

# THE J REPORT

Jewelers of America: Education, Professionalism, Responsible Business Practices

January - February 2007  
Volume 11, No. 1

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## 2007 Legislative Outlook

### Key legislative issues that will affect members in 2007

The 110th Congress was off to a quick start this year, with legislators voting in both houses to raise the minimum wage from \$5.15 to \$7.25 over a period of 26 months. Small business tax breaks were expected to be included in the final legislation. President Bush has stated that his support is tied to the inclusion of the tax breaks.

### Close Up

- \* A new minimum wage; possible tax breaks for business
- \* Renewed efforts to enact an Internet sales tax
- \* Faster depreciation for store improvements
- \* Help on health care costs
- \* For Updates: Go to [www.jewelers.org](http://www.jewelers.org) and click on Public Affairs/Legislative Monitoring

### SALES TAX FAIRNESS & SIMPLIFICATION ACT

Legislators are expected to reintroduce the Sales Tax Fairness and Simplification Act, to once again address one of the most significant competitive issues that JA members confront today – the unfair advantage Internet merchants enjoy by not having to collect state sales taxes.

The act would level the playing field between traditional bricks-and-mortar businesses and their online counterparts by allowing states to require remote retailers to collect sales and use taxes (currently Internet retailers operate under a moratorium on such taxes, that is set to expire in late 2007).

One potential barrier to passage of the legislation is that a variety of local and state laws make it prohibitively complicated for online sellers to collect every jurisdiction's taxes. But a sales tax simplification system called the Streamlined Sales and Use Tax Agreement (SSUTA) is slowly being adopted by an increasing number of states, to remove that barrier. SSUTA will ultimately provide a mechanism for easy and systematic tax collection across the 45 states that have sales and use taxes.

For more information on SSUTA, go to [www.streamlinedsalestax.org](http://www.streamlinedsalestax.org).



Washington, DC Convention & Tourism Corporation (WCTC)

### FASTER DEPRECIATION FOR STORE IMPROVEMENTS

Speeded up depreciation of store improvements is crucial for jewelers in an increasingly competitive luxury retailing climate, where more frequent refurbishments are key to success.

Last year, JA won another year-long extension of the accelerated depreciation of leaseholder improvements. This important extension enables jewelers to continue to write off improvements on rented stores over a period of 15 years – rather than the 39 years that previously had been mandated.

JA will once again work to extend the law into 2008, while advocating for a permanent change. Congress may also consider a 15-year accelerated depreciation schedule for property owners – not just leaseholders.

### MANAGING HEALTH CARE COSTS

One of the other major challenges all small businesses face is the soaring costs of covering employees' health benefits. In this Congress, legislators will reconsider small business health plans, which would allow smaller businesses to band together across state lines to obtain the kinds of competitive rates offered to larger groups. Because insurance is regulated at the state level, federal legislation is needed to streamline and standardize varying state regulations and reduce administrative costs. ↓

### ROUTING BOX:

Be sure to initial and pass on  
among store staff.

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# De Beers Settlement Update

Where the Settlement Fund – yet to be finalized – stands today

**JA** has been contacted recently by members inquiring about law firms asking to represent them in processing claims against the De Beers settlement fund. In response, JA has prepared the following summary of the settlement and the activities it has been undertaking on behalf of JA members.

**The settlement has not yet been finalized.** However, members may wish to contact their own legal counsel for advice on the requests they are receiving from law firms.

## BACKGROUND

Since 2001, a number of lawsuits have been brought against De Beers in the U.S. by various entities. The suits charged, among other things, conspiracy to fix prices of rough diamonds, and conspiracy to monopolize the supply of rough diamonds. The lawsuits were eventually consolidated in federal court in New Jersey, and are referred to as the Sullivan action.

## SETTLEMENT AGREEMENT

De Beers made an offer to settle the combined Sullivan action for \$295 million, and a settlement agreement was filed in April 2006 that was preliminarily approved by the Court. *To date, there has been no final approval.*

Among the facts available from court documents:

- The settlement fund will go to two classes of Purchasers.
- The **Direct Purchasers** class (that does not include retailers) has been apportioned \$22.5 million of the \$295 million settlement fund.
- The **Indirect Purchasers** class (all who bought rough and polished diamonds, and diamond jewelry, from January 1, 1994 to the present) has been apportioned \$272.5 million.
- The two **Indirect Purchaser subclasses** include: a) **Consumers**; and b) **Resellers of diamonds** (including all jewelry retailers, jewelry

manufacturers and diamond traders/manufacturers).

