



GEORGIA GEMS

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association | 5815 Fairwood Walk, Acworth, GA 30101

Phone 770.367.2809 | Fax 770.425.2738

Dear Fellow Georgia Jewelers,

I hope everyone had a busy summer, hard to believe Fall is just around the corner and football season is here. As they say, the older we get; the faster time passes! I guess I feel pretty old! It's hard to believe our busiest season of the year is fast approaching.

My fellow jewelers, I hope you were able to attend some of the pre-show conferences at the August Atlanta Jewelry Show. I attended three such sessions on Friday and found them very informative, pertinent and useful for my store. My only regret was that more of my staff could not attend. Kudos to the Atlanta Show staff for the number of educational topics offered. As independent retail jewelers, we should take advantage of all continuing educational opportunities we can. Any "edge" on the competition can separate us from the crowd.

Congratulations to the design contest winners in this issue of Georgia Gems. We had a record number of entries at this year's convention (see page 4 & 5 for complete coverage). A design entry is a great way to showcase your store and your talents statewide and locally.

Please save the dates and mark your calendars for our GJA 2018 convention April 6-8, 2018 at Callaway Lodge and Spa, Pine Mountain, GA. Again it will be a joint convention with the Alabama jewelers, GJA will host. We are planning to have a special Past Presidents' celebration and recognition at the Saturday night dinner. Also plans are for our annual golf tournament, silent and live auction and our annual poker tournament.

We would like your input and ideas as to possible topics and speakers you would want at the 2018 convention. Please email Judy Lince or myself with your suggestions. Better to reserve our speakers early before they have other commitments.

Special thanks to GJA directors Jeff Alexander and Stark Harbour for their "security alerts" sent out to all GJA members. Another benefit of GJA memberships.

Bill Spencer
GJA President
Spencer's Jewelers, Athens



Bill Spencer
GJA President



Tim Roark, Inc.
FINE COLORED GEMSTONES

1401 Peachtree Street, Suite 234 • Atlanta, Georgia 30309 USA
404-872-8937 • 888-TIM-ROCK
trimports@aol.com



Pickens, Inc.
JEWELERS

AMERICAN GEM SOCIETY

Walter H. Pickens, Jr.
President
Graduate Gemologist

480 East Peach Ferry Road, N.E.
Atlanta, Georgia 30305
404-237-7886
www.thepickensinc.com
pickensinc.com

**Georgia Jewelers Association
2016-2018 Officers & Board of Directors**

Executive Officers

- President: **William (Bill) Spencer**
SPENCER'S JEWELERS, Athens
- Vice-President: **Jana Barry** · EDWARD –
JOHNS JEWELERS, Marietta
- Secretary – Treasurer: **Christine Thornton**
THORTON'S FINE JEWELRY, Athens
- Immediate Past President: **William (Bill)
Rosenfeld** · ROSENFELD JEWELRY LTD,
Tucker

Board of Directors

- **Raymond Wilson** · DAVIS JEWELERS AND
FINE GIFTS, Donalsonville
- **Debbie Jackson** · TENA'S JEWELRY &
GIFTS, Washington
- **Joy Mobley** · HODGES JEWELRY, Camilla
- **Jeff Alexander** · ALEXANDERS OF
ATLANTA, Atlanta
- **Tony Cruz** · JWR JEWELERS, Athens

Associate Directors

- **Stark Harbour** · SOUTHERN JEWELRY
INSURANCE, Atlanta
- **Gene Lambert** · COAST, Tampa, FL
- **Jeff Koch** · BULOVA, Jasper
- **Ralph Durkin** · IMPERIAL, Johns Creek

Executive Director: Judy Lince

Georgia Jewelers Association 770.367.2809

judylince@comcast.net www.georgiajewelers.org

Publication and Distribution

Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 200 GJA members plus other individuals and companies who support the association.

Published Quarterly	Deadline for Receipt of Advertising Copy
1st Quarter	February 15th
2nd Quarter	May 15th
3rd Quarter	August 15th
4th Quarter	November 15th

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated, neither the newsletter nor the association endorses any statements or claims. Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate. Requests for reprint articles with credit should be addressed to the executive director. Change of address should be sent to the GJA headquarters located above. Georgia Gems, in its sole discretion, reserves the right to run ad material on hand if material not received by copy deadline date. This publication is produced by the executive director and the board of the Georgia Jewelers Association. Design and layout by Grayson Gantek.

