

THE J REPORT

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De Beers Claims Process Update

Publication and mailed notice will start near the end of the holiday season, and claim forms will be made available at the same time



U.S. District Court Judge Stanley R. Chesler has approved the notice and claims process for the De Beers settlement, which means the process will finally get underway at the end of the year. Jewelers of America will be providing more instructions and details to members, to ensure that they are fully prepared for the steps they need to take to obtain the claims form and begin the filing process in late December. U.S. consumers and “reseller” members of the trade, who share the majority of the settlement, will have until May 19, 2008 to file their claims.

“Jewelers of America welcomes the news that the De Beers settlement process will soon get underway,” says JA President and CEO Matthew A. Runci. JA and its counsel have had significant involvement and input into the settlement process and timing.

The administrators of the De Beers settlement claims process will send mailed notices to the trade just before Christmas, and will conduct a trade magazine ad campaign starting in January. Publication notice to consumers about the De Beers settlement will also start to appear in newspapers, magazines and on the Internet just before Christmas, and continue through winter and early spring. In addition, a public relations campaign will start in January to reach the maximum number of consumers who might wish to file a claim.

ANSWERING CONSUMERS’ QUESTIONS

Because the claims process will require consumers to itemize the amount of their purchases of diamond jewelry, it is likely that consumers could ask retailers to research the purchase price of any diamond or diamond jewelry they obtained at their stores between January 1, 1994 and March 31, 2006. JA will be prepared to offer guidance to members after the claims forms have been distributed.

While the claims period for jewelers is also January 1, 1994 to March 31, 2006, the trade’s claims form will ask jewelers to pick any two-year



With the De Beers Settlement Fund claims process finally approved, retailers wishing to obtain payouts for the diamond jewelry they purchased from January 1994 to March 2006 will be able submit forms at the start of the new year.

period during those years, and to submit the total costs of the diamonds and diamond jewelry they purchased for resale during that time. The claims administrator will use that figure to compute each jeweler’s share of the settlement.

Retailers will share proportionately with other “resellers” a settlement portion amounting to \$137 million. But the total amount will be reduced by plaintiffs’ attorneys’ fees; they can claim up to 25% of the total settlement. Also taken from the \$137 million will be a portion of the attorneys’ out-of-pocket expenses, settlement administration fees and other expenses. The Court will determine the actual amount of attorneys’ fees and expenses to which they will be entitled at a final approval hearing, scheduled for April 2008. The remaining amount will be divided among the total number of “reseller” trade members who file.

The payouts themselves will probably not occur until late 2008 or 2009, to allow time for the claims administrators to assess all claims and apportion the funds among the claimants, according to court papers. Any trade claim under \$25 will not be paid.



For more information about the De Beers Settlement Fund, visit www.jewelers.org.

ROUTING BOX:

Be sure to initial and pass on among store staff.

.....
.....
.....

JA Continues Support for Internet Sales Tax

JA has united with leading associations and retailers to press legislators for swift passage of Internet sales tax fairness bill

JA has signed and endorsed a letter sent to leaders in Congress, asking legislators for swift passage of the "The Sales Tax Fairness and Simplification Act," which would permit states to require that remote sellers collect and remit sales and use taxes on catalog and Internet purchases.

The letter was also signed by a 100-strong group of leading businesses, trade and government associations and unions united in support of the Act. The variety of prominent signatories on the letter – the International Council of Shopping Centers, Council of State Retail Associations, Council on State Governments, JCPenney, Sears, Target, and Wal-Mart, to name a few – shows the widespread support for passage of this legislation.

The battle to pass Internet sales tax legislation faces obstacles in Congress. According to JA President & CEO Matthew A. Runci, "JA has been an advocate for sales tax fairness since the issue's inception in 2002, and we will continue in our efforts until Congress takes action to level the playing field between traditional jewelry businesses and Internet-only jewelry retailers."

The coalition letter decries the tax advantage of online and catalog businesses. "Brick-and-mortar retailers are required to collect state and local sales taxes, while many online and catalog retailers are not.... This uneven and complex system imposes substantial costs on retailers and consumers and costs states and localities billions in lost revenue," the letter states.

