



Georgia Jewelers Association

The Official Georgia Gems Newsletter



GEORGIA GEMS | FIRST QUARTER | FEBRUARY 2024



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Join GJA at the 2024 Convention
April 19~21, 2024
Jekyll Island, Georgia



Scan the QR code for a direct link to make your reservations for the convention with Marriott, Don't delay space is limited.



PUBLICATION & DISTRIBUTION

Georgia Gems is owned and operated by the Georgia Jewelers Association, and association for profit, headquartered in Georgia. Each edition is mailed out over 200 members plus other individuals and companies who support the association.

Georgia Jewelers Association 2024 Annual Convention was a success! Held in the serenity of Jekyll Island's natural beaches, Georgia jewelers enjoyed a weekend of networking, learning, swimming, golf, and fun with fellow members of the Georgia Jewelers Association.

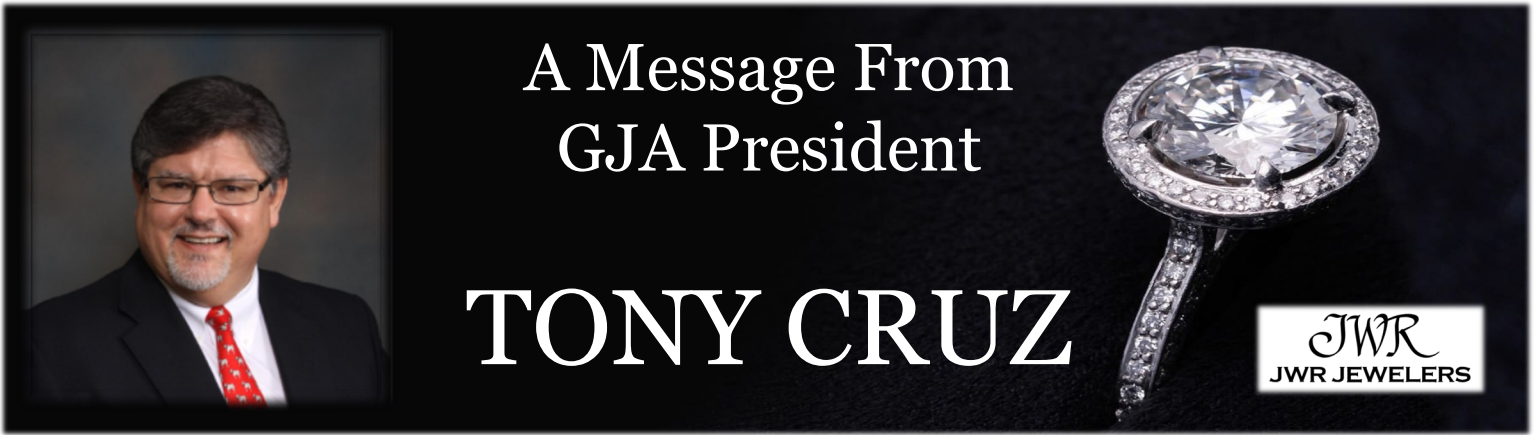
Our expert speakers are one of the most important benefits of your GJA membership. They keep members up to date with valuable industry knowledge, trends, and provide expert advice we can use in the day-to-day operations of our stores. This year, Jeff Koch from Bulova, entertained us with a much-needed minicourse on watches and provided our jewelers with an extensive look into one of the least-understood items in our showcases. Gary Roskin, with the American Gem Society, provided helpful information to our members about the history, creation, identification, and current trends in lab diamonds. Georgia Jewelers Association would like to thank our expert speakers for sharing their valuable expertise with our convention.

Our exhibitors had some amazing pieces on display. Our retail members were shown a variety of new and classic styles and trends. Georgia Jewelers Association would like to thank our exhibitors for showcasing their latest collections with our retail members.

