

THE J REPORT

Jewelers of America: Education, Professionalism, Responsible Business Practices

July - August 2007
Volume 11, No. 4

Inside

IN THE NEWS 2

Tribute to Marion Halfacre

JA Invites Rangel to JA
New York Show

MEMBER BENEFITS 3

JIC Trends Forecast

Restructured Education
Center Online

ASK A GEMOLOGIST 4

Value of Opal Varieties

COUNTER POINTS 5

Selling Repair Services

AFFILIATE NEWS 7

COMING EVENTS 8

Update on Sales Tax Fairness Act

Legislation would require remote sellers, such as Internet retailers, to collect sales taxes

As forecasted in *The J Report's* "2007 Legislative Update" [January-February 2007], the "Sales Tax Fairness and Simplification Act" was reintroduced in the Senate by Senator Mike Enzi (R-WY) on May 22. The bill promises to help states efficiently and fairly collect sales and use taxes from remote sellers, who currently are not required to remit these taxes on catalog and Internet purchases.

Jewelers of America has announced its full support for the swift passage of the "Sales Tax Fairness and Simplification Act." JA President and CEO Matthew A. Runci states, "For 15 years, Internet and other remote retailers have had an unfair tax advantage that has harmed both consumers and traditional business owners. We don't believe consumers should be punished because they would rather shop on Main Street than in cyberspace."

According to Senator Enzi, the legislation would streamline the country's more-than 7,500 diverse sales tax jurisdictions by permitting states that become voluntary members of the Streamlined Sales and Use Tax Agreement (SSUTA), to require remote sellers to collect and remit sales and use taxes. A total of 15 states have already changed their tax laws and implemented

"We don't believe consumers should be punished because they would rather shop on Main Street than in cyberspace."

—Matthew Runci, JA president & CEO



the requirements of the SSUTA, which would help harmonize states' sales and use tax rules, bring uniformity to the definitions of items in the sales tax base, reduce the paperwork burden on retailers, and incorporate new technology to modernize administrative procedures.

"The states have acted. It is now time for Congress to provide states that enact the Streamlined Sales and Use Tax Agreement with the authority to require remote retailers to collect sales tax, just as Main Street retailers do today," says Enzi.

JA has joined the E-Fairness Coalition, a large group of businesses, associations, labor unions and state and local governments working to get the "Sales Tax Fairness and Simplification Act" enacted. The association has been working on the sales tax fairness issue since 2002, and vows to remain committed until the bill's passage into law. It will closely monitor hearings and other action on the bill.

The association urges all retail jewelers to write to their state's U.S. Senators expressing support for the "Sales Tax Fairness and Simplification Act." Jewelers can also send letters to Senator Enzi's office: 379A Russell Senate Office Building, Washington, D.C. 20510. ♣



Senator Mike Enzi introduced the Sales Tax Fairness and Simplification Act in May.

ROUTING BOX:

Be sure to initial and pass on
among store staff.

JA Mourns Loss of Marion Halfacre

Industry and community leader, and former JA board member, passed away unexpectedly in June

Marion Halfacre, founder and owner of Traditional Jewelers in Newport Beach, CA, passed away unexpectedly due to a heart condition, Saturday, June 9. He was 58. Halfacre was a committed leader within Jewelers of America, recently serving on its board of directors (2002-2006), as well as on the board of the California Jewelers Association (1994-2007) and acting as CJA's president (2001-2002).

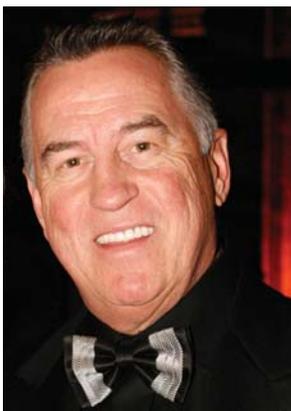
"Marion's munificent spirit inspired all who met him," said Matthew Runci, JA president and CEO.

"He used his great success in life to give back to others — through his charitable community work, participation in industry organizations, or through his loyal friendship. He will be greatly missed by his friends here at JA."

His contributions to the jewelry industry were well respected and far-reaching. He was the 2007 president of the 24K Club of California and served on the JCK Show Board. In 2005, *National Jeweler* honored him with its Retailer Hall of Fame award.

