

# The J Report

THE OFFICIAL NEWSLETTER FOR JEWELERS OF AMERICA MEMBERS

## JA Board Welcomes Four New Directors



Frédéric de Narp  
President and CEO of  
Cartier North America



Bill Koen  
President of Joe Koen  
& Son Jewelers



Steve Robbins  
President of Robbins Bros.



Hank Siegel  
President of  
Hamilton Jewelers

At its Board of Directors meeting, held on July 29 in New York City, JA welcomed four new directors: Frédéric de Narp, president and CEO of Cartier North America; Bill Koen, President of Joe Koen & Son Jewelers; Steve Robbins, President of Robbins Bros.; and Hank Siegel, President of Hamilton Jewelers. They will serve on the 24-member board until 2009.

*(Continued on next page)*

## JA Joins WDC in Producing New Confidence Pack

Nervous about renewed media focus on conflict diamonds? The new Confidence Pack will help

*"Do you sell conflict diamonds?"*

*"Do you support the Kimberley Process?"*

*"Do you ask your diamond suppliers for a warranty statement that your diamonds came from non-conflict sources?"*

With conflict diamond references cropping up in popular music, books and movies, there's a good chance that diamond-buying consumers will soon begin asking you the questions above – if they haven't already started.

Though many jewelers have been faithfully fulfilling their responsibilities under the Kimberley Process and the WDC System of Warranties since they went into effect in 2003, you may be one of those jewelers who just hasn't gotten around to it. If so, the World Diamond Council's new Confidence Pack can help you get up to speed quickly.

The WDC Confidence Pack was created in association with seven U.S. trade

organizations: American Gem Society, Diamond Dealers Club, Diamond Manufacturers & Importers Association of America, Jewelers of America, Jewelry Information Center, Jewelers Vigilance Committee and Manufacturing Jewelers & Suppliers of America.

The "five easy pieces" of the Pack are available right now as easy-to-download PDFs at [www.diamondfacts.org](http://www.diamondfacts.org), a new website WDC created to answer both consumer and trade questions about conflict diamonds.

**The Pack's key materials are:**

**1. Manager's Action Guide.** Explains in simple terms your Kimberley duties and how to contact your suppliers to require the necessary warranties.

**2. Mini Guide.** Explains the Kimberley Process and the voluntary warranty system that the jewelry industry put in place to ensure polished diamonds remain conflict free.

**3. Employee Training Manual.** Contains instructions for holding a staff meeting to train sales associates about conflict diamonds, the Kimberley Process and the warranty system.

**4. Back Office Poster.** Illustrates main points of conflict diamonds training. Available as a "print on demand" document that you can order in larger sizes.

**5. Pocket Confidence Card.** Designed as a "cheat sheet" for sales associates on key Kimberley points. Also available as a "print on demand" document in smaller sizes.



This larger-than-life poster (above) from the WDC Confidence Pack goes over key points for sales associates to remember when explaining store policies on conflict diamonds.

## JA & Conflict Diamonds

Jewelers of America is proud of its role since 1999 as one of the primary advocates in the fight against conflict diamonds. JA has been educating its members about the Kimberley Process and how retailers can support it, since KP came into existence in 2003. In addition to the new WDC Confidence Pack, there are a variety of materials available to JA members at our website, [www.jewelers.org](http://www.jewelers.org), including a helpful Self-Assessment Checklist to ensure you are meeting your responsibilities.



## 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 sign and abide by the JA Code of Ethics.



## JEWELERS OF AMERICA

52 Vanderbilt Avenue, 19th Floor  
New York, NY 10017  
800-223-0673 • 646-658-0246  
fax 646-658-0256  
info@jewelers.org  
www.jewelers.org

## JA Board New Directors

(Continued from page 1)

"I look forward to working with the new directors," says JA Chairman John Cohen. "As highly regarded members of the jewelry industry, they will make great additions to the board."