In deciding how to divide the \$272.5 million Indirect Purchasers' settlement between consumers and resellers, the court-appointed Special Master presiding over the case made a preliminary statement recommending:

- 49.7% of the \$272.5 million go to the Consumer subclass
- 50.3% of the \$272.5 million go to the Reseller subclass.

The Special Master continues to work on the De Beers settlement, in order to develop a more detailed claims administration process. The De Beers settlement provides a comprehensive framework affording most entities in the business with an opportunity to participate in the settlement.

**“JA has been involved with class counsel about the workability of the claims mechanism.”**

## JA'S INVOLVEMENT

JA has been actively involved through its counsel in an effort to improve the formula that class counsel have developed to value Diamond Content in diamond jewelry and certain other types of diamond products.

In addition, JA has been involved in advising class counsel about the workability of the claims mechanism being formulated, so that the claims process is more user friendly for retailers who wish to file claims.

JA will notify members when the claims administration process and the settlement are finalized.

## JA Board of Directors

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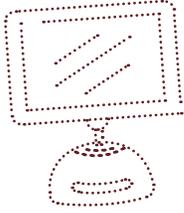
Steve Robbins  
Robbins Bros., Glendale, CA

Hank Siegel  
Hamilton Jewelers, Lawrenceville, NJ



Matthew A. Runci, President & CEO  
David Lafleur, Vice President  
Peggy Jo Donahue, Director of Public Affairs  
Lauren Thompson, Editor, *The J Report*

# J-Biz Online Educational Program Launches



Members can now access JA Education online, as well as at events and in-store

J-Biz, JA's educational initiative, has launched its online course component.

The online courses will enable members wider

access to JA's education programs, which until now have been available only at live seminars and in-store. The online courses will be available to members directly from JA's website, [www.jewelers.org](http://www.jewelers.org).

"We recognize that many JA members have only limited access to our live seminars. Online access makes it possible to provide just-in-time education to members wherever they are," says JA Director of Education David Peters.

The J-Biz online program has been tailored to the schedule of a busy retail sales associate. The courses are typically divided into 45-minute modules. The modules are then sub-divided into 15-minute segments, to facilitate even faster learning opportunities. Maximum learning flexibility is the key.

Students can also take the entire training course at once, if that's prefer-

able. Completion times will range from three to six hours, with some courses lasting as long as 10-12 hours.

The first online courses J-Biz is developing cover topics such as: communicating color, the basics of selling diamonds, ethical selling and relationship selling. J-Biz will also adapt some of JA's best-known in-print training programs – such as Counter Intelligence and Jewelry 101 – to the web. A Beta launch of the first online courses is scheduled for late winter.

Along with original content, J-Biz also plans to offer its members existing, high-quality educational courses through partnerships with a variety of other associations and groups. For example, JA has already partnered with the Jewelers Education Foundation of the American Gem Society to offer JEF's Graduate Sales Associate course online.

To make the J-Biz education program accessible to the widest audience possible, the majority of the new online courses will be available to JA members at a very low cost, estimated to range from \$20-\$50 for most courses. Access is also designed for narrow-bandwidth delivery, meaning courses will work just as well on dial-up connections as on high-speed broadband Internet connections.

"Continued professional training is no longer dictated by one's ability to travel to an industry event or trade show. Now, JA education is available to anyone with a dial-up Internet connection," says JA President and CEO Matthew A. Runci. "The new online program provides an opportunity to reach

tens of thousands of retail jewelers and their sales associates with direct, narrowly focused courses they can turn to when they want basic information quickly."

JA held a press conference, hosted by Runci and Peters, announcing the Online Education program's launch on January 23 at the JA New York Show.

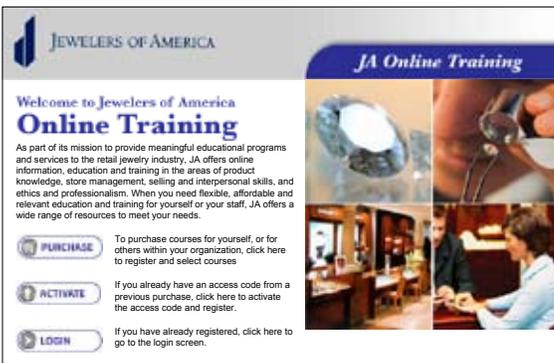
For more information on JA's online education training courses visit [www.jewelers.org](http://www.jewelers.org).

