

# THE J REPORT

Jewelers of America: Education, Professionalism, Responsible Business Practices

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## Town Halls Examine Industry Hot Topics

### Vegas and New York forums will complete 2007 cycle of meetings

**J**-Biz, JA's new education initiative, is carrying out a series of live Town Hall meetings at trade shows around the country, to gain insight into the issues most crucial to the success of the 21st century independent retail jeweler. The information culled from the Town Halls will be used to develop new J-Biz courses and programs for JA members.

On Thursday, May 31, JA is gearing up for its third – and longest – Town Hall discussion forum to take place at the JCK Show in Las Vegas, from 2:00-4:30 p.m. The extended session will build upon the informative discussions generated at previous Town Halls, held at the SJTA Atlanta Jewelry Show and the Midwest Jewelry Expo in Madison, WI.

The Atlanta and Madison Town Halls offered a glimpse into retailers' challenges, with common themes emerging in the panelists' presentations and through the questions asked by attendees.

### TECHNOLOGY TOPS LIST

Technology and the Internet were hot issues, as many jewelers asked how to deal with Internet-only diamond sellers and develop a competing "web presence" going forward. Nick Failla, founder of Premier Consulting Innovations, who spoke in Atlanta and Madison, emphasized the opportunities the Internet provides for retailers. He advised retailers in the audiences to market their companies and websites online by using search engine optimization, a technology that allows websites to come up higher in consumers' searches online. Failla reminded jewelers that online marketing can help them reach engagement-age customers, who are dedicated online researchers when it comes to buying new products.

Lee Krombholz, Krombholz Jewelers, Cincinnati, OH, and a panelist at the Madison Town Hall on March 24, discussed technology as a way to improve productivity. The jeweler uses business management software to track his sales and analyze his store's "fast sellers," which allows him to re-stock quickly with his most popular products. Krombholz also has successfully used computer-assisted design and manufacturing to create custom-designed jewelry and e-newsletters to connect with clients.



Paul Holewa (left) introduces the expert panelists at the Madison Town Hall: Bill Susatchek, Lee Krombholz and Nick Failla.

### EXPERTISE IS INVALUABLE

Successfully promoting independent jewelers' unique expertise was another common topic at the first two Town Halls. At the Atlanta Town Hall, panelist John Singer, senior buyer at Charleston Alexander Diamond Importers, said that an independent's "expertise is invaluable. Be competitive."

Jewelers attending both Town Halls asked how to deal with customers who reference Internet research and e-retailers' lower price points. The panelists advised jewelers not to get stuck on price, but to use the opportunity to let their more nuanced, expert knowledge, and face-to-face customer service, shine through.

"For some reason, [these customers] walked into your store. You are there, they can look at the item, and you have the expertise," says Singer. "But you really have to talk about things other than price."

Since expertise is key to differentiating independents from Big Box and chain stores, Madison speaker Bill Susatchek, Rasmussen Diamonds, Racine, WI, showed the audience how his independent jewelry store trains staff to be "experts" in their field. He gave an insider's guide to his well-respected Rasmussen Diamond University, the multi-level training program for his sales team.

The final Town Hall will be held at the JA New York Summer Show, Sunday, July 29, 10:15 - 12:15, at the Javits Center. ↓

Visit the J-Biz Education Center online, at [www.jewelers.org](http://www.jewelers.org), to view complete Town Hall transcripts and Power Point presentations.

### ROUTING BOX:

Be sure to initial and pass on  
among store staff.

.....  
.....

# JA Releases Responsible Gold Confidence Pack

Pack helps members communicate with public on responsible gold

As consumers grow increasingly more environmentally conscious, JA has designed a “confidence pack” of materials for members to use in response to enquiries from consumers, the media or their stakeholders about responsible gold.

JA, in collaboration with the Council for Responsible Jewellery Practices (CRJP) and the World Gold Council (WGC), has prepared a Responsible Gold Confidence Pack to include JA’s official Statement on Responsible Gold, a Model Statement to show customers and the press and a Sample letter to send to interested stakeholders articulating members’ support for specific mining practices.

