

# THE RETAIL JEWELER<sup>®</sup>

The Jewelry Business Magazine • Volume 4, Issue 1 • January/February 2013

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SPECTRUM  
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Best of the Best - Page 24

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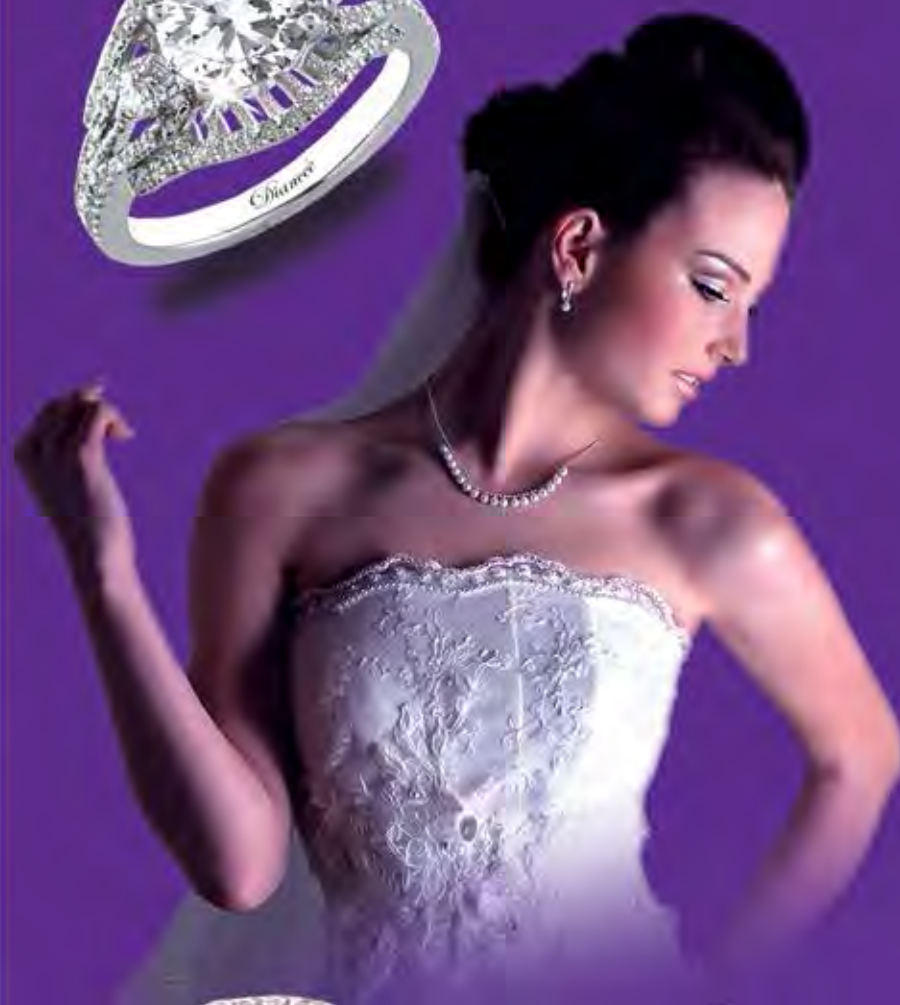
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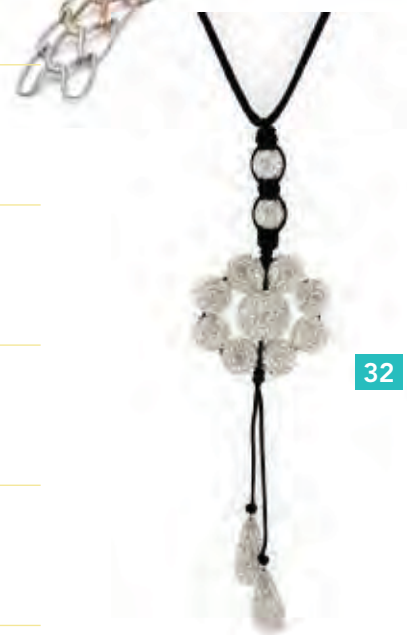
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COVER: Our cover girl, actress Morena Baccarin, is wearing colored stone jewelry from the AGTA Spectrum Awards. Read about what Morena is wearing and see the Best of the Best Spectrum Awards winners on page 24. Images courtesy of the AGTA.

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# Richard Krementz

By Frank Dallahan

Richard Krementz was a leader in the jewelry industry for many years and led the business that carried his name until two weeks prior to his death. He was 86 and is survived by his wife Peggy and their children Rick and Betsy.

Richard Krementz fashioned and led the Krementz & Co to a pinnacle of the industry and then led it during a significant downsizing at the beginning of what were to be the very difficult times that struck the domestic jewelry industry in the early 1990's. The Krementz jewelry manufacturing empire in Newark, New Jersey grew from a small manufacturing concern that began life making collar buttons. The business evolved to become truly a worldwide manufacturer of jewelry in nearly every product sector. From Krementz Gold Overlay at the lower end of the price scale, to Krementz Gold, to Shiman Religious, to the very high end McTigue and Richard Krementz Gemstones, in each of these business segments Richard insisted on high quality products. Regardless of the price point, quality was always the watchword at Krementz & Co.

Richard was never risk adverse. If he thought it was right he would forge ahead. As a result he was one of the first US manufacturers to do business with a Hong Kong factory. Krementz was an early advertiser in the Super Bowl. The company exhibited at virtually every trade show in the US as well as Basel and Vicenza. Krementz was one of the first bridal manufacturers to recognize and implement same day shipping for the wedding rings. The company was also a very early adopter of technology for manufacturing and the application of computers in the manufacturing process. Krementz was also a true contrarian in addressing the question of taking returns from retail. Because the company had so many accounts taking returns was not a problem.

Richard Krementz's personal business interests were in the technical, manufacturing and computer areas. He relied on his cousin Walter, and his friend of 72 years, Ed Jadwin, to focus on the people skills of the business. Richard's long time relationship with Ted Bonsignore running the financial side of the business rounded out the management team.

As time passed though, the decision was made to eventually sell Krementz & Co, As it turned out, selling the business in segments actually began in the early 1990's. It was the beginning of the difficult times that would eventually confront the entire jewelry industry. It was a period of great change. Richard with help of Jadwin and Bonsignore built a jewelry

business model that was in many ways similar to the way Alfred Sloan fashioned General Motors. There was a product for every demographic. Each product line had a separate operating management team and staff to accompany each division, including separate sales forces. It was, I believe, to some degree, the concentration of these overhead costs and the changing nature of the jewelry business with significant competition emanating from low cost manufacturing areas like Hong Kong and later India that added more difficulty to operating the various business entities.

A management-consulting firm was brought in to analyze the business and help to develop a plan that would remedy the situation. To his credit, Richard never flinched from the difficult task at hand. It was hard work. Decision-making that involves the layoff of hundreds of employees who had many years of service to Krementz & Co was heart wrenching for everyone involved. But, it had to be done if the company were to survive. I will never forget Richard standing before each group of employees losing their jobs that day. He explained what happened and apologized for the impact the decisions would have on their families. There were tears in his eye that day. He was old school and did things the right way. He was a man to be admired for how he handled the situation.

The result of the decision to downsize, difficult though it was, was positive. It bought time for the company to go in new directions. Eventually though, one by one each business unit was sold until there were three left: Krementz gold overlay, Shiman Religious, and Richard Krementz Gemstones. At the end of the trail, the only firm to survive was Richard Krementz Gemstones. If you knew Richard, you knew his real business passion was the gemstone business. He loved beautiful and exotic gems. He loved to buy and would walk around the Tucson show with a money belt and in his wake there were always gem dealers making a pitch to sell him.

There are many stories about Richard Krementz. He was a real industry character. My personal experience and observation was: he was a thoughtful and truly considerate man. He is someone I will always remember fondly. May he rest in peace.



