

# TEXAS the publication of the Texas Jewelers Association

# Jeweler

FALL 2019  
Vol. XIX No. 2



- ***Susan Eisen - Best of Show 2018 Citrine Ring - Category #3 2nd place and "Don Wilson Award for Best In Show"***

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## President's Message

### Rex's Corner



In preparation for the all important holiday season of 2019, we encourage you to attend the both segments of our Texas Two Step Convention. "STEP ONE" is the 10th Annual Dallas Select Show, September 8 & 9 at the Dallas Ritz Carlton and "STEP TWO" is the Annual Convention October 26-28th at the Austin Holiday Inn Midtown featuring keynote speaker Shane Decker! Both of these industry events will enable you to network with your Texas industry peers as well as meet with some of the finest jewelry lines around to fill those inventory gaps just in time for the holiday season. We invite all of you to attend our open convention planning session the afternoon of September 8 during Select as well as to attend the evening reception which we co-host with Dallas Select Show at the Ritz.

I've just recently returned from the Jewelers of America National Convention in New York City. This was the first Jewelers of America National Convention convened in well over a decade and aside from the extremely informative educational presentations, Jewelers of America President, David Bonaparte hosted the first meeting of the State Jeweler Association Presidents. We discussed avenues in which the national association can work far more closely with the state associations, to disseminate information and promote the industry. We also discussed regional & national legislative issues. It has been a decade since the national and state associations started operating completely independent of each other, but now there seems to be a general agreement that coordinating efforts we may all be more effective in promoting the industry in this very rapidly changing business environment. Together we can accomplish much!

A lot has been accomplished by our association in the last three years. So much so that it is hard to keep track of just how many innovative and procedural changes we have instituted, all resulting in tremendous success.



David Bonaparte & Rex Solomon

The TJA is now the largest and most active state association in the nation. The TJA's membership level is the highest in a decade. It should be noted that in many parts of the country there is no longer an active state association. Happily, our region appears to be thriving, I believe it is because we encourage cooperation with our neighbors in this part of the country, in TOLA, [Texas, Oklahoma, Louisiana, Arkansas] active state associations exist. We are stronger together.

We have some exciting new programs to offer our members. First is a partnership with Solupay to provide extremely competitive merchant processing rates and service to our members with the added benefit that Solupay will pay the TJA annual membership dues of each jeweler who uses their service, as long as that jeweler remains a Solupay client. The second really exciting development is the new Group Health Insurance Program being offered through Jewelers of America. This has been a long term goal of the association, and it is now launching. Jewelers of America will be speaking about this program at the TJA Convention in Austin, so you should all plan to attend to hear about this first hand and how you can participate.

The Texas Jewelers Association's annual events: Conventions, Design Competition, & Las Vegas Jewelry Week Meet & Greet continue to increase in the number of active participants, as do our regional events. The association has recently made public our two year old Texas Jewelers Helping Jewelers facebook group, into which we welcome anyone involved in the jewelry industry in our region to participate. This printed magazine, Texas Jeweler, is mailed directly to over 500 independent jewelry retailers in Texas twice a year, and is the most widely distributed printed state jewelry publication in the country. In partnership with the Texas Retailer's Association, and the active lobbying efforts of our membership, we have completed yet another once-every-two-year-meeting of the Texas Legislature without a major legislative "headache" for our industry. While there remains much to do, with the help of so many active members we have accomplished a lot to date.

Rex Solomon  
Houston Jewelry  
[www.HoustonJewelry.com](http://www.HoustonJewelry.com)

*Rex Solomon is the President of the Texas Jewelers Association. Rex is a fifth generation Texas merchant and is President of Houston Jewelry.*

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## My Favorite Tool

*by Susan Eisen, GG, Master Gemologist Appraiser, ASA*



Being trained as an art jeweler at the bench provided me with a great appreciation for good quality tools. I started studying art in 1972, taking my first art metals class at UTEP and was lucky enough to have had an exceptional professor, Wiltz Harrison, who encouraged me to buy tool brands he recommended so they would last a long time. Not only did he recommend which ones to buy, but he also taught us to respect tools and what **not** to do with them. Those of you who are bench jewelers, know exactly what I'm talking about!

One of my favorite tools is a pair of parallel pliers. I use them for everything, jewelry and non-jewelry related, and they are incredible help! From setting stones to sizing watches, to holding pieces during buffing and polishing, these pliers can always be relied on. Because their jaws are parallel to each other the items don't slip when tightening prongs or grabbing onto jump rings or clasps. This really makes a difference in the quality of your work. Available through most jewelry tool companies, if you don't have any, now is the time to get some! You will be happily surprised.



## Precious Prices Metals On the Move...

*by Susan Eisen, GG, Master Gemologist Appraiser, ASA*

Have you seen the prices of metals lately?

Most of us buy findings on a regular basis but may not have time to keep up with the markets for gold, silver, platinum, rhodium, and palladium. I was floored on July 25, 2019 when I saw gold had reached \$1414.00 per ounce, silver was \$16.38, platinum was \$867.00, rhodium was \$3260.00, and palladium was \$1510.00. Whoever thought that platinum would cost a little more than half as much as gold and palladium would be twice as much as platinum? The metal markets are crazy and if you don't keep up with them daily you are missing out. With rhodium at \$3260.00 each bottle of rhodium plating solution can cost as much as one of your pieces of jewelry and who knows what the future has to bring. No one really knows what the future of the metals market is but you may want to stockpile platinum and rhodium to avoid higher prices that may occur in the future.

For a live spot price of metals, you can always go to [www.kitco.com](http://www.kitco.com) and check out the market.

# Security, Security, Security...

*by Susan Eisen, GG, Master Gemologist Appraiser, ASA*

Security is one of the most important elements of the jewelry business and something we have to deal with on a daily basis. Mostly, it involves a thorough knowledge of burglar alarms and keeping up with the latest bells and whistles that are being introduced into the market almost every day. If you have a very old alarm system, there are things that you need to be aware of so it continues to perform for you in case of a robbery or burglary.

1. At least once a year, call your alarm company and check your hold up buttons. Hold up buttons use batteries that can go bad without your knowledge and you want them to be totally functional when you need them.
2. Recently, Jeweler's Security Alliance has announced burglaries where phone and electrical lines are being cut to give the burglars carte blanche to stay in a store and cut through the safes. Be sure your alarm has cellular and internet backup, so if the lines are tampered with, you will still be notified of potential problems.
3. Do you have a vacant space next to your store? Over the past years, burglaries have occurred through unarmed vacant spaces adjacent to jewelry stores which were broken into giving access to the jewelry store next door. Be sure to have a motion detector installed in any vacant properties next to your store to alert you if someone is trying to break in nearby to get to you.
4. Sometimes it is necessary to have a code word to alert your staff about a problem occurring in the showroom without alerting the customers. Having a code word you can use to communicate to your staff about such things as: A) "watch this person," B) "keep your eyes on the showcases," C) "beware of the actions of this customer," D) "this customer gives me the creeps," E) "rescue me from this person who won't stop talking," etc. Be sure it is very clear to your staff what the code word is so they will stop what they are doing and pay attention to what is happening on the showroom floor.
5. Do you leave lights on in your store at night? There is a difference of opinion between retailers and security personnel, as to whether it is best to leave lights on or turn them off at night. In talking to most security personnel, they advise that keeping the lights on will help identify any questionable people in the store after hours. Although it will cost you more for electricity, it is a small price to pay for added security.
6. Recently, there were bands of gypsies reported coming into retail stores, distracting the sales people and sneaking into the back rooms where the safes were open and stealing jewelry from them. Be sure to be aware of these rooms that may be a target for people who want to sneak by to steal from behind.

