

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 5, Issue 7 • October 2014



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COVER: Abigail is wearing jewelry from designer Nina Nguyen's Bamboo Collection in silver, with additional accents pieces from the Pagoda Collection. MSRP: \$195 - \$495. Nina Nguyen Designs 720-459-7664.

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A New Look at Scott Kay

By Frank Dallahan

business from her designer collections and understanding of price points. According to Chandler, “[Scott] Kay’s passion for art and attention to detail is obvious in his designs.” She likes the day-to-day interaction with Scott, so that she better understands his inspirational designs.

One of the real achievers in the jewelry industry is Scott Kay. He’s the man who first put real oomph into moving platinum from a minor player in bridal jewelry to a “must have” product today for both brides and grooms. I first met Scott at the GIA Career Fair in New York several years ago. He was one of the featured industry speakers at this GIA event. He talked about platinum and design with great passion and emphasized the importance of finding that dream job where you love the work. Clearly, Scott loved his work and made quite a name for himself in the industry and now, worldwide. Kay’s designs sell very well in Moscow and recently Scott Kay made the cover of Italian Vogue.

Tom Kennedy serves as Chief Commercial Officer. Tom Kennedy has a distinguished career in prestige cosmetics, timepieces, and management consulting, serving with Unilever and most recently with David Yurman. According to Minster. “He is quite possibly the best general manager I’ve ever known and will excel as Scott Kay’s new CCO”

There have been quite a few changes taking place in the Scott Kay business of late. Scott decided to focus his attention on what he loves doing and that is “sweating the details in the art, expression, sculpture and design” sectors of the business. In order for him to focus attention primarily on these elements, he needed to make some other changes. Essentially, Kay brought on board David Minster with the goal of driving the Scott Kay business to the \$500 million level.

As the conversation turned to other elements of the business, Minster talked about Scott Kay’s distribution. He believes the brand is over-distributed. They are taking a hard look at their current distribution. According to Minster, “it has gone beyond evaluating.” “We want to correct channel conflicts” he said. Scott Kay “was never intended to be a 14 karat brand.” While not ignoring 14 karat gold, it has been positioned for mall store distribution. 18 karat and platinum products are intended for the better independents. This means providing different styles for the different distribution segments.

Perhaps the most significant move with Scott Kay, other than his decision to focus more personal attention on the design component, is bringing Minster into the business. Minster is a 51 year old seasoned executive with great, relevant experience in the jewelry business. He moved from David Yurman to Scott Kay about a year ago. At Yurman, he was responsible for Operations and Technology. Clearly, he had the ability to work in the rarified environment of the Yurmans and made the transition to Scott Kay seamlessly. David Minster is an interesting and an appropriate choice to partner with Scott Kay. After 12 years with Yurman, he knows something about selling luxury, managing a luxury brand, dealing with the egos of design intense people.

DISTRIBUTION

Additionally, Kay is expanding focus and distribution into Central and South America. Minster appointed Blanca Rodriguez as director of sales for this region. She brings more than twenty years of industry experience. Her goal is to help develop distribution and brand awareness.

Minster’s role and function in the business is, together with Scott, to develop opportunities for the brand, to move it forward by evaluating and prioritizing the opportunities to ultimately develop a life style brand similar to Ralph Lauren. Developing opportunities requires an organization up to the task, distribution to hit different complementary market segments, and an efficient manufacturing operation.

MANUFACTURING

John Crostan, Chief Supply Chain Officer, is a manufacturing executive with great relationships around the world. His experience, knowledge, and sophistication particularly in the bridal jewelry category will serve the organization well. Crostan will oversee manufacturing operations both here in the US and overseas. They use a few manufacturers overseas and the ones they do use are well trained in what the Scott Kay Company wants in product and product execution. Kay conducts regular visits to their supplier companies to assure compliance on a wide range of interests including environmental and human resource topics.

ORGANIZATION

To accomplish these goals several significant personnel decisions were made. Minster brought over from Yurman three key players, Tom Kennedy, John Croston, and Susan Chandler. Kennedy serves as Chief Commercial Officer, Croston is the Chief Supply Chain Officer, and Chandler is the Chief Merchandising Officer. Scott Kay said to Minster, “build a superior team; don’t hold anything back. That is exactly what he has done. With David at the helm and these executives secured, I now will return to what I do best: art, expression and design.”

Growing a business requires many elements. People, products, solid distribution, and a known brand name that brings the consumer into a jewelry store to ask for the line. It’s clear, Scott Kay is poised for a growth run.

As Chief Merchandising Officer, Susan Chandler brings with her extensive experience from the wholesale and retail sectors. Her contributions at Yurman resulted in significant growth in



Frank Dallahan

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KEYS TO MOVING YOUR AGED INVENTORY OUT

By David Brown

With December on the horizon, now is the perfect time to be moving your old product out. Cash tied up in items that are not moving have a double impact – they cost you money to hold and you are missing the opportunity to make sales with an item that might sell quicker. Old product takes up shelf space, inventory investment and time that can be invested in more profitable areas.

HERE ARE A FEW HELPFUL HINTS TO MOVING OLD PRODUCT:

PRICE THE PRODUCT TO TODAY'S MARKET VALUE

Whether prices are moving up or down repricing your old product is an important thing to consider. If your product is overpriced now it won't be competitive with fresher product bought in by competitors. Likewise if prices have increased and your item is cheaper in comparison to the market it's time to revalue it up. This may seem counter intuitive to price up an item isn't selling but sometimes you need to reflect the current price and show customers the true value of the item if you then discount it. A customer won't thank you for the savings you are giving them if you don't show them how much they've saved.



MAKE SURE THE STOCK IS CLEAN, REBOXED, HAS FRESH TICKETING AND LOOKS GOOD

If the packaging is tired and dog-eared the customers won't buy. An item unloved by you will be unloved by your customers.

HAVE A SPECIFIC PROMOTION TO CLEAR THE OLD STOCK

Ideally, time the promotion so that you are not just another store having a sale (i.e. all the stores are having clearance sales as well).

USE YOUR DATABASE TO GENERATE ACTIVITY

If you don't want to have a general sale a private offer to your database can be an effective way to move this product out.

MARKET IT WELL

Having identified your best advertising medium (from previous promotions) put most of your sales advertising budget into that medium. Now's not the time to be experimenting with new marketing methods. Stick with what's proven so you can move this product out as quickly as possible.

ADVERTISE SPECIFIC ITEMS WITH SPECIFIC SAVINGS – THIS HAS PROVEN TO BE VERY EFFECTIVE

A general "30% off" is not as effective as showing individual items with their before and after price. Customers can always relate to dollars better than percentages. We don't feed ourselves with percentages!

PLAN WELL

Have a clear goal of how much product you want to move. The more specific you are in terms of achieving your goal the better the results you will get. The more planned the preparation - the better the result.

If you're not sure what areas you need to concentrate on with clearing old product take a look at your Key Performance Indicator reports and determine which one's are showing bloated levels of inventory relative to sales performance. You can print a report showing your stock by age, which will highlight the areas to focus your promotion. You can then print a list of specific items that are over a specified age and cross check this with what you know needs to be moved from eyeballing the storefront.

 Now's the time to be taking action in this area. Every dollar of aged inventory can cost you twice as much in missed sales.



David Brown

David Brown is President of The Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about The Edge Retail Academy's management mentoring and industry benchmarking reports contact Becka Johnson Kibby: becka@edgeretailacademy.com or 877-910-3343, ext 1

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By John A. Politi, Jr

ENGAGING THE NEXT GENERATION IN PHILANTHROPY

Allow children to experience the benefits of helping others and making a difference in the world.

For as long as I can remember, I have known the Jewelry Industry to be a close-knit community of charitable big-hearted individuals, families and firms – constantly sharing their time, energy, kindness and yes, generous funding with those less fortunate. I have happily witnessed my close friends raise their children to be conscious of their good fortune and be socially responsible in caring for those of lesser means. This is a beautiful thing, and something that by the grace of God I have carried forward with my own family. What could be better than to pass onto your heirs the importance of giving? Many children of philanthropic families are raised in a consumerist culture, surrounded by affluence. Exposing them to the needs of the world at large can enhance their empathy for others and reduce judgment. Introducing children to philanthropic endeavors is an excellent way of demonstrating family values and attaching meaning to money. Philanthropy often brings family members together and encourages them to celebrate their family history and legacy.

Engaging in shared giving decisions, such as determining where charitable gifts will be directed, can enhance family members' ability to work together and help them develop leadership skills and financial responsibility in other aspects of their lives. Above all else, giving allows children to experience the intrinsic benefits of helping others and making a difference in the world.