“JA’s Responsible Gold Confidence Pack affirms our members’ expectations that industry supply partners will source gold responsibly,” says John Cohen, chairman of the JA Board of Directors. “The documents also enable our members to quickly convey to the public that they believe gold should be extracted and processed in socially and environmentally responsible ways, and that our industry is working to improve the supply chain.”

## Online

- \* [www.jewelers.org](http://www.jewelers.org)
- \* [www.responsiblejewellery.com](http://www.responsiblejewellery.com)
- \* [www.responsiblemining.net](http://www.responsiblemining.net)
- \* [www.responsiblegold.org](http://www.responsiblegold.org)
- \* [trustingold.com](http://trustingold.com)

The documents are a great reference for members, since they explain JA’s policy on responsible gold, and the association’s relationship with two key responsible gold organizations: JA’s participation in IRMA, the Initiative for Responsible Mining Assurance, and its membership in the CRJP, which in 2008 will begin monitoring its members, from mine to retail, on a wide array of responsible ethical, social and environmental practices.

All Confidence Pack documents are available at [www.jewelers.org](http://www.jewelers.org). JA’s Statement on Responsible Gold is available at the Public Affairs section of the website. Members can find and download the Model Statement and Sample Stakeholder Letter in the Members Only section.

## JA Board of Directors

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## JA at JCK Show

JA is bringing its educational and professional expertise to the 2007 JCK Show, May 31-June 5. Don’t miss these informative JA events while in Las Vegas.

### JA Town Hall Forum

Thursday, May 31, 2:00 pm - 4:30 pm

The third in JA’s series of Town Hall forums [see page 1], will feature presentations by experts in fields of finance, marketing, technology and training. Attendees will have the opportunity to ask questions and propose ideas to the presenters and each other.

### Executive Roundtable

Saturday, June 2, 8:30 am - 10:00 am,

Las Vegas Convention Center, S224

JA President & CEO Matthew Runci moderates a “power panel” of industry leaders: Beryl Raff, JC Penney; John Green, Lux Bond & Green; Terry Burman, Sterling; and Ofer Azrielant, Jewelry.com; Pete Engel, Fred Meyer Jewelers; Esther Fortunoff, Fortunoff.

### A Realistic Look at Using the Internet to Grow

Thursday, May 31, 9 - 10 am (Venetian)

After attending this seminar, retailers will understand how to use Internet to grow their business and increase their profitability.

### Buy it Right! Price it Right!

Thursday, May 31, 10:30 am - 11:30 am

(Venetian)

Successful buying and pricing requires a diverse range of skills. Attend this seminar to gain a foundational understanding of the overall buying and pricing process, including how to develop a retail buying strategy, buying and pricing with a customer focus, and negotiation skills and negotiation variables.

## “Only Gold” For New WGC Ads

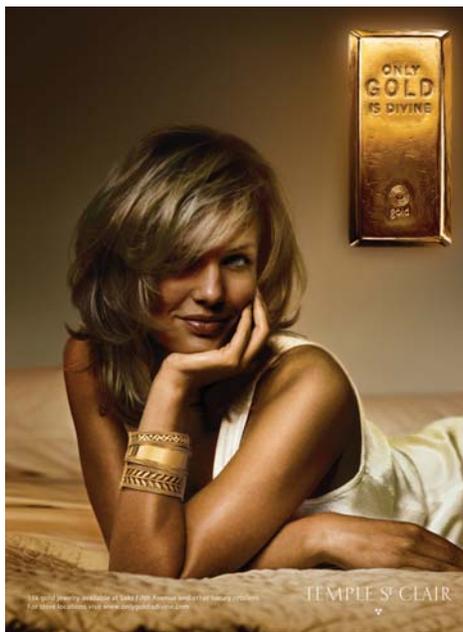
WGC launches new national campaign emphasizing the power of gold

With fashion still fascinated with gold, the World Gold Council has been actively promoting gold jewelry with independent retailers and to consumers in 2007. In March, WGC launched a new gold jewelry ad campaign, “Only Gold,” and announced it would invite independent retailers to join its successful “May is Gold Month” promotion for the first time [see box].