Frédéric de Narp's career with Cartier spans two decades. Previous to becoming president and CEO of Cartier North America, he served as retail manager of Cartier Switzerland and retail manager and CEO of Cartier Italy. He is also co-founder of NeedYou, a humanitarian organization created to aid abandoned children in Cambodia, Haiti, Rwanda, and Brazil.

Bill Koen, G.G., is a past president of the Texas Jewelers Association, serving on the board for eight years. His business, Joe Koen & Sons, with two locations in Austin, TX, has been family owned and operated for 123 years. Koen has a history of leadership within his local jewelry community.

Steve Robbins, along with brother Skip, refocused his father's Glendale, CA-based store and grew it into a 10-store retail chain, with stores in Southern California and Texas. In 2005, Robbins received the Excellence in Service Award from the 24 Karat Club of Southern California, for his industry achievements and his dedication to community service.

Hank Siegel, G.G., CGA, has served as president of the Jewelers Vigilance Committee and as a member of the boards of the Jewelry Information Center, the Gemological Institute of America's International Executive Council and the JCK Show Advisory Board. His business, Hamilton Jewelers, based in Lawrenceville, NJ, has five locations in New Jersey and Florida.

In addition to the new directors, the JA Board appointed Ed Bridge, president of Ben Bridge Jewelers, to the Nominating Committee. Completing their terms on the board are Mary Forte, former president and CEO of Zale Corp.; and Marion Halfacre, president of Traditional Jewelers, Inc., Newport Beach, CA.

"Jewelers of America would like to express our gratitude to Mary and Marion for their dedication to our organization and our members," says JA President and CEO Matt Runci.

For a complete list of current officers and other continuing members of the JA Board, visit [www.jewelers.org](http://www.jewelers.org).

## JA Board of Directors

**Chairman John Cohen**  
*Carlyle & Co. Jewelers*  
Greensboro, NC

**Chairman-Elect John Green**  
*Lux Bond & Green, Inc.*  
West Hartford, CT

**Vice-Chair Terry Burman**  
*Sterling, Inc.*  
Akron, OH

**Vice-Chair Georgie Gleim**  
*Gleim the Jeweler*  
Palo Alto, CA

**Treasurer Michael L. White**  
*White's Jewelers*  
Springfield, TN

**Secretary Susan Jacques**  
*Borsheim Jewelry Co.*  
Omaha, NE

**Marvin Beasley**  
*Helzberg Diamonds*  
North Kansas City, MO

**Artie Bennos**  
*Simms II Jewelers*  
Winchester, MA

**Jon Bridge**  
*Ben Bridge Jeweler*  
Seattle, WA

**Scot Congress**  
*Congress Jewelers*  
Sanibel Island, FL

**Jeffrey Corey**  
*Days Jewelers*  
Waterville, ME

**Vicki Cunningham**  
*Cunningham Fine Jewelry*  
Tulsa, OK

**Frédéric de Narp**  
*Cartier*  
New York, NY

**William Farmer, Jr.**  
*Farmer's Jewelry*  
Lexington, KY

**Esther Fortunoff**  
*Fortunoff*  
Uniondale, NY

**John Hayes**  
*Goodman's Jewelers*  
Madison, WI

**Barbara Hight-Randall**  
*Hight & Randall, Ltd.*  
Rochester, MN

**Woody Justice**  
*Justice Jewelers*  
Springfield, MO

**Bill Koen**  
*Joe Koen & Son Jewelers*  
Austin, TX

**Michael J. Kowalski**  
*Tiffany*  
New York, NY

**William Nichols, Jr.**  
*Reis-Nichols, Inc.*  
Indianapolis, IN

**Alan Rodriguez**  
*House of Stones*  
New Philadelphia, OH

**Steve Robbins**  
*Robbins Bros.*  
Glendale, CA

**Hank Siegel**  
*Hamilton Jewelers*  
Lawrenceville, NJ



**JEWELERS FOR CHILDREN**  
A GIFT OF LOVE FOR CHILDREN IN NEED

# Cause Marketing: JFC Charities Make Connections With Consumers

Did you know that 80% of Americans have a more positive image of companies they do business with if that company is associated with a cause they care about?

