

# The J Report

THE OFFICIAL NEWSLETTER FOR JEWELERS OF AMERICA MEMBERS

## What's Inside

JA & Affiliates Celebrate Centennials..... 3

Ask Your Gemologist: The Meaning Behind the Marks..... 4

Counter Points: Part 3: Prong Repair..... 5

JA Updates Conflict Diamond Materials ..... 7

CRJP Releases Code of Practices..... 7

What You Should Know About White Jewelry Metals..... 8

### Special Insert:

JA Winter Show Education Program



## JA Releases 2006 Cost of Doing Business Survey

The 2006 *Cost of Doing Business Survey*, which analyzes JA member stores' financial data from 2005, is now available from JA. The survey represents the most complete comparative financial information available to retail jewelers in the U.S.

A cross section of JA member stores participated in the 2006 survey: 27.8% responded from independent high-end firms; 56.9% from independent mid-range firms; 6.1% from designer, artist, custom firms; and 6.4% from chain stores.

"The *Cost of Doing Business Survey* is a unique and necessary tool for retail jewelers looking to be competitive in today's complex market," says JA President and CEO Matthew A. Runci. "Store owners and managers can pinpoint their strengths and weaknesses and, in doing so, evaluate and hopefully improve company performance."

### Sales Growth and Profit

According to the 2006 *Cost of Doing Business Survey*, while overall median sales growth dropped to an estimated 3.9% in 2005 – compared to 6.1% in 2004 – all store categories experienced some level of growth. Chain stores and independent high-end stores saw the highest growth at 4.9% and 4.4%

respectively, while independent mid-range stores experienced 2.5% growth.

Store profitability inched upward to 4% in 2005 (it was 3.9% in 2004 and 4.4% in 2003). Gross margins were down slightly – 48.4% in 2005, compared to 49.2% during 2004 – and are at their lowest point since 2000's 47.4%.

### Share of Sales

Diamonds continue to represent the greatest share of sales, with diamond jewelry accounting for 33% and loose diamonds representing 15%. Colored stone jewelry (10%) and karat gold (9%) provide the other two largest shares of retailers' sales.

The survey also shows that customer service does pay off, as repairs bring in 10% of sales for retailers (up 1% from 2004). Sales of timepieces (5%) have stabilized – and even increased slightly.



Diamonds remain a jeweler's best friend, as they account for the majority of sales.

### High Profit vs. Low Profit

The High Profit and Low Profit data charts in the

*(Continued on next page)*

## Cohen & Gleim Honored at NYSJA/National Jeweler Awards

JA Chairman and Vice-Chair inducted into *National Jeweler Retail Hall of Fame*

JA Board Chairman John Cohen and Vice-Chair Georgie Gleim were honored at the New York State Jewelers Association and *National Jeweler's* annual Awards Gala on Saturday, July 29.

More than 250 jewelry professionals attended the awards dinner, held at the Ritz-Carlton Battery Park in New York City. The event – which is hosted by NYSJA in conjunction with *National Jeweler* magazine – featured a silent auction, dinner and awards presentation.

*National Jeweler* inducted Cohen into its Retail Hall of Fame in the Majors category for his store, Carlyle & Co, Greensboro, NC. Gleim received recognition for Gleim the Jeweler, Palo Alto, CA, in the Multi-Store, Independent category. Other 2006 Hall of Fame inductees include Bill Sites of Sites Jewelers, Clarksville, TN, in the Single-Store, Independent category and Andy Johnson of Ohio-based The Diamond Cellar, another Multi-Store Independent category honoree.



Hall of Fame inductees (L-R): Andy Johnson, Bill Sites, Georgie Gleim and John Cohen.



## About Jewelers of America

Founded in 1906, Jewelers of America is the national association for retail jewelers.

JA represents more than 10,000 jewelers nationwide and serves

as a center of knowledge and as an advocate for professionalism and high social, ethical and environmental standards in the jewelry trade. Each regular JA member is also a member of its state or regional association, of which there are 40 across the nation.

### The JA Mission

Jewelers of America is the national trade association for the retail jeweler. JA is both a center of knowledge for the jeweler and an advocate for professionalism and high social, ethical and environmental standards in the jewelry trade. The JA mission is to assist all members in improving their business skills and profitability. JA will provide access to meaningful education programs and services, leadership in public and industry affairs, and encourage members with common interests to act in their and the industry's best interests.