The “Only Gold” campaign is designed to stimulate consumer demand for gold jewelry, by increasing gold’s relevance and desirability. The campaign utilizes a new series of headlines – “Only Gold is Divine,” “Only Gold Signifies True Power” – based on fundamental beliefs culled from gold’s cultural history. These headlines emphasize the core values of gold as a universal brand.

Partners in the campaign include select high-end gold jewelry designers, like Gurhan, SeidenGang and Temple St. Clair. Retailers who carry these lines will either be tagged in the ads or can be found on the associated campaign websites, like [onlygoldisdivine.com](http://onlygoldisdivine.com).

The advertising campaign will initially appear in 17 leading publications in May and June 2007, including *Elle*, *Harper’s Bazaar*, *InStyle*, *Real Simple*, *Town & Country*, *Vanity Fair*, *Vogue* and *W*.



The “Only Gold” ad campaign effectively combines emotional rationale for buying gold with an aspirational product message. Top, Temple St. Clair jewelry is used to show that “Only Gold is Divine.” Below, “Only Gold is Majestic” with SeidenGang jewelry.

## GE Credit Program Gets Luxe New Look

JA’s exclusive member benefit gets revamped with added benefits for you and your customers

As was announced at the 2006 JCK Show in Las Vegas, GE is rebranding its GE Jewelry Accents credit card services. Now termed “GE Money Luxury,” the financing program is an exclusive member benefit of JA.

The Diamond and Gold Jewelry Accents cards will not be used going forward and are being replaced by the new GE Money Luxury card. Listening to feedback from retail jewelers, GE designed the card to reflect the luxury and quality of your jewelry business. With more than 20 years of experience in serving the jewelry industry, GE has developed the GE Money Luxury program to meet retailers specific needs with proven benefits over traditional bank credit cards.

Currently, 1,500 JA members use the GE Money Luxury finance program to increase their competitive edge over national chains and other competitors. Some of the card benefits they enjoy are:

- Generous credit lines and special promotions – up to \$100,000 upon request and approval.
- Creating customer loyalty: your store name on the card creates repeat purchases after the initial sale.
- Closing more sales: process credit applications and sales in seconds.
- Complementary marketing materials.
- Flexible duration No Interest non-recourse financing up to 12 months.

GE Money Luxury clients receive 100% funding for all purchases made on the card within two business days, so they can realize the full benefit of credit sales right away.

The Luxury Program has a proven ability to increase the average purchase of customers, and can turn browsers into buyers.

Take advantage of this exclusive JA benefit, visit [www.enroll-today.com](http://www.enroll-today.com) (enter code “ja”) or call 866-209-4457 to find out more information and enroll.

### Did you know May is Gold Month?

This year, the World Gold Council invited independent retail jewelers to join its national promotion, “May is Gold Month: Treat Yourself and Those You Love,” for the first time. The campaign – advertised in leading consumer magazines – emphasized the traditional gifting opportunities in May, such as Mother’s Day, Graduation and Bridal season.

According to WGC, fully participating retailers who supported the message in store and in catalogue, as well as in their sales associate training have shown double-digit year-over-year gold sales increases in the month of May.

WGC made available a variety of promotional materials, like the tent card above, for independent retailers to use in their in-store signage, direct mailings and in-store events. Retailers could access the materials at the WGC website at [www.marketing.gold.org](http://www.marketing.gold.org). JA members could also click on the WGC logo at our home page ([www.jewelers.org](http://www.jewelers.org)).





### Jewelry Information Center

The JIC team has had a busy start to 2007. The annual JIC Gem Awards (left), held Friday, January 12, 2007 in New York City, honored Jack Heuer, Kwiat and journalist Jill Newman. (Top) JA president and CEO Matthew Runci stands with (l-r) GIA Chairman Ralph Destino, Deborah Norville and David Bouffard of Sterling. (Bottom) JA board member John Green with JIC's Helena Krodel, Colleen Mathis and Amanda Gizzi and Steven Kaiser of Kaiser Time, Inc.

JIC spokeswomen have been appearing at JA affiliate events across the country. Below, Helena Krodel and Amanda Gizzi take a break from presenting the latest jewelry trends at the 2nd Annual Southeast Jewelers Leadership Conference, March 24-25, in Memphis, TN.