## Town Hall Forums to Inform J-Biz

To ensure that the J-Biz initiative is addressing the most crucial educational needs of JA members, JA will hold Town Hall Forums at major industry events in 2007.

Moderated by INSTORE magazine, the Town Hall Forums give independent jewelers an opportunity to ask questions, share success stories, challenges and other common issues with the Town Hall presenters – experts in the fields of finance, marketing, management, technology and training.

Don't miss your opportunity to participate and examine the crucial issues facing the 21st-century jewelry retailer, look for the Town Hall forums at upcoming trade shows. The first Town Hall will take place during the Atlanta Jewelry Show, on February 25th, from 9:00-10:45am in Room 104.



JA's new online education program (above) will allow JA members to access training courses directly from [www.jewelers.org](http://www.jewelers.org).

## JA Members Save With FedEx®

JA has partnered with FedEx to offer members significant savings on FedEx Declared Value and FedEx shipping.

JA members can now save up to 22% on select FedEx Express® shipping services, and up to 15% on select FedEx Ground® shipping services. For high-value items, members can also receive a reduced rate of 30 cents per \$100 when using FedEx Declared Value.

Along with FedEx's reliable, time definite delivery, some of the benefits of shipping with FedEx include:

- You can declare up to \$50,000 when shipping with select FedEx Express Services. Features include state-of-the-art surveillance measures and proactive tracking.
- Delivery to more than 211 countries.

- Schedule pickups online or by phone.
- FedEx Insight® provides an up-to-the-minute view of your shipments, free of charge.

The FedEx discount is available at no cost to members. For more information about enrollment, contact a FedEx Association Advantage customer specialist at (800) 475-6708, or JA at (800) 223-0673.

# Spinel, Synthetic Spinel & Synthetic Spinel Triplets

**Q:** One of my customers received, as a gift from her sister, a 14-karat gold ring with a small pink oval stone in the middle, set with two small diamonds on either side. She was told that the center stone was a spinel. I didn't say anything to the customer, but aren't all spinels man-made? I seem to remember that they are often used in class rings and children's jewelry because they are so inexpensive.

Since I have not seen your customer's ring, I can't comment on it specifically, but I can give you some general information about both natural and man-made spinels.

Most of the "spinel" seen in jewelry today are indeed man-made. These synthetic spinels are grown in a laboratory and have almost the identical chemical, physical, and optical properties as their much costlier and more rare natural counterparts. Selling for as little as a few dollars per carat, synthetic spinels have been used for decades in

inexpensive jewelry, particularly class rings, costume and children's jewelry.

Common colors for synthetic spinel are red, blue, colorless and light green. Regardless of their low price, synthetic spinels can be truly beautiful.

There are certain colors of synthetic spinel that are difficult to grow, including dark green, yellow-green, and purple. To achieve these colors, manufacturers have to create something called a "synthetic spinel triplet." Two layers of colorless synthetic spinel are joined together with colored glue. The glue is reflected throughout the stone, making the stone appear all one color.

Natural spinel is a relatively unknown, yet attractive and desirable, gem material. Commonly occurring in red, pink, purple, gray blue and orange red, natural spinels are often brilliant when cut and polished, rivaling the beauty of other gemstones in the same color range. Fine-quality spinels, particularly in the red and pink range, can command several hundreds to more than a thousand dollars per carat.

If your customer wants to know the identity of her pink gemstone and the value of her ring, she should have it appraised by an experienced appraiser



Natural Spinel

with strong gemological credentials. Some gemological tests to determine if the stone is natural or man-made can be made relatively quickly. Remember, just because something is man-made doesn't mean that it's not as beautiful as its natural counterpart. It's just not nearly as rare or valuable. ♪

## Submit Questions to Ask A Gemologist

Need a solution for a difficult store dilemma or does a customer's question have you stumped? JA members can e-mail their questions to [davidpeters@jewelers.org](mailto:davidpeters@jewelers.org) or fax them to 213-607-7655. David Peters will respond to all questions, and selected questions will appear in future issues of *The J Report*.