Frank Dallahan

co-publisher of The Retail Jeweler  
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# Do What You Do Well

By David Brown

When I was growing up, I remember hearing this song on the radio a few times and my mother singing it to herself while working in the kitchen. The song used to stick in my head a lot but it wasn't until I became involved in my career that I began to understand its significance.

Ned Miller, the singer, must have known something about running a jewelry store, for if there is one maxim every store owner, in fact every business owner, should live by, it's learning to concentrate on the things that matter. Now, Ned may have been referring to putting 100% into every task you try, but I'd like to think he was really suggesting that we only do the things that we do well, or in the case of a successful storeowner, the things that others can't do for you.

This can be tricky as one of the downsides of being a small business operator is the many hats that have to be worn. You're often the human resources department, the company President, the marketing department, the sales force, the administration department and production all rolled into one. The bigger the business the easier it is to allocate these tasks but for a store with limited or no staff this can be difficult – but not impossible.



“We only do the things that we do well, or in the case of a successful storeowner, the things that others can't do for you.”

One of the most common pitfalls for any small business owner is getting trapped in the day-to-day activities and not sparing time for taking action on the tasks that will move the business forward. This can be understandable as customers often want things done yesterday and fires are always in need of being put out – and despite the best laid plans there are always unexpected problems that will arise. But frequently this isn't the only reason why too many storeowners get trapped into fitting watch batteries and sweeping the pavement themselves. It often has more to do with the level of comfort at which we operate.

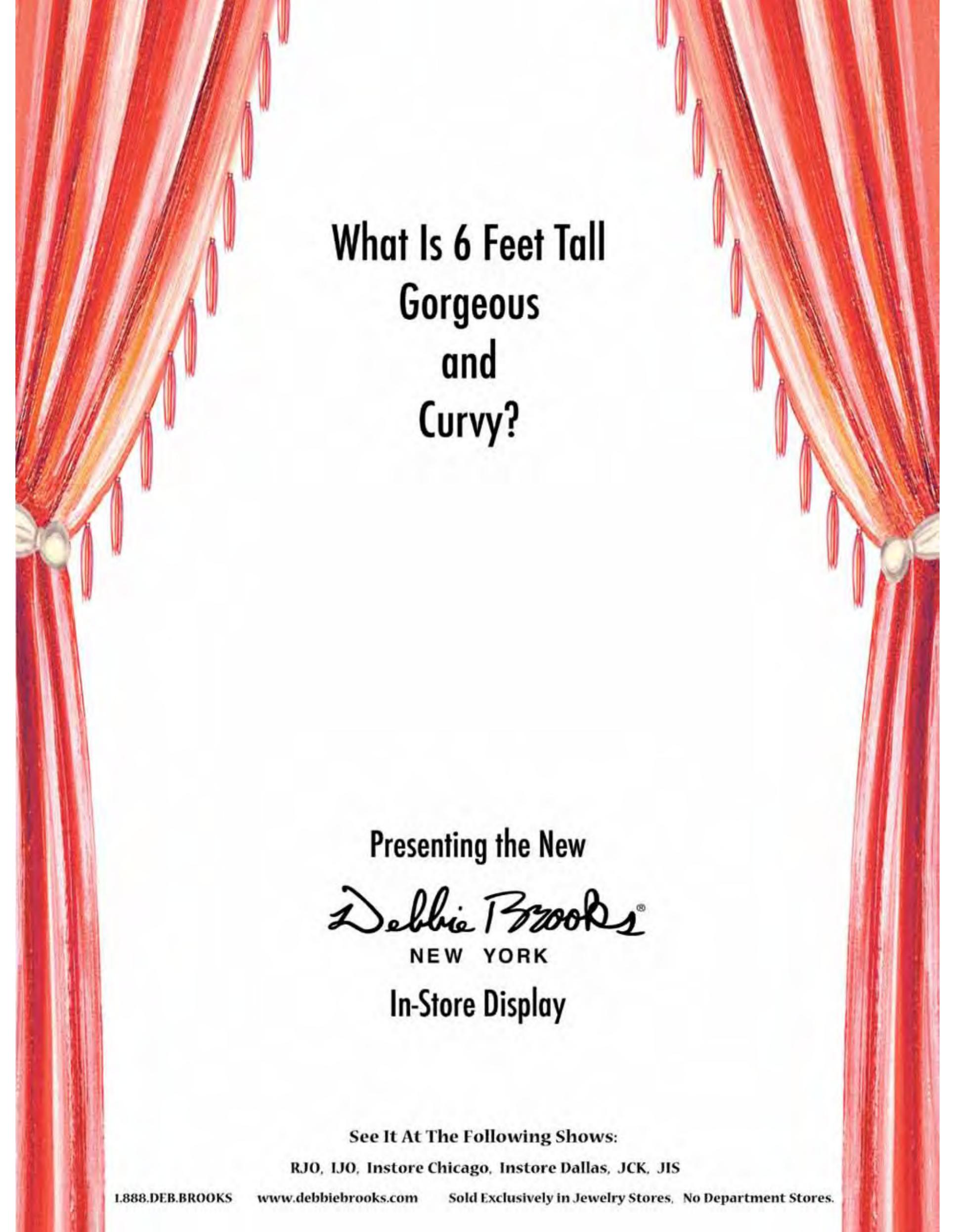
Some store owners feel lost if they aren't working at the bench or doing simple tasks that can provide a feeling of completion – after all many of the bigger more important jobs can take a while to be finished. It's these bigger important jobs however that can often yield the best results – the \$1000 per hour plus tasks as I like to call them. If you can pay someone \$10 or \$20 an hour to perform a task you are doing then this is what you need to do. Your job is to do the things that can pay the bigger dividends and give you a greater return.



“One of the most common pitfalls for any small business owner is getting trapped in the day-to-day activities and not sparing time for taking action on the tasks that will move the business forward.”

Self-help guru Anthony Robbins has for many years spoken about the six basic human needs that we have to feel in order to be comfortable within ourselves. Three of these needs, I believe, contribute to why many jewelers feel better trapping themselves in the day to day tasks they should be allocating to others instead of concentrating on the bigger tasks – the one's that will generate \$1000 or more an hour. Let's face it, we all know it is a better use of our time planning next month's promotional campaign than fitting watch batteries, so why do we still do it?





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## Do What You Do Well

### CERTAINTY OR COMFORT



The first need we satisfy by doing this is the need for certainty or comfort. We know how to fit batteries, we've done it for a long while and we know there is a need to get it done. We can feel less comfortable preparing the marketing plan if marketing is not our strong suit and we don't know where to start – hence it keeps getting put in the too hard pile.

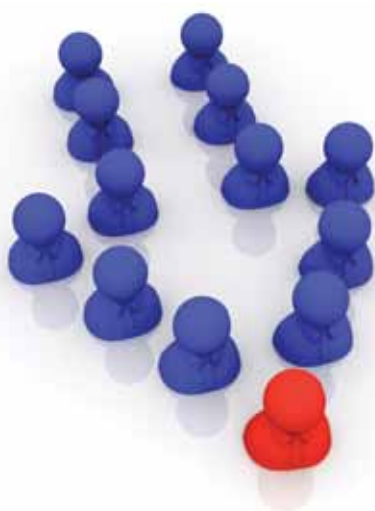
### CONTRIBUTE

The second need we satisfy by fitting the batteries is our need to contribute. Fitting the batteries is a measurable task that we know is useful, it is a part of the process that brings cash daily into the business – it is a key cog in the wheel that starts when the customer comes in and finishes when they return to pick the watch up. We are contributing to the businesses daily activities and others can see the results of our efforts. Locking yourself at home for a half day marketing planning can sometimes feel a little intangible



### SIGNIFICANCE

The third need is the need for significance. Create a business where everything has to be done or decided by you can be a recipe for a business that needs life support when you're not there – but for the owner it provides a feeling of importance or significance. Everybody wants their time and their decision. The feeling of power can be addictive and hard to let go. Making yourself semi-redundant can lead to a feeling of uncertainty (point one again) and a worry that you don't serve any purpose. Believing that "nobody can do it as good as you" can be a source of satisfaction and even self-esteem.