### JA Member Aucoin Hart Welcomes Designer Penny Preville to New Orleans

(Left to Right) Tommy Aucoin Jr., owner of JA member store Aucoin Hart Jewelers, New Orleans, award-winning designer Penny Preville and president of the New Orleans office for Habitat for Humanity Jim Pate, at Aucoin Hart Jewelers' trunk show, part of a charity event weekend hosted by Aucoin Hart to raise funds for post-Katrina clean up, March 24-25. The trunk show featured Preville's new "fleur de lis" diamond collection. During the fundraising weekend, Preville and Aucoin donated over \$10,000 to Habitat for Humanity and constructed a house in the damaged New Orleans neighborhood of the Upper Ninth Ward.

Aucoin Hart plans to invite other high-profile designers to assist in rebuilding efforts. "New Orleans cultural and arts reputation is well documented. Now artists, including Penny Preville, are giving back to the community that has inspired them for decades," says Tommy Aucoin Sr., president.



### Faces & Places

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



### Scenes from the Midwest Jewelry Expo

Above, the opening reception at the Midwest Jewelry Expo on March 24, in Madison, WI, featured live music, cocktails and a raffle. JA staff members travel to affiliate conferences throughout the year as exhibitors and to support affiliate events and educational seminars. At the recent Midwest Jewelry Expo, which was hosted by the Wisconsin Jewelers Association, JA member service representative Dahlia Fyffe (below, left) discusses member benefits with an Expo attendee.



### NYSJA Annual Gala Dinner Set for July

New York State Jewelers Association, in conjunction with *National Jeweler* magazine, will hold its annual Gala Awards Banquet on Saturday, July 28, 2007, at The Mandarin Oriental Hotel (pictured), 80 Columbus Circle at 60th Street, New York City. More than 200 guests are expected to honor industry leaders.

There will be “live” and silent auctions, dinner, dancing and the awards ceremony. To celebrate with the NYSJA, contact Barbara Keefe Rosenstein at 212-290-1555 or BKeeferos@aol.com for more information. Tickets are \$325 for individuals and \$2,950 for a table of ten. Journal Advertising and Sponsorship Opportunities are available.



## Member Benefits

### Tiara Showcase

The Tiara Program is one of JA’s most popular member benefits. By donating tiaras to local events, jewelers interact with the public, spreading invaluable world-of-mouth advertising. They also receive enthusiastic response; these happy recipients of tiaras sent in thanks.



The Oshkosh Christian School and Valley Christian High School crowned their 2007 Prom Queen with a JA tiara. The tiara was donated by Reimer Jewelers, Inc. Sheri Knepel, director of development at Oshkosh, sent in this picture of Prom King and Queen, Emmie and Will: “Thank you for this lovely gift for our prom queen. They had a wonderful time.”



June Oman, of the Winthrop Kiwanis Club Pageant Committee in Minnesota, sent this picture of the new 2007 Miss Winthrop Clarissa Schwartz (center). JA member Kock’s Jewelry of Hutchinson, MN, provided the three tiaras. “We receive so many compliments on them,” says Oman. Schwartz was crowned in March, she is flanked by first princess Monica Jackson (left) and second princess Tara Jackson (right).

Want to show off your JA tiaras? Have your tiara stories and pictures published in the *J Report*, by e-mailing your stories and digital images (300dpi) to [lthompson@jewelers.org](mailto:lthompson@jewelers.org). Or mail them to: 52 Vanderbilt Ave., 19th Floor, New York, NY 10017.



# JA Seminars for 2007 JA New York Summer Show



Featuring some of the jewelry industry's best known speakers and educators, the 2007 JA New York Summer Show conference program offers four days of free seminars with need-to-know information and education for every retail jewelry professional. The Jewelers of America Retail Learning Center is located in Hall 1D at the Jacob Javits Convention Center. All seminars are free and no registration is required. Don't miss any of the outstanding educational opportunities at this year's JA New York Summer Show, **July 29 - August 1, 2007.**

## Sunday, July 29

**10:15 AM - 12:15 PM**

### **JA Town Hall Forum**

The JA/NY Summer Show 2007 will host the final in a series of four "Town Hall Forums." Sponsored by JA and moderated by *Instore* magazine, at today's interactive session, respected industry experts will offer their insights on the critical issues that impact success in today's challenging retail environment. Attendees will have the opportunity to ask questions and solicit advice from the panel of experts.

