

The 2019 Georgia Jewelers Association



CONVENTION



WHERE?

Evergreen Marriott at Stone Mountain, Atlanta, Georgia.

WHEN?

Friday, April 26th
Saturday, April 27th
Sunday, April 28th

RESERVE!

Call (800) 228-9290 to make a room reservation now. Call before the \$139 room block is sold out.

Convention 2019

Invitation from GJA President

The Georgia Jewelers Association convention is coming up at the end of April! This year we will meet at Stone Mountain. There will be so much to see and do at the convention this year - educational classes, a design contest, giveaways, golf, dinners, comradery and more. Bring your employees to experience not only the classes but also the fun of being a Georgia jeweler. Bring your families to enjoy this fun side of the business as well!



I grew up in a jewelry store and have been going to these conventions for as long as I can remember. The insight you learn from the speakers and the tips we share with one another as fellow jewelers are priceless. And the bonds you form with jewelers from all over the state are so special.

I hope that you can attend the convention and meet some new faces, form some new relationships and learn something new. Everyone is welcome at the Georgia Jewelers Association's annual convention whether or not you are a member of the GJA!

I hope to see you there,

Jana Barry

Jana Barry, President, GJA
Edward-Johns Jewelers, Marietta, GA

Hospitality Suite

Join us Friday April 26th from 4 PM to 10 PM in the Hospitality Suite to pick up your badge and weekend informational packet. Enjoy a beverage and a snack and renew friendships and get to know your fellow jewelers.



Annual Jewelry Design Contest



2018 Best of Show Winner
JWR Jewelers, Athens

WHEN - Sunday, April 28th (see registration form for details).

Open to all members and their employees. Plaques awarded. Get your design entries in today!

Weekend Highlights Included:

- Education by national speakers
- Annual Jewelry Design Contests
- Saturday evening cocktail reception and banquet
- Golf Tournament
- Jewelers for Children: Texas Hold'em Poker Tournament
- Sunday's Past Presidents Luncheon

Golf Tournament



WHEN - Saturday afternoon, April 27.

WHERE - Stone Mountain Golf Club.

WHO - Retailers, associate members and spouses and guest.

ALL are welcome. Sign up on registration form.

Speakers for 2019

Kathy Grenier

Public Relations and Marketing Director
Cultured Pearl Association of America



Grenier is a 30-year veteran of the luxury-goods world. She's worked as a retail management executive, jewelry and watch buyer for a high-end jewelry chain. Currently, Grenier oversees a sales team as the vice president of business development for Imperial Pearl as well as merchandising, marketing and involvement in product development. She's also part-time public relations and marketing director of the Cultured Pearl Association of America for the past 13 years, Grenier has served as an ambassador for the promotion and awareness of cultured pearls, liaison between the association and benefactors as well as a resource for individual members.

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Topic: Pearl Primer 101

Pearls are gems you want to know, not fear. Learn answers to the 5 most frequently asked questions. Myths will be debunked and truths discovered. See samples of pearl varieties and the shells they came from. You will leave this session intrigued to learn more.

Our gift to you....

FREE education worth \$600 - Pearls as ONE, an educational on-line pearl course will be available to GJA attendees.

Grant Mobley

Authority Marketing Sytategist
Diamond Producers Association



Grant Mobley joined the DPA as the head of US trade, a newly created position. Mobley works with retailers and jewelry industry stakeholders to help them take advantage of DPA campaigns and research while increasing trade input into the campaigns. He comes with 13 years of jewelry industry experience, starting with growing up in his family's retail stores right here in Georgia as well as jewelry sourcing and manufacturing in China and Thailand, and most recently leading sales for Pluczenik, the world's leading diamond sightholder. He is a GIA graduate and a sought after diamond and jewelry expert.

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Topic: Latest Marketing Tools

See the latest marketing tools from the Real is Rare campaign - inspired by the shift in women buying diamonds for themselves, which now represents 1/3 of all diamond sales. Assets including video, stills and in-store collateral will run nationally across TV, digital, print, and out of home media. An expanded assortment of customizable in-store materials and in-store sales training is available for free to retailers.

We will not only give you a sneak preview of the new campaign – you will also find out how you can take advantage of all the available free assets.

TIGER KIDNAPPING



Definition: involving two separate crimes; the first crime usually involves abduction, and the second crime involves forcing the abducted to perform a second crime.

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Learn firsthand how you, your family and your employees can be impacted by this frightening way to empty your store.

Think you have your security under control? THINK AGAIN! Right here in Georgia others have thought that and been caught off guard and unprepared for demands at gunpoint.

Get the refresher we all need to keep everyone around you safe. You won't want to miss this section.

Would you like to sponsor the convention?

Contact Judy Lince at 770-367-2809 or judylince@comcast.net for opportunities big to small.

Bring your employees for important training and sales tips.

EVERGREEN
Marriott
CONFERENCE RESORT



Scholarships Announced!



Texas Hold'Em Poker Tournament to benefit Jewelers for Children

Reservations
800-228-9290

**Meet us at Evergreen in
Stone Mountain!**

CALL TODAY!

Georgia Jewelers Association
5815 Fairwood Walk NW
Acworth, GA 30101