### So how do you break out of these habits?



1.

#### Recognize

Recognize that continuing to do what you've always done will only get you the results that you've got. If you've read this far then you already know there is more you want from your business. If you don't take time to do the tasks that make a real difference then your forward progress will be halted



2.

#### Expect

Expect more from yourself. This is not longer hours (you're probably doing too many already) but demand more in terms of the quality of what you do when you are there. If your store was owned by someone else would they be happy with the level of results and performance you are providing as the manager. If you are too busy to plan your business you are too busy to make more profit. Is that the decision you want to make?



3.

#### Plan

Plan your day in advance the night before. Prepare a list of things you need to achieve the next day and include at least one hour per day of \$1000 tasks that will grow your business.



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 Academy's management mentoring and industry benchmarking reports contact Carol Druan at [carol@edgeretailacademy.com](mailto:carol@edgeretailacademy.com) or Phone toll free (877) 5698657



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## The Demystification of Alternative INVESTMENTS

By John A. Politi

The past four years have been anything but kind to those of us trying to identify an investment vehicle delivering a reasonable rate of return on our hard earned money. More often than not people are asking where they should invest their money. All the while demanding that the investment vehicle recommended is fairly conservative, safe, liquid, stable, and with manageable risk. – OK, that rules out your reasonable rate of return. And don't think that it's going to get any easier over the next several years. The global financial markets remain frothy – like a winter's Starbucks Caramel Brulée Latte. Remember when we were much younger and Mom bought us Mr. Bubbles? Well, Mr. Market has had a field day with Mr. Real Estate Bubble, Mr. Bond Bubble, Mr. European Community Bubble, and the like.



Since I subscribe to the reversion to the mean philosophy, and I know that the financial intermediation we all experience is more times than not less than acceptable, I never respond to that question in a casual or general manner. Why, because we all have different financial goals and objectives. Still this could make the case for the qualified retail investor to try and seek higher returns by turning to Alternative Investments in the hopes of re-building their nest egg.



All the while demanding that the investment vehicle recommended is fairly conservative, safe, liquid, stable, and with manageable risk.

Most financial professionals would agree that it's not easy to concisely describe Alternative Investments. A friend of mine working at one of the large Mutual Fund companies refers to them as "private investments that have less than transparent legal structure than many traditional investments." In most cases these are investments that are not suitable for the average investor due to their complexity. Since most Alternative Investments (AI's) are sold as "Private Placements," they are generally only available to wealthy and experienced investors. I would consider them as any investment that isn't usually part and parcel of a traditional or conventional portfolio.

The thinking behind investing in AI's is generally to allow for greater diversification, especially when considering those investments aren't closely correlated with the more traditional investments. Correlation as a factor in the construction of diversified asset allocation portfolios has taken a beating since 2008, but in my book it's still relevant. I also tend to look more closely at the risk vs. reward tradeoff involved with one's investment decisions and asset allocation plan. Take note, be careful when reading a prospectus and comparing nominal dollar returns as compared to those that are inflation adjusted. The bottom line is that an Alternative Investment's expected risk characteristics will usually differ from those of traditional investments. That's why many investment managers will employ AI's as an investment strategy to try and produce higher returns within a given investment universe.



I also tend to look more closely at the risk vs. reward tradeoff involved with one's investment decisions and asset allocation plan.

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## The Demystification of Alternative INVESTMENTS



Take special note – practically all AI's are privy to more flexible regulation. Most are not regulated by the SEC or FINRA, and AI Managers are not required to guarantee these investments provide liquidity or diversification. Your Financial Planner should advise you that only those individuals with a net worth of at least \$1 million, and a minimum annual personal income of at least \$200,000, can invest in these types of investments. The aforementioned is really the only guideline(s) set forth by the SEC.



### Alternative Investments include the following:

- hedge funds
- partnership vehicles (limited partnerships) – including private equity, private debt, R.E., oil, gas, timber
- managed futures funds
- private equity offerings
- commodities i.e., precious metals
- currency funds
- and other funds that use derivatives including options, straddles, and leaps

Unless you meet the SEC's definition of a wealthy investor, and are sophisticated enough to understand the risks involved, AI's are not for you. Even if you qualify, there are many questions that you need to ask both yourself and your financial planner. We're all going to have to learn to live with the levels of volatility and below average returns we've been experiencing these last few years. One needs to have a plan, and that plan will help to provide the roadmap with directions on how to achieve your financial goals and objectives. A Financial Planner will help you to develop, implement and monitor your plan – it should be comforting to know that a financial professional with a high level of fiduciary responsibility is putting your best interests ahead of their own - there really is no other alternative.



*Author's Note: Please consult with your CFP®, CPA and/or Estate/Tax/ Elder care Attorney when discussing your financial*



Even if you qualify, there are many questions that you need to ask both yourself and your financial planner.



**John A. Politi, Jr**

John Politi is Executive Director of the Jewelers for Veterans Foundation, a 501(c)(3) Non-Profit, dedicated to connecting US Military Veterans with training & employment in the jewelry industry – [www.jewelersforveterans.org](http://www.jewelersforveterans.org). He holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 (Investment Advisor Representative), and successfully completed the required CFP® Financial Planning Educational

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# A Jeweler's Jeweler



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By Frank Dallahan

One of the great benefits of attending trade shows is that just by chance, you will meet some interesting people in the business and if you are lucky, a round of story telling begins. So it was when I met Todd and Jane Murray of Murray's Jewelers located in Muncie Indiana. Todd and brother Steve are the owners of the business. They are in the transition process of having Todd's two sons come into the day-to-day operations of the store. We met at the IJO Convention, in Orlando. I was working with my son Fran at his Varella booth. Fran recently bought the company and has been working hard to rebuild it. In the process, he signed up for a space at the IJO show and their cocktail reception. The reception is of course a grand gathering place for all the IJO jewelers and exhibitors to meet, socialize, and make new acquaintances and renew old friendships while enjoying hors d'oeuvres and drinks at the reception.

Todd and I began a conversation at the party when he stopped to look at the Varella display. I approached him and told him the story of Fran's acquisition of the company and that I was there to help show product and talk with customers. The conversation turned to watches because Todd noticed Fran was wearing a Breitling and commented on it. I chipped in that Fran collected watches and really loves them. This little cocktail party conversation then launched into whole new direction when Todd brought out a beautiful 18karat gold pocket watch that he made...made from scratch! He handed it to me and I was immediately taken with its design, execution,

attention to detail and the obvious quality of the piece. It was a handsome example of jewelry as well as being an excellent timepiece. It was solid and it was heavy. Did I mention that he made it from scratch?

For someone who has limited mechanical skills, I hold in awe those like Todd, who have them. I was blown away with the watch's craftsmanship, the creativity it took to make it, the attention to detail and probably most astonishing the technical expertise it took for Todd to have created it. It was to use that well overused West coast word, amazing.

The party was coming to a close and I saw the possibility of a good story for the magazine, so I invited Todd for breakfast the next morning to learn more. When we met he told the story of being a Generations Jewelry store. Four generations of Murrays have worked and adapted the store and its merchandise offerings during the past 127 years. His grandfather James started the store in 1885 as a watch and harness shop.

When it came time for Todd to join the family business, having just graduated from high school he immediately went off to the Hamilton watch making school. His interest in and affection for watches started early and has always been his passion.

Todd's two sons Ryan and James are actively involved in the store making them the fourth generation of Murrays to ply their craft in Muncie. As it was with Todd going to the Hamilton

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## A Jeweler's Jeweler

watch making school, part of the two boy's training was rooted in education.

Ryan is a graduate of Indiana University with a business degree. He is also a bench jeweler. Todd's other son, James, is a graduate of GIA and he too is a bench jeweler.

