

TEXAS

the publication of the
Texas Jewelers Association

Spring 2022
Vol. XXII No. 1

Jeweler

COME TOUR WITH US!



**Texas Jewelers Round Up
The Westin at Irving
October 15-17, 2022**



We are Jewelers of America.
YOU are Jewelers of America.

Join us.

REPRESENTATION ♦ RESOURCES ♦ RECOGNITION



JEWELERS OF AMERICA

Become a member today!

Join online at www.jewelers.org/join or call (800) 223-0673





Editor in Chief
Susan Eisen, G.G., GIA
Susan Eisen Fine Jewelry and Watches

Editors
Britt Caffarena
Susan Eisen
Lucinda Rogers

Publisher
Rex Solomon

President
Susan Eisen, G.G., GIA
Susan Eisen Fine Jewelry and Watches
El Paso

Vice President
Amber Gustafson
Amber's Designs
Katy

Secretary/Treasurer
Britt Caffarena
Better Bling Studio
Stafford

Immediate Past President
Rex Solomon
Houston Jewelry
Houston

Vendor Executive
Robert Loving
Time Delay
Dallas

Directors
Curt Vinson
Troy Vinson Jewelers
Fort Worth/Granbury

Jim Rogers
Gold N Carats
Irving

Marc Alonso G.G., GIA
Alonso Jewelry Designs
San Antonio

Connie Stagner
Acori Diamonds & Designs
Friendswood

Vendor Associates
Ryan Hollingsworth
JM Insurance Services, LLC
Dallas

Alan Lodinger
Alan Lodinger Sales
Houston

Melanie Bernal
Malakan Diamonds
Dallas

Rex Solomon
Executive Director

Lucinda Rogers
Convention Manager

Print & Design
ArtJam Productions, Inc.
www.artjampro.net

INSIDE THIS ISSUE

SPRING 2022

President's Message "Susan's Corner" 4

How to Use the Right Words to Sell More Jewelry 5

Leaving the Business in High Style Takes Planning 6

Re-Defining Refining: Putting YOU in Control 7

Jewelers of America Update 10

Meet and Greet JCK 11

Yes, Indeed Inflation Has Hit the Repair Department 12

Join Us! Download Membership Application URL: <http://texasjewelers.org/how-to-join/>

Past Presidents

Rex Solomon	Troy Vinson	Vim X Rye
Houston Jewelry - Houston	Troy Vinson Jewelers - Ft. Worth	Tetts Jewelers - Bay City
Brad Koen	John Nowlin	Robert N. Mitchell
Joe Koen & Son - Austin	Nowlin Jewelers - Lake Jackson	Mitchell Jewelers - Henderson
Jeanie Roe	Wayne Head	Dell M. Sheftel
Roberts Jewelers - Del Rio	Tetts Jewelers - Bay City	Sheftel Jewelers - Austin
Robert Harrison	Bill Holland	Melrose Tappan
Harrison Jewelers - Lakeway	Holland Jewelers - San Angelo	Melrose Tappan Jewelers - Denison
Eric Wright	Arnold Rubin	Sherman Myron Everts
Village Goldsmiths - Dallas	Arnold's Jewelers - Ft. Worth	Arthur A. Everts Jewelers - Dallas
Marc Priest	Jim Barnes	I.J.C. Holland
Legend's Jewelers - San Angelo	Bill Barnes Jewelers - Victoria	Holland Jewelers - San Angelo
Doug Jackson	David Billings	W.D. Armstrong
Jewelmart - Paris	Billings Jewelers - Houston	Armstrong Jewelry Co - Brownwood
Peter LeCody	Kay Kraugh	B.T. Burgess
Fastfix - Dallas	Kraugh Jewelers - Bastrop	B.T. Burgess Jeweler - Wichita Falls
Bill Koen	Wm "Mac" House	H.E. Pelz
Joe Koen & Son - Austin	Vic Maden	Pelz Jewelers - Marshall
Lucinda Rogers	Vic Maden Jewelers	Marshall W.B. Kinne
Gold n Carat - Irving	Mexia Frank Everts	Kinne Jewelers - Gainesville
Wayne Salem	Everts Jewelers - Austin	Edgar L. Pike - Dallas
Salem's Jewelers - Marble Falls	R.A. Lackner Sr.	J.E. Mitchell - Ft. Worth
Don Wilson	Robert D. Armstrong	C.B. Pittman - Ennis
Don Wilson Jewelers - Austin	Armstrong Jewelers - Waco	Arthur A. Everts
		Arthur A. Everts Jewelers - Dallas

