

2008 IJA Annual Conference  
Grand River Center-Grand Harbor Resort & Waterpark  
Dubuque, Iowa  
September 5-7, 2008

Friday, September 5th

- 1:00 p.m. Golf Outing - Lacoma Golf Course, East Dubuque, IL
- 6-8:00 p.m. Travelers Social - Harbor View Suite, Grand Harbor Resort
- 7:30 - 9:30 p.m. Sunset Dinner Cruise - Aboard the American Lady (or dinner on your own)  
This 2-hour cruise includes dinner while cruising the Dubuque basin of the Mississippi River.  
This is a ticketed event, so advance reservations are required.

Saturday, September 6<sup>th</sup>

- 9:00 a.m. Board Meeting
- 1:00 p.m. JA Sales and Management Certification Testing
- 1:00 p.m. Smart Appraising - Profits, Perils and Professionalism  
Arthur Skuratowicz, Jewelry Training Center

Appraisals – Customers want them and insurance companies demand them, but are you truly prepared to provide them? This seminar will help you better understand how an appraisal service can add credibility to your store and profit to your bottom line. In this presentation, you'll learn about:

- Different types of appraisals and minimum educational qualifications for performing them
- The many liability issues involved in offering an appraisal service
- Making wise appraisal decisions – when to say yes and when to say no
- Effective ways to sell appraisals to your customers
- How to accurately describe jewelry appearance, quality, condition and value
- Appraisal education and training opportunities

Today's jewelry marketplace is more competitive than ever before. Demanding consumers look for a jeweler who can meet all their needs, including providing appraisals. Attend this seminar and discover how an appraisal service can enhance your store's professionalism and profits and set you apart from your competitors.

- 3:00 p.m. Beating the Odds (Oddly Shaped Stones, That is)  
Arthur Skuratowicz, Jewelry Training Center

This seminar provides simple and effective solutions for setting odd shaped gemstones.

The availability of many qualities of gemstones has forced jewelers to deal with the risks associated with handling and setting these stones. But even with diamonds, the differences in cut can dramatically change the odds when having to set them. This seminar illustrates some of the solutions to altering the mounting to accept these odd shapes.

Using photographs and graphics of stone cut variations; we can predict areas of the stone that may be subject to uneven setting pressure (i.e. uneven face up outline) or focal pressure points (i.e. wavy girdle). Knowing whether a particular stone will be trouble or not, allows the setter to take the necessary precautions when setting.

Something as basic as an uneven bulge in the pavilion cause a colored stone to break when pressure is applied. Increase profits and decrease problems by presorting and evaluating the cuts of the stones you set.

5:30 - 7:00 p.m. Happy Hour Cruise - Aboard the American Lady (optional activity)  
This cruise includes hors d'oeuvres, tap beer and 2 for 1 drinks, while cruising the Dubuque basin of the Mississippi River. This is a ticketed event, call for reservations - 563-557-9700.

6:00 p.m. Past President's Social and Design Contest - Grand River Center

7:30 p.m. Tailgate Party - Grand River Center  
Dress up in your favorite team colors and plan to watch the Game of the Week. This informal gathering will include a stadium style meal (brats, burgers, etc.) and cash bar.

Sunday, September 7<sup>th</sup>

8:00 a.m. Registration - Continental Breakfast

8:30 a.m. IJA Annual Meeting  
JA Update

9:00 a.m. Treatment Talk - Communication Gemstone Enhancement Information to Customers  
David Peters, Director of Education, Jewelers of America

Gem enhancements are a good thing. They have been around for centuries and will continue to be used to improve the beauty and availability of gemstones. Enhancements allow us to offer many beautiful and affordable gemstones to our customers - some of which would not be available otherwise. In fact, without gemstone treatments, both our display cases and our cash registers would be much emptier. But with the selling of treated gems comes the professional, ethical and legal responsibility of full disclosure. Are you prepared to describe gemstone enhancements accurately to your customers?

This seminar will provide:

- A review of commonly treated gemstones and their treatments
- An update on the newest gemstone treatments, including beryllium bulk diffused sapphire
- Skills and techniques designed to add value and increase customer interest in colored gemstones through the use of enhancement information

Gemstones offer your store a world of colorful - and profitable - opportunities. Attend this seminar and learn how to talk about gemstone treatments in a manner that leads to higher levels of consumer confidence and more sales.

10:30 a.m. Oil & Water - Can Bench Jewelers and Sales Associates Get Along?  
Tom Weishaar, Underwood's Fine Jewelry

From the day the first jewelry store opened, bench jewelers and sales associates seemed to be at odds with each other. This situation still exists today in many retail jewelry stores. Bench jewelers just want to be left alone so they can focus on their craft, while sales associates keep interrupting with questions as they attempt to get the answers to meet their customers' needs. Can they both get what they want?

"Oil and Water", looks at this age-old question and offers 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.

11:30 a.m. Luncheon  
Jewelers for Children Presentation  
Travelers Displays

1:00 p.m. Holiday Selling - The Mechanics and Emotions of Fine Jewelry Sales

Becka Johnson-Kibby, Robbins Bros.

Before you know it, customers will be filled with visions of diamonds, gold and gemstones. And they'll all be looking for a jeweler that can meet their needs, solve their problems and provide them with both the emotional support and the right products to make their Holiday gift-giving dreams a reality.

Are you prepared? Are you up for the challenge?

Filled with fast paced learning activities, real world examples, and opportunities for you to learn from your peers, this workshop will help you focus your energy, skills and experience to meet the challenges presented by today's demanding customers.

Attend this exciting event and you'll learn:

- How to uncover and leverage the customer's true motivation to buy
- How to move the customer quickly and smoothly through the buying process
- How to communicate and create real value in the products you sell
- How to build an atmosphere of trust, respect and appreciation within every sales transaction
- How to maintain security on the sales floor

"Holiday Selling" will also help you get back in touch with the joy, passion and emotions so interwoven into the buying and selling of fine jewelry. Selling jewelry isn't as much about discussing rocks and metal as it is about meeting the emotional needs of the customers - helping them create moments in time that will last forever; helping them express their love through a gift of fine jewelry.

Don't miss out on this amazing and affordable opportunity to sharpen your selling skills just in time for the Holiday season.

3:00 p.m.

Wrap-up Board meeting