**12:45 - 1:45 PM**

### **Streamlining Your Jewelry Shop to be a Profit Center**

*Arthur Skuratowicz, CGA, GJG, Anton Nash, LLC*

Your repair department's processes and procedures can either make you money or cost you a bundle. From taking in repairs to ordering supplies, this seminar will show you some of the best and most efficient ways of getting things done in the repair department so that both customer satisfaction and the bottom line are increased.

**2:00 - 3:00 PM**

### **Tweak Your Tools for Better Stone Setting**

*Arthur Skuratowicz, CGA, GJG, Anton Nash, LLC*

Tool modifications can make a jeweler's workday easier, completion quicker and results better. This seminar will concentrate on the modification of tools used specifically for stone setting and related tasks. It covers how and when to make tool modifications and the appropriate techniques when using modified tools. Examples of modified tools will also be shown.

**3:15 - 4:15 PM**

### **Smart Buying: What's Hot! What's Not!**

*Helena Krodol, Media Manager, Jewelry Information Center (JIC)*

Have you ever walked a trade show and wondered where to start? How much should I buy? What will customers be looking for this spring and fall? Helena Krodol has her finger on the pulse of the fine jewelry and watch industry. She will forecast the hottest trends for the year while discussing the influence of pop culture and fashion on consumers' buying habits. Don't miss this opportunity to find out what your customers really want this year.

**4:30 - 5:30 PM**

### **A Secret To Survival: How To Create Sustainable Market Dominance**

*Dr. David McKinney, Associate Professor, GIA School of Business*

It's projected that within the next decade about 1/3 of all existing independent U.S. jewelry businesses will cease to exist. Dr. McKinney discusses why many great companies fail to survive and what they could do to flourish. He will identify corporate features that customers now value and competitors fear. He will show you how to turn around your business not only to survive but also to dominate your market.

## Monday, July 30

**10:15 - 11:30 AM**

### **Implementing a Productivity Improvement Program**

*Brad Huisken, Principal, IAS Training*

In today's sales environment the only thing that separates one company from its competition is its people. This seminar shows how to implement a productivity improvement program.

Brad will discuss the five benchmarks for productivity improvement along with detailing non-negotiable sales and customer service standards, training techniques and his training checklist for sales people and sales managers.

**11:45 AM - 12:45 PM**

### **GIA Research Update 2007**

*Wuyi Wang, GIA Laboratory, New York*

In this very popular annual presentation, you'll have the chance to meet a member of GIA's Research staff who will answer questions and provide you with an overview about the very latest developments in the lab, including updates on gem identification and other topics of current interest.

**1:00 - 2:15 PM**

### **The "Be Back" Bus Isn't Coming Back: How to Overcome Customer Objections**

*Brad Huisken, Principal, IAS Training*

Brad Huisken believes that, when a customer says "I'll be back" or "I need to think about it," the customer is not really going to come back or they are not really going to think about your sales presentation. The salesperson needs to figure out what the real objection is, in order to save or make the sale. This seminar will show you an effective, customer service driven method to handle objections.

**2:45 - 3:45 PM**

### **The AGS Performance Based Cut Grade Update**

*Peter Yantzer, Executive Director, AGS Laboratories*

Learn about AGS Lab cut grade developments in the last year, new research and the Diamond Quality™ Document. Peter Yantzer will show how this information can help build customer confidence at the sales counter.

**4:00 - 5:00 PM**  
**Achieving Your Sales Goals Through Relationships & Customer Loyalty**

*Becka Johnson Kibby, Training Manager, Robbins Bros*

Do you ever wonder why your customers aren't as loyal as you think they should be? Do you have clients that make one purchase at your store, then you never see them again? If you answered "yes" to either of these questions, you need this seminar to help your company achieve its goals. Learn how to build lasting relationships with your clients; the kind of relationships that make customers for life.