How to Advertise with Us URL: <http://texasjewelers.org/advertise-with-us/>

President's Message

Susan's Corner



At our annual board meeting in January, the board voted to extend the terms of the officers and board members for another year due to Covid 19. They enthusiastically agreed and everyone on the board has been working diligently to keep the organization running smoothly!

It is hard to believe that half the year is gone and we are already getting ready for the summer trade shows! We look forward to supporting your efforts to have a great Texas holiday season. We will keep you posted on the new projects that are being worked on now and for the rest of 2022.

TJA has been busy planning our 2022 Texas Jewelers Round Up which will be something completely different than one we have ever had before! Instead of having speakers at the hotel, we will be going on our **Texas Jewelers Tours** to learn how our Texas members run their businesses! We are so pleased to have the **Perot Museum** give us a behind the scenes private tour of their **Gem Collection**, a seminar by **Southwest Diamond Cutters** on the ways to cut diamonds to achieve maximum results, and a tour through Robert Loving's **Time Delay** showing us how their watchmakers accent beautiful watches! Thank you to JA for helping to sponsor our "Texas Tour Bus", and to those who have volunteered to be a part of our educational experience. The weekend will also include wonderful events, our Design Competition, and many more!

We will also be meeting at JCK and you will be hearing about where and when as we get closer. For those of you who want to visit and compare notes, we are always available for those special questions and answers. Have a drink with us at JCK!

Here's hoping this year continues to be great for everyone and that we can keep our hopes high for the future!

Sincerely,

Susan Eisen, P.P.

Susan Eisen, TJA President
Susan Eisen Fine Jewelry and Watches, El Paso, Texas

HOW TO USE THE RIGHT WORDS TO SELL MORE JEWELRY

By Aleah Arundale



Small words can have a BIG IMPACT. Even slight changes in wording makes a big difference. A roofing company ran an ad that said they “Fix Roofs.” Nothing. THEN they changed the ad to read, we “Repair Roofs.” and sales went up 20% Why? Because “fix” denotes big problems that are costly, whereas “repair” denotes minor problems at less cost. Here are more words that will help you use convey value, quality, and sell more jewelry!

WORD TRICK #1

Don't say the cost of this ring is \$3000. COST is associated with a LOSS of resources. Say “You can ‘Purchase’ this ring for \$3000, because purchase sounds like you are acquiring or GAINING. Or say the VALUE of this ring is. Everyone likes VALUE

WORD TRICK #2

THIS JEWELRY IS RESERVED FOR YOU” The word RESERVE is very powerful. It makes people feel important. Try USING IT!

“Your Favorite Jeweler is back from the World’s largest Jewelry Show. Would you like me to RESERVE my best pieces for YOU.” Or “Reserve a time for you to come see them?”

WORD TRICK #3

The “ONLY” Solution. PROBLEM: How do you tell if a customer is SERIOUS before you spend way too much time on them? SOLUTION: USE THE WORD “ONLY.” I learned this from a financial advisor. In her signature line she says “I “ONLY” work with families who are serious about gaining considerable wealth.” The same advisor sent an email a different day saying “I ONLY Deal with COOL PEOPLE” THIS leads

customers to stop and think. Am I serious? Am I cool? Getting them interested and focused. The use of the word “only” is an automatic qualifier. Why not try something like that? “I’d love to help you with your diamond request, just so you know I ONLYdeal with serious customers looking to buy within one month””I ONLY deal with serious diamond inquiries.