### JA Code of Ethics

JA and its members value the respect and confidence of the public and the jewelry industry. To attain this respect and confidence, JA members maintain the highest possible ethical standards in their business dealings. All members of JA are required to annually sign and abide by the JA Code of Ethics.



## JEWELERS OF AMERICA

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# Cost of Doing Business Survey

(Continued from page 1)

2006 *Cost of Doing Business Survey* can help jewelers define what differentiates high-profit firms from the rest of the pack. There is a connection between profits and sales per square foot, turnover frequency, gross margin return on inventory (GMROI), payroll and operating expenses. For instance, high-profit firms spend a lower percent of net sales on payroll (18.8% compared to the average 20.7% of all firms). As well, high-profit stores have found ways of containing their operating expenses, like paying less for occupancy (4.7%, compared to 5.6% for low profits). High-profit firms spend about 39.4% on total operating expenses, compared to 45.6% for low-profit companies.

High-profit firms also manage their product inventory more efficiently by: choosing products that provide the greatest return, selling more per square foot, and turning over inventory more frequently. In turn, they experience far greater sales growth (7.1%) than the typical jewelry store (3.9%) [see table].

### Financial Results, All Firms vs. High-Profit Firms

	All Firms	High-Profit Firms
EBIT to Total Assets	7.5%	14.9%
Profit Before Tax	4.0%	7.6%
Gross Margin	48.4%	50%
Asset Turn	1.6X	1.8X
Inventory Turn	1.2X	1.3X
Sales per Square Foot—Total	\$478.81	\$566.44
Sales per Store	\$896,673	\$1,105, 251
Sales per Full Time Employee	\$205,002	\$223,809
Sales for All Employees	\$161,515	\$180,810
Payroll As % of Sales	20.7%	18.8%
Typical Store Size – Sq. Ft	2,000	2,029
Employees	5.6	6
Sales Growth	3.9%	7.1%

### Order the 2006 Survey

JA members are encouraged to view the full study, to compare their own statistics with the information contained in 75 pages of detailed data tables that measure key performance areas like expenses, sales growth, distribution of sales, inventory, and asset and financial management.

To order the 2006 survey call Jewelers of America at 800-223-0673, or visit [www.jewelers.org](http://www.jewelers.org). The survey is available in electronic format or hardcopy to JA members for a discounted price of \$19.95, (\$125 for non-members). Shipping and handling charges apply.

### Participate in the 2007 Survey

JA members who complete a *Cost of Doing Business Survey* questionnaire receive the finished survey for free. Request a questionnaire by calling 800-223-0673.

## JA Board of Directors

### Chairman John Cohen

*Carlyle & Co. Jewelers*  
Greensboro, NC

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*Lux Bond & Green, Inc.*  
West Hartford, CT

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*Justice Jewelers*  
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### Alan Rodriguez

*House of Stones*  
New Philadelphia, OH

### Steve Robbins

*Robbins Bros.*  
Glendale, CA

### Hank Siegel

*Hamilton Jewelers*  
Lawrenceville, NJ

# Happy Anniversary

## Highlights from JA & Affiliates' 2006 Centennial Celebrations

JA Vice President Dave Lafleur and Director of Public Affairs Peggy Jo Donahue attended multiple history-making events in 2006 – JA Affiliate 100th Anniversary celebrations. In the midst of the speeches and celebrations, they found time to present 100th Anniversary recognition plaques at the conferences of Iowa Jewelers Association, Kansas Jewelers Association, Oklahoma Jewelers Association, and

Pennsylvania Jewelers Association.

Other associations that celebrated their centennials this year are: Missouri Jewelers and Watchmakers Association; Nebraska/South Dakota Jewelers Association; and Wisconsin Jewelers Association. They join the Virginia Jewelers Association and the Minnesota/North Dakota Jewelers Association as JA affiliates that have reached 100.