Tuesday, July 31

**10:15 - 11:15 AM**  
**Plugging in the Cyber Cash Register: A Realistic Look at Using the Internet to Grow Your Business**

*Tom Kelly, Special Projects, Nielsen Jewelry Group*

The Internet offers retail jewelers an amazing opportunity to grow their business and increase their profitability. Researchers estimate online revenues will approach one trillion dollars by 2007, with over 150 million potential US online shoppers. This informative seminar discusses the advantages and disadvantages of developing a web presence and the deadly mistakes made by online merchants. Learn how to formulate an Internet action plan based upon your unique qualities, goals and resources.

**11:30 AM - 12:30 PM**  
**Guerilla Marketing: Inexpensive, Effective, Measurable**

*Nick Failla, Principal, Premier Consulting Innovations*

Today's retail marketplace is a jungle populated with an incredible array of advertising and marketing options. Guerilla marketing can help even the smallest retailers compete with the biggest lions in their retail jungle. Nick Failla shows you how to increase mar-

ket share, increase bottom line profits, spend your marketing and advertising budget more effectively and measure the results of your advertising and marketing efforts.

**12:45 - 1:45 PM**  
**Success with Pearls... No Longer a Secret!**

*Armand Asher, Representing the Cultured Pearl Association (CPA)*

The time is right: You must have noticed that many women are wearing pearls. It's time you became a Pearl Destination Store and discovered your Profitable Pearl Potential. You'll learn about new and evolving products; value factors and what they really mean to price and to your customers; the consumer and their changing attitudes and preferences; and much more.

**2:00 - 3:00 PM**  
**Taking Back Your Diamond Business from Internet Merchants**

*Jay Lell, Key Account Development Mgr., Overseas Diamonds – ISEE2*

The Internet has clearly changed the way customers and jewelers alike view the purchase of a diamond both from an educational and commerce standpoint. Are you losing sales and profit margin on diamonds to the Internet? Do you have a strategy and a staff training program targeted for competing with the Internet? What sales tools are you using to differentiate your diamond selling proposition? This informative session will give you the tools and techniques necessary to take back your share of the diamond business.

**3:15 - 4:15 PM**  
**Connecting with Customers: New Look at Presentation, Promotion, Packaging**

*Andy Macaulay, Director of Marketing, Chippenhook*

This seminar provides practical information on how to coordinate your total marketing efforts – displays, promotions, customer service, public relations and gift wrap – in order to project a total store experience that connects with your customers and community and keeps them connected in the years to come.

**4:30 - 5:30 PM**  
**Creating a New Look for Less: Affordable Ideas to Make Your Store POP!**

*Ruth Møllergaard, Principal, GRID/3 International, Inc.*

Your customers get as tired of looking at the same old store as you do. But you don't have the capital to undertake a complete renovation. What can you do? Attend this seminar to learn inexpensive ways to show your store's personality and promote your business. Lighting, merchandise, colors, display and furniture can be tweaked, moved and changed to create a fresh look.

Wednesday, August 1

**10:15 - 11:15 AM**  
**Your Value-Added Proposition: Building Market Share by Controlling the Customer Experience**

*Jay Lell, Key Account Development Mgr., Overseas Diamonds – ISEE2*

Do you have a clearly defined brand message in your community? When a consumer hears your store name what do they think of? What are the five top reasons a customer should shop with you? How does your sales staff talk about your store and share the story with customers? If you are losing market share to your competitors, this seminar is a must-attend event.

**11:30 AM - 12:30 PM**  
**Search Word Marketing: How to Help Customers Find You Fast!**

*Nick Failla, Principal, Premier Consulting Innovations*

Learn how to use Search Word Marketing on the Internet. Search word marketing is a new, simple-to-initiate tool that can lead your store to new customers, bigger sales and higher profits. Retailers can use this marketing tool to place their products and services directly in front of purchasing consumers at the most critical moment – right when the consumer is actually looking.

# Success is in season.

**JA  
NY**

**JA NEW YORK SUMMER SHOW 2007**  
 JULY 29 - AUGUST 1, 2007  
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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

**UPCOMING EVENTS**

**Alabama - Saltwater Seminar**  
 July 19-22

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

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

**Arizona Jewelers Association**  
 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**  
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