While education and technical training are important parts of developing a competent jeweler, so too is learning from experience. Todd's experience was further developed in 1974 when he became more involved with jewelry manufacturing. About that time disposable watches came into vogue and he decided that the store needed to expand its offerings so as not to be so dependent on the watch business.

As many who have run retail jewelry stores, Todd recognized the need to acquire new equipment and new skills to adapt to the then current challenges. He borrowed money from a relative in order to buy some casting equipment to manufacture jewelry. He looked at his competition and concluded there was a sameness to the merchandise that he saw in his competitors' shops. Todd wanted to make nice jewelry but with points of difference so that his customers would see unique product in his showcases and, as everyone knows, word of mouth from one consumer to their social circle is a very effective way to establish a store's image and reputation. It was a very successful direction for the business.

Todd's interest and fascination has always been with watches. I think it goes back to what you learned when you first started out in business. Being a watchmaker by training and inclination, he wanted to build a watch from scratch. New cad technology made it possible. Tolerances that would be impossible by hand were now possible with this new technology. One of the funny stories he told during my interview with him was the reaction of his two sons. Their irreverent comment that every father will appreciate and chuckle, "Dad's doing something weird again."

The project began with a test watchcase from an old Hamilton pocket watch. He bought ETA movements to use in the project. He hollowed out the sidewalls of the first case because the case was too heavy. From a solid piece of gold he got down to a 1-millimeter thickness for the sidewall of the case. The initial development process for the watch took a full year. It was trial and error and trial and error until he finally got it the way he envisioned it and the way he wanted it. Subsequent efforts took the process down from eight months to two. The result is a handsome custom designed watch.



“Tolerances that would be impossible by hand were now possible with this new technology”



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## A Jeweler's Jeweler

The collective Murrays' ingenuity and business acumen in addition to their mechanical skills have been used over the years to build a solid business for the family. They are also pretty adroit marketers too. Tying into the Cause Marketing theme that is growing in use and popularity for retail jewelers and manufacturers The Murrays made significant contributions to the community. One of the initiatives of which he is most proud is the Scholarship Program the family started. Todd, his mother, and brother each contributed the initial funding of \$10,000 to establish The Community Foundation of Delaware County Indiana. The purpose of the fund is to support, through a grant program, designed to assist local students to study business or fine arts. Each year Murray's Jewelers helps to fund the program by donating the proceeds of the first battery sale each day to the fund.. Each year they contribute \$2,500 to the Community Foundation to further support the program. They of course explain what they are doing to their customers and that in turn enhances their local reputation as well as doing good for the community.

Astute business people recognize opportunities when they arise. Some see opportunity while others see great risk. In the spirit of true entrepreneurial enterprise, they bought the 103 year-old building that housed Murray's Jewelers. The store is located in a downtown Muncie. The Murray's renovated the second and third floors of the building and now has 23 office spaces on these two floors that generate nice rental income for them. The town leaders decided that a façade restoration program would bring business back to the center of the town. The town picked up 70% of the cost of the restoration while the owners absorbed 30%. The result has been a grand success with new fashionable restaurants, apartments, and condos developed in the downtown area.

It is said that luck favors the prepared. It was my great luck to have met Todd and his wife Jane at the IJO Show. And it was luck that favored the town of Muncie for the prepared vision of the Murrays.



**Frank Dallahan**

co-publisher of The Retail Jeweler  
Email [Frank@theRetailJeweler.com](mailto:Frank@theRetailJeweler.com)

# Two Ways For A More Profitable Valentine's Day



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Counter Display  
Email Marketing Content



# AGTA SPECTRUM AWARDS™

The AGTA Spectrum Awards consistently bring out the top talent in the jewelry and lapidary arts. The 2013 competition was no exception.

This year marks the 29th anniversary of the competition. The Spectrum Awards focus our attention on the more colorful, and in many cases more profitable, side of fine jewelry.

These seven pieces were selected by the judges as the best of the best in colored stone jewelry design.

Our congratulations to all of this year's contestants.

Morena is wearing 18K yellow gold earrings featuring opals (36.70 ctw.), apatite (5.92 ctw.) and tsavorite garnets (1.76 ctw.) by Erica Courtney, Erica Courtney. 18K yellow gold and black rhodium bug pin featuring black Tahitian cultured pearl accented with paraiba tourmalines (6.00 ctw.), diamonds (6.00 ctw.), blue sapphires (3.51 ctw.) and tsavorite Garnets (.95 ctw.) by Gigi Vivian Fitzmorris, The Gigi Collection. 18K yellow gold "Two Finger Glam" ring featuring three emerald cabochons (19.62 ctw.) accented with round emeralds (9.54 ctw.) by Parul Kuki Seth, Parulina (Zaq, Inc.). 18K yellow gold "Empress" ring featuring a 15.23 ct. Zultanite and accented with tsavorite Garnets (1.10 ctw.) and Diamonds by Erica Courtney, Erica Courtney. Forest Green Silk Gown - Ralph Lauren (available at Saks Fifth Avenue). Shoes - Pasquale Silver Strappy Heels

**Fashion Forward:**

Jennifer Dawes,  
Dawes Design  
18K yellow gold necklace  
featuring aquamarines (14.45  
ctw.), emeralds (7.45 ctw.)  
and diamonds (1.00 ctw.).

**Best Use of Palladium & Color:**

Cynthia Renee,  
Cynthia Renee, Inc.  
Palladium and stainless steel  
"Owl Queen" brooch featuring  
a carved petrified palm owl,  
accented with Mother of Pearl  
on a 42.57 ct. green tourmaline  
crystal and diamonds (.16 ctw.).



# Best of the Best

**Best Use of Color:**

Erica Courtney, Erica Courtney  
18K yellow gold earrings featuring opals  
(36.70 ctw.), apatite (5.92 ctw.) and tsavorite  
garnets (1.76 ctw.).



**Best Use of Platinum and Color:**

Deirdre Featherstone, Featherstone Design  
Platinum "Shangri-La" earrings featuring opals (15.86  
ctw.) and Tanzanite cabochon drops (48.54 ctw.)  
accented with purple and blue sapphires (2.16 ctw.),  
tourmalines (4.53 ctw.), tsavorite garnets (.29 ctw.),  
diamonds (.86ctw.) and turquoise briolettes.



**Best Use of Pearls:**

Anil Maloo, Baggins, Inc.  
14K white gold earrings featuring 8.5mm  
Akoya pearls, 9mm white south sea  
pearls, 10-11mm Tahitian pearls and  
accented with diamonds (2.42 ctw.).



**Best of Show:**

James Currens, J.W. Currens, Inc.  
Platinum "Lava" ring featuring a 12.99 ct. ruby cabochon  
accented with marquise-cut diamonds (1.47 ctw.) and  
diamond melee (7.40 ctw.).



**Editor's Choice:**

Parul Kuki Seth, Parulina (Zaq,  
Inc.) - 18K yellow gold "Two  
Finger Glam" ring featuring  
three emerald cabochons  
(19.62 ctw.) accented with  
round emeralds (9.54 ctw.).



# Vendor Supplied Marketing Can Work Against You

By Matthew A Perosi



You are running a jewelry store and dividing your time between multiple responsibilities is very demanding. You try to manage every task large and small, and some days it feels like you are doing it all. Your staff also looks to you for answers even though you may not have them.

Delegating some of your tasks to others is certainly a way to lower the overall number of hours in your workweek. Still, delegating tasks also means you risk double-checking the fine details of your business' work that only an owner would probably notice.

Forward-thinking vendors understand the time limitations of retail jewelers, and many of them provide complete marketing campaigns to complement the jewelry they sell. These campaigns include traditional marketing like catalogs, direct

mail, newspaper ads, and TV commercials. In principle, these turnkey marketing campaigns save retailers the time and money it takes to produce in-house ads.