Marion and his wife, Lula, were known for their constant involvement in their local California community. They supported the Newport Beach Chamber of Commerce, which honored them in

2001 with a Silver Anchor Award. On June 8, the Chamber of Commerce again honored Halfacre, with the Commodore of the Year award. Marion also served on the boards of UCI Athletic Foundation, the Board of Governors of Chapman University and The Pacific Club.



Marion Halfacre, 1949-2007

Marion is survived by his wife and two children, Natalie and Erik, who also help run Traditional Jewelers; his mother Elise Halfacre Huff; and his two sisters Teresa Halfacre Dicus and Sarah Halfacre Verble.

Marion and Lula started their business in 1975, with a store in Jackson, MS. In 1979, they moved to Newport Beach and opened Traditional Jewelers. It didn't take long before they had developed Traditional Jewelers into a world-class luxury retail location. In addition to a 6,000-sq.ft. flagship store in Newport Beach, the Halfacres also operate a salon store within the Ritz-Carlton in Laguna Niguel, CA.

Memorial contributions may be made to the Cystinosis Research Foundation, c/o Natalie's Wish, www.natalieswish.org, and the Marion H. Halfacre Scholarship at GIA, www.gia.edu. For more information, email anna@traditionaljewelers.com.

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 Stone, New Philadelphia, OH
- 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*
Orasa Weldon, Art Director, *The J Report*

Rangel Invited to Open JA New York Show



Jewelers of America has invited Congressman Charles D. Rangel (D-NY) to give the opening speech at the JA New York Show, on Sunday, July 29, at 9:15 a.m. Congressman Rangel is the chairman of the Ways and Means Committee, which influences legislation that greatly affects JA members. He will address show attendees on topics of interest to small business in the jewelry industry. This must-attend event precedes the JA New York opening at 9:30 a.m.

JIC Tracks Trends for 2007

JIC fashion expertise can help JA members create the right product mix

With JA New York quickly approaching (July 29-August 3), JIC's Associate Director for Media Helena Krodel lends her tips to *The J Report* on what to look for before you buy your new merchandise.

“PERSONAL” OBSESSION

“The obsession with personal small pendants and a penchant for delicate sweet heirloom-type pieces continues,” says Krodel. “Iconic symbols, initials, hearts, talismans with engravings, and baby sized jewels are being reinvented to resemble those coveted things from grandmother’s jewelry box.”



ECO-JEWELRY

As *The J Report* has been reporting, responsible and sustainable issues are an important aspect of our industry – and they are affecting the types of jewelry consumers desire. According to Krodel, leaders in the jewelry industry are emphasizing their environmental and ethical conscience by using recycled gold and utilizing gems that only come from legitimate sources. “Environmental concerns are also influencing fine

jewelry styles,” she says. “Organic looking designs are springing up, notably hand-hammered details and jewelry with non-symmetrical proportions.”



GOthic, ROCK & METAL HEAD JEWELRY

A new crop of edgy jewelry appeals to both men and women. Retailers should look for “macabre, edgy jewelry with crests, shields, swords, spears, and horns,” advises Krodel. “Rock ‘n Roll inspired pieces like cuffs, statement making pendants, and metallics – from gold to platinum – are also ubiquitous.”



JIC members receive a complete trend forecast each season, but JA members can now receive JIC’s invaluable trend forecasts, among other benefits, with JIC’s new Marketing Resource Center (see box).

To hear more trends for the coming season, attend Krodel’s JA New York seminar, “Smart Buying: What’s Hot! What’s Not!,” on Sunday, July 29, 3:15 - 4:15 p.m.

Charm bracelet by Coomi; Hand-wrought gold earring by Vincente Agor; Sterling silver and gold cuff by John Hardy. Images courtesy of JIC.

JIC Introduces Marketing Resource Center

Discover new customers and create loyal return clients with Jewelry Information Center’s Marketing Resource Center, a new line of services designed to help retailers drive traffic into their stores with the help of strategic marketing, public relations and advertising programs.

The introductory package is available to JA members for a special rate of only \$65 per year. It includes all of the following services:

- **Ad slicks:** three timely topics designed for print publications
- **Trend forecasts** of season trends that can inform your collections and be used for consumer education
- **Postcards:** up to 150 customized for direct mailing to your customers
- **Press kit templates**
- **Press releases:** easily customized press releases for local media, to generate free publicity for your store
- **JA’s “What You Should Know About...” brochures** (sets on Gold, Pearls and Watches) – a \$45⁰⁰ value alone!
- **JIC’s Consumer Outreach Study**

For more information or to purchase the service package or an individual service, call your JA representative or Jewelry Information Center at 800-459-0130.