### Kansas Jewelers Association



Top left: Peggy Jo Donahue (right) presents Kansas Jewelers Association president Sheila Reitmeyer, Silvers Jewelry, Olatha, KS, with JA's 100-Year Recognition Plaque. KJA's 100th Anniversary Conference events were held September 29 - October 1, and included an anniversary celebration with dinner (above) and dancing (top right).

### Oklahoma Jewelers Association



Top: Oklahoma Jewelers Association's new Hall of Fame inductees pose with their plaques at the 100th Anniversary Convention, held in Oklahoma City, September 16-17 (L-R): Bill and Sharon Blair, OJA executive directors; and Gilbert Davidson (with his wife, Joanne) of Klar Brothers Jewelers in Muskogee. Above (L-R): OJA President Howard Cunningham and JA Board Director Vicki Cunningham receive anniversary congratulations from JA Vice President David Lafleur; Cheryl and Greg Willard of Brunk Jewelers, McPherson, KS (representing KJA); and Dale and Roz Gordon, of Gordon Jewelers in Boonville, MO (representing Missouri Jewelers and Watchmakers Association).

## JA 100<sup>th</sup> in Congressional Record

Congresswoman Carolyn B. Maloney of New York gave a speech congratulating JA on its 100th anniversary to the House of Representatives on Wednesday, September 27. The speech has been recorded in the United States Congressional Record. Congresswoman Maloney represents the 14th district in New York City, where Jewelers of America is headquartered.

"Having our 100th anniversary acknowledged – and forever recorded – by Congress is an honor for Jewelers of America and our 11,000 member stores," says President and CEO Matthew A. Runci.

### Pennsylvania Jewelers Association & Iowa Jewelers Association



At the Pennsylvania Jewelers Association's convention, September 9-10, Ceylon R. Leitzel (center) of Leitzel's Jewelry, Myerstown, was honored with the Jeweler of the Year award. He stands with Ron Leitzel (left) and Howard Zenker.



The Iowa Jewelers Association recognized members of the JA100 Club, who have been in business for at least 100 years, in Cedar Rapids on September 23-24. IA's Anniversary celebration included an anniversary banquet with a special program highlighting the history of Iowa jewelers.

# Ask A Gemologist

## Hallmarks and Markings: How to Decode Them

JA Director of Education and Graduate Gemologist (GIA) David Peters provides solutions and answers to your jewelry challenges

**Q:** A customer came into the store recently with a heavy gold wedding band she bought at an antique store, and she wanted to know what the markings stamped on the inside of the ring meant. There were five separate markings all in a row. One was the number 750, and I'm pretty confident that this means the piece is 18 karat gold. But what do the other four markings mean?

Without a picture of the inside of the ring you are describing, I can't tell you what each symbol specifically means. I can tell you that the ring was most likely made in Europe. The five individual markings make up what is referred to as a "hallmark." Let me share with you a short history of precious metal stamping including information on quality marks in general and more specific details about hallmarks.

Quality marks first appeared in ancient Egypt where precious metal ingots were stamped with official purity symbols. In Europe during the Middle Ages, laws and royal decrees led to the adoption of a

### Submit Questions to "Ask A Gemologist"

In need of a solution for a difficult store dilemma or does a customer's question have you stumped?

JA members can e-mail their questions to Peters at davidpeters@jewelers.org or fax them to 213-607-7655. He will respond to all questions, and selected questions will appear under "Ask a Gemologist" in future issues of the *J Report*.

system called "hallmarking." The practice of hallmarking is still used today in many countries. Most European hallmarks are made up of five different symbols.

Pictured at right is a typical British hallmark. Reading from left to right, the individual stamps have their own unique meaning:

1. LAO is the maker's or manufacturer's mark.
2. The Crown is a standard mark, certifying that the precious metal content meets industry standards.
3. 750 is the purity mark equal to 18-karat.
4. The lion's head represents the certifying office, in this case, London.
5. The year the item was tested is noted using a letter, in this case, 1985.

In the United States, quality marking dates back to 1814. In 1906, the National Gold and Silver Stamping Act set strict standards of precious metal purity. This act also discussed the stamping of quality marks and makers' trademarks on jewelry items sold in the United States. Most gold jewelry sold in the U.S. today will only have two marks, a quality mark and a trademark. U.S. law requires that when a quality mark is used, a trademark must also be present.