Through the recent recession I've noticed more vendors helping retailers with these turn-key campaigns; and hoping to lower the printing costs, many vendors are offering digital versions of the ad campaigns. These digital versions include iPhone apps, website plug-ins, Facebook applications, email campaigns, and even QR codes. This is a natural evolution of the complete marketing package, and again, in principal this is good for both the vendor and the retailer.

Interestingly enough I've also found many mistakes in the digital ads, mistakes, which I feel, are pretty obvious. Furthermore I doubt an experienced retail jeweler would ever let these mistakes happen if they were using traditional campaigns.

Here's a list of very obvious mistakes I see all the time and which turn perfectly good digital ads into dismal failures:

1. **No store name** or store logo on the ad
2. **No phone number** on the ad
3. **No store address** on the ad
4. **No store website address** listed on the ad
5. **None of the graphics or text** linked to the store's website
6. **Inconsistent** store image/branding



On a regular basis I receive dozens of emails sent by vendors on behalf of specific retail jewelers. Many of these vendor-sent emails are missing phone numbers, store addresses, website addresses, and links to a website. These email ads are visually attractive, but the customer has no easy way to access basic information, like the store's store hours.

I'd like to think that the principles of advertising in traditional media are common sense. A TV commercial and a newspaper ad must include a phone number, store address, a website, and maybe even a slogan. Billboards might even include an arrow pointing the way to the store. Traditional media ads typically share a unified branding image as well.

I don't really think anyone is directly to blame for the mistakes I've described. Digital advertising is still a new medium, but several advertisers have forgotten that all the principles of advertising still apply. Many marketing efforts are caught up in using the technology for the sake of using it, instead of examining if the technology is being used correctly for advertising.

My recommendation is to take those vendor-supplied ads and give them to the person who normally manages those functions for you. Give the Facebook applications to your Facebook agent, give the prepackaged email to the person who usually manages your email marketing, and give that website plug-ins to your website programmer. The specialist for each digital medium is more qualified to tell you how best to fit it into your existing branding.

This method is similar to the marketing agencies that produce print catalogs featuring jewelry from multiple vendors. Those agencies frequently take existing vendor artwork and rework it for the unique needs of the jeweler.

Even though vendor-supplied advertising seems like a time and money saver, there are too many technology variables that can work against you. Don't leave your advertising up to the various whims of individual vendors. You can still save some time and money if the vendor is willing to work with your digital marketing specialist who can change the ads for your unique needs.



**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](http://www.jwag.biz). Matthew invites your feedback at [matt@jwag.biz](mailto:matt@jwag.biz).

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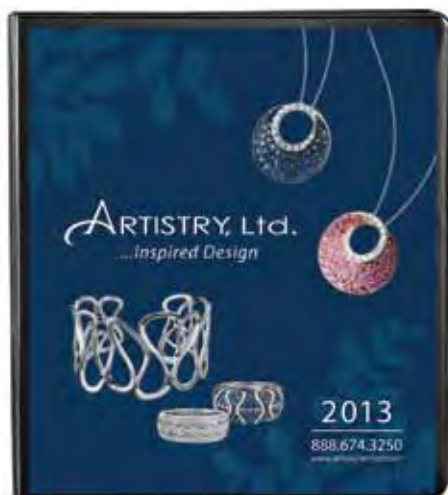


## NEW AND NOTEWORTHY

### Artistry, Ltd. Announces The Launch Of Its 2013 Catalog

Artistry, Ltd. announced the introduction of its all new 2013 catalog. The catalog features 124 pages of stylish, beautifully-crafted diamond, colored stone, gold and sterling silver jewelry. Artistry offers excellent price points, profit potential and same day shipping with no minimum order.

Catalogs are available upon request to qualified retailers by calling 888.674.3250 or [getinfo@artistrylimited.com](mailto:getinfo@artistrylimited.com). For more company information visit [www.artistrylimited.com](http://www.artistrylimited.com).



### JBT Releases iPhone/iPad Mobile App

JBT has added an iPhone/iPad version of the Sectional Red Book mobile App to its suite of Red Book products. This follows the release of an Android version of the App earlier this year. The JBT Sectional Red Book mobile App search engine calls up company names, addresses, and credit ratings for specified geographic territories searchable by Name, Zip Code, City and Proximity, and business type. Members can instantly view a company's location on a map, phone via an instant 'Dial Now' feature, and add customized notes for each company.

Sectional Red Book Mobile Apps can be customized by territory, including the 50 U.S. States, Canada, Washington, D.C., New York City, Puerto Rico and U.S. Virgin Islands. Sectional Red Books also remain available in printed form.

#### Mobile App Features

- Search by Name, Zip Code, City and Proximity
- Search by Retailer, Manufacturer & Wholesaler
- Info includes Credit Ratings
- Call with a 'Dial Now' feature
- JBT members designated in Red
- Data Refreshed Monthly
- Map them
- Add Customer Notes

For more information, please contact Jewelers Board of Trade at 401-463-0055.

### Adwar Casting Launches New Catalog

Adwar Casting Company, Ltd. announced the release of their newest catalog, Collection #26. This is the latest collection of product and features all new Engagement Ring Sets, Semi-Mount Engagement Ring Sets, Stackable Rings, Designer Collections, Earrings, Jackets, Pendants, and more. All Adwar styles are available in 14K and 18K gold. They are available in a variety of colors including white, yellow, pink and green. Adwar also casts in platinum, palladium and 18K palladium.



Also announced at this time is the introduction of a newly updated CAD/CAM modeling department. The Cad/Cam modeling department specializes in model outputs and designs. Your ideas, sketches, and/or images can be easily go from a conceptual design into reality! Adwar's website requires a proprietary login and password. Please call their office to receive this information prior to visiting their interactive website, [www.adwar.com](http://www.adwar.com). Call Adwar Casting Co., Ltd. for more information, or to obtain a free copy of Collection #26 Tel: 516-678-7755

### ACE™ It Conferences by NAJA Appraisers Continuing Education

The National Association of Jewelry Appraisers announces its 39th Annual Winter ACE® It Education Conference to be held in Tucson, AZ, February 3-4, 2013.

The appraisal organization dedicated exclusively to gems and jewelry presents an outstanding program to assist the professional appraiser's continuing education and an unparalleled networking experience.

#### THE DAILY PROGRAMS ARE:

##### Sunday, February 3, 2013

- Montana Sapphire: An American Beauty from Mine to Market  
Lisa Brooks-Pike Hands On!
- Secrets on Identification of Jade Treatments and Imitations



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## Makur

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MSRP- \$3,715.

Makur  
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## Emilio Jewelry

125 white diamonds totaling 1.94ct, and 150 black diamonds totaling 1.83ct set in 14K gold with a black rhodium coating. MSRP: \$5,000.

Emilio Jewelry  
212.730.0312



## Tresor Paris

Signature Pegasus Collection. Dazzling white crystal flower necklace with adjustable cord. Matching crystal drop earrings are also available.  
MSRP: necklace - \$299, earrings - \$299.

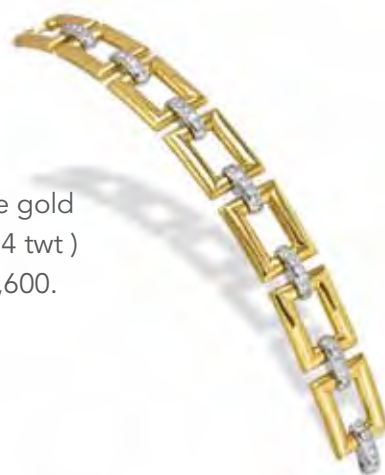
Tresor Paris  
866.225.1467



## Suna Bros

18K yellow and white gold diamond (49 F/C 2.34 twt ) bracelet. MSRP: \$19,600.