JA Education Center Restructured Online

J-Biz Online Education Center creates one-stop site for all JA member education needs

JA has restructured its online educational materials into one all-inclusive J-Biz Education Center. Now when members visit JA’s website, www.jewelers.org, they will see a new “Education” section on the homepage. The “Education” section features the new J-Biz Education Center and JA’s educational products, including in-store education, certification, seminars and scholarships.

The new J-Biz Education Center is designed to be a user-friendly online gateway to the unique learning and professional development opportunities available to JA members and their staffs. It is exclusive to JA members (log-in required) and features



JA’s quality educational resources in the following areas of interest: retail management; branding, marketing, advertising; product knowledge and sales training; and

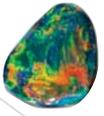
bench skills. The Center also contains all J-Biz Town Hall materials, which feature expert advice on a wide range of industry hot topics.

Through the J-Biz Education Center, JA will continue to offer its members the most relevant educational resources available today. Future additions to the site include online training courses and additional educational materials covering responsible business practices and finance.

Visit www.jewelers.org, click on “Education,” and log in to the new J-Biz Education Center to take advantage of the JA resources designed to help you advance your professional knowledge and skills.

Play of Color

An opal's value varies according to its color and spectral flashes



Q: A customer came in yesterday looking for an opal ring for her daughter. She mentioned that she had just looked at a gray opal at another store and was told that gray opals are more expensive than white opals but more affordable than black opals. While I'm familiar with white and black opals, I've never heard of a gray opal. Can you tell me something about them? And how expensive are they?

Opals can vary in appearance more than any other gemstone. While I can't comment specifically on the gray opal your customer saw, I can provide you with some general information that will help you better understand the value factors of some of the most common types of opals seen in jewelry stores today.

There are over 100 different variety and trade names used today to describe opals. Opals with a lighter body color (white, pale blue, light gray) are often called "white opals," and those with a dark (and more rare) body color are classified as "black opals." The body color of black opals is often a very dark

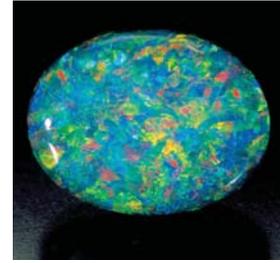
blue, dark gray or black. Opals falling between the common tonal ranges of white and black opals are sometimes referred to as "gray opals."

Whether white, black or gray, the value of an opal has more to do with the vividness of the spectral flashes (often called "play of color") visible from within the gem and the patterns these colors create, rather than the background body color. A high-quality opal, no matter its body color, should be more translucent than opaque, and have strong, vivid colors visible throughout the stone.

Opals showing more blue and green colors tend to be less valuable than opal showing more reds, oranges and yellows. Also, some opals show flashes of color in only one or two directions. These gems would tend to be less valuable than opals showing play-of-color from all viewing directions.

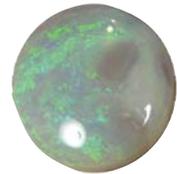
As a general rule, and with all other factors being equal, black opals are the most expensive, and opals with a gray body color command a slightly lower price than white opals. Again, this is a general rule, with the primary value factors being the vividness of the play or color in the stone and the patterns these colors create. ↓

A Variety of Value



Black Opal: This amazing black opal shows a vivid play-of-color pattern and a full range of spectral hues, which makes it very valuable.

Gray Opal: This opal's body color is too dark to be classified as white, and too light to called black. Jewelers would commonly refer to this as a "gray opal."



Two relatively average quality opals: The opal on the left is a typical "white" opal from Australia and the opal on the right is often referred to as a Mexican opal because it has the orange body color common to many opals from Mexico.



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.

How to Care for Opal

No matter the type of opal you sell to your customer, it's important to advise them on its proper care and cleaning:

- Because of its unusually high water content, opals should be protected from heat and strong light that can dry them out. Opals also draw moisture from the air and, therefore, should not be stored for long periods of time in dehumidified environments, such as bank vaults or closed jewelry boxes in dresser drawers.
- Opals are slightly softer than most transparent gemstones, so the wearer should take extra care, especially if mounted in a ring or bracelet.
- Never clean an opal using strong chemicals or detergents and avoid ultrasonic and steam cleaning machines.
- Opals can be safely cleaned with mild soap and warm water using a soft brush. Tell your customers to always rinse and dry their jewelry thoroughly after cleaning.