How It Works

To create a more equitable system, the Sales Tax Fairness and Simplification



Senator Mike Enzi (R-WY), who introduced the "Sales Tax Fairness and Simplification Act" in the Senate, was one of the recipients of the letter supporting Internet sales tax.

Act would work in conjunction with the Streamlined Sales and Use Tax Agreement (SSUTA), passed in 2002, which helps harmonize states' sales and use tax rules, reduces the paperwork burden on retailers and incorporates new technology to modernize administrative procedures. The SSUTA is already effecting positive change in the 22 states that have implemented its requirements, which JA and the letter's other signatories recognize.

In addition to passage of federal legislation, achieving the ultimate goal of sales tax fairness across the 46 states that collect state and local sales taxes, will involve state legislatures as well. State governments must each enact legislation to implement the requirements of SSUTA (to find out which states have not yet enacted SSUTA-supportive legislation, visit www.streamlinedsalestax.org).

What You Can Do

Retail jewelers in states that have not yet complied with SSUTA, can write to their local legislators pressing them to act swiftly. Jewelers supporting the federal legislation can also send letters to their United States Senators and Representatives (to find your legislators, visit www.congress.org and enter your zip code). ↓

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Robbins Bros., Glendale, CA

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Hamilton Jewelers, Lawrenceville, NJ

NRC Update: Distribution Licenses Issued

JA has learned that the U.S. Nuclear Regulatory Commission (NRC) has issued distribution licenses for neutron-irradiated gemstones to Ideal Source Quality Assurance in Columbia, MO, and HBM Virginia in Warrenton, VA. According to the NRC, other applications are being reviewed and it is still working to resolve regulatory questions about existing inventories of irradiated gemstones on the market.

On November 8, the NRC also posted a "Fact Sheet on Irradiated Gemstones" on its website, which contains FAQs for jewelers, distributors and consumers. The Fact Sheet can be found in NRC's "Fact Sheets & Brochures" page at www.nrc.gov/reading-rm/doc-collections/fact-sheets/irradiated-gemstones.pdf.



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*



JA Mourns Loss of Arthur Gleim

Past president served widely

Arthur Gleim, of Gleim the Jeweler, lost his battle with cancer on Tuesday, November 27. Gleim, whose daughter Georgie is currently vice-chair of JA's board of directors, was a long-time friend and active member of Jewelers of America. He too served on JA's Board and was president of JA from 1981-83. He also acted as California Jewelers Association's president in 1967. In addition, he was president of the American Gem Society (1973-75) and chairman of the Gemological Institute of America (1974-81). He has the honor of being the only person to have led all three national organizations.

"Art truly embodied the definition of leader. His dedication to ethics continues to inspire many in the industry, including our work at Jewelers of America," said JA President & CEO Matthew A. Runci.

Gleim pioneered the promotion of professional and educational standards and consumer protection. Taking over the family business in 1938, he expanded Gleim the Jeweler – which now has three locations on the San Francisco Peninsula – based on a commitment to quality in products and service.

Gleim created a "Code of Ethics" in 1947 – long before it was a popular corporate policy. "It was a simple statement.... It really said we hoped to run our business by the Golden Rule," he wrote. "We think there's still a place for the kind of personal integrity and personal responsibility that's possible in a family business." Sixty years later, his Code of Ethics is still relevant.

The great respect he garnered from his peers is illustrated in his industry achievements, such as the AGS Robert M. Shipley Award and the 2004 Robert B. Westover Distinguished Service Award, presented by the CJA.

In addition to his industry and community leadership, Gleim also served on the governing boards of the Jewelers Vigilance Committee, the JIC and GIA, which named him an Emeritus member of its Board of Governors.

Arthur Gleim is survived by his wife Marjorie and his daughter Georgie, son-in-law George Schumann, grandchildren Jared and Lisa, and several nieces and nephews. His sons, Arthur Jr. and Bruce, predeceased him. The family asks that any donations in his memory go to Avenidas Senior Center at 450 Bryant St., Palo Alto, CA 94301.