Are you ready to buy?”

WORD TRICK #4

GREETING CUSTOMERS. Here are word tricks that will help customers feel more comfortable when they come into your store.

When a customer comes in say “Thank you for **choosing** Sam’s Jewelers.” When you say “CHOOSING” it reinforces that they choose you and declares to them that they are your customer. **“Your Ring is Here. Now let’s go find it “**

I LOVE this line from sales teacher/genius Adam Fried. It tells customers they will not need to go to any other store and that you are willing to do what it takes to find them what they want. **“Let’s Go Shopping”** Women LOVE Shopping. Just saying the word ‘shopping’ will get their attention. Plus it makes you sound FUN. Help the customer have more fun and you will make the sale. **Don’t sell, PLAY jewelry.**

WORD TRICK #5

David from David’s Jewelers in Alabama has a great sales tip. Put the ring on the client’s finger in the first minute of conversation. As you talk about the diamond, start referring to the diamond as **“YOUR DIAMOND”** and pretty quickly in the customer’s mind it will be. So it might sound like this. “Oh this is a beautiful ring. You will enjoy your ring for generations. Look how YOUR ring sparkles!”

Aleah Arundale

Jewelers Helping Jewelers

Olympian Diamonds

Aleah can help you SPARKLE!

Leaving the business in high style takes planning

by Bob Epstein



So, you finally decided to reap the rewards of all the time you've spent building a successful retail business. You have determined it is time to sell. Now comes the most important decision of your life . . . how to maximize your assets and convert them to the highest possible return, being sure you are exiting in high style. There are typically two choices, one of which is to sell your store as a "going concern" with inventory intact and leave it running in the trusty hands of new owners. Alternatively, convert your assets and inventory into cash through a professionally conducted sales event, and then close the doors.

If you first want to explore the possibilities of a sale where the business continues normal operations, there are several critical steps:

- 1) Compile yearly financial records.
- 2) Compile annual tax returns.
- 3) Set a realistic price. The big challenge here is not to set a price that is too high. Most buyers will want to pay less than the original cost of your inventory and will pay minimally for the furniture, fixtures, and equipment. In the jewelry business, very little consideration is typically given to goodwill (the value of your existing customer base and your brand equity). It is advisable to speak with a business broker or accountant experienced in these matters to help set a fair value for your business.

The major difficulty you will encounter in selling your store as a going concern is the lack of qualified buyers. Many buyers do not have adequate financing and may want the seller to hold a note, which could be risky. If the buyer does not continue a successful operation, the note may become worthless. Additionally, many buyers will only offer you a percentage of your cost for the inventory, claiming that they would prefer to invest their resources in fresh inventory of their own choosing. Some stores are just not saleable as an ongoing operation, and many that are saleable may have difficulty finding buyers with cash.

So, what are your alternatives? First, separate the store's assets. Obviously, inventory is the biggest asset. If you could get better than dollar for dollar on cost in cash, you would surely take it. Then you could sell the store, without inventory, as an ongoing operation. This strategy breaks the impasse of waiting for the perfect buyer to come along and write you a big check.

How do you get better than dollar for dollar for inventory? A professionally conducted sale will often generate as much as 1.25 on the dollar for inventory. This way, you may come close to realizing your annual sales volume in as little as eight to ten weeks. It then becomes easier to find a buyer for the business, having converted your inventory to cash. Now you start searching for a buyer for the remaining assets, which won't require as large of a financial investment. Conducting a sale to the public will generate cash quickly, and in most cases results in a much greater return than you would gain by a full sell-out to an interested buyer.

