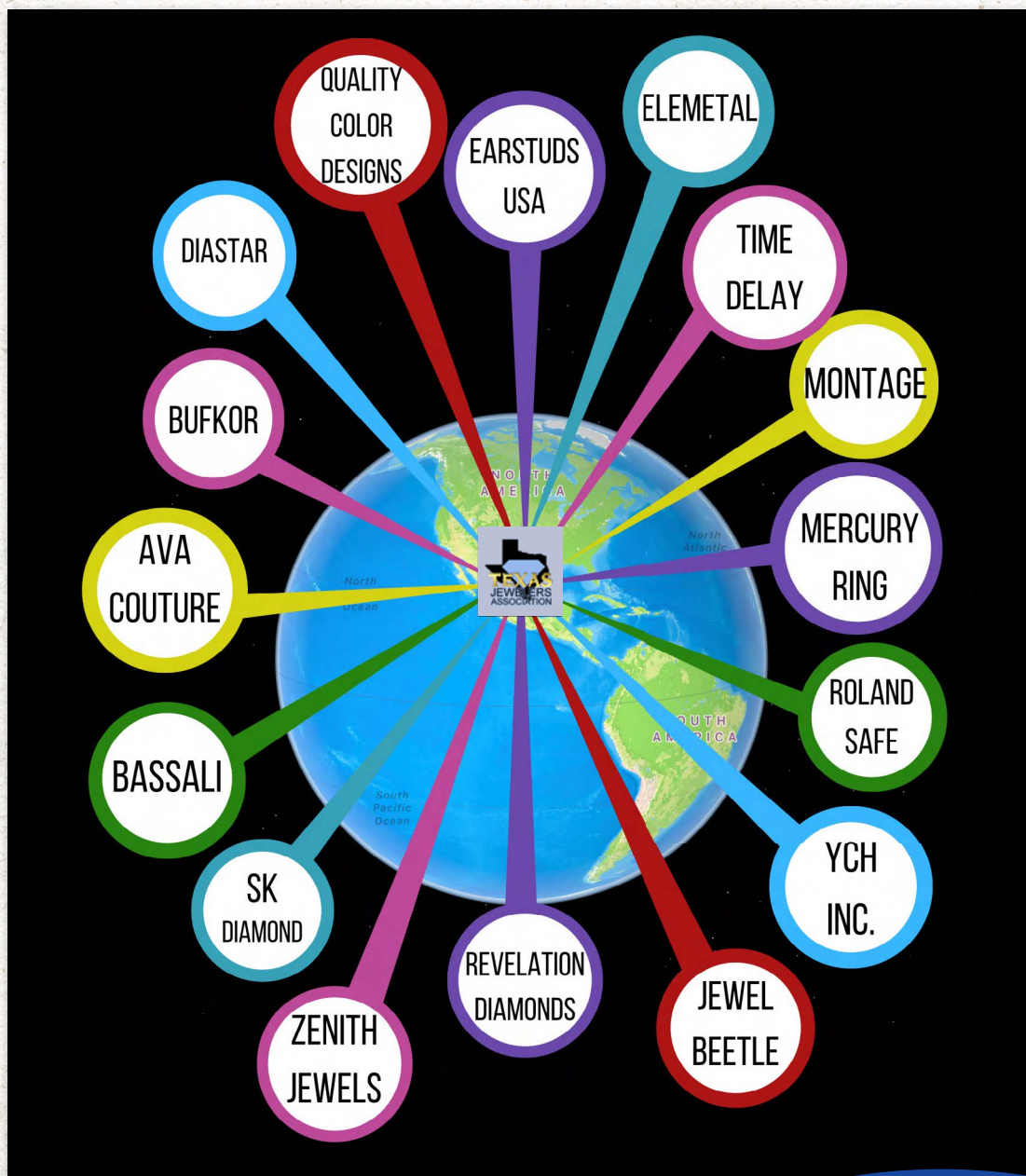


TEXAS Jeweler

the publication of the
Texas Jewelers Association

Fall 2023
Vol. XXIII No. 2



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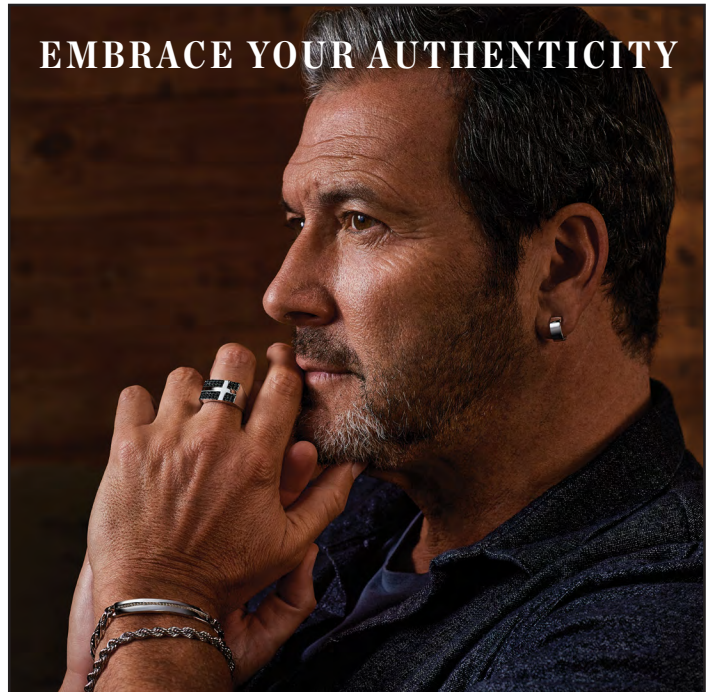


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2023

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

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President's Message

Amber Gustafson, President of TJA



Dear Fellow Texas Jeweler,

We are wrapping up plans for this years upcoming convention and we are happy to announce that for the first time we will be in Houston at the Crowne Plaza Galleria October 7th thru 9th!

We are packed with events featuring great speakers on Saturday like sales-training guru Brad Huisken, cyber-security expert Greg "Dutch" Holland and Spectrum award winning jeweler/designer Dalan Hargrave.

You're invited to the President's launch party Saturday night. Speakers again on Sunday, lunch, the discovery room with some of your favorite vendors helping you make some timely purchases and an award dinner with live music in the evening.

Make sure to check out the expanded design competition where you still have time to enter. You could be one of our many winners! We also have two categories for students, physical and CAD with cash prizes for the winners with sponsorship by J.Patrick Diamonds and B9 Creations.

Monday, October 9, we'll go to the Museum of Natural Science to see some of the worlds finest mineral specimens, the Faberge exhibit and Patrick Dreher gemstone carvings.

We're thrilled that the TJA is growing with many new retail and vendor members joining over the summer. If you have not been a member of TJA or Jewelers of America for 4 years, join TJA now and enjoy a free one-year membership to Jewelers of America as well! That's a \$275 value.