The 2004 Cone Corporate Citizenship Study found that more than three-quarters of the respondents were aware of, and concerned about, the corporate citizenship of the companies they do business with, including retailers. The study also found that respondents between the ages of 18-25 were "significantly more likely to consider a company's corporate citizenship when making a purchasing, employment or investment decision."

Now, more than ever, it's important to communicate to your customers what you're doing as a business to be a good corporate citizen. Being a good corporate citizen involves many things, including your philanthropic activity.

As part of your cause related marketing efforts, make sure your customers know what you stand for as a business and promote your philanthropy in all your communications.

- Partner with local and well-known national charities.
- Highlight the charities you support through in-store signage, in your advertising, in your customer communications, on your website, etc.
- Sell or distribute a charity's products in your store.
- Sponsor an event or campaign to support a charity.

Jewelers for Children (JFC), the industry's charity, offers a number of ways for your store to be involved in cause related marketing and promote your support. These include holiday cards and an ornament, a music CD collection, in-store fundraising canisters, lapel pins, silicon bracelets, and in-store signage showing your support of JFC.

Since 1999, Jewelers for Children has donated more than \$23 million to programs benefiting children whose lives have been affected by catastrophic illness, and life-

threatening abuse and neglect. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers. JFC's charity partners are St. Jude Children's Research Hospital, the National CASA Association, the Make-A-Wish Foundation® of America, and the Elizabeth Glaser Pediatric AIDS Foundation. In addition, JFC provides support to the Make-A-Wish Foundation® International, the Jason Program, the Association of Hole in the Wall Camps and the Starlight Starbright Children's Foundation.

To receive a copy of the Jewelers for Children Retail Cause Marketing Guide, visit [www.jewelersforchildren.org](http://www.jewelersforchildren.org), or contact 212-687-2949, Fax 212-687-3226, [info@jewelersforchildren.org](mailto:info@jewelersforchildren.org).

## CD Music Program is a New Addition to JFC's Charity Products List



Jewelers for Children has many products on offer to help jewelers in their cause marketing campaigns. In addition to bracelets (right), Christmas cards, and pins, JFC's newest addition to its fundraising products is the Grammy-winning CD for Best Musical Children's Album, "Songs From the Neighborhood® - The Music of Mister Rogers." The CD features an all-star cast of vocalists, including Amy Grant and Roberta Flack, singing the much-loved songs from *Mister Rogers' Neighborhood*. By participating in the fundraising project, JA jewelers create a connection to JFC's network of charities, as a significant portion of the proceeds from the sale



of the album will benefit them. Jewelers can offer the CDs for sale at the counter, or use them as a premium at key events. The cost is \$355.50 per box of 30 Compact Discs. To find out more visit [www.jewelersforchildren.org](http://www.jewelersforchildren.org) or contact Monica Perry at Totally Anonymous Music, Inc., at [Monica@totallyanonymous.org](mailto:Monica@totallyanonymous.org).



# JA Seeks Volunteers for New Peer-to-Peer Speaker Initiative

Have you ever attended a seminar at a conference or convention and while listening to a speaker thought to yourself, "I could do that" or "I'd like to have the opportunity to be a speaker"? Well now's your chance!

Jewelers of America has developed a Peer-to-Peer Speaker program, which will offer meaningful education at affiliate events while reducing the cost of delivery. To make it a success, JA needs volunteers with the knowledge, talent and desire to speak at affiliate events nationwide. Speakers will deliver prepared presentations in the areas of management, sales, customer service, bench and product knowledge.