The Wonders of the Web

If you aren't a member who is currently taking advantage of JA's online member benefits, here's what you are missing

We've been keeping you informed of the updates JA has been making to its website over the past year, like the restructured **J-Biz Education Center** – where you can find all of JA's white papers and guides to training, sales, bench, marketing and more; and new **online courses** to easily increase your sales and product knowledge.

The website offers JA members guidance in other areas as well. Reports on hot topics are posted regularly to make sure our members have the most up-to-date information on urgent industry concerns like irradiated gemstones, the De Beers settlement fund or current legislative issues.

Most of these features are exclusive to JA members, so it is important that you sign up for Member Access to the site. And, by registering, you receive preferred member pricing on JA products and services when you order online. If you haven't done so, go to www.jewelers.org/mem-



JA members log in using a User ID and Password on the left-hand column of the homepage (above). Once logged in, they have access to exclusive member benefits.

bers/register.asp today and quickly create a JA online username and password – and check out the news and information you may have missed. All you need to register is the membership number assigned to your business. If you do not know your membership number, call us at 800-223-0673, or e-mail us at members@jewelers.org.

Save on Holiday Shipping

JA's FedEx discounts can help during your busy sales periods



If increased shipping is on your horizon for the holiday season, remember to take advantage of JA's FedEx discounts. You can save up to 22% on select FedEx Express® shipping services, and up to 15% on select FedEx Ground shipping services. You can also receive a reduced rate of 33 cents per \$100 on FedEx Declared Value if you are eligible and qualify for the FedEx Declared Value Exception program.

As a JA member, you can experience the following FedEx benefits, at less cost:

- Participants in the FedEx Declared Value Exception program can declare up to \$50,000 when shipping via select FedEx Express services.
- Rapid, reliable, time-definite delivery of documents, packages and freight shipments each business day.
- Schedule pickups online or by phone.

Sign up today. For the enrollment form, go to www.jewelers.org/bizbuildingtools/servpartnerships.html. If you have questions, contact a FedEx Association Advantage customer specialist at 800-475-6708, or contact JA at 800-223-0673.



JA Prepares Education Seminars for JA New York Winter Show '08

Jewelers of America will provide free seminars at the JA New York Winter Show, March 9-11, 2008, in New York City. Each seminar is an opportunity to gain a competitive advantage in your marketplace. For more information, visit www.jewelers.org/profdevelopment/JANYseminars.html.

Sunday, March 9, 2008

10:30 – 11:45 AM

Setting Princess Cuts & Other Fancies Shapes

Blaine Lewis, President, New Approach School for Jewelers

Satisfy your customers and save money at the same time by discovering how to improve your craftsmanship and drastically reduce stone breakage when setting fancy shaped stones.

12:00 – 1:15 PM

Polishing & Finishing Techniques for the Modern Bench Jeweler

Tom Weishaar, Certified Master Bench Jeweler, Underwood Jewelers

It's more difficult now than ever to keep up with the rapid evolution of bench tools and equipment. Are new compounds as good or better than old ones? Do new machines really warrant the investment? By attending this seminar, you'll learn the answers to these questions and more.

1:45 – 3:00 PM

Oil and Water: Can Bench Jewelers and Sales Associates Get Along?

Tom Weishaar, Certified Master Bench Jeweler, Underwood Jewelers

Practical solutions on how to improve the lines of communications between bench jewelers and sales associates leading to increased productivity and profitability for your store's service department.

3:15 – 4:30 PM

Recruiting, Hiring, Training & Retaining Quality Employees

Brad Huisken, Principal, IAS Training

You'll discover valuable insights into interviewing techniques, training methods and available tests and checklists that will make the process of hiring and orientation more efficient and effective.

Monday, March 10, 2007

10:30 – 11:45 AM

Strategies For Selling Add-Ons

Brad Huisken, Principal, IAS Training

Get strategies from Huisken's PMSA Relationship Selling Program. Using these strategies, stores have increased their add-on percentage to over 20%.

12:00 – 1:00 PM

Diamond Simulants: Guide to Making Separations at the Sales Counter

Ryan J. Petrozello, G.G., D.G.A., F.G.A., Senior Gemologist, Tiffany & Co.

