could have national level financial implications. JA is holding a strategic planning session this summer to draw conclusions and create action steps for 2006 and beyond.

Bylaw Revisions Report:

LeCody stated that the old TJA bylaws were woefully out of date and that TJA had commissioned a parliamentarian to revise and place in proper order bylaws set before the board for final approval.

TJA Strategic Planning:

TJA Strategic Planning held in October was discussed and the minutes of that meeting were explained to the TJA board.

Departing Board Members:

Bob Rose, Robert Harrison, and Elaine Vale were discussed and the Nominations Committee was tasked with filling these positions that will soon be vacant.

2. TJA Financial Report—Presented by Joe McCullough for Stan Mathews

McCullough reported that the association was financially on track with conference expenditures but had experienced some extra expenses due to the remote location in terms of security needed from Austin, transportation issues due to the cruise efforts, and a few other expenditure issues. Overall the association was showing a net gain of over \$22,000 for the YTD actual, and total assets of \$73,791.07.

Motion: Motion was made and approved to approve the financial report.

3. Convention Discussion and Committees

In an effort to attract new members the following ideas were discussed and set for further review at a later time:

- Attending the TJA Annual conference will gain participants points, which can be redeemed for benefits or services yet to be determined.
- Members who pay their TJA membership fee by January 1 will receive a reduced conference rate.
- Invite vendors to attend without showing products.
- Designate a committee to study conference options.
- Move Conference month to August, September, or possibly late April—after tax deadline.
- Possibly do a cruise conference.
Motion: Motion to form a Conference Committee was discussed and rescinded.
- 2006 TJA Conference Site – TBD after TJA survey response are received.

4. Fall Board Meeting Date: September 23–24, 2005, Austin—Vintage Villas

5. Executive Director's Report

Joe McCullough reported having a much more extensive database than last year and that our mailing penetration for Texas had improved. Also the partnership mailings with Roseco and Stuller had an impact this year.

McCullough gave high praise for Robert Harrison of Austin who helped sign over 15 new members just in the Austin area and was significant in helping TJA reach our JA goal of 600 members.

TJA also picked up a number of new associate members and vendors for the 2005 year and conference.

Discussions were held regarding listing the TJA members in the TJA newsletter in written form as well as on the TJA Web site. Approved.

6. Old Business

Approval of the revised TJA Bylaws:

Motion: A motion was made and approved to approve the new TJA bylaws as presented.

7. New Business

It was suggested that each board member work on a TJA, 8 a.m., Friday Morning Breakfast Club in each major city to increase knowledge; foster relationships with each other, vendors, and

appraisers; and watch vendors as a way to network TJA members. Use the successful Austin model as a guide, and refer to Robert Harrison for advice. Set up the program via e-mail with a central city coordinator.

8. Adjourn: 9:45pm



TJA board members meeting on Friday night discussing TJA business. (L-R) Alan Lodinger/Vendor Board Representative, President Peter LeCody, Kip Stodhill, Eric Wright, Amber Gustafson and our other board members, not pictured here.



TJA board members whose terms have expired: (L-R) Bob Rose, Dallas (accepted by Keith Berryhill Roseco vendor representative); Elaine Vale, Plano; and Robert Harrison, Austin.

Thank you for taking the time to make TJA even better. Look for the results of this survey in next issue.

THANKS TO OUR 2005 TJA CONFERENCE EXHIBITORS

ADVANCE GROUP, INC.

2414 Cedar Crest Dr.
Granbury, TX 76048
817/573-1370 • 817/573-8177
Contact: Pamela Colborg
pjcolborg@shcglobal.net
(Watches, Kenneth Cole New York, Kenneth Cole
Reaction, Tommy Bahama, BCBGMAXAZRIA,
Freestyle)
Booth #20

ALAN LODINGER

9550 Meyer Forest Dr., Ste. 1721
Houston, TX 77096
713/729-0060
Contact: Alan Lodinger
alodinger@aol.com
(Rochet Stainless, Hirsch watchbands, Hadley Roma
watchbands, Roma design fine jlyr, exotic skin belts,
wallets)
Booth #16

COVENANT FINANCIAL SOLUTIONS, LLC

101 W. 6th St., #508
Austin, TX 78701
512/320-8808 • 512/320-8684 f
Contact: August Harris
harris@cfs-texas.com
(Merchant services)
Booth #12



CRAFFORD-LASERSTAR TECHNOLOGIES

1 Industrial Court
Riverside, RI 02915
401/438-1500 • 401/434-7260 f
Contact: Gail Farias
gfarias@laserstar.net
Booth #7

D.A.W TRADING CO., INC.