It would be our pleasure to have you join or renew your membership to TJA. Definitely plan on coming to the convention where you can enjoy the best that Texas Jewelers have to offer!

Texasjewelers.org
Amber Gustafson
Amber's Designs
President of the Texas Jewelers Association



Vice President
Britt Caffarena
Better Bling Studio, Stafford



Secretary/Treasurer
Connie Stagner,
Acori Diamonds & Design
Friendswood



Small Retailers Lobby in Washington DC about CC Fees

In July, Amber Gustafson, President of the Texas Jewelers Association was invited by the National Retail Federation to lobby in Washington DC along with other small business leaders from across the country about the credit card fees all retailers pay when they accept Visa and Mastercard. Their efforts were well received and details are in the article below.

Retailers are calling on Congress to support the Credit Card Competition Act, a bill that addresses the broken and unfair U.S. payments market by creating competitive credit card market pricing. All businesses that accept credit cards are forced to pay exorbitant and non-negotiable “swipe” fees every time a customer pays with a credit card. Visa and Mastercard control 80% of the current market, setting the fees charged by all banks that issue their cards along with the terms for usage and forcing merchants to foot the bill.

When merchants accept a credit card, they are stuck: Whichever network is on the card dictates all the prices and terms for the thousands of banks that issue cards. This means businesses have no choice but to incorporate the high swipe fees into their prices. Excessive swipe fees stifle growth and expansion for businesses, are the highest operating cost after labor and make it difficult for businesses to invest in their company by hiring more staff, buying more inventory and

even keeping their doors open in today’s uncertain economic climate.