## Here's how the program works:

- JA will develop all content and provide detailed outlines, presentations, graphics, handouts and audiovisual equipment.
- JA will fund all travel expenses including air and ground transportation, food and lodging.
- Participants will be asked to make available at least three weekends per year to deliver programs at affiliate events.
- Participants will be required to attend a speaker-training workshop to be held in early 2007.

Even if you're not personally inclined to present seminars in front of a group of your peers, you may know people in your

organization who would be excellent speakers. If so, please make them aware of this great opportunity.

For more information or to volunteer (yourself or someone else) for JA's Peer-to-Peer Speaker Initiative, please email contact information to David Peters, JA director of education, at [davidpeters@jewelers.org](mailto:davidpeters@jewelers.org), or call 213-607-7654.



JA Director of Education David Peters introduces the new Peer-to-Peer Speaker Initiative during the annual JA Affiliate Conference in New York.

## JA at CIBJO



JA President and CEO Matthew A. Runci (l.) moderates a panel discussion at the recent CIBJO, The World Jewellery Confederation Congress in Vancouver, B.C., Canada. The topic of the panel was "Managing Ethical, Social and Environmental Risk: Protecting the Integrity of the Jewellery Industry Supply Chain." Joining him on the panel was Martin H. Leake, Business Improvement & Development Manager for BHP Billiton Diamonds, who is pictured with Runci. Other panelists included JA Board Vice Chair Terry Burman, CEO, The Signet Group, and executive chairman, Sterling Jewelers, as well as several other experts in the business responsibility field.

## CRJP Holds Annual Meeting



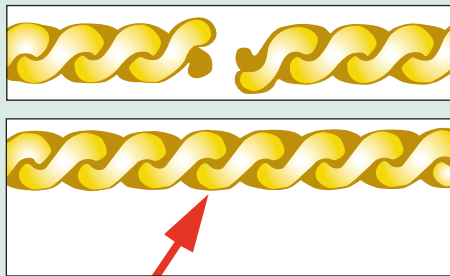
JA President and CEO Matthew A. Runci (l.), who is currently serving as chairman of the board of the Council for Responsible Jewellery Practices, is joined at the group's first annual general meeting in London by CRJP Programme Director Santiago Porto and CRJP CEO Michael L. Rae. JA is a founding member of CRJP, which promotes responsible ethical, social and environmental practices throughout the diamond and gold jewellery supply chain. CRJP adopted its Statement of Principles and introduced a draft of its Code of Practices at the London meeting, and has since joined CIBJO, the World Jewellery Confederation, as an associate member. Both the World Federation of Diamond Bourses and the International Diamond Manufacturers Association have also announced that they will work cooperatively with CRJP, and the group now has over 50 members from all levels of the supply chain.

## Understanding and Communicating Jewelry Repairs – Part 2: Chain Soldering and Repair

*This is the second in a series of Counter Points articles designed to help you, the professional sales associate, better communicate some of the most common jewelry repair processes and repair quality factors to your customers. These articles will also help you recognize the unique challenges that some repairs pose, and prepare you to discuss repair jobs with your store manager and bench jeweler. The final installment in this series will focus on selling repairs for increased profitability and customer satisfaction.*

Recent research shows that a large percentage of customers who actively seek out a new jewelry store do so 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. Therefore, it's critical that all professional sales associates be 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 both explain the process of chain soldering and repair to your customers and, when delivering a repaired chain, clearly demonstrate to the customer that the repair your store performed was done to the highest of professional standards.

With the many different types of chains in your store, it's important to understand how the features of each can impact the repair process and their appearance and characteristics after being repaired. For example, chains like box and curb links can often be repaired with no visible indications of work, while more challenging chains like ropes and herringbones will almost always show some signs of the repair process. Knowing the repair expectations of each type of chain will help you better communicate a realistic potential result to customers. This, in turn, will avoid any confusion or frustration on the customer's part, and will lead to higher levels of customer satisfaction.



A skilled bench jeweler can repair most flat link chains like the serpentine chain above so that the solder joint is nearly invisible.

