VOLUME XXV, NO. 1 SPRING/SUMMER 2025

TEXAS JEWELER



Tampico Shell, native to the San Angelo area holding two of the largest perfectly round pearls ever found in Texas

The Allure of the Concho Pearl



PAGE 14

FEATURING
Mark Priest, Legend Jewelers, San Angelo, Texas

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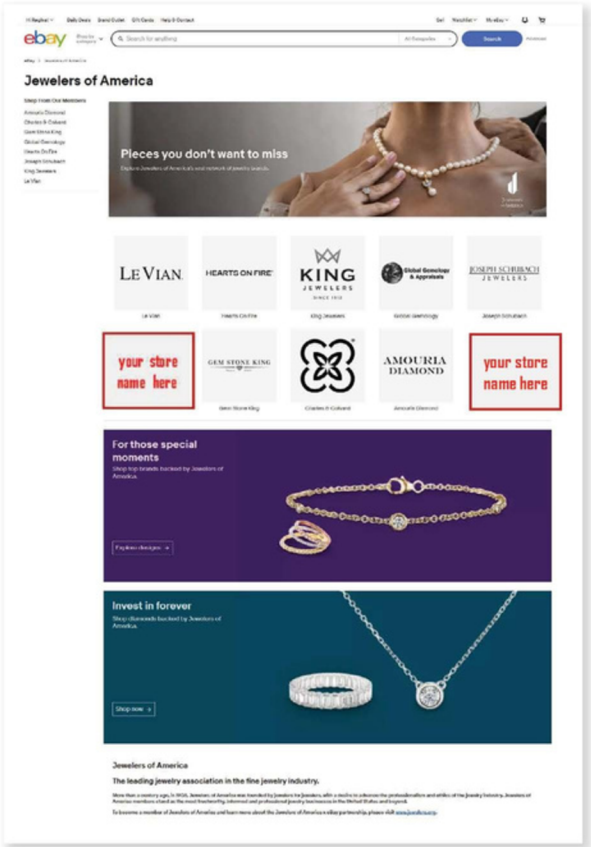
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SPRING/SUMMER 2025

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PRESIDENT'S MESSAGE

Open Letter to Fellow Texas Jewelers

A Moment Worth Seizing — Together May 2025



DAVID M. BAKER, GG
President
Amber's Designs
Katy, TX

Hi Everybody,

After more than 50 years in our industry, I remain convinced as ever of the importance of our craft — and our community it supports. Our work as jewelers and gemologists has always been more than just business, it's our life blood. It is a heritage of community, beauty, integrity, and resilience. I love this business.

It's in that spirit that I'm writing to you — not as the TJA President — but as someone who cares about what the Texas Jewelers Association represents. For years, we've held an annual Fall Convention filled with insight, education, and camaraderie. The speakers are excellent, the programming is meaningful. And yet, attendance has too often failed to reflect the value offered.

The question we now face is not logistical, but foundational: ***What do we want the future of our Texas jewelry community to look like?*** This is a moment we can choose to re-engage — to ensure that the TJA Fall Convention becomes not just another event, but a revival of professional kinship. A place where ideas are shared, relationships are renewed, and the future of our trade is shaped by those who care enough to participate.

Many of the largest Alumni and jewelry meetings that I've attended in my lifetime were in Texas! It is so different today! Where did we go? Time to come back, back for our sake, back for the benefit of future family generations! Great conversations and fellowship again, yes, and in person.

I'm not asking for your time in meetings or your presence on a committee. I'm asking for something more personal and, I believe, more powerful: ***Show up. Bring someone with you. Share your voice.*** Whether you're a store owner, designer, appraiser, bench jeweler, or wholesaler — your presence sends a powerful message: the work we do matters, and as Texans, we're still willing to come together to learn, grow, and lead.

If even a few of us step forward, others will follow. Momentum is built one decision at a time.

Let's be the ones to start it.
Warmest regards,

David Baker, GG
President, Texas Jewelers Association



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Prioritize Store Security to Ensure Success in 2025

Safeguarding your jewelry business is essential to its success. By implementing robust and holistic security measures, you can significantly reduce the risk and protect your team, customers and valuable inventory. Below are some essential strategies to achieve this goal, from the Jewelers Mutual® Asset Protection Team.

1. CREATE A CULTURE OF SECURITY AWARENESS

Security isn't a one-time effort—it's an ongoing commitment. Fostering a culture of vigilance and preparedness will help you protect your store, staff, and customers effectively.