01 ONE STEP AT A TIME

In a recent survey by Nextgendonors, 89.4 percent of the respondents cited their parents and 62.6 percent cited their grandparents as people who influenced their learning about philanthropy. In order to engage the next generation in philanthropy, it's important to reflect on one's own experiences with giving. One needs to consider the role charity has played in their lives and speak with family members about their experiences. Some questions to consider include: What childhood memories do you have around giving? What was the most meaningful charitable gift you've given, and what made it so meaningful? Maybe it



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ENGAGING THE NEXT GENERATION IN PHILANTHROPY

wasn't a monetary gift, but perhaps something done for charity or a planned event. We need to reflect on our own values – our core principles and what we want to pass on to our children. After taking the necessary time to reflect and contemplate, we can begin to explore the objective(s) for involving and engaging our children in charitable giving.



What childhood memories do you have around giving?

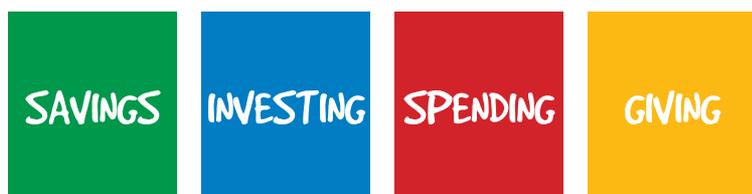
What was the most meaningful charitable gift you've given, and what made it so meaningful?

02 PARALLEL PATHS

If you are now engaged in a relationship with a Financial Life Planning Advisor it's a perfect time to start these discussions and listen to their recommendations. This way, you'll learn the importance in making philanthropy a priority for the next generation. There are a variety of ways to pass along values and teach the importance of giving to our children. Below I will share several that have withstood the test of time.

03 START THE EDUCATION EARLY

It's never too early to start to teach children the importance of giving. One method that we've used revolves around either our son's allowance, or monetary gifts that he's received on various occasions. We have him divide the total into four buckets: savings, investing, spending and giving. Then, we allow him to decide what cause or organization will receive his "giving" portion. It's nice to follow up and revisit the organization at a later date and check on the impact the donation is making.



04 TAKE ADVANTAGE OF TEACHABLE MOMENTS

Exposure to some of the more difficult realities of life can be beneficial when trying to convey the impact that philanthropy can have on the lives of others. Many children have no comprehension that more than half of the world's population lives on less than \$2.50 a day. But hardships don't create the only teachable moments. When visiting a hospital, library or art museum, children often don't recognize that it takes financial contributions and volunteers to maintain these facilities for everyone's benefit and enjoyment. Let them know that those colored wristbands at the museum are more than just "fashion statements."

05 SHOW AND TELL

The saying, "Do as I say and not as I do" tends to work very well in practice. However, years of experience shows the old adage, "Children are great imitators, so give them something great to imitate" has more impact in engaging the next generation. When aspiring for children to volunteer their time, you should donate a portion of your own income and get involved with nonprofits to lead by example.

06 GET DIRTY

You could make giving time and money a family tradition. Take your children to stock shelves at the community food bank or to pass out meals at soup kitchens during the holidays. As a family we get involved with the Boy Scouts of America and various community service projects – Habitat for Humanity is a great cause that we donate much of our time to.



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07 LET THEM DECIDE

Two of the biggest mistakes we make when trying to involve children in family shared giving are:

- forcing involvement
- ignoring your children's own interests and suggestions.

We should encourage our children to research organizations that interest them and then make a family presentation on what and why they want to give.

08 TEACH YOUR CHILDREN WELL

Teaching children financial responsibility and the value of giving provides an excellent forum for education in money management. Creating the financial freedom to give requires among other things, prudent budgeting. These skills will prove valuable as they learn to make well-informed decisions in prioritizing which charities to give to and how much. Reviewing a nonprofits financials with children will help them to learn what to look for when evaluating where to give.

09 BUMPS IN THE ROAD

There will be times when you disagree with your child's giving decisions. Remember, this conflict is absolutely normal. Often generational differences – varying values and attitudes developed during formative years –help drive individual giving interests. For the younger generation, the top reason for engaging in philanthropy is "supporting a mission or cause that fits with personal values." Growing up surrounded by emphasis on diversity and environmental sustainability will likely make an impact on the causes they're inclined to support. They're more likely to give to civil rights, advocacy, environmental and animal causes than previous generations.

Technology also plays a large role in differences in giving between parents and their children. Younger generations are exposed to different ways of giving than their parents have traditionally used. Giving



directly to an organization online is the most common method for younger generations. Networking is very important to the next generation of philanthropists. Technology allows their networks to expand exponentially over social media. If they support a cause, they have the capability to broadcast their interest and reach unparalleled numbers of likeminded peers and, potentially, increase the impact to the cause. This is a very public way of displaying their philanthropic interests, which differs from the way in which their parents and grandparents displayed their interests.

Realizing the many challenges that many adult children are facing such as new careers, marriages and raising new families, they may not consider their involvement in the family's philanthropic efforts a priority. When this is the case it might be best to have the family decide together the format for giving and their goals therein. Parents will always face new challenges, and should return to their original objectives. If your goal was to bring the family together through giving, then make certain it doesn't push the family apart. When striving to raise aware, generous children who value helping others and giving back financially, remember that the actual causes they choose aren't as important as the act of giving.

Author's Note:

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John A. Politi, Jr

John Politi is a certified Chartered Retirement Planning Counselor and Financial Advisor with Main Street Financial Solutions. John's team provides comprehensive and customized, Fee-based holistic financial life planning, consultation and investment advisory services for individuals, families and businesses. Since 2010, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-profit, dedicated to connecting US Military Veterans with training, financial education & employment in the jewelry industry. John is an Adjunct Professor and Director of the Action Learning Project, Hagan School of Business, and Iona College. He holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 and successfully completed the Financial Planning Certificate Program at the Lubin School of Business, Pace University. John is a past Board Member and Director of the Financial Planning Association-Greater Hudson Valley, NY, an active member of the American College of Health Care Executives, Westchester County Bar Association, 24KT Club of New York, and Troop Chaplain for his son's Boy Scouts of America local Troop. John welcomes your input and can be contacted at, jpoliti@msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.

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Navigating the Online Marketing Channel

Part I The Website



by Larry Chasin

For more than two decades the Internet has been on a steady advance into all aspects of business and personal applications. We've seen entire industries such as travel and music migrate almost entirely online, and the days of visiting with a travel agent or going to a record store are a thing of the past, lost to the efficiency of the online airline booking process and the instant satisfaction of downloadable music.

However, in the jewelry industry it's a fact that very few independent retailers do meaningful e-commerce. At the core, the reason for so few success stories is the sheer difficulty of the process and the breadth of personnel resources and skills sets that are needed to create and manage the technology platform and the online marketing strategy. Only after the right technology is in place can a meaningful marketing message be delivered and the analytical insights discovered, for a strong return on the advertising and marketing investment.

It all starts with the website – that's the hub for all the different marketing channel spokes.



The website of a local jewelry store should be thought of as a virtual extension of the store allowing store personnel to meaningfully engage with their customers online.

For the website to function as a “virtual extension”, rather than as just an advertising billboard, requires careful translation of the store’s brand into the website content. Two recommendations in this regard are as follows:

