

Annual Convention is a Hit

If you missed the Georgia Jewelers State Convention this fall you missed a great event. Held at beautiful Brasstown Valley Resort in the north Georgia Mountains Sept 19-21, the weather could not have been more perfect. The event had great turn out, wonderful speakers and fabulous jewelry designs entered in the 2008 Design Contest. The release of GJA's 2008-2009 yearbook was timed to coincide with the meeting. A golf tournament in the most splendid of surroundings, and great barbeque cooked and served by the GJA board members rounded out a great opportunity to be inspired, and refresh and renew friendships.

Speakers at the event included Doug Johnson of Gemvision and GJA's own Jan Ferguson of Ford, Gittings and Kane in Rome, GA. Ferguson inspired the group to "Make a Game of It" as she told how to be prepared for the sales game and help your business by helping your "team mates" be better prepared by working smarter and harder. Through education, Ferguson showed how community involvement and outreach combined with industry participation, their business has grown.

Johnson, of Gemvision presented current information about CAD/CAM, how it works, and how to implement it to market your designs along with a brief history of CAD/CAM in the jewelry business.

Sunday morning's keynote address was delivered by author and sales manager Dale Brakhage. "A,B,C's of Selling: Discover how you can immediately become more persuasive at work, at home, with friends or anywhere!" Dale entertained and enlightened the group as participants jumped from their seats to become a part of the presentation. Brakhage is author of Alphabetical Basic Concepts of Selling.

Nine past presidents of GJA attended Sunday's Past Presidents lunch meeting along with the outgoing president Sandra Brown, Tena's Jewelry, Elberton and incoming president Eddie Knox, Knox Jewelers, Atlanta. New officers and directors were installed during the annual membership luncheon

GJA raised \$245.19 for ***Jewelers for Children*** in our "empty canister campaign" and the money will be sent to JFC on behalf of GJA. Jewelers and sales people from around the state enjoyed rocking on the porches of the hospitality cottage, winery and spa tours and victory at the UGA "dawg" party held Saturday evening after cocktails and dinner in the resort's glass and stone Creekside Pavilion.

Big thank yous to barbeque kings Eddie Knox and Raymond Wilson, hospitality hosts and hostesses, speakers, sponsors and everyone who helped make the weekend a success.

2008 Convention Sponsors

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**Georgia Jewelers Association wishes
to thank our Sponsors!**

**Thank you to the many suppliers who sent gifts and door prizes or
placed an ad in our yearbook!**