- Conduct regular training on opening and closing procedures, security protocols and emergency procedures to ensure everyone is prepared.
- Foster a security-conscious atmosphere where your team takes ownership of security and feels confident sharing any suspicious activity.
- Updating alarm call trees regularly to ensure correct personnel are getting and responding to alarm calls accordingly.

2. FORTIFY YOUR EXISTING SECURITY SYSTEMS

Your alarm and camera systems are the backbone of your store's security. Ensure these systems are fully operational and installed correctly. Regular maintenance and testing are critical to their effectiveness.

- Test alarms regularly to confirm they're connected to monitoring services and functioning as intended. Testing at a monthly cadence is encouraged.
- Review camera placements to ensure they cover all critical areas, such as entrances, display cases, and storage rooms.
- Verify recording capabilities to confirm cameras are capturing clear footage and storing it securely for later review if necessary.

3. IMPLEMENT AND UTILIZE ROBUST PHYSICAL STORE SECURITY MEASURES

Implementing and utilizing physical security measures in conjunction with other existing systems and protocols is essential in ensuring the holistic safety of everyone in the store.

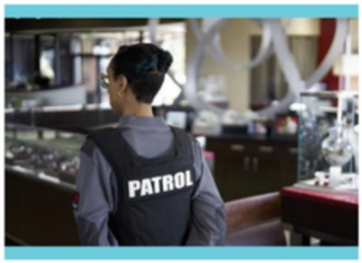
- Utilize Water and Low-Temperature Sensors which provide 24/7 monitoring of your business and detect issues caused by water intrusion or power outages.
- Implement Showcase and Window Glass Hardening to protect your showcases and window glass against intruders and disasters.
- Invest in Board-Up and Off-Site Storage and Transportation Services to protect your inventory ahead of potential crime or extreme weather events.

If you'd like recommendations for vendors or more information on how to implement these measures in your store, the Jewelers Mutual Asset Protection Team can help.

4. PARTNER WITH LAW ENFORCEMENT AND BUILD RELATIONSHIPS WITH NEIGHBORING BUSINESSES

Building a strong relationship with local law enforcement, neighboring businesses and local or mall security teams can enhance your store's safety:

- Inform security personnel and law enforcement on the unique vulnerabilities of your store and request increased surveillance and patrols. Invite them to tour your store to familiarize them with the layout, identify potential security risks, and better support you in case of an incident.
- Share information about suspicious activity with neighboring business owners to foster a vigilant community prepared to respond to threats collectively.



THE KEY TO RISK MITIGATION: REMAIN VIGILANT

Even with robust systems and procedures, human vigilance remains a critical layer of defense. Train your staff to recognize and report unusual activity, such as:

- Individuals loitering near the store or acting nervously.
- Suspicious vehicles, especially those with out-of-state or temporary tags, parked nearby for extended periods.
- Unusual construction work in or near the store or people who appear to be construction workers (typically wearing high visibility vests) in an area not experiencing any construction.
- Individuals carrying devices or cases with antennas that might disrupt communications.
- Individuals coming in and asking a lot of questions, especially about the store and store's hours.

Encourage staff to trust their instincts and report any concerns immediately. A quick response to potential threats can prevent incidents before they occur.

Jewelers Mutual® EST 1913

Jewelers Mutual® was founded by jewelers in 1913 for their unique insurance needs. A century later, more than 1 million jewelry consumers and jewelers trust Jewelers Mutual to insure their jewelry and jewelry businesses. Its innovative products, services and technology solutions meet customers' evolving needs and move the industry forward. Contact the Asset Protection Team at assetprotection@jminsure.com with any questions about your specific store security needs.

Tyler Wright
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parth@diastarinc.com
diastarinc.com

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Tyler Wright
24 Jewelers Park Dr.
Neenah, WI 54956
504-262-8240
twright@clockworksins.com

YCH Inc.
Patrick Lee
50 Mendell St., Suite 7
San Francisco, CA. 94124
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TJA 2025 CONVENTION

Mark Your Calendar! November 1st & 2nd, 2025

To be held at the beautiful TCEA Convention Center,
3100 Alvin Devane Blvd. Austin, Texas 78741



Exciting Venue Announcement for the 2025 Texas Jewelers Convention

We're thrilled to announce that the 2025 Texas Jewelers Convention will be held at TCEA's newly renovated Conference Center in Austin, Texas! This modern, spacious facility offers 15,557 square feet of versatile space, designed to accommodate our exhibitors, seminars, networking events, and more. Conveniently located just 5.5 miles from Austin-Bergstrom International Airport and 4.9 miles from downtown Austin, the venue provides easy access via I-35 and plenty of on-site parking for attendees.

