



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



Save the date!
April 26th - 28th

The mountain is the world's largest single piece of exposed granite. It is counted as one of Georgia's seven natural wonders, along with others like Amicalola Falls State Park, Tallulah Gorge, and Okefenokee Swamp.



2019 Convention

Georgia Jewelers Association is excited to meet at a new location for the 2019 Annual Convention: Atlanta Evergreen Marriott Conference Resort at Stone Mountain, GA, on April 26 - 28, 2019. Set inside the 3,200 acre Stone Mountain Park, the resort and park offer a variety of activities for sports enthusiasts and families.

Home to the largest high relief sculpture in the world, the Confederate Memorial Carving, the park is easy to get to from Atlanta and the hotel is nestled in the greenspace of this historic landmark.

To make a reservation, please call (800) 228-9290 or (770) 879-9900

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1st Quarter deadline: February 15th

2nd Quarter deadline: May 15th

3rd Quarter deadline: August 15th

4th Quarter deadline: November 15th

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Calendar of Events

January 26th - 28th

RJO Show
Nashville

February 15th

GJA Scholarship applications
available

February 23rd - 26th

IJO Show
Phoenix

March 1st

AJS Preshow Conference Day
Cobb Galleria Centre

March 2nd - 4th

Atlanta Jewelry Show
Cobb Galleria Centre

March 3rd at 8:00AM

GJA Board Meeting
Cobb Galleria Centre

2019 GJA Annual Jewelry Design Contest Announced

Sunday, April 28th

Stone Mountain's Evergreen Resort
Stone Mountain Georgia

It's not too soon to start planning your design entry!

GJA annual retail & associate membership renewal invoices are going in the mail now. Please watch the mail during your busy December!

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JANA BARRY

PRESIDENT



Jana with her Daughters Jaden, Jordan, and Julieann



Dear Georgia Jewelers,

12 Dec 2018

I love this time of year! Even though the hours are longer and the weather is unpredictable, holiday lights are everywhere, everyone (hopefully) is in cheerful spirits and customers bring in baked goods! December is so much fun! It is undoubtedly a very stressful month for us jewelers with customers asking the impossible, deadlines getting shorter and closer, and then you have to find time to go out and buy gifts for your loved ones. Somehow, we manage to get the jobs done, the gifts purchased (possibly wrapped) and hopefully sell a lot of stock!

Our convention is fast approaching and will be at Stone Mountain! This should be a fun convention. It is close enough for some jewelers to bring their employees for a great learning experience and nice getaway. Families are always encouraged to come and this will be a great venue for family fun too.

As you read through this newsletter, please notice the sponsors throughout. Please support our sponsors because they support us. The next time you order from one of these great companies, thank them for supporting the Georgia Jewelers Association. And if you do business with a company that isn't one of our sponsors, ask them to start sponsoring us now.

GJA renewals are going out soon and I really hope that you all choose to renew. This organization is so helpful and unifying, it would feel so strange with a missing piece.

I hope this season is filled with easy sales, delicious baked goods, smiling faces, pleased customers, cheerful employees, and health and happiness.

Have a great season!

Sincerely,
Jana Barry

Jana Barry

GJA President
Edward-Johns Jewelers, Marietta

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Jewelry Store Thefts and Holiday Shopping

Brought to you by subject matter experts at Jewelers Mutual Insurance Group



As you prepare to capitalize on the holiday shopping season, don't forget to take caution. Thieves come out in full force during the holidays. Knowing they can blend in with the rest of us who are seeking a special gift, they're looking to pad their own wallet or collection. With jewelry store thefts increasing in recent years, your entire staff needs to be extra prepared to prevent crimes that can easily go unnoticed.

Keep these five things in mind as you look to close out a successful year:

1) Jewelry Store Thefts Take Numerous Forms

When the colloquial term of "theft" is used, most people probably envision grab-and-run or sneak thefts. Those are two of the most common types of thefts facing jewelers, but criminals don't stop there. Some thefts are accompanied by an element of distraction, where a coordinated group works together to draw attention away from merchandise being stolen.

While less common, these other types of jewelry store theft still need to be taken seriously:

- Internal theft
- Switch theft
- Credit card fraud
- Cyber theft

The Jewelers Security Alliance started tracking "cyber-enabled theft by deception" in their 2017 Annual Crime Report, with six cases reported and losses totaling over \$7.2 million. As more consumers use their laptops, tablets, and phones to do their holiday shopping, smart retailers are capitalizing on e-commerce opportunities. The smartest ones also recognize the threat of stolen data and "spear phishing" attacks. In turn, they are protecting their businesses with new types of cyber liability insurance.

2) The Frequency Of Taking Physical Inventory Matters

Doing a complete reconciliation of

your entire inventory isn't feasible during such busy times (and probably only needs to be done annually if you have perpetual jewelry inventory software). However, daily case counts are essential to control losses during the holiday season. The quicker you notice that merchandise has gone missing, the more likely an investigation into the loss will be successful. If you need to submit a claim, you'll also make that process smoother by doing it earlier (bonus tip: keeping good records year-round will help the most).