# Hello Texas Jewelers!

By: George Kelemen, President & CEO of the Texas Retailers Association



Summer is in full swing and although summer typically signifies a slower pace, the Texas Retailers Association's (TRA) work on behalf of the Texas retail industry continues. Many bills passed during the recently concluded Texas legislative session are now transitioning into the rule-making phase before final implementation, and TRA is participating in several

of those processes. The 86th Session of the Texas Legislature was officially gaveled Sine Die, on Memorial Day, Monday, May 27th. This was a different session than in the recent past because Representative Dennis Bonnen (R-Angleton) was the new Speaker of the Texas House. Additionally, the relationships between the big three, Governor Abbott, Lieutenant Governor Dan Patrick and Speaker Bonnen seemed to be in sync on key legislative issues from the beginning of session, which was a bit different than recent legislative sessions. Specifically, both SB 2, which provides property tax reform, and HB 3, which makes major changes to public education financing system in Texas were priorities of the state's top leadership and they both successfully made their way through the legislative process and were signed by the Governor. As always, TRA went to work on your behalf in the halls of the Capitol building playing both offense and defense on a variety of issues.

TRA fought very hard to pass good legislation and to kill bad bills that would have been detrimental to our members and industry. On balance, TRA had a good legislative session, getting key TRA priorities passed into law, playing effective defense on potentially harmful bills, and leaving a few key issues to continue to be worked on during the interim. Overall, 7,324 bills were filed during the 86th Texas Legislature and 1,429 of them were passed. Specifically, TRA actively tracked over 550 bills and hundreds more amendments directly impacting the retail industry. In the first month after the 86th Texas Legislature concluded its business; Governor Abbott concluded his review of the almost 1,500 bills that were sent to his desk for approval or veto. Many of those bills were signed before the June 16th deadline. Included among those bills that were signed are several of significant importance to TRA. TRA pushed the passage of House Bill 1525, which is part of the Wayfair implementation process in Texas, ensuring that all marketplaces and out of state retailers selling into Texas collect sales tax. Additionally, TRA took a leading role on many issues impacting retailers that were proposed and discussed at length during the 86th Legislative Session. Many of these issues would have been very problematic for our members and industry. They include: Reducing the Sales Tax Prepayment

Allowance for retailers, as well as Sales Tax Increases and Expansion, both of which were killed by TRA and the business community.

Thanks to all the TRA members who participated in our legislative efforts this session; your time and hard work were greatly appreciated, and the retail industry is better because of your work. Please feel free to contact us if you have any questions or want more specific information on any issue you have been following. We will have a very busy interim ahead of us with some implementation processes to engage in as well as several big issues to prepare for next session which will be here before you know it.

On the local level, in early April, the Dallas County District Attorney announced a new shoplifting/theft policy as a part of his criminal justice reform efforts. The new policy stated that the DA's office would not prosecute shoplifting crimes under \$750, if the theft was for personal consumption. As result, due in large part to TRA's leadership in the Dallas area, retailers in Dallas County have banned together to engage with the DA to find a meaningful way to achieve the goals of the District Attorney and protect the assets of retailers.

Lastly, on the federal level our focus this year has largely been on trade issues such as the ongoing trade and tariffs war with China, and ratification or passage of the U.S.-Mexico-Canada (USMCA) agreement, also known as NAFTA 2.0. Currently, the U.S. and China are in a very delicate truce regarding the escalating trade war we have been in for over a year. TRA is actively participating in the two key national efforts to push back on the Administration's policy regarding tariffs, while encouraging them to negotiate a new trade deal with China as soon as possible. The Americans For Free Trade coalition and the Tariffs Hurt The Heartland coalition are the leading voices on trade issues and our hope is that there will be a resolution to the trade war soon. Regarding passage of USMCA, the focus has now shifted to the Congress, where they have a specific amount of time to get it passed, which is by late summer. The good news is that work is ongoing and there is some traction on both sides of the aisle to get USMCA ratified by Congress soon. TRA and several of its member companies have actively engaged on the development and now ratification of the update to NAFTA.

Stay tuned to TRA for updates on implementation of bills and new laws passed last session, as well as for developments on key federal priority issues for the retail industry, during the coming weeks and months.

As always, thank you for supporting TRA.  
[www.TxRetailers.org](http://www.TxRetailers.org)



# What I Learned About Pricing Repairs

David Geller

Without bragging the majority of jewelers across America have heard of my repair pricing book. It's sold here on Stuller. I thought I'd share what I learned about pricing repairs in the 80's when the first copy was produced. I didn't make this price

book to sell; instead it was done for my store for two main reasons:

1. To make the store I owned finally profitable as 75% of our business came from the bench.
2. To stop five sales people from asking me the same questions **over and over again**.
  - "David, does this stone need to be removed to retip it?"
  - "How much to make this ring larger?"
  - "How much to replace this head?"
  - "What's the cost to replace the lost diamond in this tennis bracelet?"

I'm sure you don't have either of these problems in your store, right?

Starting in 1974 I did what everyone else did; copied the other jewelry store's repair price list. Like they knew any better. 12 years and 3 accountants later I finally found an accountant who helped. He had given up accounting in his late 20's and chose a new career path:

**He read two books on watch repair and instantly became a watch repairman!**

After 5 years of dealing with the public he went back to being an accountant.

This was the first accountant who understood how to make a living with your hands.

We had paid our jewelers an hourly wage. Back in 1986 paying a jeweler \$11 an hour had absolutely no connection to charging a customer \$14 to size a ring. That's why we always were in a financial mess.



## FIGURING TIME TO DO THE REPAIR:

So first thing we did was to buy all 5 jewelers and the waxer a time clock from office depot.

We had the jewelers and waxer clock in and out on the back of the job envelope for every job. I know what you're thinking.

"David, I do three jobs at the same time."

Yes but I had a much better idea of how long it

**really took** to do a job. What did I find out?

**Jewelers are big, fat liars!**

"That only took me 15 minutes."

"I estimate that'll be 1.5 hours."

My time clock study showed that jewelers only work producing work 5.5 hours a day, not 8. The other 2.5 hours jewelers were:

- Helping sale staff with questions.
- Rolling emery paper.
- Looking for diamonds on the floor.
- Smoke breaks
- Bathroom breaks.
- Changing ultrasonic fluid.