TCEA's Conference Center features:

- A modern layout with newly renovated bathrooms
- Tables, chairs, and a welcoming reception area
- Wheelchair accessibility and street-level access (no stairs or elevators)
- Spacious indoor and covered outdoor break areas
- A large lobby perfect for mingling and networking
- Delivery access for vendors and exhibitors

This premier location combines convenience with comfort, setting the perfect stage for an unforgettable 2025 convention. Stay tuned for more event details!

Programs and Nationally renowned speakers will be announced soon! Vendor Discovery Room back by popular demand. Fantastic networking opportunity! The new TJA!

RAFFLE: 2 WINNERS!

AGTA is giving away at the convention 2 different packages of **FREE HOTEL ROOMS FOR TWO NIGHTS AT THE AGTA GEMFAIR** in Tucson Feb 2-6 . This will be drawn at the convention and can only be entered at the convention .

2025 CONVENTION REGISTRATION & HOTEL INFO
NOVEMBER 1-2, 2025 AUSTIN, TEXAS

TEXAS JEWELERS ASSOCIATION

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SATURDAY:
Speakers, Dinner, Awards & President's Reception _____ **# ATTENDING @ 75 EACH =** _____
SUNDAY:
Speakers, Lunch & Discovery Room _____ **# ATTENDING @ $75 EACH =** _____

STUDENT MEMBER REGISTRATION

FULL MEMBER REGISTRATION SAT-SUN EVENTS:

$75 = _____

VENDOR MEMBER REGISTRATION

FULL MEMBER REGISTRATION SAT-SUN EVENTS:
(includes Meet & Greet with retailers Saturday evening, display table, lunch, 2 drink tickets, 10 hour security.)

$1000 = _____

SPOUSE/GUEST OPTIONS:

_____ **# ATTENDING @ $175 EACH =** _____

TOTAL AMOUNT ENCLOSED: $ _____

NAME ATTENDEE #1 _____

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STORE/TJA VENDOR NAME _____

STORE ADDRESS _____
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From Watch Chains to Wedding Rings
119 Years of Change in the Jewelry Industry



As the Texas Jewelers Association celebrates 119 years in business, we find ourselves reflecting on the extraordinary journey of the jewelry industry—how it's changed, how it's stayed the same, and how we've continued to evolve right alongside it.

When TJA began in 1906, the world was simpler, slower, and deeply rooted in personal relationships. Jewelry stores were community anchors—places to buy a pocket watch, repair a cherished heirloom, or select an engagement ring that would be passed down through generations. Everything was done by hand—ledgers, repairs, designs, and customer service. Trust was the currency. Craftsmanship was the draw.

From Tradition to Transformation

As time marched on, new materials, manufacturing methods, and marketing strategies began shaping the retail jewelry landscape. The mid-20th century brought diamond engagement ring culture into the spotlight, thanks to clever advertising and post-war prosperity. Stores began carrying designer brands, experimenting with fashion-forward styles, and investing in bench tools that helped increase precision and efficiency. But even as trends came and went, many jewelers—especially family-owned stores like ours—continued to hold tight to traditional methods. In some ways, this consistency became our strength. In others, it was a challenge.

The Technology Divide

I recently read a post in Jewelers Helping Jewelers about a store that's been in business for over 50 years. The owner was just beginning to consider installing a point-of-sale system to manage inventory, sales, and customer records. The comments poured in—some recommending the best software, others still clinging to pen-and-paper systems.

What surprised me wasn't just that this store had sustained itself for five decades without a digital system—but that many jewelers still operate the same way today. In fact, in my research I found that between 30–40% of retail jewelers have yet to fully adopt technology in their day-to-day operations.

While tradition has its place, the future of our industry will demand adaptability. Businesses that resist modern tools will face real challenges. Without digital systems, tracking customer behavior, running effective marketing campaigns, and weathering economic ups and downs becomes increasingly difficult—and costly. Growth requires data, speed, and access. Those relying on handwritten tickets and inventory ledgers will find it harder to stay competitive.