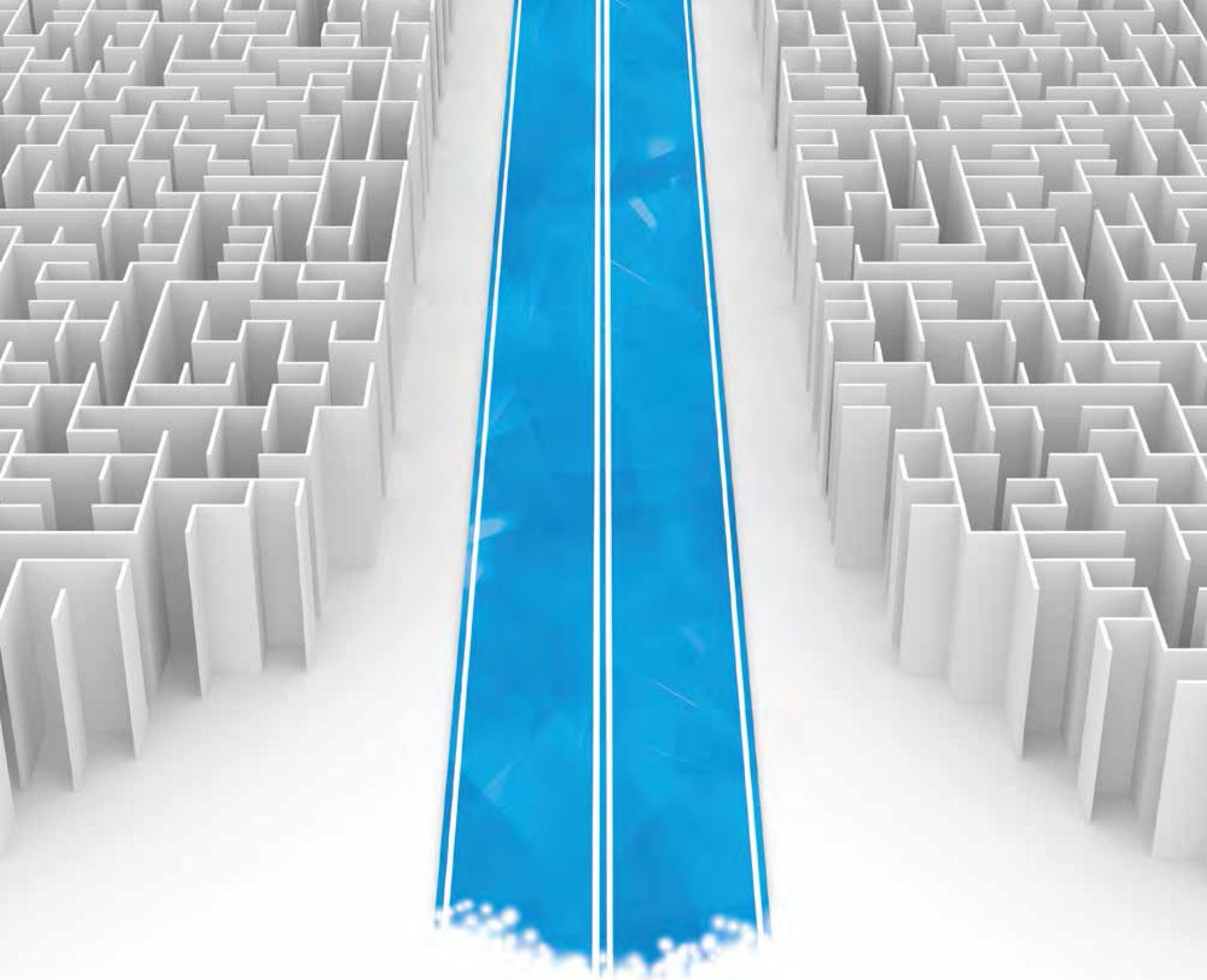
- Choose a responsive theme and make customizations as needed, because there is a huge cost savings designing up from a theme compared to designing from a sheet of white paper. Pre-designed responsive themes are a solid foundation for viewing the website from any mobile and tablet device while leaving plenty of room for customization. In fact, there are now many hundreds of low cost, high quality responsive themes available for most website platforms from companies such as www.templateMonster.com and www.themeforest.net.
- Pay huge attention to the quality of the photography and make sure to use 3-5 powerful rotating images on the home page. People coming to your website from different marketing channels all want to “See” what you look like before they decide to read about you or shop your store. Work with your brands and if you choose to take pictures yourself make sure they look professional. Never underestimate the power of the first impression.

For the website to function as a “virtual extension”, means there also needs to be significant systems integration between the website and the store’s inventory, Point-of-Sale (POS) and Customer Relationship Management (CRM) systems. Two comments are:

- Think about which data sets you want to synchronize between your website and your POS/ CRM systems. Useful data sets to sync include: products, customers, wish lists, and orders.
- Think about building your website in phases to make these advanced data integrations. Or better yet, make sure to work with a company that has experience in this area and who can advise you on the best practices for mapping and syncing jewelry specific data.

In order for a jeweler’s website to foster “meaningful engagement” with its clients, the most important features for sound lead generation and interaction are exactly the same website features used in all other successful online industries, including:

- A rich product catalog - that shows great product images for all the brands you carry in-store. There is nothing worse than a retailer’s website which links out to the brand websites to view products, because too many customers don’t come back.



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- Customer accounts – to capture profile information, such as birthdays and anniversaries of family members, and e-mail address.
- Responsive web design - so it's easy for users to browse and engage with the website from all mobile devices.



Yet, in the jewelry industry today the vast majority of the 21,800 jewelry stores still listed in JBT have websites that lack both a meaningful product representation and the basic customer engagement functionality that consumers expect to see.

There are many reasons why the jewelry industry lags:

- The difficulty in managing the product data to keep up with new and discontinued items.
- The difficulty in keeping up with price changes that can happen daily and weekly basis for many product categories and suppliers.
- The difficulty in normalizing product attribute labels from the many different suppliers who provide their digital catalogs for web use. For example, 14KW, 14K White, 14kt white, 14k white gold, all mean the same thing and this requires someone to adjust the data to one standard for everything.
- The difficulty in updating availability and delivery times of products shown on the website.
- The difficulty in keeping the website technology up to date, such as the recent development of responsive web design which is a game changer for reaching over 50% of consumers who shop from mobile devices.
- The lack of personnel resources to actively manage the website.
- The lack of knowledge about the power and effect of social media marketing.
- The mistaken belief by storeowners that there is little need for a website (after all 90+% of all jewelry purchased in the US is still purchased in-store).
- The fear and/or dread of making too much change.

With so many challenges, you might ask “What’s an independent retail jeweler to do?”

Well, for today’s independent retail jeweler (like restaurateurs, and boutique owners of all kinds), the writing on the wall is very clear--it’s NOT about making online sales, it’s about finding ways to use the Internet to engage with their customers and encourage them to come into the store to make purchases. Achievement of this goal requires that business practices and available resources be reviewed to ensure:

- quality data and website content.
- a sound website technology platform.
- a sound online marketing strategy to drive clients in-store to make purchases.



I’ll be delving into more detail and reviewing best practices in regard to the above directives in upcoming issues of The Retail Jeweler. Please stay tuned...



Larry Chasin

Larry Chasin provides Business Development services to Thinkspace Jeweler, makers of the Thinkspace Jeweler Website Platform and Vendor Data Cloud - www.thinkspacejeweler.com. Together they empower the industry’s modern B2B2C cloud-powered system for connecting independent retail jewelers with their websites, vendors and businesses like never before. Larry invites your feedback at larry.chasin@gmail.com

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This 4.30ct fancy deep yellow square emerald cut diamond is set in a handmade platinum and 18k yellow gold mounting with 1.00tw kite shaped diamonds on the side. MSRP for the pictured ring is \$150,000.

GN Diamond
800.724.8810



Sara Blaine

Sterling silver black mother-of-pearl teardrop earrings with 18k vermeil decorative prongs. Style 3857BMOP, MSRP: \$238.

Sara Blaine Jewelry
770.650.0999



Artistry, Ltd

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Artistry, Ltd.
888.674.3250



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H. Weiss Company
800.554.9989



Phillip Gavriel

Midnight Woven Collection. Black rhodium and sterling silver contrast with colorful precious gemstones. MSRP: \$395.

Royal Chain Group
800.622.0960

Imperial

Vintage795 by Imperial 14k gold, flawless 7mm akoya pearls, and shimmering diamonds. Pendant style: 986888/18 MSRP: \$1,350.

Imperial
800.556.7738



Effy/BH Multi

From the Confetti Collection. Black, espresso, and white diamond (2.04ctw) flower set. This unique tri-color piece is crafted in 14k gold.

Effy/BH Multi
212.944.0020



Frank Reubel

14k yellow gold with .13ctw of diamonds, and a caribbean blue topaz. Style MR4144, MSRP \$1,400.

Frank Reubel Designs
386.761.6945

Belle Étoile'

Royale Hoop Earrings available with four different color variations in hand-painted Italian enamels. MSRP \$235.

Belle Étoile'
877.838.6728



First Image Design

Roman+Jules, by First Image Design, Naturally colored yellow and white diamonds combine to create this stunning marquise shaped ring. Style NR535, MSRP: \$11,125.

First Image Design
212.221.8282



Ariva

Sterling silver with an 8ct turquoise and quartz doublet. MSRP: \$315.

Ariva Fine Jewelry
401.490.5100



Yael Designs

Pink Diamond and pink diamond halo featuring a 1.51ct natural fancy pink diamond accented with 0.14ctw of pink and 0.57ctw of brilliant cut diamonds. MSRP: \$37,815.

Yael Designs
415.989.9235

Kirk Kara

The Pirouetta Collection. 18k rose gold meticulously hand engraved with milgrain edging and signature filigree and diamonds.

Engagement ring, K133RR, MSRP \$3,290; wedding band K-133R-B, MSRP: \$2,520

Kirk Kara
800.874.0181



Berco

Multi-color diamond ring of blue, green, and yellow diamonds accented with a line of colorless diamonds. MSRP: \$1,899.