Suna Bros  
800.456.SUNA



## Midas Chain

The Sideways Cross from the Macrame Collection is intricately woven and contains fine quality cubic zirconia set in sterling silver. The collection is also available in a wide array of additional styles. MSRP: \$85

Midas Chain  
888.685.1150



## I.B. Goodman Company

Checkerboard cut lab created Sapphire with a diamond bezel in two-tone sterling silver and 10K gold. MSRP: \$995.

I. B. Goodman Company  
800.543.1945





## Artistry, Ltd.

"Esprit" collection in 14K and diamond with amethyst. MSRP: \$850. Also available in blue topaz or citrine.

Artistry, Ltd.  
888.674.3250



## ArmourLite

Isobrite is the world's first T100 tritium illuminated lightweight polycarbon watch. Features a 10-year battery life, ultra scratch resistant sapphire crystal, and 200m (20 atm / 660 feet) water resistance. MSRP \$499.

ArmourLite  
888.355.4366



## Bianci Watches

Original Bianci Design, professional racing collection. Features Swiss movement, chronograph, sapphire crystal, stainless steel case and band. Available in various color combinations. MSRP: \$439

Bianci Watches  
866.416.4199



## Berco

Cushion cut rodolite garnet and champagne diamonds in a setting of 14K rose gold. MSRP \$1,100.

Berco  
800.621.0668

## Timeless Designs

French cut sapphire baguettes, 0.565 ctw and 0.04 ctw of round diamonds in an engraved split shank. MSRP: starts at \$1,550.

Timeless Designs  
800.657.9270



## Avalanche Watches

'Hydrogen' Collection features a band of aerospace grade soft silicone with 4 inserted color matching aluminum morsels. This model has a brushed finish 44mm stainless steel case with an approved 10 ATM water resistance, unidirectional rotating bezel, magnified date reader. 5 colors and rose gold tone case. 3 year warranty. Comes in IP finish. MSRP: \$195.

Avalanche Watches  
888.256.3511 X 705



## Royal Chain

Large dragonfly cuff bracelet from designer, Phillip Gavriel. Handmade in Bali in collaboration with artisans at UC Silver. MSRP: \$2,000.

Royal Chain  
866.763.2424



## NEW AND NOTEWORTHY

Branko Deljanin, GG, FGA Hands On!

- American Cats-Eye Demantoid Garnet Charles Ellias, GG Hands On!
- Perspectives and Ethics in Gem Photography Tino Hammond

### Monday, February 4, 2013

- Insurance Appraising & USPAP Martin Fuller, GG
- The Wonder of Natural Pearls Jeremy Norris, GG Hands On!
- Titanic Jewelry: A Convergence of Eras Craig Lynch, GG
- Tomato (Toe May Toe) - Tomato (Toe Mah Toe), Potato (Poe Tay Toe) - Potato (Poe Tah Toe), Micro Pave - Mass Produced Linear Pinpoint Setting Arthur Skuratowicz, GJG

Special added pre-conference Cultured Pearls and Pricing Workshop is being offered on Saturday, February 2, 2013 to NAJA members only. Accurately pricing cultured pearls requires the professional gemologist to distinguish not only between types, but also to correctly assess quality and shape factors within the same variety.

To retrieve a conference brochure go to <http://www.najaappraisers.com/NAJAWinter13.pdf> or for further information contact Gail Brett Levine, GG, Executive Director, National Association of Jewelry Appraisers, 718.896-1536, f. 718-997-9057, [naja.appraisers@netzero.net](mailto:naja.appraisers@netzero.net), [www.NAJAappraisers.com](http://www.NAJAappraisers.com).

### IGI Announces New Educational Developments

The International Gemological Institute (IGI) today announced extensions of its existing gemological courses in Antwerp intended to provide both new students and alumni the opportunity to update their knowledge base in the wake of new industry concerns and developments related to synthetic diamonds and treatments.

Roland Lorié, IGI CEO, explained, "Jewelers and consumers read news related to synthetics almost on a weekly basis and this is becoming a major area of concern for those not familiar with the diamond industry."



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## NEW AND NOTEWORTHY

Lorié continued, "We have seen a clear increase in demand for knowledge, hence the decision to extend the IGI Polished Diamond Course from eight to 10 days as well as the addition of more detailed information and practices on synthetic diamonds, diamond treatments and enhancements, and grading of mounted stones, to the current program.

For individuals with time constraints, IGI now also organizes a bi-annual Five-day Diamond Grading Course. It covers the same content as the original course except for diamond treatments, synthetics and grading of stones in mounted condition.

The IGI Rough Diamond Course is now one day longer (eight days) so students can familiarize themselves with rough scanning, planning and analysis using specialized computer software. In order to introduce students to a wider variety of stones, two days of practical sessions have been added to the IGI Colored Stones Course.

In addition, IGI is pleased to introduce its "Workshop Week." This workshop offers five distinct modules of one day each where students are introduced to the most up-to-date information and latest developments in their topic of choice.

They can choose a specific topic or a combination of modules: Synthetic Diamonds, Diamond Treatments, Jewelry Grading, Precious Metals and Organic Gems.

For additional details on courses, schedules, tuition and more, please visit [http://www.igiworldwide.com/igi\\_education.aspx](http://www.igiworldwide.com/igi_education.aspx)

### Stuller, Inc. and World Trade Jewelers announce Sweethearts® Jewelry Collection

Exclusive, iconic heart jewelry now available to U.S.  
independent retailers

Stuller is pleased to announce the next phase in its rollout of iconic brand jewelry with the newly created Sweethearts® Jewelry Collection, launched November 1st in strategic partnership with licensor, World Trade Jewelers (WTJ).

"Sweethearts candy jewelry may be the ultimate heart jewelry collection," says James Louviere, director of symbolic and licensed jewelry at Stuller. "With A-list celebrities already tweeting, sharing and wearing the product."

Stuller's brand partnership with World Trade Jewelers began

>> Continued to Pg 36

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800-257-2130



## NEW AND NOTEWORTHY

last year with the launch of HERSHEY'S Kisses® jewelry, when WTJ named the prime manufacturer as the exclusive distributor into the independent jewelry market. A similar distribution arrangement now exists with this newest brand.

Established more than 165 years ago, Sweethearts candies are the unmistakable, pastel-colored hearts, known for playful words and messages, such as Angel, Be Mine, BFF, Forever and other endearing sayings. The collection is available in rings, bracelets, pendants and earrings in a variety of sizes and colors.

"With the Sweethearts Jewelry Collection, you won't be selling just another heart jewelry line, you will be selling the heart jewelry line," says WTJ President, Murray Shabot. "This jewelry instantly associates your product and your store with the delightful memories your customers have of special moments shared with loved ones."

"We understand that retailers today need product that both grabs attention and delivers an emotional connection," says Louviere. "And the fact that this product is available at such competitive price points—between \$69 and \$199 retail—makes this a great stocking stuffer or the perfect Valentine's Day gift."

To mirror the popular candy, these signature conversation hearts are offered in sterling silver with colorful enamels. Each piece comes complete in branded packaging, and eye-catching displays are also available. To support the line, WTJ launched a full advertising, public relations and social media campaign, which began November 3rd at the trend setting Avalon club in Los Angeles.

For more information on the Sweethearts Jewelry Collection, visit [stuller.com/sweethearts](http://stuller.com/sweethearts) or contact one of our friendly sales consultants at 800-877-7777.





## NEW AND NOTEWORTHY

### The Business Case for Silver Presented to SPS at SCAD

On November 14th, students at Savannah College of Art and Design (SCAD) made a presentation to the Silver Promotion Service (SPS). The content of the presentation and the allied recommendations included in the 200-page report were the results of a 10-week, for credit course entitled "The Business Case for Silver". The introduction of the course during the SCAD Fall semester was the result of prior discussions between SPS and SCAD's Collaborative Learning Center (CLC). The CLC works with corporations to develop a limited number of sponsored courses each semester. Other organizations that have sponsored similar courses include Barnes & Noble, Coca Cola, The Limited, and Tiffany & Co.