### Flat Link Chains

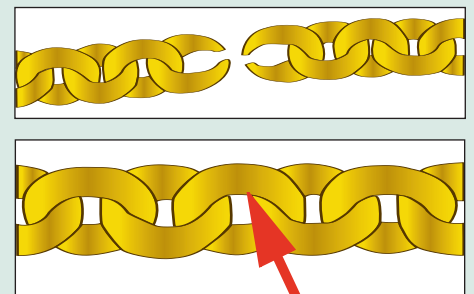
Flat link chains like serpentine and cobra links are usually very durable, and when they do break they are generally easy to repair. While most flat chain repairs are nearly undetectable, if the chain is very small, lightweight or badly damaged, there may be some stiffness in surrounding links after the repair is completed. You should advise your customer of this possibility. Twisting and turning is the primary cause of failure for flat link chains, so be sure to caution your customers, especially those who want to use the chain to hang a heavy charm or pendant.

### Curb Chains

Curb chains are some of the most durable chains and, fortunately, they are also relatively simple to repair by an experienced jeweler. The broken or worn links must first be removed. Then the jeweler will cut through a good link, splice the two sections together to rejoin the



Curb Chain



The solder joint on a well repaired curb chain should be very difficult to see.

chain, and finally solder the cut closed. The repair should be virtually invisible.

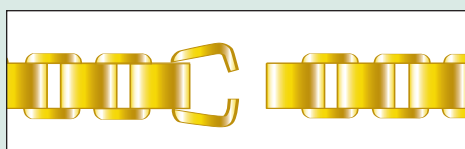
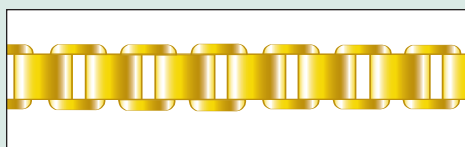
### Box Chains

Box chains are not only very popular but also usually relatively simple for an experienced jeweler to repair. You can expect the solder joint on a repaired box chain to be nearly invisible. If the broken link is still in good condition, the jeweler will simply solder it closed. If the link is

damaged, the jeweler will remove it and then cut open an undamaged link, join the chain together and solder the link closed.



Box Chain



## Link Chains

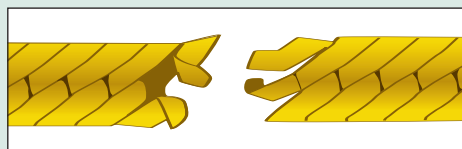
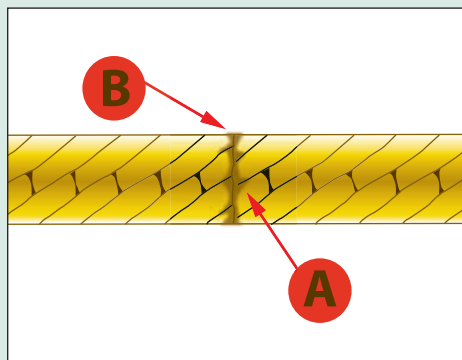
Rope and cable link chains are similar in the way they are made and can be difficult to repair, especially hollow ones. Due to the nature of most damage, often a large section of the chain must be cut away. Some jewelers charge extra to repair rope and cable chains because of the additional time and multiple solder joints required to complete the repair. Usually, a repaired rope or cable chain will have a stiff area on either side of the solder joints. You should explain this to your customer before they leave their broken rope or cable chain with you for repair.



Rope Chain

## Herringbone Chains

One of the most popular chains is also one of the most challenging to repair – the herringbone. The individual links in a herringbone chain overlap each other in an intricate manner, and they are usually very thin. This thinness and overlapping structure contribute to a herringbone's tendency to twist and kink. You should advise your customers that the nature of a herringbone chain makes it unsuitable to hang a pendant.



Herringbone chain repairs are challenging even for experienced jewelers.

