

# GEORGIA GEMS

**A Publication of the Georgia Jewelers Association**

Georgia Jewelers Association | 5815 Fairwood Walk, Acworth, GA 30101

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## Congratulations to the 2018 GJA Design Contest Winners!

### 2018 BEST OF SHOW

**PAUL  
HENRIQUES**



JWR Jewelers  
Athens

*14KT WG Aquamarine and Diamond ring*

### CATEGORY 1A 1ST PLACE

**DAVID MEADOWS**

Art Jewelers  
Woodstock

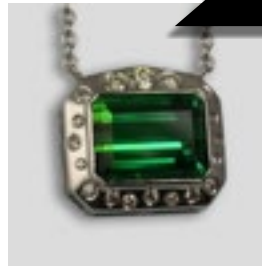


*Sterling Silver and Boulder Opal and freshwater pearl pendant*

### CATEGORY 2 - 1ST PLACE

**KIM SPENCER**

Spencer's Jewelers  
Athens



*18KT WG green Tourmaline and Diamond necklace*

### CATEGORY 1B 1ST PLACE

**DAVID MEADOWS**

Art Jewelers  
Woodstock



*18KT YG and 14KT WG Diamond and green Tourmaline ring*

### CATEGORY 3 - 1ST PLACE

**MEGHAN PROCTOR**

Hubbell Jewelry Design  
Newnan



*18KT WG Diamond and Aquamarine necklace*

See page 7 for more coverage.

# 2018 - 2020 GJA Officers & Board of Directors

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## Publication and Distribution

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## Deadlines for Receipt of Advertising Copy

1<sup>st</sup> Quarter deadline: February 15<sup>th</sup>

2<sup>nd</sup> Quarter deadline: May 15<sup>th</sup>

3<sup>rd</sup> Quarter deadline: August 15<sup>th</sup>

4<sup>th</sup> Quarter deadline: November 15<sup>th</sup>

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# Calendar of Events

October 19th - 22nd, 2018 JIS Show, Miami, Florida

January 26th - 28th RJO Show, Nashville, Tennessee

February 15th GJA Scholarship applications available

February 23rd - 26th IJO Show, Phoenix

March 1st AJS Preshow Conference Day, Cobb Galleria Centre

March 2nd - 4th Atlanta Jewelry Show Cobb Galleria Centre

March 3rd at 8:00AM GJA Board Meeting Cobb Galleria Centre

## Welcome New Members!

A warm welcome to our three new associate members, Tony Underwood of Texas Institute of Jewelry Tech, Paris, TX; Melanie Harlin Paul, of Harlin Diamonds, Inc. Atlanta; and Katie Orkin, Preferred Payments, of Thousand Oaks, CA.



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# Dear Georgia Jewelers,

As the summer season comes to an end, I hope everyone is getting ready for a busy third quarter!

The tag-line of the Atlanta Jewelry Show, "Learn. Shop. Evolve.", resonated with me. As independent jewelers we all find ourselves having to think outside the box at times to make our businesses do what we want them to do: creative sales, personal shopping experiences, relocation, staff training, new technology, and more. It is very important for us to constantly be aware of what our options are. The free training offered at the Atlanta Jewelry Show is invaluable. There were classes ranging from social media strategies to scents to use in your store, from new ways to arrange displays to the mystery of the Hope Diamond. There were classes on selling, setting, and stones. I hope everyone was able to take advantage of some of those classes.

The Board met August 5th and discussed many things. Our main focus at this moment is finding a location for the next Georgia Jewelers Association Convention. I hope to share some exciting news with everyone soon about the upcoming convention. I wish everyone a healthy, busy, and successful 3rd quarter!

Sincerely,

Jana Barry

*Jana Barry*

CJA President, Edward-Johns Jewelers, Marietta



(Above) Jana with her Daughters Jaden, Jordan, and Julieann.

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# 3 Factors for Successfully Marketing Your Jewelry Business

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The most successful business owners and managers know how to appeal to different target audiences.

If you aren't familiar with millennials and Gen Z or how to sell to them, it's time your jewelry business' marketing strategy started to focus on them. To successfully market to the next generation of jewelry consumers, you need to be three things— authentic, meaningful and unique.



## 1. Be authentic

The next generation of consumers are digital natives and they have grown up seeing everything a brand does, including negative PR and poor customer service. To gain the trust of your new consumer base, you need to be authentic.

What exactly does that mean?

Be in business for more than just the sale. Include consumers in conversations and ask them for their opinions. If they leave feedback for you on social media or have questions about your business, respond and be

honest! Once you embrace authenticity and transparency, you'll find that next generation consumers may end up doing your marketing for you through personal recommendations and word-of-mouth on social media and review sites.

## 2. Be meaningful

You may have 10,000 likes on your Facebook page, but that doesn't mean much to millennials and Gen Z. They would rather have a meaningful experience they can remember and want to share with others.