The better you prepare to move on to the next chapter, the more likely you will be to have a storybook ending. When you decide to sell the business, tap into professionals to guide you. Call upon your attorney to draw up the purchase and sale agreement, have your accountant establish values on assets, and make certain that tax implications are considered. Your business broker should help coordinate the efforts of these professionals working on your behalf. While negotiating, remember that the best strategy for selling a retail business is to have realistic expectations. Keep an open mind about the value of your business and try not to let emotions enter into the equation. Thoughtfully evaluate all prospective buyers and keep an open mind.

If you decide to liquidate because you can't find a qualified buyer or would rather make a clean break, look for a professional jewelry consulting company with a successful track record and solid references. Ask how long they have been in business and how many sales have they run? Can they supply additional merchandise that is priced right and of the same quality as your existing goods to jumpstart the sale (a very effective, but often overlooked benefit of using a consultant)? What is the background of the professionals who will be involved in your liquidation? You only have one opportunity for a grand exit, so take the time to select the right professional partner for your situation.

Bottom line, it's important to evaluate your options, choose the path that will take you where you want to go, and ideally provide the strongest return on your investment. Most of us are emotionally attached to our businesses, and it can be hard to let go. However, doing your homework, getting professional help, and carefully weighing the options will help ensure you are exiting in high style, just the way you always planned it.

Bob Epstein is CEO of Jewelry Advisors Group, LLC. Offering a legacy in sales strategies for jewelers since 1945, Jewelry Advisors provides guidance to store owners seeking to turn around a business, sell off unwanted inventory, or liquidate an entire store. With offices located in Charleston, South Carolina, Boston, Massachusetts and Miami, Florida; the company helps jewelry store owners and chains formulate strategies designed to maximize revenue in times of transition, whether due to retirement, store closing, or simply when needing a boost in sales. For more information, visit www.jewelryadvisorsgroup.com or call Bob direct at 1-843-270-5807.

Re-Defining Refining: Putting YOU in Control

By Steve Hartz



Regardless of who your amazing refiner is, you, the jeweler, should always be in CONTROL. When you're in control, you greatly reduce surprises and/or disappointments. To ensure your refiner is creating a moment of magic, not misery, for you, I urge you to follow my **Top 3 Tips For Maximizing Your Refining Settlements**: 1. **Itemize** (Sort

and Separate), 2. **Request detailed Check-In Notes**, 3. **Review ALL the facets of your labs**, including after-melt weight loss.

Prior to shipping your scrap, itemize what is being shipped on a packing slip. Most refiners have refining packing slips on their websites. They can also email you a packing slip to print. Instead of mixing all your karat gold together, take the time to label and separately bag your mixed karat gold. By doing this, you will have a realistic expectation of how many troy oz of pure gold your lot will yield. If you need a troy oz calculator so that when you enter the weights of your itemized mixed karat lot, I am happy to email you one. Simply enter the weights in grams or dwt for each karat, and the calculator will indicate how many troy oz of pure gold your lot should yield. Many jewelers toss their mixed karat gold into one bag and may have no idea what returns to expect; unless you request the detailed check-in notes (covered in the next section), you may very well set yourself up for surprises and disappointments. Don't forget to separate your bench filings from your polishings and sweeps; this will help maximize your settlements. Bench filings are traditionally paid at a higher percentage than polishings – 98% vs 95%, for example. You will maximize your refining settlements by “sorting and separating.”

Once your scrap arrives, your refiner will notify you, normally by email (some even message you via text or Facebook Messenger) that your materials have been received and checked in. Many refiners may take 24 hours (1 business day) to physically check in your package as it will go into a queue with many packages that refiners receive each day. Be patient. If the refiner is good, they are very busy and have a ton of packages in queue to be checked in. If you are not doing so already, request detailed check-in notes with pictures confirming that either your packing list karat breakdown is correct or if there were any discrepancies -- prior to melting your lot before it is too late -- for you to approve. For example, you had non-gold in your 10K, platinum in your 14K, etc. You may want these items back and not melted. Once refiners torch your items – it's too late,

and surprises very well may be in store for you. When your refiner notifies you of these variances prior to melting your materials, you maintain control.