- A. After the repair, the pattern will most likely not match and excess solder will be visible
- B. There may be some misalignment of the edges

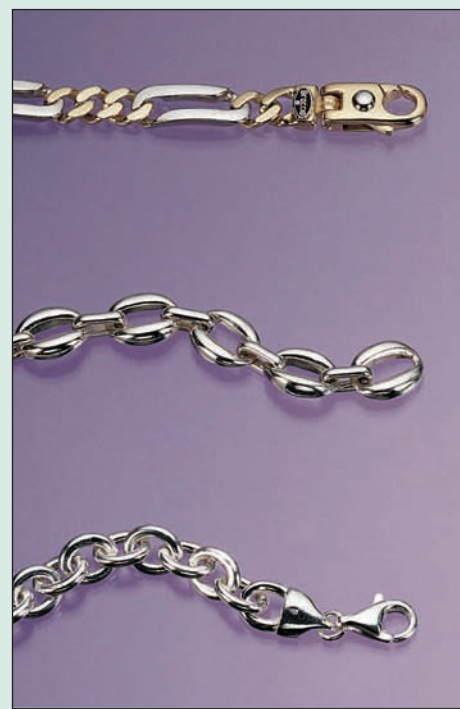
## Communicating With Customers

When discussing a chain repair with a customer, there are a few general considerations you should communicate. When a chain breaks, it breaks for a reason. Generally it was pulled, twisted or snagged with enough force to open or break a link. While a broken chain can usually be repaired, the force or trauma that caused the original break may have in fact weakened other links. It's not uncommon for additional links to break in the near future with only minor pulling. Helping your customer understand this at the time of the first repair may prevent their future frustration with both the chain and the repair work you do.

Additionally, a chain after being repaired is never as strong as it was before it was broken. And many breaks occur when customers are not wearing or using

the chain in an appropriate manner. There's no better time to explain the proper way to wear and use a chain than when you deliver a repaired chain back to your customer. Let them know that sleeping in most flat chains like herringbones will certainly lead to kinking and breaking. Encourage them to only hang pendants from open flexible link chains. Every chain has a story, and it's your job to tell the story – to convey important information to your customers. For more detailed information on the chains you sell, ask your store owner or manager, or the vendor. Vendors in particular should have a wealth of information about their products to share.

Being able to recognize the characteristics of both properly and improperly executed chain repairs is an important part of being a professional sales associate. You'll be better prepared to identify needed repairs on your customers' jewelry and you'll have the knowledge and confidence to discuss repair options with your customers in a way that builds their trust and loyalty. When delivering a finished piece to a customer, you'll be able to demonstrate and ensure that all expectations were met. The result? Greater levels of customer satisfaction and higher sales and profits for you and your store!



Link chains come in a variety of styles



News From the Affiliates...

# Scenes From JA's Affiliate Conference



On July 30, officers from JA state and regional affiliates met in New York City for the annual JA Affiliate Conference. This year's meeting marked the 100th Anniversary of Jewelers of America, the JANY Show, and several JA state affiliates. Following a day of seminars and presentations, conference attendees and JA staff enjoyed a reception at Rockefeller Center.



JA President and CEO Matthew Runci presents commemorative plaques to seven state and regional affiliates who are marking their 100th anniversaries in 2006. Here, representatives of each of these affiliates show off their trophies. The associations honored are: Iowa Jewelers Association; Kansas Jewelers Association; Missouri Jewelers and Watchmakers Association; Nebraska/South Dakota Jewelers Association; Oklahoma Jewelers Association; Pennsylvania Jewelers Association; and Wisconsin Jewelers Association.



JA Treasurer Michael White (left), JA President and CEO Matthew Runci (center), and JA Director Artie Bennos (right) present the report of the J-Biz Task Force on Member Education.



Peggy Jo Donahue, JA's director of public affairs, updates conference attendees on the World Diamond Council's new education and information package regarding conflict diamonds (see story on page 1).