Net result is whatever the time clock said it took to size a ring, install a

shank, tip a prong I added 25% more to the time. So if sizing a ring took 15 minutes by the time clock I figured almost 20 minutes.

## COST OF THE LABOR:

In 1986 I just made an announcement that a jeweler should be paid \$30,000.00 a year which is just a tad below \$15.00 an hour.

So just like jewelers time needs to be increased 25% because of down time jeweler pay calculation needs to be padded **UP** because of taxes.

If a jeweler is paid \$15.00 an hour you are paying in addition (remember-1986) to that:

- Matching 7.15% for Fica and Medicare
- Federal and State Unemployment insurance
- Your share of health insurance
- Vacation and sick time
- Paid holidays and jury duty

This **easily** adds 25% more to your cost to have a ring sized. So a \$15 an hour jeweler actually cost you \$18.75 an hour. We figured in our store it added over 35%.

## PARTS COST:

I used the Stuller catalogue; it has a 3 time markup. I have spoken at several Stuller events and chatted with Matt Stuller about his start. Do you know **why there is a 3 time markup in the Stuller catalogue?** Matt told me he wanted jewelers to get at least keystone **and be knew jewelers would discount so he made it a 3 time markup!**

He never told me that so I used his 3 time markup on all findings, parts and smaller stones.

## HOW IT ALL COMES TOGETHER

Here's an example why I had a problem long ago as many jewelers today have a problem. Let's assume overall your goal is a 3 time markup in your pricing. Let's say **you figured** your cost to do a repair which takes 1 hour and the jeweler was paid \$15.00 per hour.

1 hour job x \$15 an hour = \$15.00 cost.

Markup 3 times: 3 x \$15 = **\$45.00 selling price.**

Now figure what I just showed you that the jeweler is a big, fat liar. It actually takes 1 hour and 15 minutes.

Also the jeweler cost 25% more per hour:

1.25 hours x \$18.75 per hour = cost of \$23.44.

Markup 3 times: 3 x \$23.44 = **\$70.00 selling price**

**That ladies and gentlemen is an underpricing difference of 35%!**

That's why many jewelers struggle.

What would happen if you charged \$70 rather than \$45?

90% of the customers coming in for a repair would say "When can I pick it up?"

How do I know? Why am I so confident?

Because repairs are not **price sensitive they are TRUST SENSITIVE!**

That amount goes to the bottom line.

Today the labor cost is figured from mid \$40,000 to high \$55,000 + a year and still using 3 time markup based upon Stuller's website.

David Geller  
Director of Shop's Profits

# Jewelers of America update

By Regina Ciarleglio



New York, NY – Jewelers of America (JA), held the Jewelers of America National Convention, an education-focused executive forum open to jewelry professionals, on July 28-29, 2019, at the InterContinental Barclay in New York City. The Convention featured four dynamic keynote speakers, thought provoking breakout sessions, an informative

Diamond Detection Lab and interactive Retail Innovation Lab. Attendees came from across the country and around the globe to take part in the inaugural event. We were happy to host your President, Rex Solomon at the event.

The Convention was unique in that it featured four keynotes from experts outside the jewelry industry that delivered inspiring and analytical information to the jewelers in the room.

- Judi Holler, best-selling author of *Fear Is My Homeboy*®, *How to Slay Doubt*, *Boss Up*, and *Succeed on Your Own Terms*,
- Charlie Cook, Editor and Publisher of *The Cook Political Report*, provided the second keynote with “Election Outlook 2020,” where he tackled the presidential election.
- Jeff Greenberg, Senior Economist and Executive Director at J.P. Morgan Global Wealth Management, shared short and long-term impacts on the overall health of retail based on the most current macroeconomic outlook.
- Neeraj Mehta, CEO of Synchrony’s Payment Solutions platform, featured valuable data from the Synchrony Major Purchase Consumer Study, *Fine Jewelry, 2019*, including that there has been a forty percent decrease in the time spent in the path to purchase.

The Diamond Detection Lab, sponsored by De Beers Group Industry Services, gave attendees the opportunity to test a range of diamond detection technology from De Beers Group Industry Services, Gemological Institute of America (GIA), HRD Antwerp, Presidium Instruments, Solitaire Gemmological

Laboratories and Yehuda Diamond Co. Given the importance of diamond detection, the Diamond Detection Lab was a busy hub at the Convention.

In the Retail Innovation Lab, demonstrations were conducted from BIG Buyers Intelligence Group, Fire Polish Diamonds, High Level Thinkers, JewelTrace by Spacecode, Outernets, Podium, Smart Age Solutions, Synchrony Mobile Connect, The Edge and Virtual Diamond Boutique.

The Convention breakout sessions and panel discussions were heavily attended. The session topics included: Solving the Challenge of Lab-Grown Diamond Detection, Understanding the Empowered Consumer, Turbo Charging Your Digital Showroom, Enhance the Customer Experience, Update on JA’s Consumer Marketing Campaign, Policy & Retail: Why What Happens in D.C. Matters, Making the In-Store Experience Memorable, Selling the New Diamond Story with Diamond Producers Association, Breaking Down Blockchain’s Potential for Jewelers, The Customer Mindset: Connecting for Lifetime Loyalty, Are you Ready for the New Sales Tax Landscape?, Disrupting the Marketplace: Opportunities and Challenges of Selling Lab-Grown Diamonds, Social Media Turning Likes into Brand Love, and Responsible Sourcing in the Jewelry Supply Chain: The Kimberley Process & Beyond.

During the convention, Dave Bonaparte (our CEO) and I had a breakout meeting of the State Presidents who were in attendance. We discussed ways that Jewelers of America can better partner with the states to help deliver member benefits.



Steven Petrillo - PA JA President - John Cryan PJA Mike Holmes OJA President Regina Ciarleglio JA, Ashley Linden - AJA President Dave Bonaparte JA President Chuck Kuba IJA Past President JA Board Member, Rex Solomon TJA President

Dates for the next Jewelers of America National Convention will be announced soon. The Jewelers of America National Convention full agenda and photos can be found at [www.jewelers.org/convention](http://www.jewelers.org/convention).

Oh, one last thing....

THE TIARA'S ARE BACK!!!!

That's right. Due to your feedback, in 2020 Jewelers of America will be re-introducing the Tiara program – members will receive a complimentary Tiara to help them promote your store. Along with the Tiara will be a full social media campaign to “show us your JA Royalty” and win great prizes!

I look forward to seeing you all at the convention. Please stop by our booth for your gift and take a photo with the Tiara. If you are not yet a member, you can enroll at the convention for \$99



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Should you wish to reach me, my email is [rciarleglio@jewelers.org](mailto:rciarleglio@jewelers.org). I look forward to your comments and suggestions.

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# Dallas SelectShow 10th Anniversary!