Berco Company
800.621.0668



Anticipating Your Customers' Next Move

By Matthew A. Perosi

It seems like every day, I see not one, not two, but perhaps more than a dozen different online marketing campaigns that make me scratch my head wondering why they even bothered.

I'm not just referring to the jewelry industry, but all types of online marketing. It seems like so many businesses don't understand the larger view of how intertwined the Internet is to everyday life and the expectations of their customers.

The latest online marketing methods now allow you to find out what will interest your customers so you can build appealing marketing campaigns. Those campaigns can then lead to web pages that pull the customers in even further by anticipating what they will want to see next, and making it easy to find.

Discovering your customers' interests, and anticipating their next need, was once only achieved via expensive marketing firms. Competition in the online marketing space between Google and Facebook has created inexpensive, and really good benefits for small businesses. These include Facebook's Customer Insights system and the latest Google Analytics.

The research available through Facebook's Customer Insights will help you understand a lot of deep demographics about your potential future customers, while Google Analytics can give you information specifically detailing your previous customers' were interested in.

You can build a strategy for attracting new customers to your website when you combine the two sets of information together. Imagine a better customer experience because you present the most important pages first. Those new website visitors won't notice that you've designed your pages this way; they'll be too busy clicking the next link because it was "conveniently located."

In reality, those "conveniently located" pages are strategically placed by you because Google Analytics tracking showed their popularity. Your customers might think you anticipated their needs, when in actuality most users just look for the same information on your website.

This type of careful planning will allow for business growth while also saving money on overall marketing costs. Because this type of planning relies on previously measured website users, and future anticipation, you can set up a new marketing strategy that's contrary to anything you've ever done before.

Google Analytics shows you what people will do once they get to your site, it's just a matter of building a website funnel that gives users exactly what they expect. Specifically, you'd have these four steps:

1. TRACK WEBSITE PAGE VIEWS AND CLICKS
2. IMPLEMENT A NEW WEBSITE DESIGN
3. RESEARCH A POTENTIAL TARGET MARKET
4. CREATE A NEW CAMPAIGN

This first step is to collect Google Analytics (GA) tracking data. Within GA, you should be able to see all the popular product categories and individual products within your online catalog. You will also see the most popular pages viewed. Hire someone to create these reports for you if you don't know how. You can gather new website data starting today, or look at historical data from your GA account if it's available.

With the tracking phase behind you, now you need to rearrange the content and navigation on your website so the most popular links and pages are very obvious, or at least easier to find when needed. By rearranging your navigation based on popularity, you are effectively anticipating what every new visitor will look for. They will appreciate that they found what they wanted so quickly.

The next step is to use Facebook's Customer Insights to find new target customers. One at a time, you can input the topics of your website's popular pages. If "Pandora charms" are popular on your website, then you'd enter that phrase along with an age range and income. Facebook then returns a very detailed, perhaps even shocking list of other pages and interests for that group of people.

You can use that information to plan a new online marketing campaign that resonates with them. The campaign could include blogs, video, photos, and paid ads that you launch through Facebook Ads and Google AdWords. The campaign leads people to the new website you carefully designed.

Although the campaign itself attracts new customers, the goal here is to convert all future website "just looking" visitors into paying customers more easily than ever before.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.



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Protect Your Data So You Can Focus on Your Jewelry



When you think about theft within your business, protecting your inventory is probably the first thing that comes to mind. Unfortunately, that isn't the only thing that can harm a business if stolen. Data theft and fraud can have an even greater financial impact on your bottom line. If you're storing records electronically, taking payment via credit card or paying employees, you're working with personally identifying information. Personally identifying information includes details beyond already public knowledge, such as social security numbers, account numbers and even Driver's license numbers. When that information is breached, it can be big news and cause serious damage to your reputation and your bottom line.

In the U.S., 66 percent of all organizations surveyed said they had at least one data breach in 2012¹ – an error that can be expensive in both financial and reputation terms. In fact, in the U.S. data breach incidents cost companies, on average, \$194 per record – for a total cost to company of \$5.4 million.²

So how can you keep something you can't really see or touch safe? Start with these tips from Jewelers Mutual.

LIMIT WHAT'S PORTABLE. One lost laptop can unveil a plethora of personal data, from employees' social security numbers to customers' credit card numbers. Set a password on your computer, and store your records on an encrypted hard drive. While some hackers have gotten around encryption, it's more difficult to access encrypted data versus data that is unencrypted. Another benefit to using encryption is that, in some states, you're only required to report breaches to customers if the data was unencrypted.³

KEEP YOUR EYE ON EMPLOYEES. When you're thinking about data breach and cyber-related security issues, it's not just some faraway hackers you need to worry about. Nearly 47 percent of recorded breaches are due to malicious attacks, which is the combination of hacking and insider theft.⁴ That's why it's important to limit the amount of employees who have access to sensitive data. A flash drive or file sharing music software and access to the files is all it takes for an employee to create a data breach. Nearly two-thirds of data breaches are due to human errors and systems glitches.⁵ Even if the breach is accidental, the information trusted to your business could be in criminals' hands.

SHRED YOUR FILES. As with most types of traditional crime, jewelers are at special risk for data breach. Invest in hiring a reputable secure shredding and disposal service to protect any printed copies of information that you work with on a daily basis.

CLEAR YOUR COPIER'S HARD DRIVE. When you make a physical copy of sensitive data, that information doesn't necessarily disappear when the paper is shredded. Nearly every copier contains a hard drive, which means it stores a copy of every document you scan, print, copy or fax through it. If you decide to sell or stop using a copier, make sure you clear its hard drive first. Also, consider purchasing security or encryption for your copier, which is available from most manufacturers.⁶

KEEP YOUR SOFTWARE UP TO DATE. Hackers focus on weak spots in software. When the companies who make software uncover the weaknesses, they release software updates, also known as patches, to fix them. Keeping your software updated can reduce your vulnerability.

LIMIT YOUR DATA.

Don't collect information unless it's essential to your business, and – when you have critical data – limit the number of places where you store it. Purge the data when you no longer need it.

By David Sexton

DON'T BE THE VICTIM OF FRAUD. When thieves steal bank account or credit card information, they typically work fast to make purchases, before the account is shut down. Be alert when you accept credit card payments. If someone from out of state tries to purchase merchandise over the phone or online and pushes for speedy shipment, it's good to be suspicious. Ask the credit card company or bank to contact the account holder to verify the transaction. If you accept checks for payment, always require two forms of identification including a photo ID. If you're not selling in an area known for tourism, consider accepting only local checks. If someone gives you a certified, cashier's or personal check after hours or on weekends – when you can't verify the funds at your bank – think twice about accepting it.

SPEAK WITH IT. E-commerce provides opportunity for your business, but it also increases your risk of data breach and cyber related security issues. Be sure that your IT department or e-commerce providers have sound security protocols in place. Ask them to create data breach emergency response plans if they don't already have one in place, and stress your concern about protecting personally identifiable information.

MAKE SURE YOU'RE COVERED. If a data breach occurs, it's not something you can keep quiet. Currently 46 states require you to notify customers – and a simple "I'm sorry" letter might not be enough to satisfy them. Ensure you're prepared for the public relations headaches, credit monitoring and legal expenses that could be involved with a data breach by exploring Data Breach and Cyber Related Protection coverage options from Jewelers Mutual.

For more information about data breach and cyber related issues please contact Jewelers Mutual's new Data Breach and Cyber Related Coverage at JewelersMutual.com or call 800-558-6411 to find an experienced Jewelers Mutual agent in your area.

1 Ponemon Institute. "2012 Global Data Encryption Trends Study." February 2013. <http://www.verisec.com/sv/wp-content/uploads/sites/2/2013/03/Global-Encryption-Trends-Study-eng-ar.pdf>.

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3 Kroll. "Data Breach Prevention Tips." <http://www.krollcybersecurity.com/resources/data-security-resources/data-breach-prevention-tips.aspx>.

4 Privacy Rights Clearinghouse. "A Chronology of Data Breaches." 2012. <http://www.privacyrights.org/data-breach>.

5 Ponemon Institute and Symantec. "2013 Cost of a Data Breach: Global Analysis." June 2013. https://www4.symantec.com/mktginfo/whitepaper/053013_GL_NA_WP_Ponemon-2013-Cost-of-a-Data-Breach-Report_daiNA_cta72382.pdf.

6 Keteyian, Armen. "Digital Photocopiers Loaded with Secrets." CBS News. 19 April 2010. <http://www.cbsnews.com/news/digital-photocopiers-loaded-with-secrets/>.



David Sexton

David Sexton is vice president of loss prevention consulting at Jewelers Mutual Insurance Company. Headquartered in Neenah, Wis., Jewelers Mutual is the only insurance company in the U.S. and Canada that specializes exclusively in protecting the jewelry industry and individuals' jewelry.