Learn exactly what to look for and how to test to make critical separations between diamond and its two most convincing simulants: synthetic cubic zirconia and synthetic moissanite.

1:15 – 2:15 PM

Capitalizing on Lighting Effectiveness to Improve Business Performance

Kate Peterson, President, Performance Concepts

Find out how to get the *right* lighting to make your store and merchandise *look* better, make your staff alert and make your customers more interested to buy.

2:30 – 3:30 PM

Palladium: The Right White Choice

Kate Peterson, President, Performance Concepts

Learn palladium's features, benefits and consumer applications that will put you on the cutting edge of fashion, design and innovation with customers.

3:45 – 4:45 PM

Merging Traditional Visual Merchandising with Today's New Concepts

Andy Macaulay, Director of Marketing, Chippenhook

Understand how visual merchandising, branding and marketing – when integrated with new technology – transforms your image and increases sales.

In this three-part series on credit reporting, The Jewelers Board of Trade explains the ins and outs of credit ratings, and how retailers can make the best use of JBT's credit reporting system.

Extra Credit: Part I

Did you know that The Jewelers Board of Trade (www.jewelersboard.com) – the only commercial credit reporting agency dedicated solely to the jewelry industry – lists and tracks over 30,000 jewelry-related businesses (retailers, manufacturers, wholesalers and related service providers) throughout the United States? And that there's a good chance you are one of them?

Companies listed with JBT have their information stored in JBT's database and accessible to JBT members to aid in their credit decision making. All companies listed with JBT are assigned a rating reflecting, among other things, the level of financial information on file, payment history and information gathered by JBT from other sources. This information may be used by JBT members, primarily suppliers of jewelry products and related services, to assess the risk associated with making a sale to a particular account and to help determine how much credit to extend. **Being a listed retailer can help you to "get on the radar" of the supplier community by informing them of your continued business standing.**

Increasingly, retailers are also joining the JBT to better know their supplier business partners. Given the recent enactment of the Patriot Act, and emerging issues around reputation risk and social responsibility throughout the supply chain, more vigilance is required to adequately know your suppliers. **More and more retailers are interested in evaluating their supplier business partners for reliability and stability.** Thus, retailers may not only be listed and rated by the Jewelers Board of Trade; they may find it beneficial to become members as well. Because, knowing who you are doing business with is simply a sound business practice.

Next J Report: Find out how credit ratings can work for you.

JA Hires New Public Affairs Manager

Susan Thea Posnock joins the organization as public affairs manager, effective November 1, 2007

Susan Thea Posnock has joined JA in the newly created position of public affairs manager. As the communications arm of JA, the public affairs department – in conjunction with JA's board of directors and its committees – addresses legislative and legal issues that affect the jewelry industry together with responsible business issues in the jewelry supply chain. The department also publicizes JA's other products and services for retail jewelers.

"We welcome Susan to our staff," says Peggy Jo Donahue, director of public affairs. "With her depth of industry knowledge and her excellent writing and research skills, she will be a great asset to our work in the public affairs area."

As public affairs manager, Posnock will work with Donahue and public affairs coordinator Lauren Thompson to communicate to a range of audiences,

including JA members, the wider jewelry industry, other industry organizations, governments, civil society (non-governmental organizations), and the media.

Posnock comes to JA with more than 15 years in the journalism and public relations fields. Most recently, she covered the international diamond industry and retail business news as senior editor at *National Jeweler* magazine. Posnock received several awards for her journalistic work, including a 2007 *Folio*: magazine Eddie award for "Work in Progress" (May 2007), which tracked the slow progression of retailers entering the online business arena.

Prior to *National Jeweler*, she held a number of communications-focused positions, including senior editor of *Folio*: magazine, communications manager at Barnes & Noble and conference producer at the Institute for International Research.

"The expansion of our public affairs department is in keeping with JA's mission to be a leader in the promotion of education, professionalism and responsible business practices."

—Matthew A. Runci.