Here are a few things to keep in mind when conducting case counts:

- Vary the times of day when the count is done.
- Have more than one person responsible for conducting the counts in order to avoid internal theft.
- If it's not possible to monitor every display every day, rotate which ones are observed.
- Review your surveillance footage on a regular basis to make sure the counts are completed and nothing is missed.

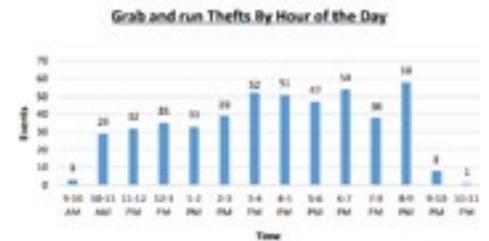
3) An Educated Staff Is The Best Defense

Whether a criminal plans on attempting a theft, robbery, or burglary, they are likely to case a jewelry business first. If you don't practice secure selling produces, becoming a theft victim isn't out of the question. The good news is that educating your staff is easy if you're a Jewelers Mutual customer — all you need to do is have everyone at your

business enroll in JM University® and complete the *Selling with Security* course. This online resource is the perfect companion to hands-on training because it uses quizzes to test learnings.

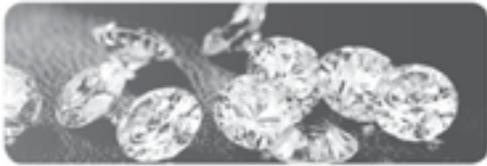
4) The Likelihood Of Grab-And-Run Thefts Increases As The Day Goes On

The most recent JSA Annual Crime Report shows a trend that indicates jewelers needs to be more observant during the evening hours:



The tricky part can be staying focused all day long. There's a lot of security procedures to keep in mind to stay safe, and that's on top of all the other business that needs to get done. For this, it's recommend that jewelry sales associates also complete the *A Day in the Life of a Jeweler* course on JM University. It complements *Selling With Security* because it looks at a broader scope of perils that could interrupt your routine — the last thing you want during a holiday shopping rush.

In addition to having a well-educated crew of sales associates, security guards are a wise resource to call upon when customer traffic accelerates.



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Annual invoices are going in the mail this month.



- Retail Member Dues
- Associate Member Dues

We hope that you are very busy in your store but may have a moment to send us your dues check.

Checks received before the 15th of January are entered into a drawing for a two night hotel stay at the Atlanta Jewelry Show.

Thank You to our 2018 GJA Convention Sponsors!

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Welcome Ava Grace!

GJA's executive director, Judy Lince and her husband Mike, were delighted to welcome their first grandchild on Sept 30th - Ava Grace. Ava's parents are Whitney and Alex Dauby of Alpharetta. Many GJA members know Whitney who as a young teen attended conventions each year. Having grown up around GJA members, Whitney still attends convention and helps Judy staffing the GJA booth at the Atlanta Jewelry Show and at GJA boards meetings. Congratulations!

JFC Visit to St. Jude Children's Hospital

Idhe elected to Board of Directors of Jewelers for Children

Sheri Idhe of Jewelers Mutual Insurance Co. and longtime GJA associate member, was recently elected to serve on the Jewelers for Children board of directors. JFC is the jewelry industries' charity partner. Sheri is a long time employee of Jewelers Mutual and a frequent attendee of Georgia Jeweler's conventions. As one of Sheri's first board duties she recently visited St Jude Children's Hospital with other board members and JFC executive director David Rocha.



Idhe, second from left joins other BOD members on St. Jude tour

Since 1999, Jewelers for Children has donated more than \$55 million to help children who are the victim of catastrophic illness or life-threatening abuse and neglect. As

one of the four charities that receives support from JFC, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. St Jude has been finding cures and saving children since 1962.

TV celebrity Danny Thomas is a name many of us associate with St. Jude. Unsure of his life's direction, a young Thomas sought guidance from St. Jude, the patron saint of hopeless causes. If the saint would point to the path he should take,

Danny vowed to build a shrine in his name. Success followed Danny's plea and soon after, the legendary entertainer set about fulfilling his vow to St. Jude. The result was St. Jude Children's Research Hospital in Memphis, TN.

GJA along with AJA has raised over \$30,000 for JFC over the last 10 years of co-hosted annual conventions. Funds are raised once a year at the annual convention's golf tournament, auctions and poker tournament.



GIA DIAMOND GRADING LAB SESSION

Tuesday - Saturday, 9 to 5 pm
February 26 - March 2, 2019

Hosted by **The Atlanta Jewelry Show**
at the **Cobb Galleria Centre**

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1-800-241-0399 and ask for Judy.





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