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New and NOTEWORTHY

Cad-Jeweler.com Introduces Life-In-Gold Collection

A New Concept In Personalized Jewelry

Cad-Jeweler.com, a Minneapolis firm specializing in wholesale CAD design and manufacturing services to the trade, is proud to introduce the Life-In-Gold.com collection, a new concept in fully personalized jewelry products.

Using state-of-the-art CAD software and ultra-high resolution 3D printing, Life-In-Gold.com products take the "truly customized" to a new level of meaning and customer appeal. Using customer-supplied photographs or digital images, a 3D relief is created in solid gold. This highly detailed relief can be mounted on a variety of jewelry products, including locket, military tags, charms, pendants, rings, buckles and bracelets. The photo reliefs can be made in any color of gold, resulting in an endless variety of options. Many items are also offered with complementary engraving options on the reverse side, adding to the custom appeal.

Haim Becker, owner of Cad-Jeweler.com and the designer of the Life-In-Gold.com collection, is a second-generation jewelry designer and an early adopter of 3D technology and applications. As Becker stated, "Fine jewelry already offers great emotional appeal, and our new products really take that personal meaning to a higher level. Whether it is a photo of a loved one, a wedding, a newborn baby, or a cherished pet that image can be forever captured in solid gold. These pieces of fine jewelry become true family heirlooms, with meaning beyond any other piece of jewelry." Becker continued, "The real advantage to retailers is this product not inventory-driven,

its applications are virtually endless, and given our service-oriented approach, we will do our very best to make each work a truly custom experience". The products are priced competitively at \$349- \$499 retail, and the only investment required to open a wholesale account is \$50 for a gold-plated sample kit and point-of-sale brochures.

Retailers interested in opening Life-In-Gold.com wholesale accounts may contact Haim Becker at 612-874-8370, or email to jewelrywebmaster@yahoo.com. The product range can be viewed at www.Life-In-Gold.com.

Modern Bride

It's not unusual for little girls to dream of their wedding but for Stephanie, the daughter of Jennifer Chang and Charles Ueng, of JYE International, it was a birth right. While "take your daughter to work day" for most of her classmates meant a visit to the office, Stephanie spent a day at mom's work surrounded by brilliant diamonds and spectacular jewelry set for fairy tale princesses.

So it comes as no surprise that when Stephanie recently married the love of her life, Brian Miller, their wedding was something out of a fairy tale. The ceremony took place at the Palace of the Legion of Honor, the museum in San Francisco, California creating a picture perfect setting to show off the beautiful bride and her inspired jewels.



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Irish-American Diamond Dealers Christmas Party to Benefit Charity

The Irish-American Diamond Dealers annual Christmas Party will benefit the Jewelers for Veterans Foundation and Meals on Wheels. The event will be held on December, 11 at Hurley's in New York City.

The IADD is a social organization whose origin dates back to a group of Irish-American diamond dealers and cutters who met to enjoy each other's company outside of the workplace. The loosely affiliated group grew to include individuals from the retail and manufacturing sides of the jewelry industry and others, who get together in a social setting.

"The highlight of the year is the annual Christmas party," said Jeffrey Crohn, the IADD's current president. "In the true spirit of the Holiday it is a chance for friends, who may not see each other a lot throughout the year, to meet, have fun, and celebrate. We keep the cost reasonable so more people can afford to come. In keeping with the Holiday spirit we also use it as an opportunity to raise money to help others. Along the Jewelers for Veterans foundation we will be donating to Meals on Wheels."



The ticket cost is only \$100, which includes an open bar for three hours and Hors d'oeuvres. A portion of the proceeds is donated to the charity. Additionally there is a 50/50, raffle and silent auction to raise additional money to be donated.

The Jewelers for Veterans Foundation is an IRS registered 501(c)(3) non-profit organization whose mission is to address the high unemployment rate among U.S. veterans by connecting them with training and employment in the jewelry industry. "They give so much to the country", said Todd Wolleman, president of the foundation, "this is the jewelry industry's way to give back and say 'thank you'."

Event: IADD Christmas Party

Cost: \$100

Date: Thursday, December 11, 2014

Time: 6pm-9pm (open bar)

Location: Hurley's Irish Pub, 232 W 48th St, NY, NY 10036

To attend this fun Holiday event RSVP to <http://whoozin.com/XMN-D6W-73DQ>. Space is limited so reply early.

Individuals and companies interested in donating prizes for the raffle or silent auction should contact Jeff Crohn c/o Joseph Blank, Inc. 62 West 47th Street, New York, NY 10036. Email: jcrohn@yahoo.com

White Pine Trading Purchases Bauman-Massa Inventory

White Pine Trading LLC, one of the world's largest recycled diamond and jewelry companies, today announced that it has purchased a large inventory of high-quality jewelry from the recently liquidated, St. Louis-based, Bauman-Massa Jewelry Co. This procurement follows White Pine's recent acquisition of inventory from JewelAmerica.

Founded in 1882, the family-owned Bauman-Massa was well known among retailers across the Midwest for its focus on providing high-fashion items at affordable prices. Its two nationally recognized designer lines—The Bauman-Massa Collection and Designs by Kate McCullar—meet a wide variety of price points.

"We are very excited about our new, high-quality inventory from Bauman-Massa," said Michael Lebowitz, Director of Jewelry for White Pine Trading. "The inventory, which will be available to existing and new retail accounts at discounts ranging from 25 to 40 percent off, includes bridal diamond


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jewelry, colored stones, fashion jewelry and more. This newly acquired collection provides price diversity that will help round out our already impressive inventory of higher-end products."

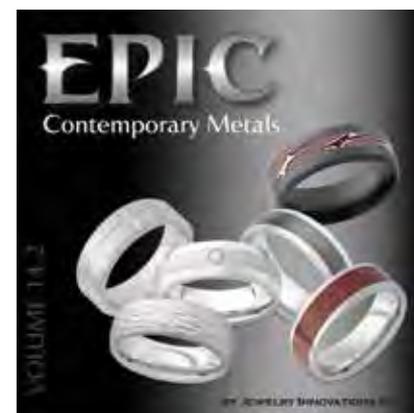
In addition to its finished jewelry, Bauman-Massa imported loose diamonds through its offices in Tel-Aviv and Mumbai and was a direct importer of freshwater, Chinese Akoya, Japanese Akoya, Tahitian and South Sea pearl strands. Starting in early September, pieces from the company's line of silver and diamond fashion jewelry will also be available to the trade through White Pine.

"This inventory acquisition is part of a broader, customer-centric strategic direction at White Pine," Lebowitz said. "Through our new closeout wholesale division, we are striving to give our customers even greater access to better brands and jewelry. Our sales force will be bringing this product to retailers at prices ranging from 25 to 40 percent below what they would typically pay when purchasing directly from the manufacturer. Simply put, we are giving our customers more opportunities to pick up high-quality pieces at great prices, thereby increasing their margins."

For more information on the Bauman-Massa inventory, contact Lebowitz at (646) 758-0265 or mlebowitz@whitepinediamonds.com.

Jewelry Innovations New Catalog

Jewelry Innovations Inc latest Epic contemporary catalog is also available in pdf file to use on line. To get your own print copy call 800-872-6840.



Stuller Implements New Automated Melee Screening Device

New technology reaffirms commitment to diamond integrity De Beers Sightholder, Stuller is one of the first two jewelry companies in the United States to install and utilize De Beers' long-awaited Automated Melee Screening Device.

This device serves as the only of its kind available to the jewelry industry and is designed to detect all synthetics and simulants, verifying the authenticity of natural, melee diamonds ranging in size from 1.3mm (1pt) to 3.8mm (20pts). The instrument is

New and NOTEWORTHY

fully automated handling up to 360 stones per hour or 500cts at any given time.



"This innovative machine offers us yet another way to give our customers trust, confidence and security when buying diamonds from Stuller," says Stanley Zale, Stuller's vice president of diamonds and gemstones. "We're proud to be among the first in our industry to use this technology and operate within the guidelines and best practices set forth by De Beers."

"Accurate detection and responsible disclosure of synthetics is vitally important today," says Jonathan Kendall, president of the International Institute of Diamond Grading and Research. "The De Beers Group International Institute of Diamond Grading & Research is delighted to be working with Stuller to provide the detection equipment to screen for undisclosed synthetics, in the pursuit of maintaining trust and confidence in the diamond supply chain through to the consumer."

In addition to the new melee-scanning device, Stuller is also using the HRD D-screening process on any stones larger than 20 points to scan for synthetics.

For more information regarding the new machine, contact Stanley Zale at (800) 877-7777 ext. 4510.