*David Peters works on the design and delivery of educational services to JA's nationwide membership. He also conducts seminars and educational programs at industry events. He is a Graduate Gemologist (GIA) and a Certified Gemologist (AGS), and has more than 30 years of experience in the jewelry industry.*



Courtesy of World Gold Council



Tino Hamid, Courtesy of GIA

Top, a typical British hallmark with five markings. Above, the shank of the ring is stamped with a quality mark of 14K and the trademark of the manufacturer.

### Web Resources:

Searching for meaning behind the marking symbols on your jewelry, try these websites as reference points.

**The Hallmarking Convention:**  
[www.hallmarkingconvention.org](http://www.hallmarkingconvention.org)

**The Electronic Guide to Assaying in the UK:**  
[www.teg.co.uk/assay/assay.htm](http://www.teg.co.uk/assay/assay.htm)

**The Goldsmiths' Company:**  
[www.thegoldsmiths.co.uk](http://www.thegoldsmiths.co.uk)

**Basic Hallmark Identification:**  
[www.modernsilver.com/basichallmarks.htm](http://www.modernsilver.com/basichallmarks.htm)

## JA's Counter Intelligence: The Right Information at the Right Time

Learn the facts about quality marks and trademarks, laboratory reports and more, to keep customers positive about their purchase

Having the skills to answer customers' questions and provide them with the most complete – and factual – jewelry information will set your store apart as one consumers can trust, and a place to which they return. The Counter Intelligence program teaches sales associates and managers how to professionally and ethically discuss complex and timely subjects.

The program features a video guide and five training courses covering:

- What it takes to be a Jewelry Sales Professional
- Communicating Gemstone & Cultured Pearl Enhancement
- The Facts About Quality Marks & Trademarks
- Understanding Lab Quality Reports & Jewelry Appraisals
- Discussing Synthetic & Imitation Gem Materials

After completing the program, sales associates will be able to address issues that can result in negative consumer opinion or

publicity if handled improperly, counteracting consumer confusion and skepticism due to negative media coverage of the industry.

The course is available for \$79. To order, visit [www.jewelers.org](http://www.jewelers.org) or call JA member services at 800-223-0673. The program was developed by the Industry Image Task Force, a coalition of 24 major trade organizations, including JA.



# Counter Points

## Understanding & Communicating Jewelry Repairs Part 3: Prong Repair – Replacement & Re-Tipping

According to recent research, a large percentage of customers actively seek out a new jewelry store because they are in need of some type of repair service. Additionally, customer loyalty and overall satisfaction is based in part on a store's ability to offer a complete range of services, including jewelry repair. Because of this, it's critical that professional sales associates are prepared to clearly communicate repair processes and repair quality factors in an easy-to-understand and comprehensive manner.

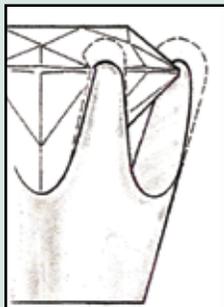
The information in this issue of Counter Points will help you to evaluate the condition of most types of prongs to determine if they need repair. You'll also be better prepared to explain the process of prong repair and replacement to your customers and, when delivering a ring involving prong repair, clearly demonstrate to the customer that the repair your store performed was done to the highest of professional standards.

When taking in a ring for any type of repair work, you should carefully examine all prongs under magnification to determine if all the stones are securely set and all the prongs are in an acceptable condition. The few seconds it takes to accomplish this can potentially save you, your jeweler and your customer time and money and also help avoid unnecessary frustration and anxiety for everyone involved throughout the repair process.

### Evaluating Prongs

When evaluating the condition of a prong, you should inspect it under magnification from top and side angles. Common indications of prong wear and tear are illustrated below. Poor workmanship during stone setting or previous prong repair can also cause these results.

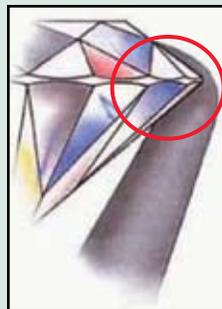
When a ring turns on a finger because it is too large, the wearer will often push the ring back into place repeatedly using an adjacent finger. This constant contact will often cause excessive wear on the "pushed" prong.