The AI Revolution: From Curiosity to Necessity

It was only two and a half years ago that I sat at a conference listening to a speaker explain how artificial intelligence—specifically tools like ChatGPT—was changing the way we research and write. At the time, it felt theoretical. Could AI really help us in our businesses?

Today, we're not only using AI to brainstorm content, write social media captions, and plan events—we're watching our customers use it too. People are beginning to ask ChatGPT and other AI tools about local businesses before they even Google them. They're seeking recommendations, reviews, and even a sense of a store's personality before walking through the door. If your business doesn't have an online presence or your story hasn't been shared, you may already be invisible to the next generation of buyers.

This shift should prompt every jeweler to ask:

- If someone asked ChatGPTI about my store, what would it say?
- Does my digital footprint reflect the quality of experience I offer in-store?
- Is my business easy to find, easy to love, and easy to recommend online?

Three Simple Steps to Boost Your Digital Footprint:
If the answers to those questions make you pause, don't worry—small, focused steps can make a big difference. Here are three ways to begin:

1. Tell Your Story Online: Create or update your "About Us" section on your website and social media pages. Share the heart behind your business—your legacy, what you specialize in, and why customers love you. AI tools pull from the internet—so make sure your story is part of what they find.
2. Claim & Optimize Your Business Listings: Make sure your store is claimed on Google, Yelp, Facebook, and even Apple Maps. Add photos, accurate hours, and updated contact information. Encourage happy customers to leave honest reviews.
3. Post Consistently with Purpose: Whether it's three times a week or once a day , make a plan to show up online. Highlight new arrivals, behind-the-scenes moments, staff spotlights, or client testimonials. You don't have to go viral—you just have to stay visible and authentic.

Legacy and Leadership
For all of our Texas Jewelers, I believe the key to longevity is balance. You must continue to honor the values that built your business—trust, quality, and community—while embracing the tools that allow you to reach new customers, tell better stories, and serve in more meaningful ways.

The future belongs to jewelers who are willing to grow...
If your business is challenged by the pace of change, or if you're unsure where to start when it comes to marketing, customer engagement, or strategic planning—I encourage you to reach out. At ***Sparkling Insights***, my team and I help retailers just like you navigate the evolving landscape with confidence. Whether it's implementing technology, crafting a message, or redefining your legacy, you don't have to do it alone.

Because the truth is—success in today's jewelry industry still comes down to what it always has: relationships. Let's build the next 119 years together.



TEXAS RETAILERS ASSOCIATION

GREETINGS FROM THE TEXAS RETAILERS ASSOCIATION

As we begin gearing up for the 88th Legislative session in January, I wanted to take this opportunity to provide an update on some important developments on a pivotal issue facing retailers: Organized Retail Crime . ORC was a top priority for TRA last session and, although we had some significant wins, there is still more work to be done. The Texas Legislature made its most significant financial investment to combat ORC in state history during the 2023 regular session. The state budget for the FY 2024-25 biennium added more than $2.5 million in General Revenue and seven full-time employees to create an Organized Retail Theft Prevention Unit within the Texas Department of Public Safety's Criminal Investigations Division. This Unit is now operational and has staff placed across Texas to combat ORC. Additional legislation, HB 1826, required the Texas Comptroller of Public Accounts to appoint a task force to study organized retail theft prevention, analyzing its impact on state sales tax collection and making further policy recommendations for the next Texas legislative session .TRA and our member companies have been actively participating in this task since its inception . Under the leadership of Comptroller Hegar, the Task Force has hosted meaningful conversations and participants are beginning to craft recommendations for future legislation . TRA recently submitted our own slate of recommendations to the Comptroller's office for consideration and are hopeful many of these practical solutions will be included in the final report to the Legislature .If you would like to learn more or become more involved in our efforts to combat ORC at the state level, please don't hesitate to contact me at jmccord@txreatilers.org.



TJA MEMBER **PROFILE**

Legendary Jeweler: The Story of Mark Priest of Legend Jewelers, San Angelo, Texas
As told by Mark Priest ~ Interviewed by Kami Swinney, Tiffany & Co., Dallas, TX





MARK PRIEST
Legend Jewelers,
San Angelo, Texas

Some stories are best told straight from the source—and when it comes to Mark Priest of Legend Jewelers in San Angelo, Texas, his journey through the jewelry industry is one best heard in his own words.