By Joe Carullo

In 2010 Joe Carullo and Bryan Cohen decided to launch a Jewelry Show in Dallas Texas at the Ritz Carlton in Downtown Dallas. We are celebrating Select's 10th Show at the Ritz on Sept 8-9th 2019. Dallas was chosen because it is a major city in the the biggest State in the contiguous USA. There was the Midas Show which in it hay day was a great show. It disappeared and Select was born in an attempt to become The Texas Jewelers Show. In the process Select has a partnering agreement, now for 3 years with The Texas Jewelers Association. So we celebrate a milestone together with TJA in September. Our relationship with the Texas Jewelers have grown very nicely as together we create an atmosphere of comfort with networking which vendors and retailers enjoy.

This year's show in Dallas represents a milestone between Select and TJA which other states and regions can model themselves after. The concept was born where Select would launch a show where Jewelry Manufactures could display and exhibit with limited stress. All the vendors needed to do was ship their merchandise to the Hotel and simply plan their displays and jewelry Sunday morning by 10am. Everything the vendors needed was provided for them. No forms to fill out a just simple contract and agreement. Simply no stress. Select provides tables, chairs, lights, flowers, breakfast and lunch for two days and 2 nights confirmed and booked at the Ritz Carlton Hotel for Vendors and Retailers. We also have a Annual Cocktail part at the Farings at the Ritz. Qualified Retailers are comped 2 nights at the Ritz as well.

The show has become The Texas Show where everyone meets in September annually to do business and network, right before the Holiday Season begins. Select has become a great partner to the Dallas Ritz Carlton who treats Select like 14k Gold. We celebrate our 10th Show in Dallas at the Ritz Carlton Sept 8-9th. Feel free to go to our website and register for the Dallas Select Show at [www.selectjewelryshow.com](http://www.selectjewelryshow.com) or call 646- 517-0660.

Joe Carullo

Founder Select Show LLC



TJA Past Presidents:  
Troy Vinson, Peter LeCody, Lucinda Rogers, Brad  
Koen, & Robert Harrison



## Texas Jewelers Association Upcoming 2019 Convention

The 2019 Texas Jewelers Association convention will be held Saturday, October 26 through Monday October 28, 2019 at the Holiday Inn Midtown in Austin, Texas. Every year the convention offers Texas jewelers a great way to make friends and increase their knowledge about the jewelry industry. This year's convention chairperson is Lucinda Rogers of Gold 'N Carats Jewelers in Irving, Texas, assisted by her son Steven and daughter-in-law Jenna. A new hotel was chosen for this year's convention and it promises to be an improved layout, with lots of interaction between participants and vendors and a great place to socialize and learn.

Last year our keynote speaker was Shane Decker, sponsored by Malakan Diamonds, and his enlightening information left us wanting more. He will be returning this year with more up to date, exciting information on how to make our businesses grow!

Our round table discussions have been one of the most popular features at our conventions. This year's topics will inspire and enlighten you. More information on the round table leaders and topics will be forwarded to you soon.

A registration form is included in this magazine, so please complete it soon to be eligible for the discounts offered for registration and hotel accommodations. Please send one registration form for each attendee.

For vendors, this is a great way to meet future retailers in a relaxed atmosphere. Meeting the vendors offers Texas retailers exceptional quality and terms and is a chance for vendors to open new accounts with quality Texas jewelers. Vendors wishing to sign up for a booth can contact [lrgnc@aol.com](mailto:lrgnc@aol.com) or send a check and the registration form to the address listed on the registration form.

This year we kicked off our 2019 convention, at a "Meet and Greet" on Saturday night, June 1, 2019 from 6:00-8:00 pm at the Las Vegas Convention Center, our room courtesy of AGTA. It coincided with "Texas Day" at the AGTA Show and immediately following the "Meet and Greet" our group dined informally at a nearby restaurant. It was a wonderful evening of sharing ideas with our fellow members.

This year TJA will be partnering with Jewelers of America, Jewelers Mutual Insurance, and the Select Jewelry Show to promote our convention to all those interested in attending and share our mutual strengths with each other.

The fall kick off for the 2019 convention will be at the Select Jewelry Show in Dallas at the Ritz Carlton, September 8-9, 2019. This is a great way to start the holiday season, a comfortable venue to kick off the exciting 2019 convention, and a great show to stock up for the upcoming holiday season. For more information on attending contact [www.selectjewelryshow.com](http://www.selectjewelryshow.com).

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### Alert! Steamer issue

Please be aware it has been reported that the Texas Department of Licensing & Regulation is now inspecting the boilers "steamers" found in most jewelry stores in Texas. Texas has specific requirements for these steamers so don't be surprised if an inspector makes a visit to your store. More information can be found here <https://www.tdlr.texas.gov/boilers/blr.htm> Be prepared for their inspection and scrutiny. For more information contact Susan Eisen at [orders@susaneisen.com](mailto:orders@susaneisen.com) or your jewelry insurance carrier.



# Texas Jewelers Association

611 Congress Avenue  
Austin TX 78701  
[www.TexasJewelers.org](http://www.TexasJewelers.org)

### Business Information

New member     Membership renewal     Associate new member     Associate renewal

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Business phone: \_\_\_\_\_ Business fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

### Type of Business (Please check all that apply)

Retail     Jewelry Store     Leased Department     Traveling Sales Person  
 Supplier     Manufacturer     Friend of the Industry     Other \_\_\_\_\_

JBT # \_\_\_\_\_ OCCC PMR # \_\_\_\_\_

Total number of outlets \_\_\_\_\_ x \$50 = Subtotal \$ \_\_\_\_\_

(Attach a list of the outlets with complete addresses & phone numbers)

Year established: \_\_\_\_\_ Do you collect sales/use tax? \_\_\_\_\_ Tax ID Number: \_\_\_\_\_

### List Two Industry References (names, addresses & phone numbers)

1) \_\_\_\_\_  
\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_

2) \_\_\_\_\_  
\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_

I will abide by the TJA Code of Ethics & Standards of Professional Conduct

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Annual Membership Dues for Associate

\$95 + \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

### Annual Membership Dues

\$135 + \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

### Would you like to pay by credit card

Name \_\_\_\_\_

Number \_\_\_\_\_

Expiration \_\_\_\_\_ CVV \_\_\_\_\_

### Payment Information (Annual year starts on join date)

My check is enclosed, payable to Texas Jewelers Association  
 Please invoice me by email at \_\_\_\_\_

Please mail this form and payment to:  
Texas Jewelers Association - 611 Congress Ave. Austin, TX 78701



## Watchmaking at Paris Junior College

By Stanley McMahan



Skills, craftsmanship, problem solving; if you are enamored of these three things, watchmaking may be the career for you!

In a very special and unique 16-month journey, watchmaking students at Paris Junior College learn three things necessary to successfully enter the watchmaking industry.

They learn the **hand skills** to handle microscopic and fragile parts, develop a strong functional and theoretical **understanding** of the complicated, multi-part mechanisms that power today's high-dollar luxury watches, and learn **soft skills** necessary to progress in whatever working environment they choose to be a part of.

### Hand Skills

Few professions require the dexterity, coordination, and focus that watchmakers must acquire throughout their education and career. The patience to handle small and delicate mechanisms is second only to the patience required to practice and develop these high-level skills. Most successful watchmakers are more enamored with skill than they are with the very watches upon which they apply that skill.