Vintage Trend

Vintage jewelry has not lost popularity and is trending upwards for the fall and winter seasons. With the fall release of New 1928® Comprehensive Catalog from Quality Gold, the vintage trend can be met with all the new styles featured from The 1928® Boutique, Downton Abbey® and the Vatican Library Collections. Jewelry inspired by the Renaissance, Victorian and Grecian eras provide exceptional value to the vintage consumer with the Downton Abbey® and the 1928® Boutique collections leading in Vintage couture thus allowing collectors to build their jewelry wardrobe with timeless period pieces with fresh new designs. MSRP ranges from \$8-\$150.



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New and NOTEWORTHY

GIA's New York Campus Bestowed 'School of Excellence' Award

GIA's New York campus was recognized with the Accrediting Commission of Career Schools and Colleges (ACCSC) School of Excellence Award for 2013-2014, the organization's highest honor, during a special reception on September 17.

"The ACCSC examines student achievement based on graduation and employment rates, and this honor is truly a testament to the passion and drive of our students and instructors," said Susan Jacques, GIA's president and CEO. "We're proud that when our graduates enter the workforce, they will help advance GIA's mission to ensure the public trust."

The ACCSC School of Excellence Award recognizes schools for their commitment to the expectations and rigors of ACCSC accreditation, as well as efforts in helping their students maintain high levels of achievement. In order to be eligible for the award, a school must successfully complete the renewal of accreditation process, satisfy all requirements necessary to be in good standing with the Commission and demonstrate that a majority of the graduation and employment rates from all programs offered meet or exceed the average rates of graduation and employment among all ACCSC-accredited institutions.

"ACCSC congratulates GIA's New York campus on their commitment to delivering quality educational programs to the students, graduates and employers that deserve our best work," said Christopher Lambert, ACCSC's associate executive director.

GIA is a nonprofit, private, postsecondary educational institute incorporated for the purpose of promoting education and research in gemology, jewelry manufacturing arts and related subjects. A comprehensive GIA education is regarded as the pinnacle of training and professional development in gems and jewelry. GIA's New York campus is located at the International Gem Tower in the heart of the Diamond District, where students enjoy access to industry leaders and a world-class learning environment.

GIA was recognized as a 2014 School of Excellence at the eighth annual ACCSC Professional Development Conference on September 17-19, 2014 at The Westin Denver Downtown in Denver, Colo. GIA's campus in Carlsbad, Calif. was awarded the School of Excellence Award in 2012.

For more information about GIA, visit www.gia.edu.

New and NOTEWORTHY

Give Back Locally, Gain New Customers

Your store can be the catalyst for change, hope and transformation in your community this holiday season.

In the last three holiday seasons alone, jewelers in the USA and Canada raised \$100,000 for local charities through the sales of Sarah's Hope Jewelry's Giving Back Locally Program. This year, you have an opportunity to raise even more for a local charity: from food pantries to soup kitchens, the United Way to Hospice, women's shelters to Habitat for Humanity OR whatever charity is close to your heart.

Participate in the Giving Back Locally Program from Sarah's Hope Jewelry to make a true difference in your community and a lasting impression on your customers.



It's as easy as 1, 2, 3!

- 1) You select your LOCAL charity and choose % of Sarah's Hope Jewelry sales to donate
- 2) Receive FREE custom turnkey marketing materials, such as Facebook content, POP signage, emails, print ads, Press Releases and more
- 3) Make a profit and still GIVE! Packages start at \$938 for 15 pieces AND a customized 1' displayer. Select a pre-pack or we'll custom create an order for you. Prices and pieces will vary due to availability. Pieces wholesale \$45-\$90, MSRP \$99-\$198

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Our latest collection of halo rings can help you engage customers in conversations that lead to engagement ring sales.

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4. Surprise them with the affordable prices, especially when compared to custom rings.
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Plus, one of the participating stores could win an additional \$1000 charitable donation from Jewelers Mutual Insurance Company if it makes the largest contribution to a local charity (promo period designated by each local relator and based on holiday sales of Sarah's Hope Jewelry during the promotional period).

For more information, contact Sarah's Hope Jewelry at 1-877-888-8058 or email info@SarahsHOPEJewelry.com.

A Holiday Fundraiser for the Dogs

Is your store looking for a good Fundraiser for the Holiday Season? IJO Jeweler Knowles Jewelers in Minot, ND found the right solution in supporting their local Animal Shelter. They offered our 24k plated Milkbone Dog Biscuit ornament to their customers at \$20 each (\$11.73 IJO cost) and everyone



was receptive and eager to help—all the way through Christmas Eve. The result was a newsworthy donation of \$4500! Give a call to 24 Karat Rose & Loyalty Co. at 800-843-8131 to learn more about how your store can gain some good community exposure and have a fun time doing it.

Heraeus Precious Metals Earns Prestigious ISO 9001:2008 Certification

Heraeus, the global precious metals and technology company, today announced that its precious metals recycling facility in Newark, New Jersey had received ISO 9001:2008 certification for the site's quality management system. The ISO certification was assessed by BSI (British Standards Institution), a leading global standards certification organization. The same ISO quality management system certification was previously achieved at two other Heraeus facilities in Santa Fe Springs, CA and Wartburg, TN.

Accepted worldwide as the standard that defines quality, the ISO 9001:2008 provides the necessary framework for companies to improve efficiency, minimize operational risk and maximize

New and NOTEWORTHY

opportunity. Administered by the International Organization for Standardization (ISO), companies must undergo a rigorous evaluation and accreditation process to verify they meet the highest standards in quality management principles.

Located in close proximity to New York City, the Heraeus Precious Metals Recycling Facility has been serving the jewelry and dental industries for over 60 years. The facility provides rapid settlements for industrial, dental and jewelry sweeps, karat scrap, residues and alloys containing gold, silver and platinum group metals.

Alan Semko, Vice President of Commercial Management, noted, "while this facility has had a long history serving the needs of our customers, innovation and 'what's next' thinking have been the keys to our longevity.

The ISO 9001:2008 is another example of our efforts to seek new ways to improve every aspect of our operations in order to better serve our customers."

The certification project, started in 2012, encompassed a variety of improvement initiatives, including:

- Implementation of a 5S workplace organization system, a Japanese workplace methodology to create a more efficient and productive worksite
- Re-engineered material preparation process, including new state-of-the-art processing equipment and design to improve the facility's milling and screening operations
- Adoption of Lean Management process improvements

Semko added, "It is obviously a great achievement for the project team, but the most important aspect of this journey is not the certification, but providing greater value to our customers, like maximizing the yields from customer materials and faster turnaround times. The ISO standard is a reflection of the high standards we set as a company to deliver the highest quality in everything we do."

Belle Étoile Announces Holiday Consumer Ad Programs

Designer jewelry brand Belle Étoile will be featured in a full-page ad in Celebrated Living, an upscale magazine in American Airlines First- and Business-Class and lounges. This ad will reach



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over 3 million travelers from November 15th, 2014 through February 14th, 2015. The brand will also be highlighted in JW Marriott and Ritz Carlton Hotels worldwide throughout the last three months of 2014, reaching 2.6 million high-end consumers worldwide. Belle Étoile will be tagging select retailers in upcoming ads, so please call 877.838.6728 to learn more.



Jewelers Mutual Launches New Video with Tips to Weather Any Storm

Hurricanes are often associated with the warm weather of summer, but few realize that hurricane season doesn't peak until mid-September and won't end until Nov. 30. In the calm before the storm, Jewelers Mutual Insurance Company has created a new Secure Business Series video titled "Disaster Preparedness" to emphasize the importance of disaster planning and put the threat on jewelers' radars, regardless of the forecast.

"Disaster planning in advance can make all the difference when a jeweler is facing a category 5 storm," said Darwin Copeman, president and CEO of Jewelers Mutual. "An effective plan allows you to focus on what's most important – your safety and the safety of your employees. This video covers the three main areas you need to prepare yourself to weather any storm."