From Journalism to Gemology

"Yeah, it's all interesting how we all get started in the business," Mark begins with a warm laugh. "I grew up on the Gulf Coast, and we moved to San Angelo while I was in high school. I had planned to go to the University of Texas and study communications and journalism. Boy, am I glad I didn't end up doing that!"

Instead, Mark took a part-time job at a local jewelry store while attending Angelo State University. "By my junior year of college, I decided this stuff is what I want to do," he recalls. "The store I worked at was tiny—maybe 600 square feet. The original owner had passed away, and that left his partner and me. We probably made 90% of the inventory ourselves."

One of the key influences in Mark's early years was Bart Mann, the original founder of the store. "Bart rarely mounted diamonds; he almost always used colored stones in his pieces. So, from the very beginning, I've had this affection for colored stones."

After graduating in 1980, Mark earned his Graduate Gemologist degree and immersed himself in the trade. "I learned so many things over the years, especially from the gem dealers. You never know what you're going to pick up—that's the cool part about 'romancing the stone' to me.

Building a Legend

After 19 years at that small store, fate stepped in. "One day I had a meeting around the corner and noticed a little space on Concho Avenue in the historical area of San Angelo. All the buildings are from the early 1900's, and one of those small buildings was for rent." Mark recalls. "Oh, my goodness, I couldn't tell you why it worked out the way it did, but within six months, I gave notice at the store, opened a new store, closed his store, and brought him with me to finish his career."

And that's how Legend Jewelers was born in 1995, right in the heart of San Angelo's historic Concho Avenue.

The Allure of the Concho Pearl

Beneath the rivers and lakes of West Texas lives a secret known to few outside the region: the Concho pearl. These luminous, natural freshwater pearls form inside mussels native to the Concho River and surrounding waterways. Shades range from blush pink and peach to deep lavender, and — in rare cases — shimmering hues of green and blue. "They're phenomenal," Mark says. "We're talking about pearls that come from one of the least likely places you can imagine."

He's not exaggerating. These pearls are entirely natural — never cultured — and can take decades to form. Legend has it that Spanish explorers in the 1600s, upon finding them, may have sent some back to Europe, possibly even into the Spanish crown jewels. Today, Concho pearls of exceptional size are nearly unheard of, which makes Mark's possession of two round pearls measuring 12.25mm and 13mm a feat bordering on mythical.

Yet the romance of the Concho pearl is matched by its fragility. Several mussel species in the region are now protected, with harvesting either regulated or prohibited to safeguard these delicate ecosystems. "Anyone looking for them has to know what they're doing," Mark cautions. "You need to be able to identify species and respect the laws. The river's given us something special — and we've got to protect it."

At Legend Jewelers, the pearls aren't just sold — they're given new life. Mark and his team run a full custom shop, where customers can dream up pieces and watch them take form from start to finish. "It's all about imagination," he says. "People come in, close their eyes, and tell us what they see. Then we build it for them."

The Legend of Miss Hattie

Mark's storytelling wouldn't be complete without a tale from the second story of his building. "It's one of those 'everything happens for a reason' stories," he says. "When we expanded, we moved into the building next door—and above that space was the historic Miss Hattie's Bordello."



From 1902 to 1952, the upstairs housed what was once called "the most popular bordello and saloon west of the Colorado River." Today, it's a quirky and charming museum that draws tourists and adds a unique character to the store. "It sounds kind of crazy, but it's a fun little flashback into the history of San Angelo," Mark says. "Six bucks a person, and totally worth it."

A Passion for Color

When asked about his favorite gemstone, Mark doesn't hesitate. "Tourmaline—that's a tough one to beat," he says. "I've been in the business for 49 years, and I've got more tourmaline than anything else. I buy color. I have raspberry and really rich greens. I love when you find one that's bicolored or multicolored. It's just so cool to see how it grows that way."

Looking Ahead

As a past president of the Texas Jewelers Association and a dedicated member of the industry, Mark is hopeful for the future. "I think Texas has one of the strongest state jewelers' associations and one of the most active," he says. "Building relationships with people who are in the same boat as you—that's special. And it can really do something for all of our businesses."



Mark Priest is many things: a master jeweler, a storyteller, a history buff, a father and grandfather, and a passionate advocate for the art of jewelry making. And true to the name of his business, he's become a legend in his own right.



