

TJA Convention Schedule

Saturday, October 27, 2018

11:00-3:00 PM Texas Shoot Out Party
4:00-6:00 PM Open board meeting
7:00-9:00 PM Meet and Greet in the Vendors Discovery Room
9:00-11:00 PM President's Party, place to be announced



Sunday, October 28, 2018

8:00 AM - 6:00 PM Vendors' Discovery Room OPEN
8:00-8:30 AM President's Welcome and 15 minute presentation by **Malakan Diamonds**
8:30-10:00 AM Keynote speaker "*Tips to Lasso In Your Customers*" **Shane Decker**,
Ex-sell-ence
10:00-10:30 AM Break in Discovery Room
10:30-12:00 PM Keynote Second Half "*Leading Your Staff To The Finish Line*", **Shane Decker**, Ex-sell-ence
12:00-1:15 PM Lunch in Discovery Room
1:15-1:30 PM **TRA** Presentation "*Legal Updates for Retailers/Be Prepared!*"
1:30-2:30 PM EGL Overgrading Issues – Presented by **Braden M. Wayne**, Attorney, who has
successfully represented retail jewelers on this subject
2:30-3:00 PM Break in Discovery Room
3:00-5:00 PM Roundtable discussions
A. "*Are You Buying From The Public and Complying with Texas Laws?*", **Rex Solomon**,
Houston Jewelry
B. "*Tips and Tricks With Antique Jewelry Evaluations*", **Susan Eisen**, Susan Eisen Fine
Jewelry and Watches
C. "*5 Ways To Have a Successful Promotion*", **Amber Gustafson**, Amber's Designs
D. "*Spotting Counterfeit Rolex Watches*", **Robert Loving**,
Time Delay Corporation
E. "*Successful Creative & Humorous Advertising Ideas*", **Robert Harrison**, Harrison
Jewelers
5:00-7:00 PM Free time for attendees-Board will set up party
7:00-11:00 PM Dinner party "*Deep In The Heart of Texas*"
Presentation of Design, Shooting Contest, and 100 Year Club Awards

Monday, October 29, 2018

8:00 AM - 1:00 PM Vendors' Discovery Room OPEN
8:15-8:30 AM State of the Texas Jewelers Association, **Rex Solomon**, President
8:30-10:00 AM "*Should I Love it or Leave It - Natural vs. Man-Made Diamonds*", **Dan
Dement**, Stone Oak Jewelers
10:00-10:30 AM Break in Discovery Room
10:30-12:00 PM "*Refining Myths: Secrets to Maximizing Your Profits*", **Steve Hartz**, SHR
Precious Metals
12:00 PM Convention closes



Executive board members that are available are invited to stay for a "courtesy lunch" to review the convention.