The dotted lines show the outline of the original prong size and position.

Depending upon the orientation of the prong(s) to the hand, you may see wear on only one prong, two prongs on opposite sides of a ring, or two side-by-side prongs that are close together. This problem can sometimes be corrected by

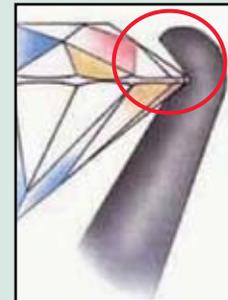
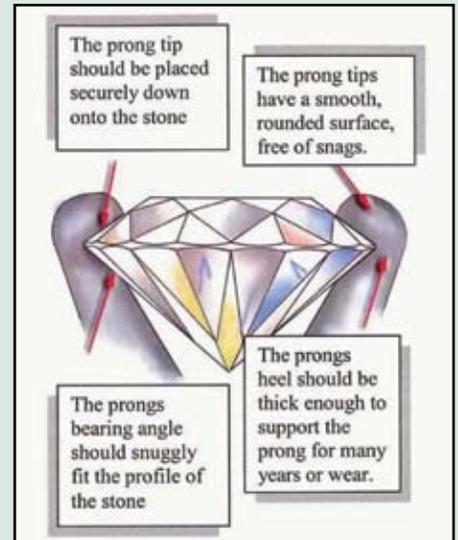
re-tipping, but in most cases the entire prong should be replaced.



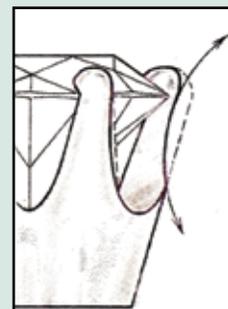
Excessive wear over a very long period of time or wearing a ring while doing manual labor, can contribute to prong wear on some or all of the prongs. In situations like this, the prongs' top and heel (the thickness of the

width of the prong where it touches the edge of the stone) become flat and thin in appearance, considerably reducing the amount of metal holding the stone securely in place. Re-tipping will often correct this, but in severe cases, especially when the heel is too thin, the entire prong must be replaced.

Prongs can also be lifted up and off the gemstone. This is caused by poor stone setting or by catching the prong on something like rough cloth. Lifted prongs offer little protection to the stone and can be easily pulled completely



off, leading to stone loss. Lifted prongs can also damage clothing. Simple tightening can repair most lifted prongs. If the damage to the prong is considerable, re-tipping may be necessary.

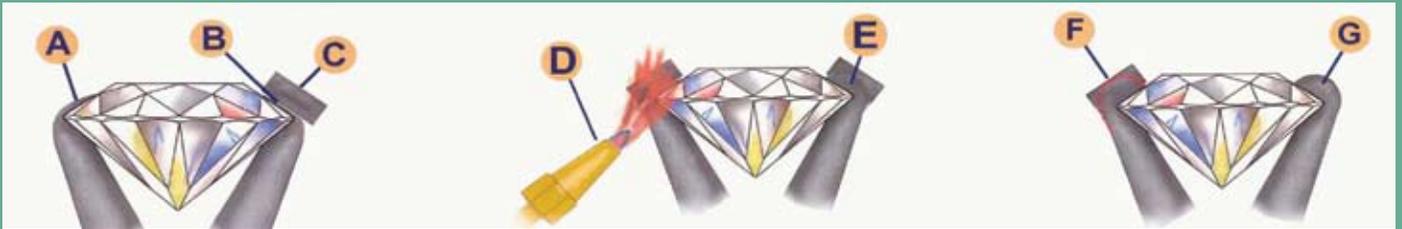


The dotted lines show the outline of the original prong size and position.

Prongs will commonly show wear on their sides. This is often caused by the rubbing of the prong's side against a hard surface or a ring worn on an adjacent finger. A prong showing this type of problem must be replaced since the damage extends down the height of the prong.

## The Process of Prong Re-Tipping

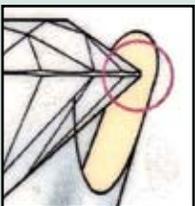
To better evaluate the quality of work done by a jeweler when a prong is re-tipped you need to have a basic understanding of how re-tipping is done. The diagram below illustrated the most common steps in the re-tipping process.