2023 Professional Category 1
1st Place Winner, ***Susan Eisen***

PAST WINNERS

BE INSPIRED MORE IN 2025 TJA 2025 DESIGN COMPETITION Start your designs! Entries due October 17th. Awards presented at the TJA Convention November 1st & 2nd



2023 Student CAD,
1st Place Winner, ***Liam Schnell***



2023 Professional Category 2,
1st Place Winner, ***Ziad H. Noshie***



2023 Professional Category 3,
1st Place Winner, ***Ziad H. Noshie***



2023 Professional Category 4,
1st Place Winner & Best of Show, Ziad H. Noshie

2023 Student Finished Pieces,
1st Place Winner, ***Floyd Boudreau***

DEADLINE - OCTOBER 17, 2025

Finished jewelry pieces and Student CAD entries must be received between **October 14-17, 2025**.
TJA Convention 2024 will be held on November 1st and 2nd at the Austin Marriott South, Austin TX

ELIGIBILITY

You must be a 2025 Texas Jewelers Association (TJA) member to enter the annual Design Competition . Jewelry Design Students who are an apprentice at a TJA store for less than 3 years, or a Texas Resident currently enrolled in jewelry courses may enter .

Convention attendance is NOT required but encouraged.

STORE PROFESSIONAL DESIGN COMPETITION CATEGORIES: Pieces must be made of precious metals (gold, silver, or platinum). All gemstones must be genuine, natural, or cultured stones . Any enhancements or treatments must be fully disclosed .
• **Category 1:** Material cost up to $1,000.
• **Category 2:** Material cost between $1,000 to $3,000.
• **Category 3:** Material cost over $3,000.
• **Category 4:** 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.

STUDENT DESIGN COMPETITION CATEGORIES: Pieces must be original and created by the student/apprentice . Maximum of 1 item per category designed with primarily metal, may use alternative metals and/or gemstones (natural or lab created). All CAD files must be featured on white background.
• **Category 5:** Student finished pieces.
• **Category 6:** 3D rendered CAD files must be printed on 8.5 x 11" white background with top, end side, and through finger perspectives . Send photos & printed resin models with no supports.

JUDGING: The judging will take place prior to our convention in Houston. Entries will be judged & voted-on by a specifically chosen group of industry professionals . All pieces will be anonymous and identified only by a number. The judges will select the winning pieces based on **creative use of materials/ originality 35 points, craftsmanship 30 points, practicality/ wear ability 20 points, marketability 15 points.**

STORE PROFESSIONAL AWARDS: Winners for each categories 1-4 Award winners will be announced for each of the four professional categories . The piece with the overall highest point total will also be awarded **"Best in Show."**

All entries will be displayed at the 2025 TJA Convention in Houston, Texas. The awards will be presented at the banquet dinner on Sunday,November 2, 2025.

STUDENT AWARDS: Winners for categories 5 and 6
• **1st Place:** Winner will receive $250 and Award Certificate
• **2nd Place:** Winner will receive $150 and Award Certificate
• **3rd Place:** Winner will receive $100 and Award Certificate

RULES OF ENTRY:
• Entrants may submit a maximum of one design per category.
• Pieces cannot have been mass produced or previously sold- "one-of-a-kind designs" preferred .
• All entries must be completed pieces made within the past year, produced after September 2023.
• Pieces may have been entered in other competitions but cannot have won any awards .
• Pieces should not be identified or hallmarked until after the judging .
• Professional Category pieces must be made of precious metals (gold, silver, or platinum). All gemstones must be genuine, natural, or cultured stones. Any enhancements or treatments must be fully disclosed .
• Student Category pieces must be original and created by the student/apprentice . Maximum of 1 item per category designed with primary metal, may use alternative metals and/ or gemstones (natural or lab created). All CAD files must be featured on white background .
• Entry fees must be submitted before judging begins. **Each Professional Category piece must be submitted with a $100 fee. Each Student Category piece must be submitted with a $35 (includes $25 for a yearly student membership dues and $10 entry fee per item)**
• Finished Entries must be received between **October 14th-17th. Deadline October 17th.** Mail entries and fees to:
P.Dobbs Jewelry
407 Radam Lane, Building E
Austin, Texas 78745 (336) 782-0411 Patrick@pdobbs.com

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 property of their creators. All winning and non-winning entries will be returned as soon as possible OR may be picked up at the TJA Convention in Houston, TX. 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.

• All Design Competition entries must be submitted with a completed application form indicating that the entrant has reviewed, understands, and agrees to the competition rules.
• TJA reserves the right to disqualify any piece which does not meet all criteria.

