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

Executive Officers
President: Jana Barry • Edward - Johns Jewelers, Marietta
Vice-President: Christine Thornton Randall • Thornton’s Fine Jewelry, Athens
Secretary-Treasurer: Tony Cruz • JWR Jewelers, Athens
Immediate Past President: William (Bill) Spencer • Spencer’s Jewelers, Athens

Board of Directors
Raymond Wilson • Davis Jewelers and Fine Gifts, Donalsonville
Debbie Jackson • Tena’s Jewelry & Gifts, Washington
Joy Mobley • Hodges Jewelry, Camilla
Jeff Alexander • Alexanders Of Atlanta, Lawrenceville

Associate Directors
Stark Harbour • Southern Jewelry Insurance, Atlanta
Gene Lambert • Artistry, Ancora Designs, Tampa
Jeff Koch • Bulova, Gainesville
Ralph Durkin • Imperial, Johns Creek

Executive Director: Judy Lince

Georgia Jewelers Association
770.367.2809
judylince@comcast.net
www.GeorgiaJewelers.org

Publication and Distribution
Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 200 GJA members plus other individuals and companies who support the association.

Deadlines for Receipt of Advertising Copy
1st Quarter deadline: February 15th
2nd Quarter deadline: May 15th
3rd Quarter deadline: August 15th
4th Quarter deadline: November 15th

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated, neither the newsletter nor the association endorses any statements or claims. Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate. Requests for reprint articles with credit should be addressed to the executive director. Change of address should be sent to the GJA headquarters located above. Georgia Gems, in its sole discretion, reserves the right to run ad material on hand if material not received by copy deadline date. This publication is produced by the executive director and the board of the Georgia Jewelers Association. Design and layout by Grayson Gantek.

Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 19th - 22nd, 2018</td>
<td>JIS Show, Miami, Florida</td>
</tr>
<tr>
<td>January 26th - 28th</td>
<td>RJO Show, Nashville, Tennessee</td>
</tr>
<tr>
<td>February 15th</td>
<td>GJA Scholarship applications available</td>
</tr>
<tr>
<td>February 23rd - 26th</td>
<td>IJO Show, Phoenix</td>
</tr>
<tr>
<td>March 1st</td>
<td>AJS Preshow Conference Day, Cobb Galleria Centre</td>
</tr>
<tr>
<td>March 2nd - 4th</td>
<td>Atlanta Jewelry Show Cobb Galleria Centre</td>
</tr>
<tr>
<td>March 3rd at 8:00AM</td>
<td>GJA Board Meeting Cobb Galleria Centre</td>
</tr>
</tbody>
</table>

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.

Darling Gem Imports
Your Jewelry. Our Color. The Perfect Match!
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
GJA President, Edward-Johns Jewelers, Marietta
Atlanta’s Watchmaker - Working with renowned Jewelers in the Atlanta Metropolitan area. We offer a quality, reliable service at great prices.

With a Swiss Trained Technician and over 40 years of experience, we work on all brands including Rolex, are WOSTEP Certified & Co-Axial Certified.

web: www.itsabouttimeinc.com
email: shabana.iat@gmail.com
tel: 404-754-0837
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
Thank You to our 2018 GJA Convention Sponsors!

Jewelers Mutual
Jewelers of America
Atlanta Jewelry Show

Darling Imports
Namano & Southeastern Findings
Southern Jewelry Insurance

Berkley Asset Protection
Fallaize Insurance
McTeigue NY 1895
Fana
Star Gems

John Rowlett/Gottlieb & Sons
Rhett & Cindy Hartzog
Tracy Pearl by Rebecca

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!
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 competition 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. 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 14kt 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.