*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.*



Synthetic Spinel (above) is almost identical to the natural stone

# JA Gemstone Consumer Leaflets

Educating your customers about gemstones creates consumer interest and confidence

For many people, gemstones are often a dazzling – and mysterious – part of their jewelry collection. Give customers the option to learn more about their favorite gemstones, or introduce them to new ones, with JA's Gemstone Consumer Leaflet series. The one-page leaflets familiarize consumers with gemstones, allowing them to feel knowledgeable and confident when making a purchase.

There are 15 gemstones represented in the series, such as Spinel, Amber, Peridot, and Tourmaline. Each leaflet features a beautiful color photograph of the gemstone and key information about the gem including: its properties, enhancement and treatment techniques, and care and cleaning.

There are many benefits to the having leaflets available. The leaflets can be displayed on a countertop or slipped into a customer's bag with their purchase. They can even act as a quick reference point for sales associates when interacting with customers.

JA members can purchase the entire set of all 15 Gemstone Consumer Leaflets for \$1.50. Individual leaflets for a particular gemstone can be ordered in multiples of 100 at a cost of \$5.50 (non-members \$6.50) or in multiples of 1,000 at \$5.00 per 100.

For more information or to purchase gemstone leaflets, visit [www.jewelers.org](http://www.jewelers.org).



There are 15 gemstone leaflets, including Spinel (above), with information on the front and back.

# Understanding & Communicating Jewelry Repairs

## Common Stone Setting Styles: Flush and Channel Setting

The information in this section of *Counter Points* will help you evaluate the craftsmanship related to two popular stone setting styles: flush setting and channel setting. You'll also learn to recognize some of the common problems with these setting styles to determine if repair work needs to be done.

Take the time to become familiar with the information in this article and you'll be better prepared to identify needed stone setting repairs and have the knowledge and confidence to discuss repair options in a way that builds a customer's trust and loyalty. When delivering a piece of jewelry involving stone setting or setting repair, you'll be able to demonstrate and ensure that all expectations were met to the highest professional standards. The result? Greater levels of customer satisfaction and higher sales and profits for you and your store.

### Flush Setting

**What It Is:** Flush setting (sometimes referred to as "burnish setting") is a relatively new style of stone setting, which has grown in popularity in the last few decades. Flush set stones are actually sunk into the mounting until they are level or flush with the surface. The technique of flush setting allows the jeweler to scatter gemstones across a piece of jewelry without the need for prongs, channels or groupings of stones to hold the gemstones securely in place. Jewelry with flush-set stones is often modern and stylish with a scattering of brilliance from randomly positioned gems.

**At The Bench:** Flush setting begins with the cutting of an opening or seat into metal. The seat must exactly match the diameter of the gemstone. A well-cut seat is so tightly cut to match the diameter of the gem that a brass pushing tool must be used to pop or push the stone into the seat. Because of the need for strong pressure to push the stone into place only very hard and durable gems like diamonds,

### Part 4a:

This is the fourth 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. According to recent research, a large percentage of customers actively seek out a new jewelry store because they are in need of a repair service. Because of this, 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.

Divided into two parts, this issue of *Counter Points* discusses one of the more common bench procedures today: stone setting. In this first section, we review flush and channel settings.

*In the next J Report, Part 4b will discuss Bright and Bead Settings and Pave settings.*



The flush set gemstones in this matching band and cufflinks add a touch of random whimsy to the simple design. Image: Professional Jeweler Magazine

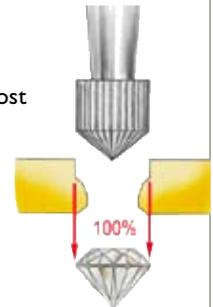
sapphires and rubies are used.

Once the gem is in place an appropriately sized burnisher is used to push metal from the edge of the seat down over the gemstone. Very little metal is actually pushed over onto the stone, so it is the tightness of the seat itself that helps hold the stone in place. Once a narrow bezel of metal has been created around the diameter of the stone, the burnisher is turned upright and run around the edge of the gem further pushing the metal onto the gemstone.

**What To Look For:** When inspecting a stone that has been flush set, it's important to note that the stone and seat match perfectly and that the small metal bezel, created by pushing the edge of the seat onto the gem, is consistent all around the stone's edge. The metal should not extend past the very tips of the gem's bezel facets.