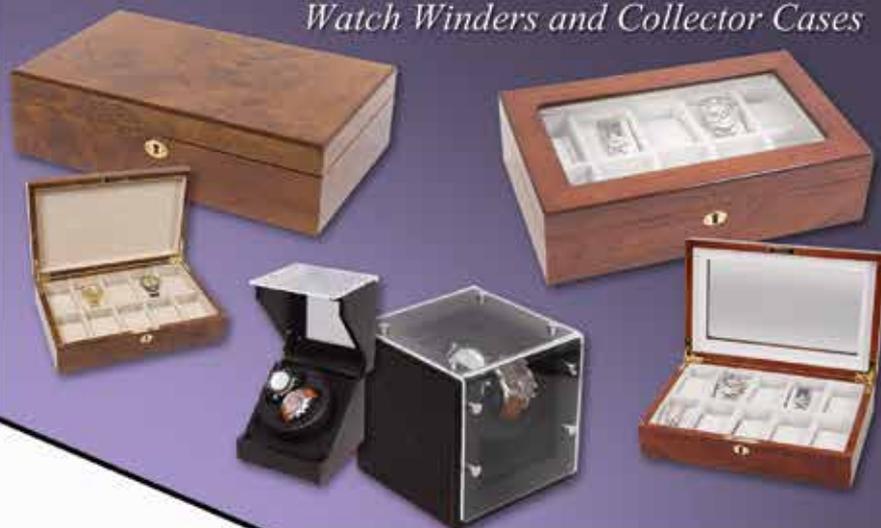
Phase one is preparing before the storm by backing up important information, taking "before" pictures of merchandise, weatherproofing your building, updating your contacts list and conducting a drill. Phase two addresses how to handle the imminent threat of a storm by remaining calm, staying connected and following your plan. Phase three begins with contacting your insurance provider, taking pictures of any damage and starting the cleanup and recovery process. "Disaster Preparedness" is the fourth installment in the Secure Business Series from Jewelers Mutual. In just under four minutes, you and your team can learn valuable information that can help make your business more safe and secure.

To view the video series and find other loss prevention tools

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and information, visit Jewelers Mutual's Safety and Security page at JewelersMutual.com.

Ostbye Wins RJO Vendor of the Year

Tim Marr Wins RJO Sales Rep of the Year

Ostbye has been named the Retail Jewelers Organization (RJO) 2014 Vendor of the Year for Finished Goods in recognition of their exceptional sales, service and support.

It is Ostbye's 7th time winning the award in the past 8 years. Ostbye has previously won the award in 2013, 2012, 2011, 2010, 2008 and 2007. Ostbye was presented with the award at the recent RJO summer show in Minneapolis, MN.

"We are so honored to be a part of RJO," states Craig MacBean, president of Ostbye. "To be recognized by its strong retail jewelers, among the outstanding group of RJO vendors is very humbling. Thank you RJO!"

In addition, Ostbye's Tim Marr won RJO's 2014 Sales Representative of the Year. It is Tim's 3rd time winning the award.

MacBean added, "No one cares more about his customers than Tim Marr. His commitment to the retail jeweler and our industry is second to none and Tim winning this prestigious award is well-deserved."





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Ostbye, founded in 1920 in downtown Minneapolis, has cemented its status as one of the leading manufacturers of bridal and fashion jewelry. Through the four generations of family-owned leadership, Ostbye has always stayed true to its mission of exemplary quality, service and value. Ostbye's comprehensive collections and divisions include bridal jewelry, anniversary bands, fashion jewelry, family jewelry, women's and men's diamond jewelry, colored gemstone jewelry, pendants, earrings, and rings. For more information on Ostbye, visit www.Ostbye.com or call 866-553-1515.

Suncrest Diamonds Introduces the Newest Looks for Fall 2014

The Suncrest Pink Dazzling Diamond collection is a collection of styles where the moving center diamond swivels in a special head. This is the hottest trend in fashion jewelry. Suncrest Diamond is the sole manufacturer of these styles available in natural diamonds HPHT processed in Pink, Yellow and Green.

These color diamond centers are permanent in color and saturated through and through. Suncrest has also introduced a new product booklet. Prices reflect a 2.5x markup. While the styles are shown in Pink Diamond, they are priced and available in yellow and green diamond as well. These booklets are available for use in store. Suncrest also has high resolution pictures for retail jewelers to add these and many of their other styles to your website use. Retail prices start at \$199.00.



Milenyum Mining Limited Donates Large CSARITE® Gems to Museum

GIA in Carlsbad receives two significant pieces and other gems Milenyum Mining Limited, recently donated two rare CSARITE® gemstones to GIA's museum in Carlsbad, California. CSARITE® is a natural color change gemstone actively mined at only one global source deep in the Anatolia Mountains of Turkey. A 37.29 ct. Wobito® oval and an especially large 115.57 ct. cabochon gem that also exhibits chatoyancy, otherwise known as the cats eye effect, as well as a collection of 30 additional CSARITE® gemstones in a variety of sizes, shapes and cuts were given to the Institute.

New and NOTEWORTHY

"Only about 40–50% of the rough material is suitable enough to be considered for faceting," explained Murat Akgun, president of Milenyum Mining Limited. "Of that amount, 98% is lost in the cutting process. GIA's appreciation for fine, rare gemstones makes it an especially appropriate home for these gems."

"The beautiful, large oval and cabochon gems are truly display quality pieces," stated Terri Ottaway, Curator of the GIA Museum. "And with more and more of this unusual material available in the marketplace, we very much appreciate having this assortment of gemstones to share with our students, researchers and visitors."

Gold Rush

With the demand for Gold back out in front, Quality Gold is ready for the big Gold Rush! The 2015-2016 Gold book edition is fresh off the presses and brimming over with more than 5,000 NEW gold items. With more than 1200 pages showcasing the latest gold trends and the widest selection of core and fashion jewelry treasures, Quality Gold delivers as one of the Leading Gold Sources in the jewelry industry. MSRP ranges from \$10 to over \$180,000.



MJSA Education Foundation Awards Six Student Scholarships

The six students are:

- Bryan Brown of Beachwood, Ohio, a graduate student at Temple University's Tyler School of Art in Philadelphia. He is studying jewelry, metal, and CAD/CAM, and is scheduled to graduate in May 2016. Brown was cited by an undergraduate professor for his experience and mastery of CAD software and for being a resource for his fellow students in class, helping them with complex operations. He has also served internships at several jewelry designers' studios, and assisted in his undergraduate university's research in obtaining a high-end 3-D printer. Brown says he chose Tyler for its strong program in both CAD/CAM and traditional jewelry making. He will also be working as Casting Supervisor this fall at Tyler, as a part of the Studio Academic Internship program there. Brown plans a career as an instructor in jewelry making and design.

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- Olivia Shih of Oakland, California, who is entering her senior year at California College of the Arts. A part-time student studying jewelry and metal arts, she is scheduled to graduate this December. Shih has studied production jewelry, stone setting, enameling, 3D printing, CNC routing, and laser cutting, and has also served as an intern in two jewelry businesses. Upon graduation, she plans to attend technique-specific classes outside of CCA, including gemology, stone setting, and electroforming. She will also sharpen her business, branding, and marketing skills through online courses and by studying texts such as Marlene Richey's Profiting by Design: A Jewelry Maker's Guide to Business Success, an MJSA Press book. Her ultimate goal is to launch a jewelry line and then, open a jewelry gallery.
- Cuong Sy of Cranston, Rhode Island, a graduate student at the University of Massachusetts Dartmouth. Cuong is studying metalsmithing and jewelry design, and expects to graduate in May 2016. He has a strong interest in making jewelry using cast elements, and in exploring cast-in-place stone setting techniques. His jewelry parts are individually made, none rubber molded, and he casts and finishes them himself. His future interests are in either becoming a production artist or an educator.
- Camille Torres of Oakland, California, who is pursuing a Bachelor of Fine Arts in jewelry and metal arts at the California College of the Arts. She is scheduled to graduate in May 2015. Torres specializes in creating jewelry and metal accessories that have multiple functions, such as cameras, boxes, or altarpieces. She plans to continue creating wearable sculpture, while also creating a production line of more affordable and approachable designs.
- Deanna Wardley of Dale City, California, is entering her senior year at the Academy of Art University in San

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Francisco to study fine art jewelry design. She is scheduled to graduate in May 2015. Wardley was cited by a professor for her clean, focused aesthetic, embracing found forms, and the simple geometry and structures discovered in nature. She has experience in a variety of jewelry making skills, including welding, ceramics, enameling, and casting. Her goal is to build her own business selling jewelry and small sculpture. She also plans to make and sell commissioned work and sell through galleries.

- **Michael White of North Kingstown, Rhode Island**, is entering his freshman year at the Rhode Island School of Design to study jewelry and metalsmithing. He is expected to graduate in 2018. Prior to college, White attended Steel Yard's Camp Metalhead program in Providence, Rhode Island, a program designed to engage young adults in the metalworking and industrial arts. He was also hired as a teaching assistant for its Weekend Welding Workshops, responsible for assisting students while they learn how to cut, grind, weld, and fabricate metal. He has also taken a course with a local jeweler, where he began making sterling silver jewelry. Much of his jewelry is made using vulcanized rubber molds, but he also takes on fabrication-based projects.