TJA JEWELRY **COMPETITION**

TEXAS JEWELERS ASSOCIATION

DEADLINE - OCTOBER 17, 2025

Finished jewelry pieces and Student CAD entries must be received between **October 14-17, 2025**.
TJA Convention 2024 will be held on November 1st and 2nd at the Austin Marriott South, Austin TX

ENTRY FORM

NAME: _____ **STORE/SCHOOL:** _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

STORE PROFESSIONAL DESIGN COMPETITION ENTRIES- $100 non-refundable fee per entry
Please provide a brief description of your submission for this category .

Category 1: Material cost may not exceed $1,000. _____

Category 2: Material cost may only be between $1,000 to $3,000. _____

Category 3: Material cost may exceed $3,000. _____

Category 4: Bench Jewelers exclusive . _____

STUDENT DESIGN COMPETITION ENTRIES- $35 non-refundable fee per entry

Please provide a brief description of your submission for this category .

Category 5: Student finished pieces. _____

Category 6: 3D rendered CAD files. _____

TOTAL ITEMS: _____ **TOTAL FEES:** _____

TO SUBMIT ENTRIES:
Mail your entry along with your printed form to the following address . Items can be picked up at the convention
OR If you do not plan on attending, please include a return shipping label. You may enclose a check made out to TJA.
P.Dobbs Jewelry
407 Radam Lane,Building E
Austin, Texas 78745

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 detailed description of the pieces entered . **Each description must include material value of the piece, along with materials and stones used. For more information, email us or check for more details at www.texasjewelers.org**

NAME: _____ **SIGNATURE:** _____
By signing above I acknowledge that I have read, understood, and agree to abide by all the rules and regulations of the competition.

For questions, contact Patrick Dobbs at (336) 782-0411 or Email: Patrick@pdobbs.com

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"Let's look at this diamond under the scope. It's like looking under the hood of a car"
"That inclusion is just like a beauty mark. It gives the gem personality and let's you know it's yours and not fake."
"A gem is like fine art. You can enjoy it every day and its beauty does not diminish"

WORD TRICKS
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?"

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- A partner that doesn't sell directly to consumer.

For additional information call John Dupont at 337-278-9608 or email, johndupont@gemsone.com

TEXAS JEWELERS ASSOCIATION

2025 ANNUAL TJA SPONSORSHIP PACKAGES

Please select a level of sponsorship & advertising for the 2025 Convention year bundled for your convenience

Diamond Level Sponsorship – $10,000

The Diamond Level Sponsorship is the premier partnership opportunity, delivering year-round visibility, exclusive convention access, and powerful brand alignment with Texas jewelers.

Benefits Include:

- Full-Page Prime Color Ad in the 2025 TJA Magazine
- Two Full-Page Ads in Winter & Summer Newsletters
- Diamond Sponsor Recognition at the 2025 Annual Convention
  - – Logo on signage, printed materials, and website
  - – Live podium recognition throughout event
- One Year of Digital Advertising on TJA social media & website
- One TJA Associate Membership (12 months)
- One Full Convention Registration
- Reserved Discovery Table on Sunday at the Convention **(See Pg. 21)**

Platinum Level Sponsorship – $7,500

The Platinum Level Sponsorship offers excellent year-round visibility and strong on-site presence to engage with Texas jewelers.

Benefits Include:

- Full-Page Prime Color Ad in the 2025 TJA Magazine
- Two ½-Page Ads in Winter & Summer Newsletters
- Platinum Sponsor Recognition at the 2025 Annual Convention
  - – Logo on signage, printed materials, and website
  - – Live recognition from the podium
- One Year of Digital Advertising on TJA social media & website
- One TJA Associate Membership (12 months)
- One Full Convention Registration
- Reserved Discovery Table on Sunday at the Convention **(See Pg. 21)**

Gold Level Sponsorship – $5,000

The Gold Level Sponsorship provides year-round promotional value with a solid presence at the annual convention.

Benefits Include:

- Full-Page Color Ad in the 2025 TJA Magazine
- Two ½-Page Ads in Winter & Summer Newsletters
- Gold Sponsor Recognition at the 2025 Annual Convention
  - – Logo on signage, printed materials, and website
  - – Podium acknowledgment
- One TJA Associate Membership (12 months)
- One Full Convention Registration
- Reserved Discovery Table on Sunday at the Convention **(See Pg. 21)**

Bronze Level Sponsorship – $2,500

The Bronze Level Sponsorship is an affordable entry point to gain visibility and connect with Texas jewelers.