- A. This prong is thin on the top due to some type of wear, most likely over a long period of time
  - B. The thin prong is first filed flat
  - C. A section of new solid metal is temporarily attached to the filed prong
  - D. The new pieces of metal are then torch soldered in place using the appropriate type of solder
  - E. After cooling and cleaning, the jeweler will inspect the work to ensure that the new metal is securely attached to the old prong
  - F. The new metal is filed, sanded and polished so that it matches the outline shown in red above
  - G. A well executed re-tipping will leave the prong the proper height and securely in contact with the stone.
- The re-tipped prong should be well polished with no noticeable scratches, indentations or visible solder

### Common Workmanship Problems

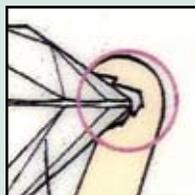
Several common problems can occur when a prong is replaced or re-tipped. Poor craftsmanship when a stone is set can create many of these problems. When a jeweler repairs a prong for one of your customers, it's important to review the workmanship before delivering a finished repair. This ensures that only quality repair work leaves your store, thereby building customer satisfaction and loyalty. If you see any of the following prong errors when inspecting a repair prior to delivery, you should inform your manager, supervisor or the jeweler who performed the repair so a detailed inspection can be made.



If the heel of a prong is too thin (less than 50% of the prong's original thickness), it may catch, bend and break (at left). A stone set with a thin prong

at the heel will never stay tight and can ultimately lead to stone loss.

In some cases when a prong is completely replaced, the prong may lack "bearing" [Figure 1]. Bearing refers to the angle cut into the prong to accommodate and conform to the stone's shape and girdle edge. A properly cut angle provides a secure resting place for the stone. A prong with improper bearing gives little or no support for the stone. This can lead to the stone tipping in the mounting and becoming loose.



When setting a stone, some jewelers cut the seats in the prongs with a saw (at left)

as a shortcut. Using a saw weakens the prongs and can lead to stone loss. The appearance of a saw-cut seat is often jagged and unfinished.

A quick but less secure method of re-tipping a prong is to use solder instead of a piece of new solid metal [Figure 2]. Prongs re-tipped with solder are weaker and more prone to breakage. An indication that a jeweler has used this shortcut is the presence of small air bubble holes in the prong tip, where the solder boiled during the re-tipping process.

Some jewelers will use a ball of new metal (as opposed to a rectangle) when re-tipping a prong [Figure 3]. Since there's less metal to support the stone this technique can sometimes leave the heel of the prong weak. In addition, it can create a slightly raised "snag" at the front of the prong that can catch on fabrics and lead to prong tip breakage and stone loss.

Jewelers sometimes choose the wrong tool to cut the stone's seat into the prong. The result is often a hooked prong tip that does not fit the stone properly [Figure 4]. These hooked prongs are weak and can loosen and wear away quickly.

As one of the more common repair procedures done today, it's necessary for a jewelry sales professional to be able to determine if a ring needs prong repair. Become familiar with the information in this article and you'll have the knowledge and confidence to discuss repair options with your customers in a way that builds their trust and loyalty. And when delivering a finished repair, you'll be able to demonstrate that all expectations were met. The result? – Greater levels of customer satisfaction and higher sales and profits for you and your store!