Calendar of Events

October 8 - 11 | JIS Show, Miami

January 20 - 22 | RJO Show, Savannah

February 1 | GJA Scholarship applications available

February 27 - March 3, 9:00a to 5:00p | GIA Gem
Identification Lab, (fee) Cobb Galleria Centre

March 2 | Atlanta Jewelry Show Preshow Conference Day,
Cobb Galleria Centre

March 3 - 5 | Atlanta Jewelry Show

March 4, 8:00a | GJA Board Meeting, Cobb Galleria Centre,
Room TBA

March 10 - 13 | IJO Show, Houston, TX



**Darling
Gem
Imports**

**Your Jewelry. Our Color.
The Perfect Match!**

*Get it done
with Darling!*

**Request
your new
expanded
catalog
today!**

**1.800.282.8436
770.946.5307 fax
orders@darlingimports.com
www.darlingimports.com**

INSURE YOUR BUSINESS

FOR ALL ITS WORTH

We understand that it's much more than jewelry.
It's also your passion for what you do and the relationships you've built.
Jewelers Mutual Insurance Company and Southern Jewelry Insurance understand the value of your business. Protect it.



JewelersMutual.com | 800-558-6411



Southern Jewelry Insurance

Stark D. Harbour – Agent

4405 International Blvd., Suite C105 | Norcross, GA 30093
Toll free 1-844-428-8328 | stark@getjewelryinsurance.com

For Sale!



Johnny Cantrell's (Cantrell Jewelers, Bremen, GA) nephew, Steve Cantrell contacted GJA to say that Johnny had closed his store and was hoping to sell showcases and other store equipment. There are 6 floor showcases, each measuring 72" x 24" deep and about waist high, 7 wall showcases, same size, Jeweler's work bench, secretary desk, and Fostoria display case, and a parts cleaning machine and two engraving machines. Please contact Steve at 706-280-6502.

Condolences

Lanie Shipp Hoover of Cobb County passed away Saturday, August 12. Lanie was a former executive director of the Georgia Jewelers Association, serving in the 1990s prior to the Streepers of Florida. Lanie was 72 and had suffered from Parkinson's disease the last five years.

Lanie was the ED of GJA when I became involved in the association after moving to Georgia. As a GJA associate board member and a neighbor of Lanie's, she became a friend and a mentor to me. She will be missed by many in Cobb County and beyond. I know many GJA members send condolences to Lanie's children Dorie and Skip.

∞

Walter Hays "Buddy" Pickens of Atlanta died Wednesday, August 9, 2017, at the age of 94, after a brief illness. The Pickens family runs Pickens Inc. in Atlanta and has long, strong ties to the jewelry community. Mr. Pickens was a long time member of the 24Kt Club of the SE and of the GJA.

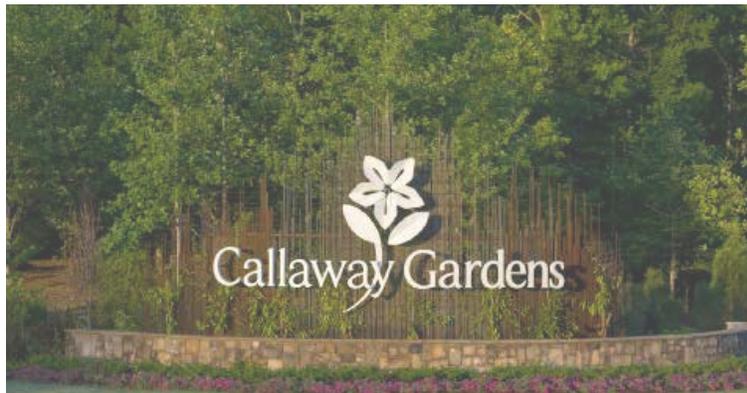
Walter began working as a jeweler in 1940. In 1973, he purchased Albert Wyatt Jewelers which had been established in Atlanta in 1946. Walter expanded the business to include retail and relocated to Buckhead, changing the name to Pickens Jewelers. He continued to be involved in the family business well into his 80's. I join all GJA members who send condolences to Walter Jr. and his wife Kim and the entire Pickens family.

Announcing the...

2018

ALABAMA & GEORGIA JEWELERS ASSOCIATIONS
CO-HOSTED ANNUAL CONVENTION

AT CALLAWAY GARDENS HOTEL & SPA



FRIDAY, APRIL 6 THROUGH SUNDAY, APRIL 8

Record Number of Entries in Annual Jewelry Design Contest

A record breaking 38 entries from 16 designers across Georgia dazzled the attendees as the Georgia Jewelers Association held their annual jewelry design contest in Opelika, Alabama, on April 2. The event took place during the group's annual convention at the Marriott Grand National Resort and RTJ Golf Trail. The competition was open to all members of the GJA and their employees and is held to offer an opportunity to showcase design talent and craftsmanship for the retail jeweler.