PO BOX 161462
Austin, TX 78716
512/263-2829 • 512/263-2740 f
Contact: Don A. Waisman
dawtrading@aol.com
(Fine quality colored gemstones & unique 14K & 18K
jewelry)
Booth #15

DESIGNS BY GADI

952 Echo Lane, #370
Houston, TX 77024
832/242-1818 • 832/242-1819 f
Contact: Pepper Leonard
designsbygadi@aol.com
(Color gemstone jewelry in 18K—fashion & bridal)
Booth #9

EASTERN LIGHTING, INC.

13004 Murphy Road
Stafford, TX 77477
800/839-3604 • 281/980-7215 f
Contact: Ross Riley
Ross.riley@easternlighting.com
(Jewelry Display Lighting)
Booth #8

FEDERATED INSURANCE

PO BOX 1548
Hurst, TX 76053
817/581-7111 • 817/485-5193 f
Contact: David Rodriguez
drrodriguez@fedlins.com
(Insurance)
Booth #4

FOCUS MANAGEMENT GROUP

128 Sunset Way, Ste. 214
Henderson, NV 89014
702/433-1280 • 702/433-8925 f
Contact: Michael Derby
mike@focusprofit.com
(Management consulting)
Booth #3

JEWELERS MUTUAL INS. CO.

24 Jewelers Park Drive
Neenah, WI 54956
920/725-4326 • 920/969-1208 f
Contact: Sheri Ihde
sihde@jminsure.com
(Insurance services)
Booth #5



M.K. DIAMONDS & JEWELRY

7508 Breakers Lane
Plano, TX 75025
972/740-6049 • Contact: Edward Duda
eduda22837@aol.com
(Bridal, earrings, bracelets, pendants, stud program)
Booth #17

NIRVANA

4932 E. 49th St.
Tulsa, OK 74135
918/664-8471 • 918/664-6277 f
Contact: Mark Miller
www.nirvanainc.com
Booth #14

ONESERVICE

631 S. Olive St.
Los Angeles, CA 90014
213/614-1010
Contact: J. D. Powers
jd@oneservice.com
(Provide insured shipping up to \$75,000 value)
Booth #13

ROSECO, INC.

13620 Gamma Road
Dallas, TX 75244
972/991-9731 x260 • 972/404-9074 f
Contact: Bob Rose
roseco1@msn.com
(Findings, mountings, tools, supplies, equipment)
Booth #1



SB & T IMPORTS

7500 San Felipe, Ste. 560
Houston, TX 77063
713/490-5522 • 713/266-0796 f
Contact: Diane Adler
diane.adler1@sptimports.com
(Manufacturer of fine jewelry)
Booth #6

SIGNATURE ENGRAVING SYSTEMS, INC.

120 Whiting Farms Road
Holyoke, MA 01040
413/533-7500 • 413/533-7755 f
Contact: Annette Peloquin
Annette@signature-engravers.com
(Computerized Engraving Systems)
Booth #10

SILVERMAN CONSULTANTS

900 Pine Hollow Road
Mt. Pleasant, SC 29464
Contact: Robert Epstein
800/347-3258 • 843/881-3387 f
bob@silvermanconsultants.com
(Business consulting services & closeout merchandise)
Booth #2

STULLER INC.

302 Rue Louis XIV
Lafayette, LA 70598
337/262-7700 ext. 3860
Contact: Jason Loos
jason_loos@stuller.com
(Red Box, Black Box & Paspaley)
Booth #18



TEXAS JEWELERS ASSOCIATION

PO Box 140647
Austin, TX 78714-0647
512/454-8626 • 512/454-3036 f
Contact: Joe McCullough
jmccullough@assnmgmt.com
(Jewelry Design Contest, Member Benefits)
Booth #19

TIME DELAY

10440 N. Central, Ste. 210
Dallas, TX 75231
800/622-5203 • 214/739-5508 f
Contact: Robert Loving
robert@timedelay.com
(Pre-owned Rolex service, custom diamond acces-
sories, replacement bracelets)
Booth #11