### Step By Step

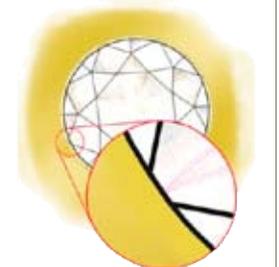
Flush setting is the most exact type of setting work. Cutting a perfectly sized seat is the first step in the process.



After the gem has been pushed into the seat a burnishing tool is used to push the seat's edge down over the gemstone.



The metal edge should be uniform and only cover the very tips of the gem's bezel facets.



## Channel Setting

**What It Is:** In a channel setting, metal grooves or channels hold gemstones securely in their mounting. Gems set in this style offer a continuous row of brilliance with no metal separations in between. The finished appearance is sleek and sophisticated and the nature of the style leaves no metal prongs to catch on clothing.

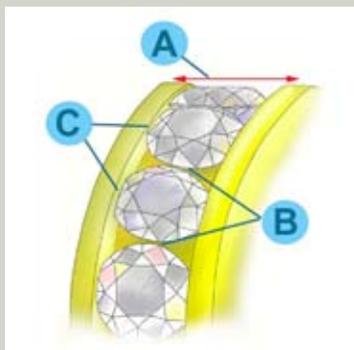


This 2002 AGTA Spectrum Award winning piece illustrates the exceptional skill of the jeweler in channel setting diamonds.  
Image: AGTA

**At the Bench:** To create a channel setting, a jeweler places the desired stones table down on a steel block in order of their crown height and girdle thickness. The stones are then transferred to the top of the mounting using wax to hold them in place. Once satisfied with the arrangement, the jeweler uses a sharp tool to mark each stone's position on the mounting.

The jeweler then cuts individual grooves or seats for each stone. This can be a very tiring and time-consuming process, because each seat must be cut to account for a stone's unique crown height, girdle thickness, and, in some cases, pavilion depth. Once all the seats are cut, the jeweler begins the setting process.

## Well Executed Channel Setting



**A.** The table of each gemstone should be level with the metal's surface and each stone should be set to the same depth regardless of each stone's unique crown height and girdle thickness. There should be no bumps that you can see or feel.

**B.** Spacing between stones should be uniform, about the thickness of a sheet of paper. The stones should never actually touch or overlap.

**C.** Channel walls should be crisp, clean and well defined. There should be no visible gaps around the stones. Visible gauges or extra pieces of metal holding the stones in place are a sign of poor workmanship.

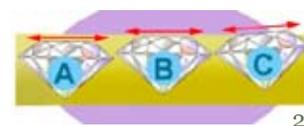
The stones are first angled into place in the mounting (lightly waxing the gems can help), and then the channel walls are lightly hammered downward to secure the stone in its seat.

### What To Look For:

Diagrams 1 and 2 illustrate common errors that occur with channel set gems:



The illustration above shows a ring with channels too narrow for the size of the stones. The jeweler over-cut the seats to fit the stones, and caused the channel walls to become scalloped.



**A.** If stones are set too low, then it will be difficult to bend the channels down onto them in a uniform and attractive manner. The stones may become loose and the metal edges of the channel won't appear crisp and even.

**B.** This stone is seated to the correct depth. The setting task is easier, and the finished appearance is more pleasing.

**C.** Stones that are set unevenly will not be as secure, because the metal over the high end of the stone is thinner and will wear faster. There will also be bumps that you can both see and feel with your finger. The lack of uniformity will cause light to reflect unevenly off the surface.

## Masters' Mentoring DVD Series:

### Learn the Bench Skills of a Master Jeweler

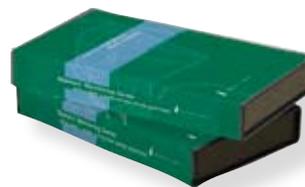
Jewelers wanting to enhance their bench skills, or learn to recognize when bench repair is necessary, can do so at their own leisure with *The Masters' Mentoring Series: Professional Bench Skills* DVD series. JA has developed the series, made up of four educational DVDs for bench jewelers, to teach specific skills that bench jewelers must master for certification.

In the DVDs, JA Certified Master Bench Jewelers perform tasks as a nar-

rator guides the viewer, explaining each step in detail. Footage includes close-ups and cross-section illustrations. Each DVD includes a Professional Bench Skills Guide featuring easy-to-understand illustrations that follow on-screen instruction.