Benefits Include:

- ½-Page Color Ad in the 2025 TJA Magazine
- One ½-Page Ad in Winter & Summer Newsletters
- Bronze Sponsor Recognition at the 2025 Annual Convention
  - – Logo on signage, printed materials, and website
- One TJA Associate Membership (12 months)
- One Full Convention Registration
- Reserved Discovery Table on Sunday at the Convention **(See Pg. 21)**

Sponsorship Level	Investment	Includes Convention Registration	Full-Page Magazine Ad	Newsletter Ads	Digital Advertising	Membership Included	Reserved Table	Select (✓)
Diamond	$10,000	✓	Full Page + Prime	2 Full Pages	Yes	Yes (12 months)	Yes	☐
Platinum	$7,500	✓	Full Page + Prime	2 Half Pages	Yes	Yes (12 months)	Yes	☐
Gold	$5,000	✓	Full Page	2 Half Pages	No	Yes (12 months)	Yes	☐
Bronze	$2,500	✓	Half Page	1 Half Page	No	Yes (12 months)	Yes	☐

Payment Method

Please select your preferred payment method:

[ ] **Check** (Make payable to TJA) [ ] **Credit Card** (Complete details below) [ ] **Invoice Me** (Payment due within 30 days of invoice)

Contact Information

Name: _____

Company: _____

Phone: _____

Email: _____

For More Details Mail or email TJA

c/o Acori Diamonds 636 S. Friendswood Dr., Friendswood Tx, 77546

Phone: 281-482-4755

Email: conniestagner@gmail.com

Credit Card Information

(If paying by credit card, please complete the following):

Name on Card: _____

Card Number: _____

Expiration Date (MM/YY): _____ CVV Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone (if different from above): _____

TEXAS JEWELERS ASSOCIATION

2025 ANNUAL TJA SPONSORSHIP PACKAGES

Please select a level of sponsorship & advertising for the 2025 Convention year bundled for your convenience

CONVENTION SPONSORSHIP (a la cart)

$500 _____ Listed as student design sponsor; **$500** _____ Listed as bar sponsor;

$500 _____ Listed as student attendance design sponsor; **$350** _____ Listed as President's Party sponsor;

$100 _____ Friend of TJA

Vendor Name: _____ Email: _____

Phone: _____ Website: _____

Company: _____

Address: _____

I agree to be a student sponsor for the 2025 student design competition

Signature _____ **Date** _____

Discovery Tables - $1000

Discovery Tables on Sunday, November 2nd are $1000 and if you bring 2 retailers which will have free admission to the convention ($250 Value) and the stores become a member of TJA, the vendor will receive $250 back on their table fee. For Diamond, Platinum, Gold and Bronze Sponsors, your discovery table is included in your sponsorship and will also qualify for the $250 back if you bring 2 retailers to the convention.

All Discovery Tables must donate a Door Prize to the 2025 Annual Convention.

__ Yes, I will need a Discovery Table. __ No, I do not need a Discovery Table

For More Details Mail or email TJA

c/o Acori Diamonds 636 S. Friendswood Dr.,
Friendswood Tx, 77546
281-482-4755

Email: conniestagner@gmail.com

Contact Information

Name: _____
Company: _____
Phone: _____
Email: _____

Credit Card Information

(If paying by credit card, please complete the following):

Name on Card: _____
Card Number: _____
Expiration Date (MM/YY): _____ CVV Code: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Phone (if different from above): _____

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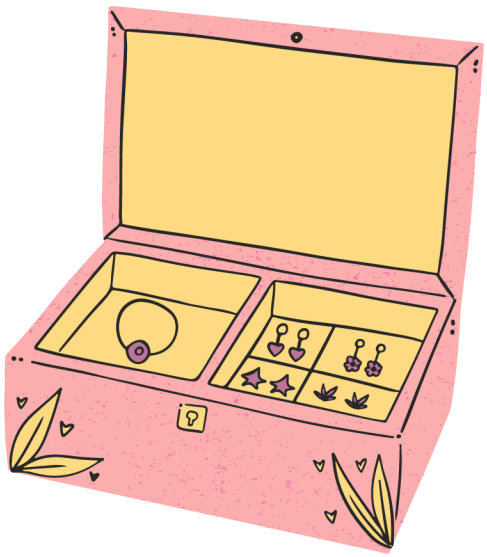
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