The Credit Card Competition Act would bring much-needed relief to retailers and consumers by simply requiring that Visa and Mastercard compete with other networks for both merchant and bank business. It’s estimated that introducing competitive networks will save U.S. consumers and merchants \$15 billion annually.

Senators Richard Durbin, D-Ill.; Roger Marshall, R-Kan.; Peter Welch, D-Vt., J.D. Vance, R-OH, alongside and Representatives Lance Gooden, R-Texas; Zoe Lofgren, D-Calif.; Thomas Tiffany, R-Wis., and Jefferson Van Drew, R-N.J. are leading the way to advance the Credit Card Competition Act in Congress.

Show your support for this legislation by contacting your representatives today.

Meghan Cruz

Senior Director, Grassroots Advocacy

National Retail Federation

Direct: 202-626-8151

Cell: 937-474-3824

Back-to-school and college spending is expected to set new records this year. Learn more at nrf.com/backtoschool.



Our Vegas Meet-and-Greet was Out-of-This-World !!!



Mark Priest



Britt Caffarena Johan Schwartz Amber Gustafson



Susan Eisen



Regina Ciarleglio

The Texas Jewelers Association hosted a fun, social gathering by the Jewelers of America booth at the JCK Vegas show in June. If you saw a life-size astronaut then you were among us Texans!

Our state has a huge presence every year at JCK, so what better opportunity to gather and share new discoveries and the latest technology from vendors at the show.

The new Vegas location was a huge success with jewelers just coming off the heels of a fantastic business year as things have slowly accelerated to a new normal. "This year we decided to team up with Jewelers of America who strongly support the TJA. We kicked off our 'Blastoff' conference in Space City by creating some photo ops with our astronaut mascot," said Britt Caffarena of Better Bling Studio in Stafford, Texas. Many people joined in on the fun including our friend Eileen McClelland of INStore magazine.

The TJA also held a special prize drawing for those that visited the Vegas meet-and-greet! We gave away a free Convention package to lucky winner Curt Vinson of Troy Vinson Jewelers from Granbury, Texas.

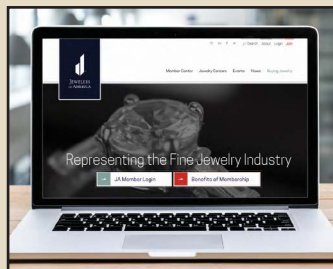
Regina Ciarleglio of JA said "members of my team enjoyed the meet and greet so much that we are going to do it again next year and plan to include other state associations". We Texas Jewelers know how to have fun, so come on down to the convention and see how it's done!!

Amber Gustafson
Amber's Designs

Jewelers of America

Hello Texas Jewelers.

I'm happy to share with you all new things at Jewelers of America.



First, our new website. This is easy to navigate and is the go to source for all our benefits, news and most importantly guidance. If you need any assistance with your password, email: members@jewelers.org and we'll get you set up.

Also on our newly designed website is our CAREERS GUIDE. In this guide you will find career pathways, jewelry schools to further your education and our job board. This is also a great place to post job openings.

Most exciting is the relaunch of our Bench Professional Certification Program. This program has three levels and is self-paced. Additional details are on our website.



Don't forget your Tiara. JA members are entitled to one tiara per year. These are great for homecoming events, county fairs or perhaps you just want to feel special! For your Tiara, email us at members@jewelers.org

JA Budget FY2024

As always, if you need any assistance in understanding your benefits, please reach out to us. We're happy to review them with you.

And stay tuned for more announcements of some new benefit partners!



Best wishes for a safe and successful holiday season

Regina Ciarleglio
Director of Membership

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TJA 2023 Convention Crowne Plaza Galleria

Tentative schedule is subject to change.
The TJA Convention On-site program will contain
final TJA convention schedule.