Brands that create purpose are what the next generation consumer is looking for. The same is true for hiring outstanding employees. If your staff is excited about your business or products, chances are they will share that experience and in turn bring in more customers.

Millennials and Gen Z love to share their experiences, especially when they feel a brand has gone out of their way to create an experience for them that feels customized just for them.

Here are three ways to be a meaningful business:

- Provide an excellent product at a fair price
- Offer a compelling shopping experience
- Give back to your community - find your purpose beyond selling jewelry.

## 3. Be unique

According to Forbes.com, being

unique is one of the top seven characteristics of a successful brand.

When trying to be unique in your industry, customization and personalization are key. This applies to your products as well your customers' experience, whether it's in your store or online.

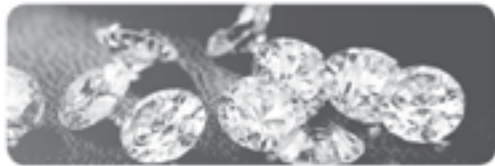
Put forth the effort to make each individual customer feel special by treating them as a person and not a number. The next generation is more willing to pay a small premium for a unique experience.

This doesn't have to cost a lot of money. Utilize what's already available to create that experience. For example, encourage customers to bring up their Pinterest page while in your store and show you the style of jewelry they like.

Hear from Jeff Fromm, president of FutureCast, a marketing consultancy agency specializing in millennial trends, in the video below as he shares his view on what it means to be authentic, meaningful and unique in today's retail setting.

**Takeaways for being unique, meaningful and authentic for future generations:**

- Be honest and transparent with your communications and branding
- Create a memorable store experience for your customer
- Ignite a passion in your employees and they will share that enthusiasm
- Get creative with ways to provide a memorable customer experience



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## 45 Years with Jan Fergerson

*Sending best wishes to Jan Fergerson, past GJA President*



Georgia Jewelers Association sends best wishes to Jan Fergerson, GJA past president, celebrating 45 years at Ford, Gittings and Kane Jewelers in Rome this August. Jan started working at the store when she was very young and Joe Gittings was at the helm and became her mentor. All these years later, Jan is an owner of the store with Joe's four daughters. Jan runs the business with one of the sisters, Alice. The staff and Jan's family surprised her with a celebration in the store on August 23rd. Keep up the excellent work, Jan!

## Thank You to our 2018 GJA Convention Sponsors!

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# Design Contest 2018 Results

Congratulations to all participants in the 2018 design contest. Continue reading to learn more about the results.



(Left) Best of Show winner Paul Henriques with design contest committee chair John Johnson. (Above) Kim Spencer won a first place on her first ever entry into the contest. Kim is congratulated by her mom, Ann, and father, outgoing GJA president, Bill Spencer.

Georgia Jewelers Association hosted their annual Jewelry Design competition on April 8th at the Callaway Gardens Lodge and Spa in Pine Mountain, Georgia. Held at the annual spring event the completion attracts entries each year from retail member stores across the state. This year's completion had 23 entries in the 4 categories. Winners in each category were:

Category 1A (materials value not to exceed \$300 cost) First Place: David Meadows, Art Jewelers Woodstock for his Sterling Silver and Boulder Opal and freshwater Pearl pendant; Second Place: Gabrielle Cordial, Ford, Gittings and Kane, Rome. Category 1B (materials value \$301 to \$1000 cost) First Place: David Meadows, Art Jewelers for his 18KT YG and 14kt WG Diamond and green Tourmaline ring; Second Place: Paul Henriques, J.W.R. Jewelers,

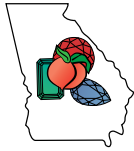
Athens. Category 2 (materials value \$1001 to \$3000 cost) First Place: Kim Spencer, Spencer's Jewelers, Athens, 18kt WG green Tourmaline and Diamond necklace; Second Place: David Meadows, Art Jewelers. Category 3 (materials value over \$3000 cost) First Place: Meghan Proctor, Hubbell Jewelry Design, Newnan for her 18kt WG Diamond and Aquamarine necklace; Second Place: David Meadows, Art Jewelers.

The highest honor in the Annual Tommy Barr Design contest is selected by the judges from all the entries. The Best of Show designation this spring went to Paul Henriques of J.W.R. Jewelers in Athens for his 14 kt WG Aquamarine and Diamond ring. The Jeweler's Choice Award is awarded by popular vote of those attending the event. This year that award went to Meghan Proctor

of Hubbell Jewelry Design in Newnan. Proctor, who last year entered for the first time and won a first place, has since joined her family's business, Hubbell Jewelry Design. Her category 3 winning entry garnered the popularity vote as well.

Congratulations to all those who entered and to those who won. Design contest chair John Johnson, Edward John Jewelers, wants to challenge all members and their employees to begin thinking about creating pieces for the 2019 event. Entry forms will be available in early spring.

Spring 2019 GJA  
Convention Date  
to be Announced  
Shortly!



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