The convention was jointly hosted for the 9th year by GJA and Alabama Jewelers Association. This partnership has helped both state's associations stay strong and vital when once per year the members of the two states meet at a location along their common border for fellowship, learning and networking.



This year's **Tommy Barr Best of Show Award** (pictured above) went to Bill Rosenfeld, Rosenfeld Jewelers, Tucker – 14K white gold Yellow Diamond and Tsavorite Garnet ring. The top honor is named for a longtime member and past president of GJA that did much to promote the event and the association.

The **Jewelers Choice Award** went to Christopher Elsey, Town Square Jewelers, Fayetteville – Platinum and Diamond pendant (pictured next). The Jewelers Choice Award is determined from the voting of everyone in attendance at the convention.

First place and second places winners were announced in four categories. The categories were based on a sliding scale of metals and dollar values. Three independent judges scrutinized the entries in each category and select their first and second place winners.



Category 1A - First Place: David Meadows, Art Jewelers, Woodstock – Sterling silver and yellow gold Pearl and Citrine ring (pictured below). **Category 1A - Second Place:** Meghan Proctor, Mucklow's Fine Jewelry, Peachtree City – 14K white gold Tourmaline and Pearl pendant.





Category 1B - First Place: Malachi Meadows, Art Jewelers – 14K rose gold Diamond ring (pictured above). **Category 1B - Second Place:** Jonathan Meadows, Art Jewelers – Cuff links.



Category 2 - First Place: Meghan Proctor, Mucklow's Fine Jewelry – 14K white gold Diamond pendant (pictured above). **Category 2 - Second Place:** Johnny Johnson, Edward-Johns Jewelers, Marietta – 18K yellow gold Tsavorite and Diamond pendant.

Category 3 - First Place: Angelica McDeermond, Art Jewelers – 14K white and yellow gold Diamond ring (pictured next). **Category 3 - Second Place:** Johnny Johnson, Edward-Johns Jewelers – 14K white gold Aquamarine and Diamond ring.

GJA Jewelry Design Contest

April 8, 2018, Callaway Gardens

It's not too early to begin designing your future award winning design.
Contest rules and applications available soon.



McTeigue NY
1895

589 5th Avenue Rm 1307A
New York, NY 10017
212.840.2420



**Buyers of the finest estate
jewelry and diamonds**

How to Make a Disaster Plan For Your Jewelry Business

Brought to you by Jewelers Mutual Insurance Company

Jewelry trade shows and wedding season aren't the only signs that summer is here. Severe storms and natural disasters become widespread once temperatures start rising. Unlike winter storms, every area in North America can be impacted by severe weather in the summer and the damages can be much more catastrophic. Hurricanes are just the tip of the iceberg, too. Floods, wildfires, tornadoes, and damage from wind, hail, and lightning as a result of thunderstorms can wreak havoc on homes and businesses.

Because an estimated *25% of small businesses do not reopen after a major disaster*, every jeweler needs to know how to make a disaster plan. In order to make a disaster plan successful when it gets put to use, there needs to be some thoughtful and strategic thinking behind what you do. It can be difficult to know where to start, so here are four things that will help you build a solid foundation to your disaster plan.

1. Identify equipment to have on-hand that will protect your property and inventory.

There are big differences when it comes to preparing for a hurricane versus a tornado or wildfire. Some disasters allow you time to prepare, while others can leave you scrambling to take shelter.

Based on where your business is located, determine what types of disasters are likely to affect you and how you need to prepare for them. Here are some general items to have on-hand at all times that will increase your safety:

- Backup generator
- First aid kit
- Extra storage for items normally left out of a safe space for signs, banners, and other displays that could cause damage to other parts of your property or surrounding properties during high winds
- Tools and accessories for minor repairs (there's a difference between fixing a leaky sink and rerouting your plumbing - a DIY project could end up becoming a major burden)

2. Determine how your financial records and data will be backed up.

It could be argued that tax information, inventory records, and customer data are more important than the physical assets of your business during and after a disaster. After all, if you lose data that is not properly backed up, it is essentially gone forever. While it seems that everything can be backed up digitally nowadays, it's worth keeping physical copies of essential information on hand if you can't access information located on a hard drive or in the cloud. Whichever way your information is stored, remember to make sure that it's secure and not at risk of being compromised. You could be facing a whole other disaster if your data gets compromised.