The students in the course and who made the presentation represented seven majors including advertising design, graphic/industrial design, fashion marketing, jewelry and objects, and service design. Five were graduate students and nine undergraduates. They came from six states and five countries. The Adjunct Professors, one of Design Management the other of Business and Entrepreneurship, had previous experience at firms such as IBM, Samsung, Motorola, and McKinsey.

In commenting on the overall program, SPS Director, Michael Barlerin said, "One reason we decided to initiate the project with SCAD as opposed to another institution was its breadth of majors and belief in an inter-disciplinary approach to such a course. I could not be happier about the outcome." John Calnon, who served as an SPS Project Manager for the program went on to add "The opportunity to interact with these extremely talented and disciplined students and their professors was a great experience. The results of their extensive consumer, designer and retailer research led them to recommend numerous innovative and viable business strategies and solutions."

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelors and master's degrees to prepare talented students for professional careers. The diverse student body of approximately 10,500 comes from all 50 United States, three US territories, and nearly 100 countries worldwide. The education and career preparation of each student are nurtured and cultivated by a faculty of more than 700 professors with extraordinary academic credentials and valuable professional experience. Campuses are located in Savannah and Atlanta, Georgia; Lacoste, France; and Hong Kong, China.



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## NEW AND NOTEWORTHY

The Silver Institute introduced the Silver Promotion Service in 2008. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit [www.savorsilver.com](http://www.savorsilver.com).

### "Zimbabwe Diamond Fully Compliant With Kimberley Process Certification System"

Following the conclusion of a successful Zimbabwe Diamond Conference 2012, Ahmed Bin Sulayim, Executive Chairman of the Dubai Multi Commodities Centre (DMCC), expressed his gratitude and admiration to the conference organizers for a meaningful and significant event that yielded tangible results.

"We congratulate the Zimbabwean Ministry of Mines and Development on a job well done and on the reaffirmation issued by the Kimberley Process Certification System Chair that Zimbabwe is fully KP compliant. We sincerely hope this will lead to a continuous increase of supply of Zimbabwean rough diamonds into the industry pipeline," Bin Sulayim said.

The DMCC Chairman also vouched the DMCC would fully support the efforts to be undertaken by Eli Izhakoff, president of the World Diamond Council, to engage the United States Treasury and the European Community to lift sanctions on diamonds from Zimbabwe. "I am convinced that for many of the functionaries, industry leaders, other delegates and visitors, this visit to Zimbabwe was an eye opener. The openness and the unprecedented high level of the [panel] discussions created an electrifying atmosphere where all issues were on the table, examined and discussed. I certainly hope these types of value adding meetings will be held in the future as well," he noted

### GIA Appoints Mark Nechita as VP of Global Human Resources

GIA has appointed Mark Nechita as vice president of Global Human Resources. Nechita, who has extensive international experience in various industries including medical diagnostics and devices, high-growth consumer products, mining and software, brings both human resources and operational expertise to GIA.



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"I am pleased to welcome Mark Nechita to our outstanding HR team," said Donna Baker, GIA's president and CEO. "Mark's diverse global experience will play an important role as GIA develops and improves to meet the needs of the global market while remaining focused on our mission of ensuring the public trust in gems and jewelry. We look forward to the wealth of knowledge and the enthusiasm Mark brings with him to GIA."

Nechita joins GIA from DJO Global, an international medical device company based in Vista, CA. His HR and operational background spans more than 25 years and several other industries, including both public and privately held companies. Adding to his international expertise, Nechita lived in Hong Kong while supporting businesses in the Asia-Pacific region and has established both regional offices and business support operations in India. Through his service on the board of directors for several charitable organizations and industry associations, he is familiar with the nonprofit sector.

Nechita began his tenure with GIA on Monday, Nov. 5 and takes over the role formerly held by Linda Scholl, who led the GIA's human resources efforts for ten years that included the Institute's significant global expansion.

For more information about GIA, visit the website at [www.gia.edu](http://www.gia.edu). For press inquiries, please contact Kristin Mahan at [kristin.mahan@gia.edu](mailto:kristin.mahan@gia.edu) or 760-603-4184. Mark Nechita, GIA's vice president of Global Human Resources. © GIA.

### Custom Jewelry Manufacturing Serves Designers, Jewelers, and Organizations with No Minimum Requirements

A complete custom jewelry manufacturing service is offered by Insignia Collection, a division of Jewel-Craft, Inc. The service allows retailers and jewelry designers to produce their clients' custom pieces or even their own lines of custom jewelry and inventory. Designers and retailers alike can leverage Insignia Collection's state-of-the-art manufacturing technologies, experienced staff of skilled jewelers, and mass production techniques to bring their ideas to life.

"This service gives designers—from novice to experienced jewelry professional—the ability to focus on the creative side of jewelry design," explains new hire David Vittetoe, production manager for Insignia Collection. "We can produce a single sample prototype, or create multiples of the same piece to fill orders or for a designer, retailer, or organization to have on-hand as inventory. There is no minimum order quantity required."



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## NEW AND NOTEWORTHY

In addition to realizing designers' concepts, Insignia Collection also offers several themed collections of jewelry, including bridal, licensed logos, equestrian, memorial, gaming, fundraising, monogrammed, martial arts, public service, and corporate pieces for awards or recognition. "The ideas for each of these collections came from retail jewelers we've worked with for decades," says Vittetoe. "Because of these relationships, we are able to stay on top of the latest trends and develop new lines that meet the needs of both organizations and retailers as they serve their customers."

The designs brought to the company range from two-and three-dimensional concepts to high relief sketches for a variety of pieces, including pendants, earrings, rings, and lapel pins; but the manufacturing process is the same, notes Vittetoe: "We collaborate with each customer to develop a repeatable manufacturing process to create—and re-create—the pieces they envision. For jewelry designers in particular, this frees them from the repetitive production of each piece and gives them more time to further develop other ideas."

Insignia Collection's team uses CAD/CAM (computer-aided design/computer-aided manufacturing) software technology to first generate a realistic, full-color, three-dimensional rendering of the designer's sketch. Upon approval of the design, the company employs one of several different technologies to produce either a metal or wax model of the piece. Hand carving is also an option. The company can also create a metal mold, if needed, to speed the production process along. Finally, the cast piece is prepped, set, and finished in-house. These mass production techniques, while always in place at Insignia Collection, have been further refined and streamlined with the addition of Vittetoe, who worked for Jewel-Craft at the start of his career. He re-joined the company in September after a 25-year hiatus spent working at another jewelry manufacturing firm.

"We are thrilled to bring David back to the company," notes Russ Anderson, president of Insignia Collection. "His extensive expertise in both mass jewelry production and cross-training techniques for jewelers helps us accommodate the growing

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## NEW AND NOTEWORTHY

briolette cut black and white diamonds with brilliant cut diamonds set on the 18K white gold lever. Total carat weight 10.84. The Luster Award is presented to the entry that is judged “most marketable” of all the entries in the competition, with the most overall appeal for the retail marketplace.



“We are honored and thrilled to be the recipient of the prestigious Luster Award”, said Ray Mastoloni, Partner, and Mastoloni. “Since the earrings debuted in Las Vegas, these and the entire collection have been sought after from select retailers across the country. The honor is heightened by the fact that such strong competition came from talented designers around the world, representing 13 countries.”

The Cultured Pearl Association of America sponsors the International Design Competition with the intention of celebrating and recognizing design excellence of all types of Cultured Pearl jewelry.

### MJSA Publishes 2013 Buyer's Guide

MJSA, the trade association dedicated to professional excellence in jewelry making and design, has published the 2013 print edition of its MJSA Buyer's Guide, the industry's premier resource for jewelry-making tools, supplies, and services.