Saturday October 7, 2023

Sycamore meeting room

2pm-3:30. Brad Huiskens, The Psychology of Sales!
3:45-5:00 Dalan Hargrave, Award winning Gem Carver
and Jeweler

5:15-7:15

TJA board meeting in Presidents Suite

Saturday October 7, 2023

Presidents Launch Party

Hospitality Suite 6th floor

7:30-10:30 Hospitality Suite 6th Floor
Food and fun

Sunday October 8, 2023

Sycamore meeting room

7:00-8:45 Breakfast (2 free with room)
9:00-10:15 Brad Huiskens The 5 Silver Bullets of
Productivity Improvement
10:30-11:15 Greg "Dutch" Holland Cyber Security
11:30-12:45 Lunch in the Ballroom
General Meeting during lunch
1:00-6:00 Discovery Room OPEN!
Door Prizes
4:30 Bar Opens/ Veer Sponsored

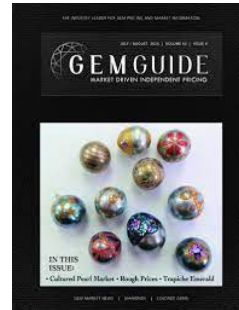
Break (freshen up, take a nap)

Sycamore Ballroom

7:30-11:00 Dinner and Award Gala with Live Music
and dancing

Monday October 9, 2023

7:00-9:00 Breakfast
9:00 transport to museum (meet in lobby at 8:45)
11:30 transport back to hotel



Richard Drucker - a one-year
subscription to GemGuide
which is valued at \$275!"



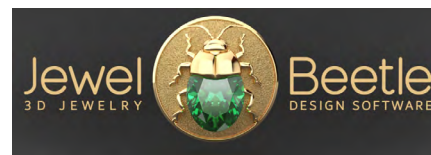
Jewelry Institute of America
Gabriel Owen
One free tuition for a hand engraving
or stone setting course 2,500.00 value



Dalan Hargrave with
Gem Starz a cut gemstone
from his personal collection
(not pictured) Brad



Brad Huiskens- signed book
Munchies for Sales people



One year trial CAD
software download
Donated by Jewel Beetle
3,995.00 value

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G R O U P

Bio of Speakers



DALAN HARGRAVE

Dalan Hargrave has been a career goldsmith and lapidary since 1976, during which time he has received numerous awards for both his jewelry and gem cutting skills. Among the 80 plus awards are 6, "Best of Show" from prestigious organizations such as American Gem Trade Association (AGTA) and The Gemmys sponsored by Lapidary Journal. In 2004 he was inducted into the National Rockhound and Lapidary Hall of Fame for his metalsmithing. "My goal is to take the natural beauty of gemstone material and through innovative optics and a variety of lapidary techniques, transform them into works of art."

Texan, Internationally recognized gemcarver and jeweler, member of Texas Jewelers Association, Dalan Hargrave.



BRAD HUISKEN

Mr. Brad Huisken has been in sales since 1971. Since the early seventies he has been directly involved in all aspects of sales. His experience and knowledge have enabled him to author the highly acclaimed book **I'm a Salesman! Not a Ph.D.** and **Munchies For Salespeople! Sales Tips You Can Sink Your Teeth Into** and his new book **Munchies For Salespeople II! More Sales Tips You Can Sink Your Teeth Into**. In addition, he has developed the **PMSA Relationship Selling Program**, the **Train The Sales Trainer Course**, the **Professional Sales Management Course**, **The Mystery Shoppers Kit**, **Salesperson's & Sales Manager's Aptitude Test** for new hires and **The Salesperson's & Sales Manager's Proficiency Exam** for existing professionals the **Employee Handbook and Policy & Procedures Manual** and his new **Weekly Sales Training CD Series** and his just released **Certified Jewelry Sales Professional Program**.

For more than Twenty-Three years, he has been doing sales and management seminars all over North America, Australia, the UK and India. He has been working with Jewelers since 1996. His company IAS Training, which he started in 1996, delivers public and private seminars and in-house consulting on both sales and sales management. In addition, his company sells books, Multi-Media, CDs, audiotapes, DVDs, and videotapes on these subjects. Brad uses practical methods, realistic strategies, and usable techniques to help increase sales through providing exceptional customer service. His seminars are fun, motivational and educational.



GREG "DUTCH" HOLLAND

HMH Consultants have been formed to be a 'one stop shop' for your security needs. We can ensure you are safe from both physical and cyber threats to your business, staff and intellectual property. With an extensive military and academic back ground and having worked across the world we are ideally placed to enhance your security and ensure your safety protocols.

We are a hybrid security specialist and use our knowledge of the physical aspects needed to secure you and your company and combine it with combatting the growing online threat each business now faces. The result is a bespoke and tailored security service to suit your needs.