Your lot is settled; labs are complete. It's time to review your settlement statement. Most jewelers are concerned with the high percent they are getting paid from their refiners. Is 99.5% truly better than 98%? In most cases, NO. It is smoke and mirrors. What are the minimum treatment fees, assay charges? Are you also being paid for all the silver contained from the karat gold melted? Did your lot go through the “Jenny Craig” system, with the after-melt weight loss equivalent to many grams and pennyweights? These are all important factors to evaluate with regards to your total net settlement. You can control these factors as well with clean scrap, no stones, for example – or by requesting an acid stone wash where all of your stones are safely removed and returned to you. Many refiners will even sort white stones from color stones and frost CZs.

One final note, make sure your refiner offers a karat calculator option to purchase your scrap and pay for it all as plumb gold, regardless of its true assay. By doing this, you will maintain control. You will see that there is no after-melt weight loss this way as you are being paid on the gross weight (regardless of the unburnable metals (spring rings, for example) in your scrap. Fire assays are the most accurate of all assays. However, some jewelers could care less and just want to be paid immediately and not have to worry about assays and weight loss. Which refining option is best for you? Both have their pros and cons. However, when you are in control, YOU decide. It is 2022, we have refined Refining – or re-defined it to put YOU in Control

ANNOUNCEMENT!

**DON'T MISS OUR
TJA TOURS
OCTOBER 15-17, 2022**



Relax, you've got SHR

Your #1 Source For Success in:

- ✓ Refining
- ✓ Recycling Dead Watch Batteries
- ✓ KEE Gold Tester
- ✓ Obaku Denmark Watches
- ✓ 24/7 Sales and Service



SHR

Your #1 Source for Success!

SHR Precious Metals, Inc.

Steve Hartz

407-413-3332

shrefining.com

gotgoldnow.com



BEWARE CRYPTO FRAUD INCREASING

In a recent article from the L. L. Roberts Group Employer Update, there was a serious mention of an increase of 300% in the last two years in fraudsters developing new and unique ways to take advantage of us with cryptocurrency. One of the fraudster's ways is to market themselves as a cryptocurrency exchange using social media platforms to place their ads. The ads lead to very professional looking websites similar to Charles Schwab or Coinbase and are very misleading. For the consumer, the problem is that once you have deposited your funds in the account and it shows an increase in the value, you cannot withdraw your funds. Several tips for you to avoid crypto scams include: 1) do not pay for goods or services using your cryptocurrency, 2) be cautious about any claims or introductions to cryptocurrency brokerage firms or providers on social media, and 3) always protect your online cryptocurrency wallet, user and password information.

Jewelers of America update



Hello Texas Jewelers Association

Jewelers of Americas has many great programs and opportunities for the TJA. We recently added the following new benefit partners:

- TripPlanet – TripPlanet is a member-only platform that offers discounted travel services (air, hotel, car etc.) Members can get up to a 60% discount when compared to other online travel sites. At JA, we use TripPlanet exclusively for booking our travel. There in no charge to register and you can also offer this benefit to your employees. Even if you are not a JA member (and you should be) this benefit is available. To register go to: <https://www.jewelers.org/ja/members/retailer-benefits> and select TripPlanet
- KENECT - Kenect allows jewelry stores to text their clients directly, generate new leads, improve communication, generate reviews, and collect payments--all via texting. JA members receive special pricing and waived set-up fees. To sign up for a demo and learn more, go to: <https://www.jewelers.org/ja/members/retailer-benefits> and select TripPlanet

As a reminder, our scholarship program is open through September 30th. Scholarships are awarded on a first come first serve basis. Level one sales certification and the CPAA Pearls as One course is available for JA members and their employees at no charge. Scholarships and all education is available in the member benefits section of our website.

If you are not a member of Jewelers of America and would like to become one, you can enroll for the first year at \$99. Please contact us at members@jewelers.org

I look forward to seeing you at the JCK show. We will be at the new JA Booth in the Lobby right at the bottom of the stairs.escalator. Stop by to learn more about how you can leverage your membership and meet our benefit partners.