Lastly, time is of the essence when your property and inventory have been damaged. A good way to make sure an insurance claim is processed quickly — and the recovery process begins immediately — is by having vital information at your fingertips.

3. Create a list of key stakeholders to communicate with before, during, and after.

First and foremost, make sure every employee is in the know. Regularly updating phone numbers and emails will help ensure this. Also, appointing one person to coordinate updates will help avoid message confusion and keep every on the same page.

Next, determine the key parties that will help you recover from the damage. In addition to your insurance agent and insurance company, this includes:

- contractors,
- vendors, and
- other business partners.

Again, assigning a point-person to manage these relationships who reports back to your general communication manager can help messages be delivered accurately.

4. Have the right insurance coverage.

Don't assume you'll be covered for any peril that threatens your business just because you have insurance. Some business owners find themselves paying extra out-of-pocket expenses after a claim is filed because they don't have well-rounded coverage or have improper limits.

Asking yourself questions like these can help make sure you're adequately covered if a disaster were to strike:

- Are my inventory figures up-to-date?
- Is my building and business personal property valued correctly?
- Could I be liable for damage to a neighbor's property, too?
- Will I be covered for any amount of lost earnings during the time when my business is closed due to the disaster?

The best way to make sure you're properly covered is to work with an agent that is an expert in jewelers block insurance. If you're not working with an agent representing Jewelers Mutual, it's time you looked into it.



let us be your partner

Findings • Mountings • Tools • Metal
Diamonds • Buy • Sell • Trade
CAD/RP • Casting • Setting • Finishing



SOUTHEASTERN

NAMANO inc.

1.800.282.8285

SEFINDINGS.COM • NAMANOJEWELRY.COM



"A Newspaper Dedicated to the Southern Jewelry Industry"

For subscriptions or advertising information
go to southernjewelrynews.com
or call us at 336.389.1950



SAFE



SECURE



SUCCESSFUL



SUPPORTIVE

PROTECTING YOUR BUSINESS
IS OUR BUSINESS.

Jewelers Mutual[®]
INSURANCE COMPANY
— SINCE 1913 —

FOR ALL ITS WORTH
JEWELERSMUTUAL.COM
800-558-6411

PROUD SPONSOR OF THE GEORGIA JEWELERS ASSOCIATION

Southern Jewelry Insurance

Stark Harbour
stark@getjewelryinsurance.com
770-395-7775



GEORGIA GEMS

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association | 5815 Fairwood Walk, Acworth, GA 30101

Phone 770.367.2809 | Fax 770.425.2738

MISSING A PIECE OF YOUR PATTERN?SM

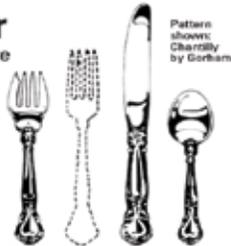
American Sterling Silver

Over 1,200 patterns of new and used sterling flatware and hollowware in stock. Call, write or email for a free inventory of your sterling silver pattern.

We buy sterling silver, with a careful evaluation for maximum value.

Beverly Bremer
SILVER SHOP

www.beverlybremer.com • 800-270-4009 • sterlingilver@beverlybremer.com



PRODUCTS & REFINING

Master Alloys • Grains • Solders
Wire • Sheet • Tube
Gold Bullion • Silver Bullion

Gold • Silver • Platinum • Palladium
Bench/Floor Sweeps • Crucible & Slag
Filings/Grindings • Tools • Carpet
Karated/Dental Scrap • Stone Removal

UNITED[®]
PRECIOUS METAL REFINING, INC.
(800) 999-FINE (3463)
www.unitedpmr.com
sales@unitedpmr.com



Who will put on the Finger Mate?



*Expandable Ring Shanks • Opens 3 Full Sizes
Available as findings, or factory installed*

2500 E. Hallandale Beach Blvd., Hallandale Beach, Florida 33009
Tel: 954-458-2700 • Toll Free: 888-458-2700
Fax: 954-458-4668 • www.FingerMate.com



Melissa L Becker
*Assistant Vice President
Sales and Marketing Leader*

Phone: 330-748-4445 • Mobile: 330-697-4151 • Fax: 1-866-337-1805
Email: mbecker@berkleyassetpro.com • Website: www.BerkleyAssetPro.com

Georgia Jeweler's Association
5815 Fairwood Walk
Acworth, GA 30101