Above: Brooch set with a very high-quality "peacock" black opal. The word peacock describes opals with areas of strong, bold blue and green flashes of color.

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 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*.

Understanding & Communicating Jewelry Repairs

Part 5: Selling Repair Services

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.

The Right Attitude:

With the goal of increasing the number and profitability of the repair sales you make, a good starting point is to look at your own personal attitude toward selling repair services as compared to selling the merchandise in your cases.

Let's face it, there is no repair sale in the world that can rival the excitement and thrill of selling a big diamond. But taking care of your customers really isn't about selling them big diamonds; it's about providing them with the products and services they need – when they need them – in a friendly and consistent manner.

Selling a big diamond is like hitting a home run, but baseball games aren't won by hitting home runs. Baseball games are won by each player concentrating on every aspect of the game. Think of selling repairs as an important part of your job because it's one of the most valuable services you can offer your customers. Making a repair customer happy will most likely lead to many future merchandise sales, and perhaps even that big "home run" diamond sale!

Know Your Customer's Motivators:

The most important rule to remember when selling repair services is to never underestimate the value customers place on their broken jewelry. In his 1973 book, *The Lazy Man's Way to Riches*, Joe Karbo identified the four basic motivators that cause people to make a purchase. He called them the "4-R's": Reward, Romance, Reincarnation and Recognition.

These 4-R's have everything to do with your customers' perceived value of an item and how much they are willing to spend to have it repaired.

Part 5:

This is the final installment 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. This article will focus on selling repairs for increased profitability and customer satisfaction.

The information in this issue of *Counter Points* will help you to better understand how to sell repair services to your customers. You'll also learn more about the process of taking in jewelry repairs and how you can help minimize risk and increase customer satisfaction by following some simple and easy-to-use procedures.

Reward: A self-purchase usually motivated by impulse. These pieces create the weakest and most short-term emotional bonds. Customers are less likely to pay for expensive repairs on these purchases.



Even though this ruby ring was brought in for a simple sizing job, a careful inspection revealed several loose stones (bottom) and the need for prong work.

Romance: A purchase based in love. Romance motivated sales are usually more expensive and well thought out. Romance purchases create a long-lasting emotional attachment, and customers will generally pay high prices to have these items repaired, because they are more motivated by value and quality.



Create Trust:

Given Mr. Karbo's 4-R's, it's clear that in the vast majority of repair situations, price will not be the determining factor for your customers. People want a good value, but more importantly, and in most situations, they want quality. They also want to be able to trust you and your store to take the utmost care of their jewelry.

Selling repairs is about doing right by the customer and their jewelry. Customer relationships are based upon trust, and you can lose this trust by both over-selling unnecessary repair work and by not taking the time to uncover repair work that really needs to be done. Whatever the situation, once you've lost a customer's trust, you've lost the customer forever.

Reincarnation: A jewelry purchase based in part on the item's long-lasting value and the premise that it will become a family heirloom with great sentimental value attached. The customer will often pay the highest of prices to have the item repaired or restored. Never underestimate the extent people will go to have these items – their legacy – live again.

Recognition: Purchases that say, "I have arrived." For a man it might be a Rolex watch, for a woman an expensive diamond pendant. Status is an important component of ownership. People with the money to purchase such items can and will pay for expensive repairs when supplied with thorough explanations of the repair estimate. Trust is also an important issue. These customers look for jewelry stores with high levels of expertise and industry certifications like those offered by Jewelers of America.

Evaluate Needs:

When selling repairs, take the time to get to know your customer and the history of the piece they need repaired. Don't just write up a tidy job card [see box, p.6], give a customer a due date, and quickly say "goodbye," when a he or she brings in the repair. While your customer is in the store, give the piece a quick clean-

For reprints of this or any previous article in the series, please contact JA at lthompson@jewelers.org.

ing to give you time to get to know your customer and the piece's history. This information will provide you with valuable insights into how to sell repair services that best meets their needs and motivations. Demonstrating your knowledge and commitment to customer satisfaction by taking just a little extra time with a repair sale will reap tremendous rewards.