Our physical expertise and experience allow us to identify and then negate the threats against you, your team members, and your premises. We take these lessons and educate your company on reacting to threat scenarios and also train them to watch for the 'absence of the normal and presence of the abnormal'. HMH will also educate and assist with the finer aspects of securing venues and premises against ongoing physical threats like physical assaults and break ins.

Cyber security threat spans across all online activity, allowing criminals the ability to make more money from one cyber-attack than an armed assailant ever could. We show you where and how you would be targeted and issue you a concise detailed report that helps your IT provider fix your weaknesses before they are used against you. This, combined with education of your staff through training and awareness campaigns, helps keep your security at the forefront of a successful business.

Can you afford not to have us on your team?

The Texas Jewelers Association's Fall Convention: Join us!

by David Baker

As a seasoned veteran with half a century of experience in the intricate and captivating world of the jewelry industry, like many of you I have witnessed the evolution, trends, and transformations that have shaped our field. The significance of continuous learning and networking cannot be understated in an industry that thrives on innovation, creativity, and personal connections. Our diverse organization brings together both established and new professionals to the Texas Jewelers Association Annual Convention.

Networking Opportunities:

We always bring together a diverse array of jewelry folks including artisans, designers, retailers, gemologists alongside our various suppliers. The convention's collaborative environment is conducive to fostering relationships that often transcend the event itself. From chance encounters during coffee breaks to structured networking sessions, the convention provides a fertile ground for the cultivation of our much needed connections. These relationships have often become lifelong friendships that have enriched my journey in the jewelry industry.

In-Depth Industry Insights and Educational Workshops:

Within our dynamic industry, staying informed about the latest trends, consumer preferences, market dynamics, and technological advancements is crucial. Through the years, the TJA Fall Conference consistently offers many opportunities to gain firsthand insights from thought leaders, experts, and pioneers. Keynote speeches, panel discussions and workshops provide a comprehensive view of the industry's current landscape and its anticipated future trajectory. This exposure to expert opinions and cutting-edge ideas has not only broadened my perspective but also empowered me to adapt and thrive in an ever-changing marketplace.

For those like us who have spent decades honing our craft, these workshops offer a chance to explore new techniques, refine existing skills, and embrace emerging technologies. From hands-on sessions in gemstone setting to masterclasses in jewelry design software, the workshops cater to both the traditionalist and the technologically inclined. This dedication to education has not only enhanced my abilities but has also contributed to the continuous evolution of my craftsmanship.

Showcasing Products and Suppliers:

The TJA Fall Conference does have a small, highly selective exhibition area serving as a treasure trove of inspiration, innovation, and opportunity. This platform has been instrumental in discovering new suppliers, materials, and equipment. The firsthand experience of examining gemstones, testing tools, and interacting with suppliers has enabled me to make informed decisions that have elevated the quality of my creations. This access to a selection of products and services has undoubtedly served me well.

Cultivating Creativity and Inspiration:

Even after five decades in the industry, the creative spark remains as crucial as ever. The convention's diverse range of attendees, workshops, and presentations inject fresh energy into my creative process. Engaging with novel designs, unique approaches, and avant-garde concepts has reinvigorated my passion for crafting jewelry. The conference can serve as a hub of inspiration, reminding me why I fell in love with the jewelry industry, and it even helps to reignite my drive to create exceptional pieces for submission to the TJA design competition.

TJA Helps to Develop and Identify Custom Jewelers/Designers of the Future Gen:

In 1983, I took part in a jewelry design competition. I allotted ample time to craft my entry, meticulously devising a plan to conceive, construct, set, and finalize the piece before the submission deadline. Although victory eluded me in this contest, I found it gratifying that, as a budding independent custom jeweler, I could engage in an affordable competition so early in my venture. The experience proved immensely educational, enriching my understanding of the craft. I also seized the opportunity to promote my entry through local media channels, resulting in extensive exposure and notable acclaim within my locality as a bespoke jeweler.

It's heartening to witness the Texas Jewelers Association orchestrating a jewelry competition tailored for both the Texas jewelry trade and aspiring students. This event fosters an equitable platform where all participants have an equal shot at earning recognition as among the finest in Texas!