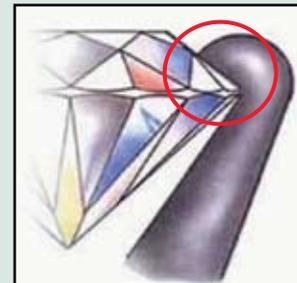


Figure 1.  
Prong lacking bearing, resulting in no support for stone

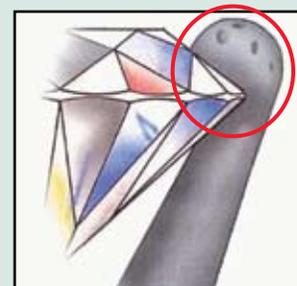


Figure 2.  
A prong re-tipped with solder, leaving small air bubble holes in tip

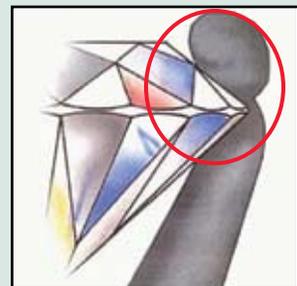


Figure 3.  
A prong re-tipped with a ball of new metal

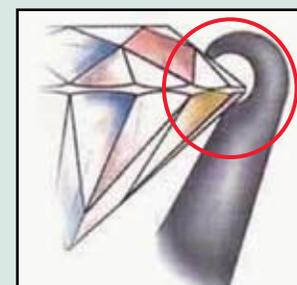


Figure 4.  
A hooked prong, the result of using the wrong cutting tool

# JA Updates Conflict Diamond Self-Assessment Tools

## Update for 2006 reinforces retailers' obligations to the Kimberley Process and System of Warranties

Jewelers of America has updated its Conflict Diamonds Self-Assessment Tools, a series of four one-page documents that provide simple guidance on steps retailers should be taking to fulfill their responsibilities to the World Diamond Council System of Warranties (SoW). The SoW supports the Kimberley Process Certification Scheme in ensuring that conflict diamonds do not reach the consumer market. JA members can download the documents from the Members section of JA's website, [www.jewelers.org](http://www.jewelers.org).

This year, JA has added a "Conflict Diamonds Key Messages for Media" sheet, which advises jewelers on the main points to emphasize if they receive calls from local media concerning the industry's actions in response to the conflict diamonds issue.

"JA has been at the forefront in educating our members about how to meaningfully support all efforts to rid the world of conflict diamonds," says JA President and CEO Matthew A. Runci. "When the System of Warranties went into effect in 2003, JA began a regular series of reminders to members about their

responsibilities to require suppliers provide them with the official SoW statement on all diamond and diamond jewelry invoices. Our 2006 update reinforces the message once more. When every retailer in America is requiring the appropriate warranty of every supplier, then we can truly call our industry's participation a success story."

The four key documents posted in the Responsible Business Practices section of the website include:

- **Summary for Members.** Updates members on the key points of KP and SoW, with particular emphasis on retailers' responsibilities to the system.
- **Self-Assessment Checklist.** Helps retailers quickly assess their adherence to the WDC System of Warranties and functions to highlight areas where improvement is needed.
- **Sample Letter to Suppliers.** Gives members the language with which to communicate to suppliers about their obligation to provide retailers with the official SoW statement.
- **Sample Statement to Consumers.** Gives members sample language for a Conflict Diamonds Policy Statement to share with consumers who wish

to know more about the industry's voluntary warranty system supporting the Kimberley Process. Includes the official SoW statement.

The **Conflict Diamonds Key Messages for Media sheet** includes three simple, core messages, as well as a second page of Hot Button Issue questions and suggested answers.

"JA members asked us to update the Self-Assessment Tools as a complement to the World Diamond Council's Confidence Kit," says Peggy Jo Donahue, JA Director of Public Affairs. JA is one of seven associations that advised the WDC on the creation of the Confidence Kit.

JA also offered advice in the development of WDC's website, [diamondfacts.org](http://diamondfacts.org). "Diamond facts.org contains valuable information concerning the good that diamonds do for development around the world and especially in Africa. It also details efforts to work on remaining problems in the diamond supply chain, and I urge all retailers to visit it this fall – and recommend it to interested customers. It's a vital resource," says Donahue.

## CRJP Releases Final Code of Practices

The Council for Responsible Jewellery Practices, which promotes responsible ethical, social and environmental practices throughout the diamond and gold jewelry supply chain from mine to retail, released its finalized Code of Practices at the Hong Kong Jewellery & Watch Fair, held 18-23 September.

The 16-page Code of Practices articulates the ethical, social and environmental practices that the Council will expect of its members once its Responsible Practices Framework is fully operational in early 2008. The Code of Practices went through several reviews by CRJP's stakeholders, as well as governments, non-governmental organizations, and host communities. Interested parties can view the complete Code of Practices, from CRJP's website, [www.responsiblejewellery.com](http://www.responsiblejewellery.com).