Regina Ciarleglio
Director of Membership/Benefits
rciarleglio@jewelers.org

“TJA CONVENTION ADOLFUS HOTEL DALLAS 1921” TJA 101 YEARS AGO!





MEET AND GREET AT JCK

One of the many functions TJA likes to sponsor is the get together functions for Texas Jewelers at trade shows. This year, we will be meeting during JCK on Friday night, June 10 at 6:00 p.m. at the Venetian check-in reception desk in the hotel lobby to share and compare notes. We will be sending out more information regarding this event by email, so please watch out for it. For more information, email jck2022@texasjewelers.org or text 915-241-0624.

Things I Learned The Hard Way

Not charging in advance for appraisals

Requiring approval for saved file names so you can find them later

Not checking your back up often enough to be sure it is working

Not weighing and photographing every piece when you are putting it in your data base software

Not checking every single tab when you switch website firms

Not asking enough about the jewelry program before buying it

Not joining TJA right when I opened my business



YES, INDEED INFLATION HAS HIT THE REPAIR DEPARTMENT

David Geller



I'm on several jewelers Facebook groups. The constant word is "OMG diamond prices keep going up, we keep raising our diamond prices."

The cost of the mountings are going up, mostly because of the melee that goes into the mounting and the LABOR keeps going up. So, what do jewelers do? **They raise their retail prices, just like you do because their cost has increased.**

You wouldn't believe how many jewelers are coming out of the word work updating their OLDER Geller Price books which many are 5 to 10 years old! Can you believe it?

Many jewelers are afraid to raise their sizing price \$5 to \$10 from years ago, meanwhile no problem raising a replacement diamond tennis bracelet \$500.00.

It's all over the news about every price on the planet has skyrocketed. Employees are quitting and to keep employees the store may have to increase salaries to keep good people.

Your REPAIR cost and costs to keep the store open has increased which includes:

- Jewelers Wages
- Jeweler's benefits, health insurance
- Tools and supplies for the shop (a 2 gram bottle of Rhodium plating solution is \$2000.00+)
- Gold today is a little above \$1900.00
- Advertising for the shop.
- Salaries for sales staff, who take in the jobs, may have also increased.
- Don't be afraid to ASK for more money from the shop: Repairs & Custom Design. **They Will Pay.**

If you don't have the latest release of our book but have your own repair pricing sheet, just increase all of your prices 10% right now. 3 months later do it again.

You'll see that the shop is much more TRUST sensitive than price sensitive. It's a numbers game. Think about these numbers:

10 people look in the showcase and you sell 3 or 4 out of 10. That means 6 or 7 people LEAVE the store without buying and leave you with hundreds of thousands of unsold, old, stale inventory.

If 10 people come in with a repair **typically** 9 out of 10 will leave the item to be repaired. That's an 80% to 90% win rate! 1 or 2 don't like the price and leave but look: 8 or 9 do make the repair sale for you. The shop usually has less than \$20,000.00 of inventory, unlike the showroom

If you haven't raised your repair prices in a bunch of years. Time to do it now and learn how to sell it