Watchmakers deal with measurements in Microns. The ability to see and manipulate these small variations in flatness, diameter, and length require continuous application and focus beyond that required of many other professions. A student of watchmaking can expect many hours at the bench to learn these skills. Maintaining and adjusting tools is also a part of the daily routine.

### Cognitive Skills

Fully understanding the mechanics involved is required to solve a problem with a timepiece that is not functioning correctly.

Understanding the internal workings and complications of a watch involves the study of many sciences such as physical science; physics; mathematics; astronomy; metallurgy; chemistry; tribology (science

of interacting surfaces in relative motion); and, statics (a branch of mechanics).

It is the instructor's responsibility to create this level of understanding as quickly as possible, and in the correct fashion. This responsibility includes maintaining a classroom environment that is learning focused.

Learning is the most important activity that occurs in our watchmaking workshops at Paris Junior College. With a student-centered approach, the educational process becomes more efficient and enjoyable. The student stays excited to learn, and the enthusiasm about their new-found skills leads to a high level of motivation for success.

### Soft Skills

Paris Junior College watchmaking students learn that time management is not about putting more time into your work, it is about putting more work into your time!

They also learn that successful professionals get paid for results, not effort. For a watchmaker, finished watch repairs are the results for which they will be paid, wherever they go to work. Understanding this concept leads to greater fulfillment for the employee and produces more value for the employer as the watchmaker seeks continual improvement for ever improving results.

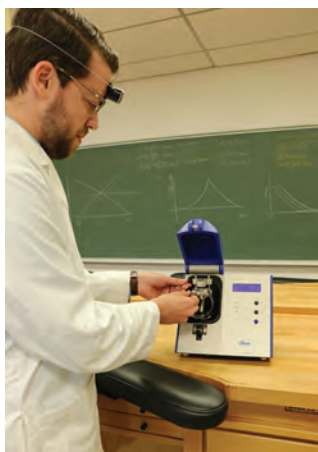
Most importantly, our watchmaking classrooms' focus on excellence underscores its value. Mediocrity is not an acceptable option when only the best customer service will satisfy the luxury watch client.

### Customer Service

Our graduates most frequently find themselves providing customer service in a luxury environment. Paris Junior College's watchmaking program models luxury customer service by constantly striving to provide a luxury educational experience for our students. This includes the attitude and demonstration of continuous improvement of our program and in project support, personal attention to the learning needs of each student, respect and admiration for our profession and a never-ending excitement and enthusiasm for being a

part of Paris Junior College for over 75 years.

Most importantly, there is an atmosphere of eager anticipation for the successful futures of our students. This is why customer service, (learning is our product), is the focus of all the efforts within our department. Our students see what it takes to provide a luxury customer service experience and, having experienced it themselves, have a greater motivation to experience the success and fulfillment of providing luxury customer service to their future clients. Students learn that customer service is an attitude, not a department.



This is the legacy we strive to achieve daily for our learners of watchmak-ing at Paris Junior College.

If skills, craftsmanship, and prob-lem-solving intrigues you, please visit our website at [www.parisjc.edu/watchmaking](http://www.parisjc.edu/watchmaking) or contact in-structor Stanley McMahan at [smc-mahan@parisjc.edu](mailto:smc-mahan@parisjc.edu) and begin your journey today. Sixteen months of your time now will serve you for a lifetime!



## Member News

Congratulations to **Jim and Lucinda Rogers** of **Gold N' Carats** on their move to their newly remodeled location in Irving, Texas.

Sending positive thoughts and good wishes to Past President **Brad Koen** for a speedy recovery and many healthy years ahead.

Congratulations to **Julia and David Gardner**, owners of **David Gardner's Jewelers and Gemologists** in College Station, Texas elected to the 2019 National Jeweler Retailer Hall of Fame. This is the first time ever that a Hall of Fame inductee has come from the same state as the previous year's honoree. The Texas Jewelers Association is very proud of long time members **Julia & David Gardner** are following last year's honorees **Dror & Helene Zadok**.

**Rex Solomon & Houston Jewelry**, welcome **Steven N. Reiner**, formerly Vice President of **Reiner's Fine Jewelry**, as the newest member of the team of professionals at **Houston Jewelry**.

### Houston area Jeweler's Breakfast August 2018



**Connie Stagner, Joshua Sandler, Emi Ficshman, Amber Gustafson, G.K. Khandelwal, Rex Solomon, Bille Stagner, Jo Rosenblum, & Britt Caffarena**

**TEXAS JEWELRY INDUSTRY REGULAR NETWORKING EVENTS:**

**Houston Area Jewelers Breakfast**

Friends in the Jewelry Business:  
Second Friday Every Month, Le Peep, 4340 Westheimer Rd, Houston, TX 77027  
Approx 7:30 – 9:00 A.M.  
Organized by Amber Gustafson [Amber@TexasJewelers.org](mailto:Amber@TexasJewelers.org) (281) 391-6333

The Facebook Group is: <https://www.facebook.com/groups/156147236021/>  
Houston Area Jewelers Breakfast

**Dallas Ft. Worth Area Jewelers Breakfast**

We will meet on the second Wednesday of the month at 8:15 A.M. at Denny's on Central Expressway just North of Meadow Road, South bound.

There is no agenda, just a cup of coffee or a great breakfast, and get to talk to other jewelers.

We are out of there at 9:00 A.M., time enough to get to your office!

Come see what we are about and do a little networking!

For questions call Dolores English

or For snarky comments call Jeffrey English

at [214-638-1583](tel:214-638-1583)

**Austin**

Breakfast every Friday at 8:00 A.M. Different locations.

We have been meeting for approximately for 35 years!

Main contact: [Robert.Harrison.jeweler@prodigy.net](mailto:Robert.Harrison.jeweler@prodigy.net)

(512) 266-1715

# Houston Precious Metals

*Buyers & Sellers of*

*Gold*

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*Silver Scrap Jewelry!*



Est. 1978

*Smelting & Refining  
Gold, Silver, Platinum  
Scrap, Sweeps,  
Dental, Industrial*

*Independent  
Fire Assay*

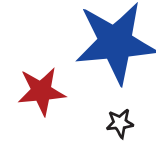
*If its Precious,  
We Buy it!*

**713-228-3931**

**909 Chartres St  
Houston, Texas 77003**



## Our Exciting TJA Design Competition



For many years the Texas Jewelers Associations has held a design competition at their annual convention in Austin. The contest is promoted to its members, the industry at large, and to students, and has had great participation in the past years. At the annual convention in Austin in October 2018 . the winners were: Category #1 no entries, Category #2 First place **Mark Priest, San Angelo**, Second place **Steven Rogers, Austin**, Third place **Steve Kriechbaum, Austin**, Category #3 First place **Ziad Noshie, Houston**, Second and Third place **Susan Eisen, El Paso**, Category #4 First Place **Ziad Noshie, Houston**, and Overall Best in Show **Susan Eisen El Paso**.