Jewelers of America Supports Mining Law Reform

The House of Representatives voted to pass the Hardrock Mining and Reclamation Act of 2007

Jewelers of America delivered a letter to members of the House of Representatives, urging them to vote affirmatively on for H.R. 2262, The Hardrock Mining and Reclamation Act of 2007. On October 31, the House voted 244-166, in support of the bill.

According to JA President and CEO Matthew A. Runci, "A successful vote means Congress is one step closer to reforming the outdated Mining Law of 1872. Our members have a direct stake in a healthy, profitable and responsible mining sector in the United States, and this legislation is a meaningful step forward in reaching that goal."

The Senate, which has blocked several attempts to change the mining law, must now consider the bill. If it becomes law, it will be the first major change to the General Mining Law since 1872.

In his letter on behalf of JA, Runci wrote: "Jewelers of America supports the enhanced viability of

mining companies that produce jewelry's raw materials, but our members also realize that the current Mining Law does not address the considerable impact of mining on watersheds, wildlife or local communities. Failure to modernize the law has proven expensive to Americans and to our environment. JA members see reforms as both necessary and urgent."

Runci's letter stated that any reform bill

should include the following provisions:

- 1) Protect the environment, and require strong standards for protecting air and water quality, fish and wildlife habitat and the health of local communities;
- 2) Protect outdoor values and resources – allow for a consideration of mining as well as other potential uses of our public lands, including conservation;
- 3) Provide a fair return to taxpayers from federal mineral resources – and a return that is adequate to begin to address our national legacy of abandoned mines;
- 4) Respect the interest of communities, whether their economies depend on the protection of surrounding public lands, other economic uses or mineral development – and allow them to participate in decisions about their land and communities.

Jewelers of America will continue to monitor mining reform legislation. ↓



The Hardrock Mining and Reclamation act proposes better protection of the environment, outdoor areas, and the communities and taxpayers affected by nearby mines.



JA Takes Action on Burmese Gemstones



JA appeals to Congress and issues advice to members concerning Burmese gemstones

In October, JA sent letters to Congress and issued an advisory to members, detailing its deep concern about this fall's brutal crackdown on Burmese freedom fighters and the Burma* military government's long-standing human rights violations.

In light of the continuing lack of democratic freedoms in Burma, JA asked Congress to amend the Burmese Freedom & Democracy Act of 2003, which bans the importation of products from Burma, so that it includes gemstones mined in that country.



JA, along with other trade associations, has asked members to not knowingly buy gems mined in Burma, such as jewelry containing Burmese ruby or jade (pictured).

CONGRESS RESPONDS

On October 17, House Foreign Affairs Committee Chairman Tom Lantos (D-CA) introduced the Block Burmese JADE (Junta's Anti-Democratic Effort) Act of 2007 [HR3890]. If passed, it would tighten the economic sanctions of the 2003 bill by outlawing the importation of gems mined in Burma, regardless of where they are cut or set in jewelry, among other punitive measures.

WHAT YOU CAN DO

As a JA member, you abide by the association's Statement of Principles, which articulates support of the U.N. Global Compact – a set of 10 principles which detail human rights, labor, environmental and anti-corruption standards. To see the complete Statement of Principles go to: www.jewelers.org/aboutJA/responsibility.html.

According to JA President & CEO Matthew Runci, "JA members believe it is their responsibility to support and respect the protection of international

human rights within their sphere of influence and to make sure the sourcing of gemstones is not complicit in human rights abuses, in line with the commitments they assume as members of Jewelers of America. These commitments include adherence to the principles of U.N. Global Compact, which JA has agreed to support."

To maintain your commitment to these standards, it is important to contact your suppliers to ascertain whether any of the gems they supply are mined in Burma. On all future orders placed, you should seek written assurances that suppliers will not knowingly supply you any gems mined in Burma, until the process of democratic reform has started in that country. By taking this action, you can assure customers that you are doing your part to help end the human rights abuses ongoing in Burma.