Each DVD features a specific bench skill:

- **Installment I: Flush Setting - Round Gemstones** (with JA Certified Master Bench Jeweler Tom Weishaar)
- **Installment II: Prong Setting - Pear Shaped Gemstones** (with JA Certified Master Bench Jeweler Steece Hermanson)



- **Installment III: Prong Setting - Round Brilliants** (with JA Certified Master Bench Jeweler Jeffrey Mathews)
- **Installment IV: Ring Sizing - Karat Gold** (with JA Certified Master Bench Jeweler Wayne Lenkeit)

Masters' Mentoring DVDs are sold separately and available to members for \$19.99 each (non-members: \$29.99). For more information or to purchase the DVDs, visit [www.jewelers.org](http://www.jewelers.org).

[www.jewelers.org](http://www.jewelers.org)

# Maine Joins Its New England Compatriots

Maine Jewelers Association has Joined the New England Jewelers Association

The Maine Jewelers Association (MJA) has joined the New England Jewelers Association (NEJA), effective January 1, 2007.

“We are excited to welcome to the New England Jewelers Association the prominent designers and jewelry retail stores that make up MJA’s membership,” says NEJA President Steven Duvarney, of Duvarney & Co., Fitchburg, MA.

Through the merger, MJA members will receive the administrative benefits that a larger organization can provide, including a dedicated professional executive director and business office to support all members as well as jewelry consumer inquiries. Maine members can also look forward to advanced communication on their behalf to the media, legislators and consumers, via NEJA’s media liaison.

To complete the merger, a director from the former MJA Board will join the NEJA Board of Directors. NEJA will also liaise with an MJA member in Maine, who will assist in planning future Maine-based events.

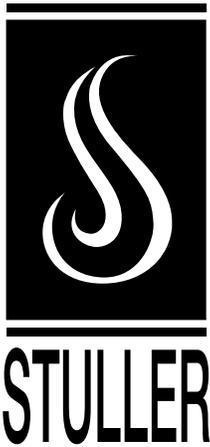
NEJA consists of members from Vermont, New Hampshire, Massachusetts and Rhode Island. With the inclusion of Maine, NEJA’s expanded membership creates a stronger, united network of jewelers in the North East. In addition to NEJA’s retail membership, Maine members will have access to its auxiliary associate membership, comprised of vendors and suppliers, for networking purposes.

“This is a mutually beneficial merger, because Maine has many active designers and jewelers who will greatly enhance the participation at NEJA events,” explains

Duvarney. “We look forward to planning larger, more significant design and educational events, which will receive a larger attendance that will benefit all NEJA members.”

Upcoming events are already in the works for the new members of NEJA. In addition to future NEJA educational events to be held in Maine, NEJA is planning a Spring welcome event. Maine will also host the NEJA Annual Design Competition in Fall 2007.

The New England Jewelers Association was established in December 2003, when the Vermont Jewelers Association and New Hampshire Jewelers Association decided to partner with the Massachusetts-Rhode Island Jewelers Association.



## Stuller Annual Jewelers Workshop

Stuller’s Jewelers Workshop features the latest jewelry technology, tools & techniques

Stuller, Inc.’s Annual Jewelers Workshop will be held March 30 - April 1 in Lafayette, LA. The event attracts bench jewelers, jewelry sales associates, store owners and managers. It features two days of educational seminars, bench demonstrations, a tour of Stuller, and an evening reception.

The workshop begins at 1:00pm on Friday, March 30, with a tour of Stuller’s Global Headquarters, followed by an introduction and orientation from Chairman/CEO Matt

Stuller and President/COO Chuck Lein. Attendees are invited to evening reception, which will provide social networking opportunities.

Education sessions and bench demonstrations are on the itinerary for Saturday and Sunday. Bench Demonstrations will include stone setting, finishing, polishing, plating, ultrasonic cleaning and bead stringing. The latest technology will be demonstrated, including laser welding, Ti-Research Cast equipment and PREFORM™ Ring Sizing System. Attendees will also get the chance to demo Stuller & Paspaley setting techniques, wax carving and injecting, and mold making examples.

