



IJA Jeweler

The Official Newsletter of the Iowa Jewelers Association



Winter, 2008

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Midwest Jewelry Expo—March 29-30

Join us for “spring training” on the latest products at the Midwest Jewelry Expo.

The Iowa Jewelers Association is a proud co-sponsor of the Midwest Jewelry Expo, to be held March 29-30, 2008 at the Alliant Energy Center in Madison, WI.

The trade show runs both days - on Saturday from 10am to 6pm and on Sunday from 10am to 5pm. And, the Saturday reception will be held on the show floor from 4 to 6 p.m.

On Saturday, Diamond Promotions Service will be presenting the seminar, “Marketing to Women – A Powerful Approach to Building your Diamond Business” revealing insights about the female consumer and strategies to increase your share of this crucial market.

Federated Insurance will also be presenting a workshop for business owners regarding succession planning, valuing and selling your business, and other estate planning issues.

Sunday morning will kick off with Shane Decker’s presentation of “Show Me The

Money!” Decker will help you increase your sales, with customer insights that will turn looking into buying and what the employee can do to make that happen. His entertaining, enthusiastic presentation will fire you up and fill you full of ideas to take back to the store.

Arthur Skuratowicz, Master Bench Jeweler, will be presenting two bench seminars on Sunday afternoon. “Working with Gemstones at the Jewelers Bench” will show you how various gems react to heat and pressure, how to modify mountings, and how to identify treatments and enhancements to avoid damaging often irreplaceable gemstones. In “Quality Control Issues in Jewelry”, Skuratowicz will show you how to put procedures in place for judging the quality of jewelry taken in for service along with quality control systems to ensure high levels of customer satisfaction.

It is bound to lead you to a winning season! or more information or to register on-line, go to www.midwestjewelryexpo.com.

Calendar of Events

Midwest Jewelry Expo March 29-30, 2008

Alliant Energy Center
Madison, WI

For more details, go to
www.midwestjewelryexpo.com

Iowa Jewelers Day at the Cubs

June 14, 2008
Iowa Cubs Stadium
Des Moines, IA

IJA Annual Conference September 5-7, 2008

Grand Harbor Resort
& Waterpark
Dubuque, IA

Get Ready for the 2008 Design Contest

IJA’s Annual Jewelry Design Contest will be held during the 2008 Conference to be held in September. Now is the time to start designing the piece you would like to enter.

The Professional class is open to anyone who has been professionally employed in the jewelry industry and is presently employed by an IJA retail member store. Entries are divided

into four categories, based on the cost of materials. There is also a student class.

Pieces will be judged on: Overall Design, Practicality and Wearability, Craftsmanship, and Marketability.

To receive a copy of the Entry Form with all the details, contact the Iowa Jewelers office at 800-669-8547.

Check out our website at www.IAjewelers.org



www.federatedinsurance.com

Ph: 800-533-0472

From the ED



Nancy Fischer
Executive Director
Iowa Jewelers

WHAT DOES THE "J" ON YOUR DOOR MEAN?

The Iowa Jewelers Association is an organization for professional jewelers. As a part of your membership in the Iowa Jewelers, your store is automatically part of Jewelers of America (JA). The "J" on your door indicates your association with JA.

Regardless of the number, size, or location of JA member stores, the "J" on the door stands for professionalism. It informs consumers they can shop at this store with added confidence. Whether the store is part of a national chain or an independent, family-owned institution, the "J" on the door conveys a special commitment to integrity and knowledgeable, professional service.

The jeweler's commitment is also made tangible through JA Professional Certification for sales professionals, management professionals and bench jewelers. JA Certification lets experienced and knowl-

edgeable jewelry professionals test and quickly earn a credential that tells consumers they know what they're doing – behind the counter, at the bench, and running their business. For bench jewelers, testing is structured to permit work at their own bench with their own tools, and four levels of certification allow those with more advanced skills to distinguish themselves from their peers.

How does your customer know what the "J" stands for?

Each year JA gets its message, "Look for a professional jeweler you can trust – shop at a jeweler who is a member of Jewelers of America," out to millions of consumers via television, consumer magazines, and newspapers. Our partnership with the Jewelry Information Center has enabled the JA message to reach millions of consumers each year.