## JA Affiliate Leaders Enjoy the View at "Top of the Rock"



# STOCK UP WITH STYLE.



FINE JEWELRY WITH CASH AND CARRY CONVENIENCE,  
IT'S THE PERFECT WAY TO MAKE SURE YOU HAVE  
THE BEST HOLIDAY SEASON EVER.

- Come see over 450 exhibitors, including pavilions from Hong Kong, Italy, Brazil and Thailand
- Join over 5,000 retailers from around the world

#### TO EXHIBIT

Call Tobi Marrone 800-950-1314 ext.4986  
or 646-654-4986  
E-mail [tmarrone@vnuexpo.com](mailto:tmarrone@vnuexpo.com)

#### TO REGISTER (BUYERS)

Online Registration  
[www.ja-newyork.com](http://www.ja-newyork.com) or  
Call 800-650-1591 or 972-349-5953

NATIONAL  
**Jeweler**

presents  
**SPECIAL  
DELIVERY**

Committed to Professionalism and Integrity.  
produced by VNU Expositions sponsored  
by Jewelers of America

Gem Certification and Assurance Lab (GCAL) is the official Gemological Laboratory of the JA New York Shows.

VNU Expositions, Inc. • 770 Broadway, New York, NY 10003

## September Events

- **Florida Jewelers Association** Sept 8 – 10  
Hilton, Lake Buena Vista, FL  
813-988-0737
- **Pennsylvania Jewelers Association (100th)** Sept 9 - 10  
Radisson Penn Harris, Harrisburg, PA  
Dinner (Saturday) - West Shore Country Club  
610-543-8443
- **Georgia Jewelers Association** Sept 15 – 17  
The Mulberry Inn, Savannah, GA  
813-988-0737
- **Oklahoma Jewelers Association (100th)** Sept 15 – 17  
Marriott Hotel, Oklahoma City, OK  
[www.oklahomajewelers.org](http://www.oklahomajewelers.org)
- **New South Jewelers Market** Sept 16 – 17  
Benton Convention Center, Winston-Salem, NC  
[www.northcarolinajewelers.org](http://www.northcarolinajewelers.org)
- **Kentucky Jewelers Association** Sept 16 – 17  
Hurstbourne Holiday Inn, Louisville, KY  
270-443-6171
- **Intermountain Jewelers Association** Sept 21 – 24  
Yarrow Hotel & Conference Center, Park City, UT  
801-489-4221
- **Iowa Jewelers Association (100th)** Sept 22 –24  
Marriott Hotel, Cedar Rapids, IA  
[www.iowajewelers.org](http://www.iowajewelers.org)
- **Connecticut Jewelers Association** Sept 27  
Rocky Hill Marriott, Rocky Hill, CT  
860-246-6566
- **Kansas Jewelers Association (100th)** Sept 29 – Oct 1  
Grand Prairie Hotel, Hutchinson, KS  
[www.kansasjewelers.org](http://www.kansasjewelers.org)
- **Missouri Jewelers Association (Fall Seminar)** Oct 7 –8  
The Resort at Port Arrowhead, Lake Ozark, MO  
[www.missourijewelers.org](http://www.missourijewelers.org)
- **Virginia Jewelers Association** Oct 14 – 15  
Hotel Roanoke, Roanoke, VA  
800-852-1022
- **JA Special Delivery Show** Oct 29 - 31  
Jacob Javits Center, New York, NY  
[www.ja-newyork.com](http://www.ja-newyork.com)

SEPTEMBER / OCTOBER 2006

8

THE J REPORT

**JEWELERS OF AMERICA**

52 Vanderbilt Ave  
19th Floor  
New York NY 10017  
800-223-0673 • 646-658-0246 • fax 646-658-0256  
[info@jewelers.org](mailto:info@jewelers.org) • [www.jewelers.org](http://www.jewelers.org)

PRSR STD  
U.S. POSTAGE  
PAID  
PROVIDENCE, RI  
PERMIT NO. 3157