To maximize your repair profits and close more repair sales, you must make the customer feel that their jewelry is important and that your store will give it the attention and care it deserves.

Once the piece is clean, take the time to carefully inspect it looking for any and all repair work that needs to be done. Your customer will be much more likely to agree to the added costs of more comprehensive work if you take the time to put her needs and the needs of the piece first.



Having access to a skilled bench jeweler can be a critical factor when selling expensive or complicated repair work to a customer.



One of the most effective ways to demonstrate the need for repairs is to show your customer her ring on a TV monitor connected to a gemscope via a camera.

Stay Current:

Success for today's retail jeweler is much more about service than merchandise. If you want to compete and win against other stores for high-end repair sales you must have the right tools: access to an accomplished bench jeweler, a strategically developed repair pricing structure, knowledge of how repairs are made and the ability to sell repair work to your customers.

As a sales professional, it's your job to continually develop the last two of these tools: your knowledge and your ability to sell repairs effectively. Customers turn to you for advice and guidance, particularly when it comes to repairing their jewelry. Your personal commitment to their satisfaction will undoubtedly lead you and your store to higher levels of growth, performance and profitability.

Remember, even though repair sales will never be as exciting as selling a big diamond, it's an important part of your job and deserves the same passion and commitment you give to selling your most expensive pieces. **J**

Rules For Writing Effective Repair Tickets

1. Carefully inspect all parts of the piece, not just the area needing repair.
2. Show the customers what you see using a loupe, microscope or a scope connected to a TV monitor.
3. Put only one job in each envelope and number consecutive jobs (i.e., 1 of 3, 2 of 3, 3 of 3).
4. Write all instructions legibly. Do not abbreviate.
5. Always put a due date to ensure on-time completion. ASAP is not a due date.
6. Photocopy items like broken chains or charm bracelets. Keep these copies to help solve future disputes.
7. Use a separate sheet to list extensive instructions.
8. Get the customer's daytime phone number.
9. Note the condition of the jewelry.
10. Don't discount repairs.
11. Don't repair a jewelry item unless you can guarantee your work.
12. When in doubt, ask your bench jeweler or someone knowledgeable before the customer leaves the store.

Jewelers of America would like to offer a special thanks to TOM WEISHAAR, CMBJ, for his tremendous contributions to this article. Weishaar, a JA Certified Master Bench Jeweler, is one of the nation's leading bench jewelers and an expert on service department processes and profitability. His new book (yet untitled) on how independent jewelers can sell repairs profitably and effectively will be published in Spring 2008.

JA Professional's Guide Results in Repair Sales Profits

In order to make the most of repair sales, your customer must trust your knowledge and your store's expertise. Staff must be able to correctly identify the necessary repair work and easily communicate their knowledge to customers.

JA created the illustrated reference guide, **JA Professional's Guide to Fine Jewelry Craftsmanship**, as an invaluable visual aid to help explain repairs to consumers, train new employees and enhance sales presentations.

The spiral-bound guide covers five categories: Repair, Stone Setting, Fabrication and Assembly, Casting and Finishing. Each contains clear depictions and explanations of

JA Professional's Guide to Fine Jewelry Craftsmanship helps sales associates and staff identify required repair work

specific topics including ring sizing, prong settings, shank assembly, cast porosity, applied finishing styles, common problems and structural flaws.

The *Guide* is designed to help associates explain customers' need for, and the process of, jewelry repair: the front of each page (pictured) features large illustrations for customers



to view, while the reverse side lists talking points for staff when explaining jewelry repairs to customers.

In addition to sales associates, *JA Professional's Guide to Fine Jewelry Craftsmanship* is also an ideal reference for a bench jeweler, owner, manager or appraiser.

JA members can order the guide for \$49.99 (non-members \$69.99), at www.jewelers.org. Discounts for orders of 10 or more available.



JA at the JCK Show

Top Left: JA Vice President David Lafleur greeted show attendees with Member Services Representative Dahlia Fyfe (left) and Members Services Manager Carey Miller at JA's booth during the JCK Show in Las Vegas, May 31-June 5.

