

**IOWA JEWELERS ASSOCIATION
VIDEO LENDING LIBRARY**

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VIDEO TAPES:

Bench Jewelers Certification (2 tapes)
Consumers Guide to Bridal Jewelry
Danger on the Road - Traveling with Jewelry (3 copies)
De Beers 4 C - The Quality Sale
Detecting Irradiated Diamonds
Diamond Anniversary Bands
Diamond Product Knowledge (2 copies)
Diamond Value Factors: The Four C's
Diamonds (2 copies)
Diamond's For Men (2 copies)
Easy Step by Step Graver Sharpening
Gemstones of America - Nature's Originals
Gemstones & Diamonds
Get Certified-Jewelry Store Manager Cert. Program
Gold Jewelry Manufacturing Techniques
(Chain, Die Striking/Stamping, Lost Wax Casting, Electroforming)
Gold Jewelry Product Knowledge (Karats, Colors, Finishes)
Gold Lance Training
Grown in the U.S.A. II (The Next Generation)
How to Close Sales
How to Replace Watch Batteries (2 tapes)
How to Sell Higher-Priced Diamond Engagement Rings Using the Two Months' Salary Guideline
I Hate Watches or How to Stop Hating Them and Love the Profits
Internal Theft: The Secret Crime
Inverness Ear Piercing System
It's All About Trust
Make Your Sales Soar (Linda Abell)
Managing Your Business for Profit
Masters' Mentoring Series: Flush Setting Round Gemstones
Masters' Mentoring Series: Setting Pear Shaped Gemstones in Prongs
Ney Ultrasoniks
Nothing to Hide (Doug Hucker)
Nutra Gold
Pearl & Bead Stringing with Henrietta
Pearl Stringing: Why Knot?
Princeton Powersaw
R.T. Stamping System
Retail Theft: The Preventable Crime
Rio Disc Finisher
Robbery: Anytime, Anywhere
Roto Bench System
7 Secrets of Success
Security: A Traveling Necessity
Selling \$1000+ Diamond Jewelry (4 copies)
Selling with Security (2 copies)
Showcase Security
Sparkie II: Instructional Video
The Black Hills Gold Story.
The Colorful World of Gemstones (2 copies)

The Diamond Engagement Ring
The Key Steps in Selling Jewelry
The Mystique of Diamonds (2 copies)
The New Jewelers of America
The Story of Landstrom's Original Black Hills Gold Creations
Watch Battery Basics (The Basics of Selling and Replacing Watch Batteries)
Watch Bracelet Adjusting and Sizing
Wedding Ring Manufacturing
What is a Gem. How Gems Form. Gem & Color
What You Should Know About Buying Diamonds (2 copies)
What You Should Know About Buying Jewelry
What You Should Know About . . .JA Shows & Service

AUDIO TAPES:

Excellence in Management (by David W. Richardson) (11 copies)
Excellence in Selling (by David W. Richardson) (11 copies)
Make Yourself Famous

BOOKS:

AGTA Source Directory 2002-2003 (with CD)
Jewelry and Gems Buying Guide
Modern Jeweler's Gem Profile - The First 60
Platinum Source Book IV (with CD) (2 copies)
The Complete Guide to Buying Gems

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For more information, contact the Iowa Jewelers Association office at 800-669-8547.