In addition to its standard listings of suppliers (all of whom are MJSA members), the 316-page book features several articles to help buyers make the best decisions possible. Among the topics discussed: incorporating new technologies, from CAD/CAM and lasers to RFID and cloud computing; choosing the best bench for your needs; deciding when to invest in casting equipment, and how to do so properly; tips for maximizing refining returns; and trends in chains, findings, gems, and beads, contributed by Helena Krodel of Studio PR in New York City.

The listings themselves comprise all of the supplies and services needed by jewelry makers and designers—tools and equipment, chain, findings, metals, gemstones, beads, contract and business services, and packaging and displays. The listings drill down to precise detail (the findings section alone contains nearly 140 sub-categories) to ensure buyers can find exactly what they need. The Guide also includes a list of all MJSA members, with company descriptions and contact information, to enhance networking opportunities among members.

Buyers who use the MJSA Buyer's Guide also get an additional

demand for this service. With the dual trends of people wanting to wear unique items that better define them as an individual, and the return of jewelry production back to the United States after several years of it being outsourced overseas, we've been busy. Designers tell us they truly appreciate having access to high-quality production methods supported by experienced jewelers.”

All of the services from Insignia Collection, including custom CAD/CAM designs, are available 52 weeks a year, allowing the company to provide expedited service nationwide. The company employs designers, expert jewelers, setters, and finishers among their full staff of more than 160 employees.

For more information, visit [www.insigniacollection.com](http://www.insigniacollection.com) or call (859) 980-1025 or toll free (866) 629-5646.

### Mastoloni Receives Luster Award from The Cultured Pearl Association of America

The Cultured Pearl Association of America (CPAA) issued a challenge to “dazzle us with your design” for its 2012-2013 International Pearl Design Contest, and Mastoloni answered the call in high style. Mastoloni, known as “The Most Beautiful Pearls In The World”, captured the CPAA's Luster Award for their newly unveiled Signature Collection limited edition Black Ice Earrings. A magnificent pair of drop earrings feature 13mm Tahitian pearls with descending clusters of shimmering



## NEW AND NOTEWORTHY

level of confidence when doing business with the MJSA Member Suppliers. All suppliers listed not only demonstrate their dedication to the industry by joining MJSA, but they also agree to abide by the MJSA Code of Ethics and Rules of Professional Conduct and Business Practices.

The Code is enforced by a Code Administrator who ensures that any complaint against a member is heard and handled with promptness, efficiency, and fairness. More info is available here: [http://mjasa.org/mjasa\\_buyers\\_guide/code\\_of\\_ethics](http://mjasa.org/mjasa_buyers_guide/code_of_ethics)

All MJSA members receive a free copy of the Guide as part of their membership. Non-members can purchase copies for \$35 apiece. To order the Guide, or to learn more about MJSA membership, go to MJSA.org <<http://www.mjasa.org/>> or call 1-800-444-MJSA (6572).

MJSA is the U.S. trade association for jewelry makers, designers, and related suppliers. It provides the resources to achieve professional excellence and maintain a competitive edge.

For more information, call MJSA at 401-274-3840, 800-444-6572 or visit MJSA.org <<http://www.MJSA.org>> .

### Suzanne DeVries, President of Diamond Staffing Solutions, Marries

Suzanne DeVries, now Suzanne Courvisier-Mathis, was married on October 20, 2012, to her long time sweetheart Mr. Terry Mathis in a beautiful, intimate ceremony before 30 of their friends and family members from the United States and Canada.



"We wanted to keep it small so everyone who attended felt special," she said. Among the honored guests was Ms. Leesa McElroy, Director Talent Acquisition & Store Support for Zale Corporation. "It was a beautiful ceremony, and the food and fellowship was wonderful," Ms. McElroy said.

Suzanne and her husband Terry will remain in Derry, New Hampshire, close to the Diamond Staffing Solutions headquarters, with their three grandsons, and Suzanne's two adult daughters, Stephanie and Kristina.

Editor's Note: The management and staff of the Retail Jeweler extend our best wishes to Suzann and Terry on their marriage. Suzanne has been a long time editorial contributor to The Retail Jeweler.

>> Continued to Pg 46

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# Centurion 2013 Preview: World Class Exhibitors, Exciting Entertainment Plus a Centurion 2013 Super Bowl 47 Mega Tailgating Dinner and After Party!



"We're delighted to invite our retail friends and amazing vendors back to Scottsdale for the 11th annual Centurion show," said Centurion President Howard Hauben. "We're pleased to offer top-notch entertainment, a Super Bowl Tailgating Dinner and After Party along with our amazing exhibitors."

Show dates for 2013 are Saturday, February 2 (arrival day) through Wednesday, 6, 2013 (departure day) in Scottsdale, Arizona.

The 2013 Centurion Show occurs over the weekend of the 47th annual Super Bowl. To offer all the attendees the chance to view the game with their friends and colleagues, Centurion is once again hosting a Super Bowl party, the Super Bowl 47 Mega Tailgating Dinner and After Party. The party will be filled with big screen televisions and a wonderful menu of tailgating favorites. For the After Party, Centurion welcomes six-time Grammy award and four-time American Music Award winning singing legends, Earth Wind and Fire.

"We want our attendees to enjoy the game with their friends, so we've pulled out all the stops," said Hauben. "Our attendees always enjoy our Super Bowl parties."

Centurion also welcomes Wade Preston and the Movin' Out band, formerly on Broadway, featuring the best of Billy Joel's great classic rock music that audiences love. They will perform during the Gala Awards Night, sponsored by Veranda.



The 2013 Centurion exhibitor roster brings together 150+ brands from around the world, all under one roof. New exhibitors include: Annie Fensterstock, Bapalal Keshevlal, Claude Thibaudeau, Heather B. Moore, Jude Frances, Jyes International, Lika Behar, Mikimoto, Roberto Demeglio, SYNA, Temple St. Clair, and Wendy Yue.

The 2013 Show continues Centurion's Second Decade in Scottsdale, Arizona. Show dates are February 2nd (arrival day) through February 6th (departure day), 2013. For more information, please contact Howard Hauben at HH@CenturionJewelry.com or 516-377-5909. Visit Centurion online at [www.centurionjewelry.com](http://www.centurionjewelry.com).

## THE ENTIRE ROSTER OF EXHIBITORS FOR CENTURION 2013:

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Alpina	Hearts On Fire	Oscar Heyman
Alwand Vahan	Heather B. Moore	Paramount Gems
Annie Fensterstock	Henderson Collection By	Pejay Creations
Antonini	Lecil	Penny Preville
Arman Sarkisyan	Honora	Peter Storm
Armenta	House of Baguettes	Philip Stein
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Atara Jewelry	Imagine Designs	Rahaminov Diamonds
Autore	Jack Abraham	Ramon
Bapalal Keshevlal	Jack Kelége & Co.	Rebecca
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Charles Garnier Paris	Judith Ripka	S & R Designs
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Cherie Dori	Jyes International	Scott Kay
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Christopher Designs	Kwiat	Sevan Bicakci
Claude Thibaudeau	Le Vian Bridal	Siera Jewelry
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# NEW AND NOTEWORTHY

## JSA Security Advisory...The Latest Distraction Technique

The Jewelers Security recently announced the existence of a theft gang operating in Illinois preying on retail jewelers. Specifically, the thieves prey on jewelers in the Highland Park and Rockford, Illinois. One of the female subjects placed her mink coat on top of a display case, while one of the male subjects used a pry bar to open a locked showcase and remove a high-end watch. The thieves have also been known to circulate around a store until they find an unlocked showcase.

The perpetrators are thought to be driving a Nissan Altima with Florida plates and/or a Toyota Camry with Pennsylvania plates. If you have any information, please contact Detective Scott Fishman of the Highland Park (IL) Police Department at 847-926-1121. The JSA also recommends the following two action points regarding this group and their technique<sup>3794</sup>:

1. Keep all showcases locked except when actually taking out or returning merchandise.
2. Be especially careful when coats, bags and other large objects are placed on top of a showcase. These objects can be used to block the view of a reach-in theft or an attempt to open the showcase.

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