David Geller
Repair Department pricing Guru

NEW VENUE AND A NEW NAME A “TEXAS JEWELERS ROUND UP” LIKE NO OTHER! OCTOBER 15-17, 2022

Our conventions have always been about meeting, sharing, and learning together. We decided to make a change and have an interesting few days of learning AND sharing **outside** the hotel with our Texas Jewelers Round Up, complete with our new Texas Jewelers Tours. We wanted to do something different that appeals to all of us and teach us first-hand how other jewelry businesses operate behind the scenes. The Round Up is scheduled for October 15-17, 2022 at the Westin Las Colinas in Irving, Texas a new, beautiful venue for us. We will have a get together on Saturday night, on Sunday morning we will be treated to a behind-the-scenes tour of the **Perot Museum’s** private gem collection, our annual board meeting, the Design Competition, and an evening dinner on Sunday night. On Monday we will go out “on tour” to learn. First stop is a trip to Robert Loving’s **Time Delay** to see how watches are accessorized and repaired, and afterwards a trip to **Southwest Diamond Cutters** to watch and learn about diamond cutting and how to get the most from our diamond repairs. Thanks to JA for subsidizing our tour bus to and from the events, so we will be privy to “behind the scenes” secrets of these fabulous industry places. The registration forms for the Round Up and Design Competition will be sent out soon so start planning and put us down for a great weekend!



DON'T FORGET ABOUT OUR GREAT MEMBERSHIP BENEFITS!

Smart Texas jewelers are members of the Texas Jewelers Association. In 1906, the Jewelers of America was founded by jewelers for jewelers to advance the professionalism and ethics of the jewelry industry and the TJA was created as an arm of that organization. As the leading non-profit regional jewelry association in the U.S. run by a volunteer board and executive director, the TJA represents the finest jewelry stores, jewelry suppliers, manufacturers, designers, and other businesses serving the jewelry marketplace in the great state of Texas.

The benefits of membership in the Texas Jewelers Association include:

- 1) Marketing and promotion ideas at our round tables and in our magazine
- 2) An annual convention with members from around Texas (<https://texasjewelers.org/wp-content/uploads/2019/04/TJA-2022-Convention-Retail-Member-Registration.pdf>)
- 3) Annual “Meet and Greet” events at jewelry industry events
- 4) A store search with your company on our website (www.texasjewelers.org/store-locator)
- 5) Two magazines per year with articles to help your business grow and succeed (www.texasjewelers.org/Texas-jewelers-magazine-archives)
- 6) Eligibility to enter the annual Design Contest at our convention (www.texasjewelers.org/wp-content/uploads/2022/04/TJA-2022-DesignCompetition.pdf)

Each dues paying member of TJA automatically becomes a member of the Texas Retailers Association who continually research committees of the Texas Legislature and participate in regulatory hearings to protect retailers. (www.txretailers.org/join-tra). The benefits include:

- 1) Low cost and free training for members in a variety of topics like crime prevention, retail innovation and more (www.jewelers.org/ja/careers-education/business-tips)
- 2) A 10% discount on services from LifeLock (www.Lifelock.com)
- 3) Collaboration with various insurance companies including one of our major sponsors, Jeweler’s Mutual (through TJA membership) (www.jewelersmutual.com)
- 4) Point of sale and credit card processing discounts through Media Payment Group (www.txretailers.org/exclusive-partners) 844-674-8255

By also joining JA as a member, you receive even more benefits including:

- 1) Eligibility for FedEx shipping discounts (800) 223-0673)
- 2) Synchrony Consumer Financing (www.synchronybank.com)
- 3) Discounts for jewelry envelopes, and diamond platforms (www.isiprint.com/jewelryforms/index.html) 770-458-9077

We know your affordable membership dues are worth their weight many times over and will provide you with a valuable resource for your company.

We look forward to renewing your membership annually and seeing you at our upcoming events where we can share with you the important ideas that benefit us all.



Texas Jewelers Association

611 Congress Avenue
Austin TX 78701
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 _____

100% RECYCLED GOLD

Responsibly Sourced from Materials such as Jewelry Scrap & Byproducts from Jewelry Manufacturers, Retailers, Repair Shops and Pawnshops.



Materials processed to recover
precious metals:

Karated Scrap • Dental Scrap
Bench Sweeps • Clay Graphite Crucibles
Scrap Silver • Polishings • Filings & Grindings
Tools • Carpet • Floor Sweeps
Blower Sweeps • Sink Trap Material • Stone Removal

UNITED
PRECIOUS METAL REFINING, INC.



Certified as Environmentally & Ethically Responsible
800.999.FINE • www.UnitedPMR.com