The 2019 TJA design competition is open to Texas Jewelers Association members, employees of TJA members, and students enrolled at a college or university majoring in jewelry design. There were 4 categories in the contest including Category #1 materials not exceeding \$1,000, made of silver, gold, or platinum, Category #2 materials from \$1,000 to \$3000, made of silver, gold, or platinum, Category #3 materials over \$3,000 made of silver, gold, or platinum, and Category #4 bench jewelers exclusive. All pieces must be an original design and produced within the year prior to the show. The judges were well known people in the jewelry industry and the prizes were awarded based on the creative use of materials, craftsmanship, wear-ability, originality, and fashion. Student Category winners: First Place Lindsey Lundeen, Second Place Michael Lyons, Third Place Alexis Mogul, all of whom are students of the Texas Institute of Jewelry Technology of Paris, Texas.

The winning pieces of jewelry in the competition were judged on beauty, innovative design, creative use of materials, quality of gemstones and workmanship. All the entries were on exhibit during the entire convention and the winners were announced at the evening gala during the convention.

At the upcoming convention October 26-28, 2019 we will host another exciting design competition, and you can apply to participate in the design competition at [www.texasjeweler.org](http://www.texasjeweler.org). We look forward to seeing your creative designs!



Linsy Lundeen -  
Student First Place



Category #3, 2nd place and  
"DON WILSON AWARD FOR  
BEST IN SHOW"



Mark Priest - Category #2,  
1st place



Ziad Noshe



Susan Eisen - Category #3,  
3rd place



Susan Eisen -- Category #3, 2nd  
place and "DON WILSON AWARD  
FOR BEST IN SHOW"



TJA-2018-Steven Rogers --  
Category #2, 2nd place



SmokyQtzGeoPendant snor-  
tum-TJA-2018



TJA-2018- Ziad Noshie



# Texas Jewelers Association

## 2019 Convention Retail Member Registration

### October 26-28 2019

Please fill out 1 Registration Form for each Attendee.

**TJA MEMBER OPTIONS:**

Full Convention Registration: #  Attending @ \$150 each =   
(includes Saturday Meet & Greet, Sunday Seminars, Luncheon & Gala Dinner, Monday Seminars)

**SPOUSE/GUEST OPTIONS:**

Saturday Meet & Greet: #  Attending @ \$ 50 each =   
 Names: \_\_\_\_\_

Sunday Seminars & Luncheon: #  Attending @ \$ 65 each =   
 Names: \_\_\_\_\_

Sunday Evening Gala: #  Attending @ \$ 70 each =   
 Names: \_\_\_\_\_

Monday Morning Seminars: #  Attending @ \$ 20 each =   
 Names: \_\_\_\_\_

**Total Amount Enclosed:**

**Name of Attendee:** First \_\_\_\_\_ Last \_\_\_\_\_  
**Email Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

**TJA Store Name:** \_\_\_\_\_  
**Store Address:** \_\_\_\_\_  
 \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

**Store Phone:** \_\_\_\_\_  
**Store URL:** http:// \_\_\_\_\_

**Date Company Founded:** \_\_\_\_\_  
**Tax ID and State:** \_\_\_\_\_

**Holiday Inn**  
Reservations:  
**512-451-5757**

**Texas Jewelers Association**

**Special Rate of \$114/night**  
(+ applicable taxes)  
**Includes HOT BREAKFAST**  
**BUFFET!**  
**Special Rate Ends Oct 1, 2019**

Be sure to mention the  
Texas Jewelers Association  
Special Rate!

*Reserve Early, Space is limited*

If multiple people are attending for a store, please write 1 check.

Make **Check #:**  Payable and mail with this form To:

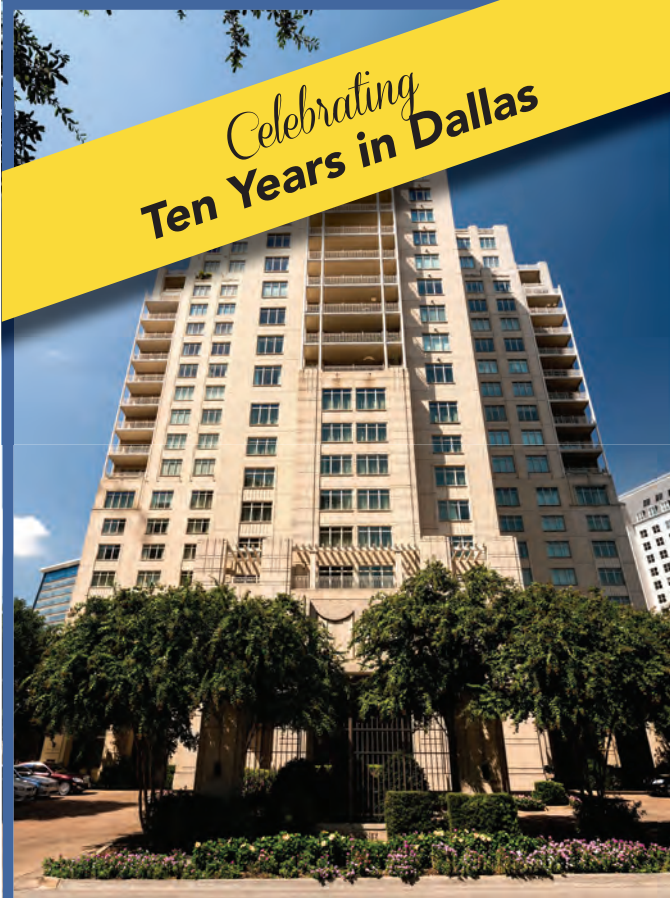
**Texas Jewelers Association**  
611 Congress Avenue  
Austin TX 78701

*Please complete form, then print and send.*

*Roll Mouse over top right edge for PRINT icon*

[CLICK HERE to Send Form via eMail to TJA](#)

*Celebrating*  
**Ten Years in Dallas**



## Celebration!

The Select Jewelry Show brings 55 of the top jewelry designers and most prestigious brands to the heart of Texas at the luxurious Ritz-Carlton Hotel in Dallas.

The Select Show is the Official Kick Off event for the TJA Annual Convention. ... a Texas Two Step. TJA will be having an open executive board meeting at the show, Sunday at 1 pm.

Be sure to join TJA members at the cocktail event Sunday evening co-sponsored by the Texas Jewelers Association and celebrate Select Show's 10th anniversary in Dallas.

**September 8-9, 2019 Ritz-Carlton Hotel** Dallas, TX



Register to attend at [www.SelectJewelryShow.com](http://www.SelectJewelryShow.com) • 844-285-1103

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# Retailer Hall of Fame 2019: David and Julia Gardner

By Brecken Branstrator  
[brecken.branstrator@nationaljeweler.com](mailto:brecken.branstrator@nationaljeweler.com)



David and Julia Gardner opened their jewelry retail store in College Station, Texas, in 1983.

July 25, 2019

College Station, Texas—Being located in College Station, Texas, a town that largely revolves around Texas A&M University, puts David and Julia Gardner in a unique position, as the makeup of their customer base differs from the average U.S. retail jeweler.