The education seminars will cover a variety of topics, such as AGS Cut Grading for Fancy Shaped Diamonds, Winning the Internet War, White Metals – What Are They and How Are They Used?, Differentiation: The Key to the Survival of Independent Jewelry Stores, Coaching & Counseling Successful Sales Associates, Create Your Own Direct Mail Marketing, and more.

A full day of educational seminars will also be available for store owners, managers, and associates. Industry and Stuller experts will cover a variety of topics to help your store run smoother and more profitably, including creation of customized marketing materials for your store through Stuller’s new Marketing Services Program.

Leading trade experts will direct the speaker sessions and bench demonstrations. Among those on participating are Dr. Tim Malone, Shellie and Ron Bill, Matt Owens, Wyatt White, Bob and Russ Hendricks, Diane Flora, Andy Macaulay, Jurgen Maerz and members of Stuller’s manufacturing staff.

- \* Stuller Annual Workshop runs Friday, March 31 through Sunday, April 1, 2007
- \* Hours: Workshop begins at 1:00 PM on Friday. Sessions begin at 8:30 AM on Saturday and Sunday. Workshop concludes at 2:00 PM on Sunday.
- \* Registration costs \$130 for first person, addition registrations from same business half price.
- \* The price includes complimentary refreshments and lunch on Saturday and Sunday.
- \* For more information call 800-877-7777, or register online at [www.stuller.com](http://www.stuller.com).

Close Up



# JFC Announces 2007 Facets of Hope Honorees

Jewelers for Children kicks off fundraising for its annual gala in January

Jewelers for Children has started fundraising efforts for its 9th annual Facets of Hope event, which will be held Sunday, June 3, 2007, at the Bellagio Hotel in Las Vegas. The cocktail reception and dinner, during which the charity honors prominent industry leaders, attracts more than 2,300 industry guests during the JCK Show.

The 2007 Facets of Hope honorees are H. Marvin Beasley, chairman and CEO of Helzberg Diamonds, Inc., and Lee Michael Berg, president and CEO of Lee Michaels Fine Jewelry in Baton Rouge, LA. Both Beasley and Berg will assist JFC in raising funds to benefit children who are the victims of catastrophic illness or life-threatening abuse and neglect.

**“We are excited that Marvin and Lee agreed to be honored...they are going to make 2007 even more successful than last year for JFC.”**

- Laurence Grunstein



JFC will honor H. Marvin Beasley (left) of Helzberg Diamonds, Inc. and Lee Michael Berg (right) of Lee Michaels Fine Jewelry.

“We are excited that Marvin and Lee have agreed to be honored and both have assured us that they, along with our dedicated fundraising committee, are going to make 2007 even more successful than last year for JFC,” says JFC Chairman Laurence R. Grunstein of Citizen Watch Company of America.

“We are also fortunate to once again have Howard Sherwood of Daniel’s Jewelers, Inc., JFC’s vice president of fundraising, to head our 2007 effort. As important as monetary donations are to our success, the amount of time that the honorees and their teams, along with our entire fundraising committee, put into the effort is truly commendable.”

Information on sponsorship opportunities, advertising in the Facet of Hope journal and tickets is available at [www.jewelersforchildren.org](http://www.jewelersforchildren.org), or by contacting JFC at 212-687-2949.

## J-BIZ TOWN HALLS

LOOK FOR TOWN HALLS AT THESE  
UPCOMING SHOWS:

**SJTA Atlanta Jewelry Show**  
Sunday, February 25, 2007

**Midwest Jewelry Expo**  
Sunday, March 25, 2007

**JCK Show**  
Thursday, May 31, 2007

**JA New York**  
Sunday, July 29, 2007

## TRADE SHOWS

**Midwest Jewelry Expo**  
Madison, WI  
March 24-25

**Southeast Jewelers  
Leadership Conference**  
Memphis, TN  
March 24-25

**Baselworld**  
Basel, Switzerland  
April 12-19

**AGS Conclave**  
Denver, CO  
April 25-28

**AGTA Gem Fair**  
Las Vegas, NV  
May 31 - June 4

**JCK Show**  
Las Vegas, NV  
June 1-5

Upcoming Events

**JEWELERS OF AMERICA**  
52 Vanderbilt Avenue, 19th Floor  
New York, NY 10017  
800-223-0673 . 646-686-0246  
Fax 646-658-0256  
[info@jewelers.org](mailto:info@jewelers.org), [www.jewelers.org](http://www.jewelers.org)

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