A 501(c)(3) non-profit subsidiary of MJSA (the trade association dedicated to professional jewelry making and design), the MJSA Education Foundation develops and supports programs that help to ensure the jewelry industry maintains a qualified, competitive workforce. Funds for the scholarships are generated through the Foundation's Scholarship Group, which consists of six permanent endowment funds managed by the Rhode Island Community Foundation on behalf of MJSA and the Foundation. Any student enrolled in a jewelry program, whether through a university or trade school, who intends to pursue a career in the jewelry industry, and who can demonstrate financial need, is eligible to apply for an MJSA Education Foundation scholarship. Applicants are assessed on the basis of course of study, academics, career plans, recommendations, and industry experience. Students must be U.S. citizens. To learn more about the MJSA Education Foundation and various educational and professional opportunities, go to MJSA.org.

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AGS Laboratories Opens Los Angeles Take-In Window

The American Gem Society Laboratories announced the expansion of its take-in window operations to Los Angeles. The window will be located in the Brinks offices at 550 South Hill Street, Room 805. It became effective August 29th. Additionally, AGS Laboratories will offer free shipping and insurance for LA take-in window clients through October 31.

The AGS Laboratories offers turnaround time on grading results in five to seven business days to all its clients.

In August, the Diamond Club West Coast (DCWC) featured Peter Yantzer, CG, Executive Director of the AGS Laboratories, and Ash Shah, CGA, Director of Membership at the American Gem Society, at their monthly lunch. The gentlemen gave a presentation on AGS Laboratories and answer questions from members of DCWC.

"It's a natural move for AGS Laboratories to open a window in Los Angeles, as Las Vegas is in its backyard," said Ruth Batson, RJ, CEO of the American Gem Society and AGS Laboratories. "With the shortest turnaround time of any of the major

laboratories, along with the name recognition of the American Gem Society, and grading reports that provide consistency and accuracy based on science, our laboratory services are in high demand. We are very excited about this opportunity and look forward to serving members of the jewelry industry in Los Angeles.”

To contact the AGS Laboratories take-in window, call AGS Laboratories at 800.250.2600 or Brinks at 213.627.4409. For more information on the AGS Performance-Based cut grade system, or any of the AGS Laboratories’ products and services, please visit www.agslab.com or email support@agslab.com.

Imperial Drives Thousands of Consumers From Facebook to Their Jeweler Locator!

By now we have all borne witness to the power of social media marketing, but how to harness that power converting pretty pictures into leads is a riddle that we are all trying to solve. Imperial Pearl has stepped up to the plate declaring that vendors have a responsibility to help promote the collections under their brands via Social media, and they are leading by example!



After Launching two of their new collections “Windsor Pearls” and “Vintage795” Imperial put their money where their mouth is and took to social media in a big way! Through extensive Facebook advertising Imperial has been able to generate buzz around their new collections, successfully driving thousands of consumers to the jeweler locator page on their website.

Nancy Robey Named Brand Ambassador For Jewelers unBLOCKed™

Jewelers unBLOCKed™ announced Nancy Robey has been appointed to serve as the company’s Brand Ambassador. Robey, founder and owner of The Nancy Robey Partnership, Inc., will seek opportunities to expand Jewelers unBLOCKed™ brand awareness within the luxury jewelry marketplace.

With more than 30 years of marketing experience in the luxury jewelry arena, Ms. Robey is known for her business acumen

and deep relationships with premier jewelers, designers and manufacturers. She is widely recognized within the luxury space as a distinguished expert in business strategy.

“We are thrilled to have Nancy join our team,” said Jewelers unBLOCKed™ President and CEO Patricia Low. “Her extensive industry expertise is a strong complement to our brand focus as we continue to drive insurance innovation for the jewelry industry.”

“I am truly proud to add Jewelers unBLOCKed™ to my consultancy, as the firm’s impressive custom-tailored insurance programs and alliance with Chubb are a perfect fit for my high-end clients and business constituents,” explained Robey. “An important business practice for me has always been to bring unique opportunities to my jewelry industry relationships.”

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GM Diamonds Launches New Website

GM Diamonds has launched their website redesign featuring GM Diamonds Ideal Colorless Collection. All designs are made in the USA and feature our Ideal Cut Colorless Diamonds. The new site includes a gallery where retailers can search for styles by category or by type. See something you like...just click on the picture and send an inquiry form directly to them. Visit www.gm-diamonds.com for more information.



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AGTA is seeking a Membership & Education Manager to oversee procedures and objectives for membership and education programs; coordinate member communications including Prism, member outreach and programs; develop annual membership plan and budget; develop and coordinate educational platform and seminars, and other special projects.

Bachelor's Degree required, jewelry industry and/or feature writing experience a plus. Needs to work in Microsoft Office; In-Design preferred as well. Email resumes to kami@agta.org or fax to 214-742-7334, attention Kami Swinney. No phone inquiries please.

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Zultgems Increases Zultanite Availability.

Zultgems™, authorized Zultanite® distributor announced an increased demand for the gem within the last 12 months, as well as some of their plans for the future. Beautiful, rare and ethically mined with environmentally safe techniques, Zultanite® is a natural color changing gemstone found at the world's only Zultanite® mine in Turkey's Anatolian Mountains.

After ongoing celebrity and media placements, in tandem with the gem's appearance on two episodes of the internationally airing 'Game of Stones' series on Discovery Channel, Zultanite® has experienced a significant increase in market awareness. Zultgems™ anticipates this demand will continue to grow through word of mouth and constant exposure as Zultanite® continues to solidify its position as an increasingly mainstream jewelry gemstone. Garnering recognition usually reserved for more established gemstones such as Tanzanite, Zultanite®'s increased demand is especially noteworthy considering the gem has only been commercially mined since 2006. The significant exposure of Zultanite® has led to increased sales across all sizes, with the greatest impact felt in calibrated gemstones, especially below 2 carats. Zultgems™ recommenced lapidary of calibrated gemstones in the second quarter of 2014. Initial production is estimated at 1,000 carats per month with further increases expected in 2015, based on mine production.

To augment its rough reserves, Zultgems™ will recommence full-scale mining in the third quarter of 2014. The mine is currently undergoing scheduled reclamation and anticipated monthly production is estimated at 20 kilos per month by the end of 2014. Mining will continue throughout 2015, while the estimated deposit life of this sole source is 10-15 years. Mining such a rare gemstone remains a challenge with up to 50,000 metric tons of the host rock (Bauxite) needing to be extracted to obtain just 1 kilo of rough Zultanite®. With a yield of only 2 percent, this results in only 100 carats of faceted gemstones.

Zultgems™ continues to be successful in communicating Zultanite®'s unique attributes to global jewelry consumers through relationships with leading jewelry designers, regular repeat shows on an expanding selection of home shopping networks, and its presence on cruise lines in the Caribbean and Mediterranean. Aside from meeting increased demand from existing customers, Zultgems™ is planning to launch



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Jewelers for Veterans is a 501(c)(3) non-profit organization, dedicated to connecting US Military veterans, men and women, able or disabled, with training and employment in the jewelry industry. Our mission is to address the high unemployment rates prevalent among returning veterans by offering solutions within our industry.

Post Your Job Openings for Free on The Jewelers for Veterans Job Board.

Do you have a job opening you are trying to fill? Do you know a veteran who may be interested in working in the jewelry industry? The Jewelers for Veterans' new on-line job board will help connect employers with prospective US Military veteran employees.

From sales to security, bench jeweler to watch maker, wholesale to retail sales, you are encouraged to post your job openings. Sign up is easy. There is no charge to post jobs on the job board and you may post as many as you need to.

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New and NOTEWORTHY

Zultanite® on several new home shopping networks in 2014 and 2015. Zultanite®'s continued popularity with jewelry designers has led to Zultgems™ latest collaboration with Kat Florence™, whose Zultanite® jewelry has been placing on the red carpet since March 2014.



Key to its success, the Zultanite® brand is a stringently applied quality guarantee with optimal lapidary to maximize inherent color change and scintillation; no enhancements or treatments; formalized calibrated cut standardization; and strictly enforced eye-clean clarity. This ensures everyone who owns a branded Zultanite® receives untouched, natural gemstones, expertly finished to reveal their hidden beauty.

This commitment to quality has been critical in encouraging initial and increasingly repeated purchases. Zultgems™ is also at the forefront of consumer protection with every Zultanite® they supply coming with the Zultanite® Authenticity Guarantee. Zultgems™, in tandem with the trademark owners Global Licensing N.V., has also re-launched www.Zultanite.com this month, providing a multitude of easily accessible information on Zultanite®, from jewelry worn on the red carpet to where the gems can be purchased. Not surprisingly, this website is closely integrated with Zultgems™ primary website, www.Zultgems.com.

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Cathy Calhoun
Owner
Calhoun Jewelers
Royersford, Pennsylvania

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