At David Gardner's Jewelers & Gemologists, they attract the international figures who visit the university and the George H.W. Bush Presidential Library and Museum, which sits on campus.

Being in a college town—particularly one where the undergraduate enrollment tops 50,000—also means they have many young consumers to target. And with them a group of alumni who—attached as all Aggies are to their alma mater—return to campus again and again, bringing with them another opportunity to sell.

“Our marketing opportunity operates on several fronts because of this—we operate with a huge young market as far as engagement rings go. We operate with the professionals in the community. And third would be the former students who become very connected to the community and A&M,” David says.

That might seem like a varied group to cater to, but between David's talent for design and Julia's marketing acumen, the Gardners have managed to carve out a niche that is unmatched in the area.

“The strength of the business is the duo ... each one has extreme strengths in certain areas, and in each of those areas they complement one another,” says friend and Underwood Jewelers President Clayton Bromberg.

The way the store is set up—to focus on the design process—“puts them in a uniquely qualified position to compete in College Station,” he adds. The couple's expertise and knowledge are also backed by memberships in associations such as the American Gem Society, and the store's status as a trusted town fixture helps too.

## Straight to the Source

Though David started in jewelry at a young age, working in a Zales Jewelers store as a teenager tasked with taking repairs to a local jeweler (with whom he would eventually apprentice), he still didn't necessarily think that's where he would end up.

He and Julia married young, and worked their way through college.

David graduated with a degree in marketing but eventually found himself working for another jeweler who designed everything he sold in his shop. There, David discovered his passion and talent for design and made the decision to stick with jewelry.

The Gardners opened their store in 1983, building the business from the ground up, with David serving as the creative force behind design and Julia overseeing their marketing efforts.

After more than three decades, they've had to adapt to more than a few changing consumer habits and trends.

The conversation of how to reach younger buyers is one the entire retail industry is having, but it's of prime importance for retailers like the Gardners, whose store is literally surrounded by consumers ages 18 to 21.

To make sure they're getting the right messaging out, the store goes straight to the source: they've established a Student Advisory Council, usually comprised of about 30 to 45 college-aged kids.

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David and Julia Gardner are pictured here with, from left, daughter Angela Gardner Bomar, son-in-law Scott Bomar, and grandchildren Piper and Logan.

And they know how to entice them to participate: they bring the students into the store and feed them dinner while soliciting their feedback and advice.

For example, this spring the store was planning a bridal event. Before they got too far into it, David and Julia asked a group of male students to give feedback on the event names they had in mind.

What they found out was the guys thought calling it a “bridal event” was confusing. Instead, they chose “Ring by Spring,” a melodic play on words that also has significance to students, who get their class rings by spring of junior year.

“We found out that our community [College Station] doesn’t ask their opinions. That’s not something people do,” Julia says. “We think we know them because we read about them, the millennials. But they eat it up. It’s very lively, very interactive and high energy ... We love to learn from them, and we implement what they say, and that feels good to them.”

### Rethinking Business

The Gardners run their store by the pillars of honesty and integrity, and, both children of professors, they also put a strong emphasis on education and knowledge.

They value it not only for themselves but also for staff and will help staff members cover costs associated with jewelry education.

“We want every person here at the first of the year to say, what is going to make this year great? And it’s usually not just money. It’s about helping them achieve something they haven’t achieved before,” David says.

He attributes much of what they have achieved to AGS.

*“I always went to [AGS Conclave] and said, ‘I want to come away with an idea that will impact my business at least a million dollars in volume.’ With that in mind, it forces you to listen better, to focus on application, to ask the right questions.” —David Gardner*

David served as board president of the society from 2012 to 2014, a term that included overseeing the return of the Young Titleholders committee.

“You don’t become the president of the American Gem Society unless you yourself are a good person,” Bromberg says, referring to the additional time and effort required of serving. “He made that commitment.”

But it’s safe to say David feels he’s gotten as much, if not more, from AGS than he has put into it, crediting the organization’s annual Conclave with providing the inspiration for some of their best ideas.

“I always went to the meeting and said, ‘I want to come away from Conclave with an idea that will impact my business at least a million dollars in volume.’ With that in mind, it forces you to listen better, to focus on application, to ask the right questions.”

Indeed the Gardners have asked the right questions over the years, adapting their retail store to an ever-changing consumer base.

David and Julia Gardner have shown the ability to evolve, shifting the focus of their store a few years ago to emphasize David’s original designers, a few of which are seen in the background here.

A little less than three years ago, their listening led them to jettison almost all brands and, instead, focus on their own.

While it was a bold move, it wasn’t an unfounded one. David and Julia say consumer response to their DG brand drove the decision, and the numbers supported it.

“It wasn’t as crazy as you would think. We were already having tremendous success [with our brand],” David says. “We just weren’t focusing on it, so that’s where I think the normal way of doing business was actually hindering us, and it was time to clean it up.”

Knowing consumers were loving the jewelry they were making in-house, the Gardners said goodbye to more than 10 brands—some were difficult goodbyes since they had long-standing relationships—and revamped their own marketing.

“Right after we did that, I think we had a year of 25 percent growth,” David says.

He designs a line for the store and takes on custom, one-of-a-kind projects for customers as well, both of which offer something the Gardners feel shoppers can’t find anywhere else.

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In fact, John Henne, president of Henne Jewelers in Pittsburgh, liked one of David's designs so much—a cross pendant that incorporates an infinity symbol—he started carrying it in his store.

*“The strength of the business is the duo ... each one has extreme strengths in certain areas, and in each of those areas they complement one another.”—Underwood Jewelers President Clayton Bromberg*

The jeweler's designs run the gamut, from what he refers to as “vanilla with sprinkles” to what they like to call “DG Crazy.”

“I'll have people put 80 percent of their budget into DG Crazy and drop the diamond to only be 20 percent [of the cost] so they can get the DG Crazy, because they want different, unique, crazy — a conversation piece,” he says.

The store's design also adds to the unique experience David Gardner's Jewelers & Gemologists can offer.

It is meant to have a welcoming, interactive feel that allows clients a peek behind the curtain, with the bench jewelers working in the middle of the store in the design studio and the showcases radiating out around them.

“When you come into their store, for the person who's interested in having something made, one-of-a-kind, you instantly get the feeling ... that these people are experts,” Bromberg says.

Texas A&M alumnus Logan Lee, a former guard on the Aggies basketball team, got to know the couple when he bought an engagement ring from them as a student. Now, a decade after graduating, he works with them in a professional capacity because they advertise on the website for which he works, TexAgs.com.

He says the design center is one of his favorite parts of the store.

“There aren't a lot of places that will show you the ins and outs of how they get to pieces and how everything was created.”

Now, less than three years into the big shift, David and Julia say they've gained traction when it comes to marketing their business as its own brand.

For colleagues, it's another example of how the self-made business owners continue to be at the top of their game.

“I think what you learn from them—and you have to apply it to your own situation—is that everybody's got an unfair advantage from which they can compete,” Bromberg says. “The two of them took their strengths in building that store and turned it into their unfair advantage ... You're not going to be able to outdo them at what they do. They're the best at what they do.”