Problem Solving and Peer Support:

In the world of jewelry, challenges are inevitable. Whether it's adapting to new regulations, navigating economic fluctuations, or addressing technical issues, the convention provides a platform for problem-solving and peer support. Engaging in candid discussions with fellow veterans who have overcome similar hurdles has offered me practical solutions and fresh perspectives. If you allow it, the collective wisdom of the convention will prove invaluable in guiding you through complex challenges and ensuring the sustainability of your business.

Enhancing Marketing and Brand Presence:

For those who own wholesale businesses, the TJA Fall Convention presents an ideal arena for brand exposure and marketing of your product line. The connections forged here often contribute to the growth and expansion of your business.

Rekindling Passion and Purpose:

My time in the jewelry industry is a testament to unwavering dedication, but even the most steadfast passion can experience moments of waning. Attending the TJA Fall Convention has

time and again reignited my sense of purpose. It serves as an annual pilgrimage that reminds me why I embarked on this journey in the first place.

My Conclusion:

The Texas Jewelers Association Fall Convention is not merely an event, it is a catalyst for transformation, growth, and enduring success in the jewelry industry. For someone who has dedicated 50yrs. to perfecting the art of jewelry making, the convention is a wellspring of advantages that have shaped both my professional trajectory and personal fulfillment. I look forward to you joining us for another great convention with the TJA!



David Baker, GG, AGS-CG
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for students:



Finished Jewelry category

CAD design category



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**Awards Presented at
TJA Houston Convention
Oct. 7-9th**



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**Deadline
Sept. 28**



TJA 2023 Jewelry Design Competition Entry Form



Deadline - September 28, 2023

Finished entries must be received between September 25-28, 2023.

TJA Convention 2023 will be held on October 7-9th at Crowne Plaza-Galleria:
7611 Katy Freeway, Houston, TX 77024

Mail Entries and fees to:

BB Studio

Attn: Britt Caffarena

2811 N Main Street

Stafford, Texas 77477

(281) 969-5912

britt@betterbling.com

Eligibility

Anyone who is a TJA member or is employed by a TJA member may enter. For the student category, anyone who is an apprentice at a TJA store for less than 3 years, or a Texas Resident student currently enrolled in jewelry courses & creates one-of-a-kind jewelry may enter.

Convention attendance is NOT required but encouraged.

Please fill out and submit the following form with your entry fee.

Name: _____

Store/School: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Rules of Entry for All Applicants

- Pieces must be original designs created by the persons entering them.
- Pieces cannot have been mass produced or previously sold.
- Pieces must have been produced after September 2022.
- Pieces may have been entered in other competitions but cannot have won any awards.
- Pieces should not be signed or hallmarked until after the judging.

Store Professional Categories-

Entry Fee and Info

Entrants may enter one piece in each of four categories. **Each piece must be submitted with a \$100 non-refundable entry fee.**

Only finished pieces will be accepted. Pieces must be made of silver, gold or platinum and may contain stones and other materials. Maximum 1 item per category.

Please provide a brief description of your submission for this category

Category 1 _____

Material cost may not exceed \$1,000

Category 2 _____

Category 3 _____

Material cost may only cost between \$1,000 to \$3,000

Category 4 _____

Material cost may only over \$3,000

Bench Jewelers exclusive. This category is for bench jewelers to show their expertise in jewelry design. The person entering this category must be the only one to touch the piece from conception to final polish. Materials of any value may be used.

To Submit Entries:

Mail your entry along with your printed form. You may enclose a check made out to TJA.

Or

If you prefer a credit card, we can email you a link. Only pre-paid entries will be considered for judging.

Please include an additional page for each submission piece including a more detailed description of the jewelry pieces entered. Each description must include material value of the piece and stones used.

Student Categories - Entry Fees & Info

Entry fee is \$40 per item. Pieces must be original and created by the student/apprentice. Maximum 1 item per category designed with the primary material being metal, but may use alternative metals. Students may also use gemstones (natural or lab created).

Please provide a brief description of your submission for this category

Category 5 _____

Student finished pieces

Awards sponsored by J. Patrick Diamonds, Inc.

Category 6 _____

Fully Rendered and Printable CAD Files;

email to: patrick@pdobbs.com

Awards sponsored by 

Judging

The judging will take place prior to our Convention in Houston, TX on October 7th-9th. All pieces will be anonymous and identified by a number. The judges will select the winning pieces based on creative use of materials, craftsmanship, wearability, originality, fashion merit and durability.