**Burma is also referred to as "Myanmar," a name imposed by the ruling junta in 1989. JA follows U.S. government policy and does not recognize this name.*

*From Our Team to Yours:
Jewelers of America Wishes You a Successful New Year!*



Seasons Greetings from (L-R): (Standing) John Burdett, Marcin Bielawski, Lauren Thompson, David Peters, Helena Krodol (JIC), David Lafleur, Matthew Runci, Peggy Jo Donahue, Dahlia Fyffe, Madeline Rivera. (Seated) Donald Jackson, Saroya Norris (JIC), Vivian Singh, Amanda Gizzi (JIC), Sharie Fogarty. [Not Pictured: Carey Miller, Susan Thea Posnock, Marjorie Schloss]

JIC Announces 2008 Gem Awards Honorees

The black-tie event will honor Terry Burman, Bulgari and Roberta Naas

Jewelry Information Center will hold its sixth annual Gem Awards on January 11, 2008, at Cipriani 42nd Street, in New York City. The 2008 gala dinner will honor leaders in the jewelry industry and in the media, who excel at building the image and recognition of fine jewelry and watches



to the consumer. Terry Burman, Group Chief Executive of Signet Group plc and Chairman of Sterling Jewelers, will receive JIC's Gem Award for Lifetime Achievement. Bulgari, a leader in its field for more than 120 years, will be recognized with an award for excellence in Corporate Communications and Marketing. Author and writer Roberta Naas will be honored for her contributions to writing on fine jewelry and watches.

The well-established event brings together people from the jewelry industry in the U.S., Europe and throughout the world each year. In addition to honoring Gem Awards recipients, the event celebrates JIC's tradition of more-than 60 years of providing public relations and marketing services to the jewelry industry.

The Gem Awards committee, made up of industry leaders, determines the selected honorees each year. The co-chairmen of the 2008 Gem Awards



committee are Steven Kaiser, of Kaiser Time, Inc. and John Green of Lux Bond & Green.

Reservations can be made for the black-tie ceremony by contacting JIC at events@jic.org or 646-658-0240.

Left: JIC Associate Directors Amanda Gizzi and Helena Krodel stand with Gem Awards Host Deborah Norville. Above: JIC Chairwoman Myriam Gumuchian, of Gumuchian Fils, welcomes guests in her opening remarks at the 2006 Gem Awards.

Tiara Spotlight

JA member Betty Korthis Pfaff, of Korthis Jewelry, Granite Falls, MN, donated tiaras to a community pageant, The Western Fest. She sent in this picture from the brochure with thanks.



The 2006 Western Fest Court, (clockwise) Kayla Ans, Sarah Holien, Jenna Kosak and Chelsi Torke, wearing JA tiaras.

"Thank you so much for once again allowing us the opportunity to donate tiaras for our community's summer festivals. It provides us a chance for free advertising and good will."

The free advertising included a special thanks in the Western Fest brochure (below), which showcased Korthis Jewelry and JA.

A very special thank you to
Korthis Jewelry & Jewelers of America
for generously donating the tiaras for our royalty again this year.

AGTA GemFair Tucson
Tucson, AZ
February 6 - 11, 2008

The Atlanta Jewelry Show
Cobb Galleria Centre, Atlanta, GA
March 1-3, 2008

JA New York Winter
Jacob K. Javits Center, New York NY
March 9-11, 2008

Upcoming Events

Clarification:

In the September/October *J Report*, the article "FTC to Retailers: Truncate Credit Card Receipts" (page 5), referred to the need to remove a customer's credit card information from "any credit card receipt." JA was referring to any receipt that is printed for customers, and not those for your own records. As stated in the bill, "No person that accepts credit cards or debit cards for the transaction of business shall print more than the last five digits of the card number or the expiration date upon any receipt provided to the cardholder at the point of the sale or transaction."



MARK YOUR CALENDAR!

STOCK UP AFTER THE HOLIDAYS AT THE JA NEW YORK WINTER SHOW!

JA New York Winter Show, March 9 – 11, 2008

Jacob K. Javits Center, New York City



- Over 800 exhibitors from around the globe
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- Couture Pavilion
- Designer Showcase
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To Exhibit, please call Tobi Marrone at 646-654-4986 or Email Tobi.Marrone@nielsen.com

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