*The setup of David Gardner's Jewelers & Gemologists gives customers a peek into the design process, with the retailer's bench jewelers seated in an open design studio located in the center of the store.*

## **Caring for Community**

A common thread among the industry's most successful retailers is that they are also among the most active businesses in their community. But few seem to have taken it to heart quite like the Gardners.

In College Station, they engage in more than 300 partnerships, big and small, on average every year to help various organizations raise money.

The number, almost unbelievable in its scale, is the result of their unofficial internal policy of “not saying no,” David says.

Julia adds: “We both grew up here ... and then we also had parents who were generous and gave, so it was very natural for us.”

Lee, the former student, says the Gardners are “pillars in [their] community” when it comes to their generosity, love and support for the College Station area.

Last fall, their involvement reached new heights.

David Gardner's Jewelers & Gemologists marked its 35th anniversary in 2018, and, not surprisingly, the Gardners opted to celebrate the milestone in a philanthropic way.

Touched by the story of A&M football coach John James "Jimbo" Fisher Jr.'s son and his fight against a rare blood disease called Fanconi anemia, the Gardners celebrated their store's anniversary by hosting a fundraiser for Kidz1stFund, which Jimbo and Candi Fisher created to help raise awareness about and funds to fight the disease.

And the Gardners did it at their house.

More than 200 people turned out. They had a tent with a wood floor outside, live music inside the house and out, and three different bars. They raffled off a necklace made especially for the event. Fisher was there too, as were a few football players and ESPN.

The end result? They raised \$150,000 in one night, all of which went to the Kidz1stFund. The Gardners absorbed all expenses.

This doesn't surprise anyone who knows them.

Pittsburgh jeweler Henne is in the Retail Jewelers Research Group with the Gardners, in which participating retailers are transparent in their business operations with one another. Henne says as he was going through the Gardners' financials in detail, what stood out to him is exactly how much they give to their community, charities or organizations.

*David Gardner says he attends the American Gem Society Conclave event every year to learn from his peers and gain new business ideas. Here, he and his wife, Julia, are pictured at the President's Party at the 2014 Conclave in San Diego with AGS Past President and fellow Retail Hall of Fame inductee Cathy Calhoun and Peter Yantzer, former executive director of AGS Laboratories.*

It also played a major role in the store's relocation 13 years ago.

A bigger store—7,500 square feet to be exact—has allowed them to be more "community involved," David says.

"You would not call it retail efficient ... but we have a lot of fun with it."

They've had as many as 40 events in one year in the building, a figure that comprises more than just store events.

The Gardners open up their space to community and student groups, for board meetings and fundraisers, which is all part of Julia's "magical" marketing, as David refers to it, designed to get people into the store in an atmosphere in which they're comfortable.

"All jewelry stores, or most, have an intimidation factor," Julia says. "The last thing in the world we want is for somebody to feel intimidated. Because our store is set up the way it is—with our shop/design studio in the middle—it does have a warmth to it and an energy. But they don't know that until they come in."

It's part of the "people-first" way the Gardners run their business and their lives, Lee says.

Lee recalls that while working with David on his now-wife's engagement ring, he asked the jeweler not to make it too expensive. David told him that as long as he paid something toward it every month, no matter how little, they'd make him the ring he wanted.

Says Lee: "It's those types of actions that make me, No. 1, a friend for life, but No. 2, also a customer for life."

National Jeweler Magazine has graciously allowed Texas Jeweler Magazine to Reprint this Article.



# Why & How You Should Give Merchandise to Charities (Besides its being a Mitzvah)

By Aleah Arundale



87% of millionaires are involved in a charity. Want to attract rich customers? Charity association is a great way to sell jewelry, but don't just give jewelry away. Maximize your contributions with these 6 tips.

## Tip #1 SIGNS

You must have a sign for your charity in your store window. Millennials care about ethics & community. An easy way

to show you care is with a sign. Having it on your web site is not enough. The whole time customers are in your shop they will have better feelings towards you, even subconsciously because they saw that sign when they walked in.

## Tip #2 MAKE THE CHARITY WORK FOR YOU.

When you donate jewelry to a charity, most often the people attending the charity function forget which store the piece came from. Or even worse your name is just mentioned in some brochure no one reads. Let's say your donating a \$1000 necklace for a gala dinner. A great option is to ask that charity to email their members or post on their social media about your store. You want to reach NEW customers, that will only happen if THEY do the reaching

## Tip #3 CHARITY BOOTH

This tip comes from the brilliant and beautiful Wisconsin jeweler, Anna Zuckerman. What Anna does is she asks for a table or a booth at the charity event. This gets her store AC Zuckerman Jewelers lots of exposure as bored, wealthy attendees often walk over. Besides the connections and exposure, Anna sells lots of silver earrings ranging from \$25 to \$75. Her costs being around \$3 each. She then donates 50% of sales. She says people buy like crazy, especially after they have a few drinks in them. She uses a cube to process their charges and the following Monday her store writes a check to that charity. Win win for everyone.

## Tip #4 JEWELERS FOR CHILDREN

This wonderful organization makes it very easy for you to benefit from giving. They have coin collecting canisters for your repair counter. They sell Holiday cards where the money does to help

children. They have \$20 bracelets you can sell where a portion goes to charity. Many easy ways to get involved. They even will have an event in your store! Make a wish. St. Jude's Children Hospital. These are charities people love and a great opportunity to get people with money into your store and help others. Take the 1st step today and visit [www.Jewelersforchildren.org](http://www.Jewelersforchildren.org) or email David at [info@jewelersforchildren.com](mailto:info@jewelersforchildren.com)

## Tip #5 HELP CHARITIES & YOUR SALES THROUGH YOUR STORE FACEBOOK PAGE

Super jeweler and helpful guy Cliff Yankovich has an easy solution to all the charities that come to your door. Giving them a piece of jewelry as a donation never seemed to get the recognition Cliff hoped for. Now when a charity asks for a item for a donation he has a better plan. He auctions the item off on his own store Facebook page instead. The sports team, club, or charity get the total value of the item donated. Why is this great? It drives traffic to his Facebook page, thus exposing them to his jewelry. Bidders who care about the charity end up sharing the post giving him more likes and more exposure! Also Cliff finds the item usually sells for more on this page than if it would if it was sold by the charity's own auction. Bidders know every penny goes to the charity. Also Cliff gets the charity contribution instead of just taking an item out of inventory. Brilliant! Thanks Cliff.

## TIP #6 DROP IT OFF

Want feet in your door? What about making yourself a drop off place for a charity? In Chicago smart places that want to attract parents make themselves drop off points for a charity called Cradles to Crayons what collects toys and books for needy kids. Make yourself a drop off point for a charity you support. You help others, get foot traffic, cost is almost none and you have nothing to loose.

Thanks for reading and I know you will find out that when you help others, you are the one how gets helped the most!



Queen of JHJ Aleah Arundale with TJA President Rex Solomon at JA National



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