Are you making good use of the value of your membership?

Call the Iowa Jewelers Association office at 800-669-8547 or visit www.IAjewelers.org to find out how to get more out of your membership.

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Member Benefits

Membership in IJA and JA is joint, with your dues covering the cost of both organizations.

This affiliated relationship provides IJA/JA members many benefits.

Annual dues are \$125 for the first store and \$75 for each additional store.

Dues are billed by JA, payable each January.

Iowa Jewelers Benefits

- Annual Conference
- Educational Seminars
- Free Link from JA's Website for all Member Stores
- Insurance Programs
- Midwest Jewelry Expo
- Quarterly Newsletter
- Security Alert System
- Free Subscription to Jewelers, Inc. Magazine
- Video Lending Library

Featured Benefit: VIDEO LENDING LIBRARY

IJA offers a variety of training options – from the seminars offered at the Annual Conference and the Midwest Jewelry Expo to in-house training courses using our Resource Library.

The Jewelers Resource Library includes many videotapes, audiotapes and books that are excellent training tools for all of your store employees. The content of the tapes range from product knowledge to sales skills to store security. In addition, there are tapes that feature various bench techniques demonstrated by Master Bench Jewelers.

This is an excellent time of year to gather your employees at weekly or monthly staff meetings to brush up on those critical sales and customer service skills. Or, to offer employees a quick review of information on diamonds, pearls or colored stones. These materials are available to all IJA members for two weeks at no cost, other than shipping.

For information on all the training available, contact the association office at 800-669-8547 or email to info@IAjewelers.org.

Jewelers of America Benefits

- Certification for Bench Jewelers, Management and Sales Professionals
- Chippenhook Partnership
- Cost of Doing Business Survey
- Diamond Dealers Club Partnership
- FedEx Shipping Partnership
- GE Money
- Gemstone Consumer Brochures
- JA's Professional Guide To Fine Jewelry Craftsmanship
- Legislative Monitoring
- Take-In (Repair) Envelopes
- Tiara Program
- "What You Should Know" Consumer Brochures

Featured Benefit: SCHOLARSHIP PROGRAM

Scholarships are available from Jewelers of America for courses offered by GIA, Diamond Council of America, Jewelers Education Foundation, Gemological Association of Great Britain and Bench Jeweler Certification.

JA Members and their employees are eligible to apply between February 1 and September 30 of each year. Scholarships require a co-payment by the student and the employer and the amount of the scholarship depends on the course selected. Scholarships are awarded based on the availability of funds. Applicants must be at least 18 years of age and have one year's experience in a JA member store or two year's experience in the jewelry industry. Their course or programs must be completed within the allotted time.

An application packet can be downloaded from JA's website at www.jewelers.org by logging into the "Members Only" section and clicking on "Professional Development" or by calling the Iowa Jewelers office at 800-669-8547 to have a packet sent to you.

For information regarding any of these benefits, contact the IJA Office at 1-800-669-8547.

You manage the daily operations
of a highly successful business.
You are a pillar of the community
and a person of honesty
and integrity.

can
you
prove
it?

identity theft

Identity theft can carry a hefty price tag for a businessowner. Where would you turn if you were a victim of...

- credit card fraud
- debt collection
- investment fraud
- phone fraud
- mail theft
- tax fraud
- passport fraud
- social security number misuse
- student loan fraud

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08.02 Identity Theft - Jewelers

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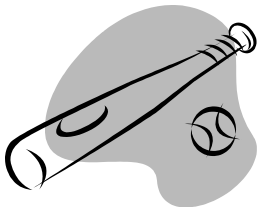
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*IJA JEWELER
Winter, 2008*



IOWA JEWELERS DAY AT THE CUBS



Saturday, June 14th
Tail Gate Party - 5:00 pm
Game Time - 7:05 pm

Play Ball! It will be that time of year again, when the sun is warm and we are all looking for an excuse to be outside! Well – here it is!

For the 7th year in a row, the Iowa Jewelers Association invites jewelers and sales reps to the Iowa Cubs ball park in Des Moines as they take on Nashville.

If you would like to take part, volunteer or be a sponsor, call Noel Fiscus at 515-964-9098 or Craig Doerhoff at 515-964-3520.

Mark your calendar and plan to attend!