Top Right: At the show, JA President and CEO Matthew A. Runci moderated an Executive Roundtable, on Saturday, June 2, with a power panel that included (L-R) Esther Fortunoff, Fortunoff; John Green, Lux Bond & Green; Beryl Raff, JC Penney; Pete Engel, Fred Meyer Jewelers; Terry Burman, Sterling; and Ofer Azrielant, Jewelry.com.



The New England Jewelers Association Fall Conference and Design Competition

The New England Jewelers Association will hold their annual Conference in Portland, ME, October 13-14, 2007, at the Holiday Inn by the Bay. The event will feature the NEJA Design Competition and Scholarship Awards and an education program. NEJA attendees can also enjoy a Windjammer Cruise of Maine's Casco Bay at no charge.

For more information and to RSVP, contact executive director Walter Brown, at Walter@NewEnglandjewelers.com



2007 Tri-State Jewelers Awards

The 2007 Tri-State Jewelers Convention featured the inaugural presentation of Jeweler and Employee of the Year awards. Association president Jim Gianforte (center) presents the Jeweler of the Year award to Kathleen Gallagher (left), of Michael Gallagher Jewelers, Bear, DE, and the Employee of the Year award to Erin McCloud (right), Sanders Diamond Jewelers, Pasadena, MD, at a luncheon on May 20.



Roman Jewelers Create African Experience

JA member-store Roman Jewelers, held an "Out of Africa" event at their flagship store in Flemington, NJ, as part of an ongoing program aimed at community education. The event taught area residents about platinum mining in South Africa. Platinum jewelry experts Bruce Pucciarello of Novell Design Studio and Keith Reilly of Platinum Guild International USA discussed how platinum was mined, while the world-renowned Universal African Dance Ensemble (pictured) entertained the guests.

Have pictures from a recent event involving your store? Get them published in the *J Report*, by emailing your high-resolution images (300dpi) – along with newsworthy facts about the event – to lthompson@jewelers.org.





Success is in season.

**JA
NY**

JA NEW YORK SUMMER SHOW 2007
 JULY 29 - AUGUST 1, 2007
 JACOB K. JAVITS CONVENTION CENTER
 JA-NEWYORK.COM

YOUR BEST OPPORTUNITY TO NETWORK WITH MORE THAN 1,900 EXHIBITORS FROM AROUND THE WORLD
 THE ONLY PLACE TO FIND COUTURE DESIGNERS AND MANUFACTURERS OUTSIDE OF LAS VEGAS
 SEE THE LATEST FROM HONG KONG, ITALY, BRAZIL AND MORE BY VISITING THE FAMOUS INT'L PAVILIONS
 EXCLUSIVE JA EDUCATIONAL PROGRAM AND BUYER INCENTIVE PROGRAMS
 SAFE AND SECURE ENVIRONMENT THAT'S EASY TO SHOP AND EASY TO BUY

TO REGISTER AS A BUYER, VISIT WWW.JA-NEWYORK.COM OR CALL 800.650.1591 OR 972.349.5953
 TO EXHIBIT, CALL TOBI MARRONE AT 800.950.1314 EXT. 4986 OR 646.654.4986; EMAIL TOBI.MARRONE@NIELSEN.COM

presented by **NATIONAL Jeweler** produced by The Nielsen Company Sponsored by Jewellers of America

Committed to Professionalism and Integrity

American Gemological Laboratories is the Official Gemstone Laboratory of the 2007 JA New York Summer Show
 Gem Certification and Assurance Lab (GCAL) is the Official Diamond Grading Laboratory of the 2007 JA New York Summer Show

Upcoming Events

JULY/AUGUST EVENTS

**New York State Jewelers
 Association Dinner**
 New York, NY
 July 28

JA New York
 New York, NY
 July 29-August 1

J-Biz Town Hall
 @ JA New York
 July 29, 10:15 AM - 12:15 PM

Arizona Jewelers Convention
 Glendale, AZ
 August 11

Arkansas Jewelers Convention
 Little Rock, AR
 August 11-12

Atlanta Jewelry Show
 Atlanta, GA
 August 11-13

**Nebraska/S. Dakota Jewelers -
 Leadership Conference**
 Kearney, NE
 August 17-19

Louisiana Jewelers Association
 Lafayette, LA
 August 24-26

**Minnesota/N. Dakota Jewelers
 Bench Workshops**
 Minneapolis, MN
 August 25

Columbus Jewelry Show
 Columbus, OH
 August 25-26

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, www.jewelers.org

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