"The release of CRJP's Code of Practices is a direct step forward as we work to complete our Responsible Practices Framework and monitoring system," says CRJP CEO Michael Rae, who introduced the finalized Code of Practices on Thursday, 21 September, at a CRJP event during the Hong Kong Jewellery and Watch

Fair. "Now, it's on to creating a practical implementation system that will use independent third-party monitors to credibly demonstrate that the practices of CRJP's members are responsible."

The Council is also unveiling a new website design. The new user-friendly structure will provide more intuitive direction for CRJP members, stakeholders, and the media. An updated "Members Only" section will allow members to comment on work-in-progress documents, like the recently completed Code of Practices or future White Papers.



## Gem Awards Announced

Jewelry Information Center will hold its fifth annual Gem Awards gala dinner on Friday, January 12, 2007 at Cipriani 42nd Street in New York City.

The Gem Awards recognize some of the most prestigious fine jewelry and watch companies and journalists for their outstanding achievements in raising the visibility and status of the industry. The 2007 honorees are Jack Heuer, of Tag Heuer, for Lifetime Achievement; Kwiat for Enduring Achievement; and Jill Newman, for Excellence in Journalism.

The event attracts some 600 people from the US and international jewelry industry each year. For more information about the JIC Gem Awards, or to make reservations, contact the association at [events@jic.org](mailto:events@jic.org), or by calling 646-658-0240.

## JA Releases New "What You Should Know About" Consumer Brochure



The newest release in JA's series of *What You Should Know About* consumer brochures focuses on a white hot subject in jewelry today: white metals. As recent media and fashion coverage has shown, consumers' interest (from both men and women) in white metals isn't waning, instead they are adding to their white jewelry collections

and buying jewelry in alternative metals, like palladium, stainless steel, and titanium.

The "What You Should Know About: White Jewelry Metals" brochure provides a quick introduction for consumers to the history, qualities and terminology of the white jewelry metals available today: platinum, sterling silver, white gold, palladium, stainless steel, titanium, and tungsten carbide. It gives helpful shopping tips and stresses the importance of shopping at a JA member store.

The White Jewelry Metals brochure is part of JA's ongoing consumer education outreach.

They are available to JA Members for \$15.00 per 100 brochures, and to non-members for \$20.00/100. The brochures can be ordered online at [www.jewelers.org](http://www.jewelers.org) or by calling member services at 800-223-0673.

### Grab Customers' Attention with Consumer Brochures

- Show to browsing shoppers, unsure of what jewelry purchase to make.
- Give to customers with their white metal purchase. Consumer brochures are an ideal and inexpensive bag stuffer to have at point-of-sale. Match the brochure's subject to the item purchased or throw in the WYSKA: Care & Cleaning brochure to show customers you care about their jewelry.
- Brand your store. Most WYSKA brochures have a space on the back cover for your company logo and information – reminding customers where to go for their next jewelry purchase.

Membership dues renewals for 2007 will be mailed to all JA members in early December. As in past years, members will receive one statement that covers both national and state or regional JA affiliate memberships. For 2007, renewing your membership can be as simple as noting your credit card details at the bottom portion of your dues statement and faxing it back to JA at 646-658-0256. Of course, you may also send your remittance by mail, using the pre-addressed envelope provided.

As JA prepares to roll out the J-Biz initiative in 2007, members will be asked to provide demographic data to help target new online and in-person education programs to the appropriate person. This survey will be included in the 2007 Membership Kit to be sent to renewing members.



JA door ID for 2007 members

## JA Scholarships Available for the Graduate Sales Associate Course.

Provide your sales associates with the professional training they need to make more sales NOW!

**JEFF**  
JEWELERS EDUCATION FOUNDATION

- Diamonds
- Pearls
- Watches / Jewelry Styles
- Colored Stones
- Precious Metals
- Leadership/Sales

This concise, seven-chapter course contains pertinent facts on diamonds, colored stones, pearls, metals, watches, and period jewelry, along with information about the jewelry industry and the importance of good customer service and professionalism. All chapters deliver product information with an emphasis on how to romance and sell. End-of-chapter exercises suggest ways for sales associates to practice what they just learned.

For Scholarship Information, call JANY:  
1-800-223-0673

For Course Information, call Melissa:  
1-866-805-6500

JA Members: \$349 + shipping