Awards

Winners for each category- 1-4

Awards will be announced to the winning piece in each of the four Professional Categories. The judges will also review every Professional entry to choose an overall "Best in Show"!

All entries will be displayed at the 2023 Convention in Houston, Texas.

The awards will be presented at the banquet dinner Sunday night.

Award banquet tickets may be purchased individually if not attending the convention.

Student Awards

Winners for each categories- 5 and 6

1st Place- Winners will receive \$250 w/Plaque

2nd Place- Winners will receive \$150 w/Plaque

3rd Place- Winners will receive \$100 w/Plaque

Total Items _____ **Total Fees** _____

All finished entries must be sent by UPS, FED EX or registered mail, insured with a return pre-paid shipping label enclosed. Designs remain the exclusive property of their creators. All winning and non-winning entries will be returned as soon as possible or may be picked up at the convention. TJA assumes no liability for damage to any piece entered. For more information, email us or check for more details on our website:

www.texasjewelers.org



Texas Jewelers Association 2023 Convention Retail Member Registration October 7-9, 2023 Houston Texas

Full Member registration Sat-Sun Events: # _____ Attending @ \$185 each= _____

Full Non-Member registration Sat-Sun Events: # _____ Attending @ \$200 each= _____

Sunday (Speakers, Lunch, Vendor Discovery Room, Awards, Dinner, After party) # _____ Attending @ \$165 each= _____

Saturday Speaker/Party Only: # _____ Attending @ \$50 each= _____

Monday Museum Only: # _____ Attending @ \$35 each= _____

The Museum of Natural Science's Faberge Exhibit, & the Lester and Sue Smith Jewel Vault registrants only. Ride there and back to the museum 35.00

Total amount enclosed: \$

Name of attendee #1: First: _____ Last: _____

Name of attendee #2: First: _____ Last: _____

Name of attendee #3: First: _____ Last: _____

Email address: _____

Phone: _____

Store name: _____

Store address: _____

City _____ ST _____ Zip _____

Store phone: _____

Store URL: http:// _____

Date company founded: _____

Check # _____ or email invoice to: _____

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

Download & email this form and we will send you a link to pay by credit card

or

mail this form along with a check payable to TJA,

to:

c/o Acori Diamonds

636 S. Friendswood Dr Friendswood Tx, 77546

713 907-6046

email: conniestagner@gmail.com



The Crowne Plaza Galleria

**Book your group rate for
Texas Jewelers Association**

[Click here for reservations](#)

or call

713-680-2222 for the TJA rate

Special rate of \$109/night

(+ applicable taxes) includes 2

breakfast voucher

**Special rate ends
September 26, 2023**

Be sure to mention the
Texas Jewelers Association
special rate!



Texas Jewelers Association

9521 Westheimer Rd Ste A
Houston, TX 77063
www.TexasJewelers.org

Business Information

☐ New Retail ☐ Retail Renewal ☐ New Vendor ☐ Vendor Renewal ☐ Student Member

Company/School Name: _____

Address: _____

City / State / Zip: _____

Business phone: _____ Cell: _____

Email: _____ Website: _____

Contact name: _____ Title: _____

Type of Business (Please check all that apply)

☐ Online Only ☐ Brick & Mortar ☐ Leased Department ☐ Sales Rep
☐ Supplier ☐ Manufacturer ☐ Friend of the Industry ☐ Other _____

JBT # _____

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

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

1) _____

() _____

2) _____

() _____

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

Signature: _____ Date: _____

Annual Vendor Dues for Vendor

\$95 \$ _____

Annual Retail Dues for Retailer

\$135 \$ _____
(add \$50 per additional store)

Annual Student Dues for Student

\$25 \$ _____

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 _____

[CLICK HERE to submit form via email to TJA](#)

or Please mail this form and payment to:

Texas Jewelers Association - 9521 Westheimer Rd. Ste A. Houston, TX 77063



BASSALI

JEWELRY



(800) 964-3545
WWW.BASSALIJEWELRY.COM



Bassali TOLA
Sales Representative

Alan Lodinger
(713) 553-5666
alan@bassalijewelry.com

Select Show
Dallas September 10-11
Houston TJA October 9