Georgia Jewelers Charity auction was a major success in 2024. We were able to raise more than \$6,000 dollars for our Jewelers for Children charity. Stark Harbour, of Assured Partners and Jewelers Mutual, entertained our audience while auctioning off jewelry, handbags, bourbon, UGA paraphernalia, pottery, and variety of other items to help the children. Allan Cagle, of Brilliant Earth, put in an impressive effort in both donations and fundraising showcasing his fundraising skills not just to our members, but bringing in donations from people all over Jekyll Island over the weekend. Singer Estate Collection, located in Birmingham, AL, donated some well-crafted pieces from their Start-to-finish Collection that kept the momentum going in our auction throughout the

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Our Jewelry Design Contest finished our weekend fun with bang! We got to see some great designs and this year's awards were well-deserved. The designers at David Douglas Diamonds & Jewelry in Marietta, GA continue to impress us with a variety of designs from multiple designers. David Douglas Diamonds & Jewelry is solidifying their reputation as a leader in jewelry design in the State of Georgia. Kim Thaxton, from Spencer's Jeweler's in



January 15, 2024

Dear Georgia Jewelers and Jewelry Vendors,

A new year is upon us. As we look back at 2023 there are many things that were good, some great and some not so good. Despite the national press' prediction of a down year and slow buying, we saw just the opposite. People are still buying, and they are buying jewelry. No one really knows what this year will bring but our goal is to continue to do what we do best and that is to provide our customers with the best products, product knowledge and customer service that we are known for.

Georgia Jewelers Association is here to serve you the jewelers and vendors to achieve these goals. Our organization's goal is to help the retail jeweler in Georgia maintain its place as an essential, efficient service in the distribution of jewelry goods and services to the customer. GJA does this by standing for the highest business standards and ethics, knowledge of all phases of the industry, efficiency of procedure in business operation, economy in all phases of the industry, and any other factor that will help the retail jeweler in Georgia. These goals are shared and implemented to our membership through annual meetings and quarterly newsletters.

Each year we have a convention where we meet as an organization for two days. This year's convention will be at Jekyll Island, Georgia on April 19-21. This is an idyllic place that lends itself to relaxation and a chance to step away from the day-to-day task of running a business. Not only is it a chance to relax but it is also the chance to focus on learning and networking.

The convention is a time to renew old acquaintances, start new relationships, and provide education on current topics that apply to our industry. The convention enables networking among jewelers across the state and the vendors that supply them. These opportunities are invaluable to create a network that serves our industry on the individual level as well as the state level. It is also a time to have fun with your family and friends.

The seminars have included the latest in security, trends of product production and sales, use of current point of sale products, business transitions from generation to generation and retirement, as well as other areas. Ample time is given to ask questions and offer personal insight. This year's convention will continue and build on the tradition of excellence that has been established over the years.

Attached to this newsletter is a registration form for the convention with the details of how to book a room and the schedule. Also, you will find sponsorship forms that will enable you or a vendor you work with to become a partner in providing the convention. I encourage you to consider partnering with the Georgia Jewelers Association in providing the best convention to date. Please feel free to contact me or any of the other officers or directors if you have any questions.

Tony
Tony Cruz, President GJA

2023 - 2024 BOARD OF DIRECTORS

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2023 - 2024 SPONSORS

ATLANTA JEWELRY SHOW	PREMIUM WHOLESAL DISCOUNTS
CHARLES FREY & CO., INC.	SAMUEL SOPIL COMPANY
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PARIS 1901 CHARLES GARNIER/ ELLE	

WELCOME NEW MEMBERS

Wilkerson

Pompono Beach, FL

(954) 325-7868

Jeff Elliott

GJA Gem Spotlight

Rebecca Shemwell, owner of Tracy Pearls, has a magical memory that she will treasure forever. She was a part of the 97th Macy's Day Parade with her son, Evan Luza. Evan and his roommate Collin Egan, created and developed Blue Cat and helped him fly high in New York City on Thanksgiving Day! Evan and Collin are Georgia born and raised and attended Georgia State University together.

Collin drew Blue Cat and Evan mastered and brought 9,999 Cool Cats NFT's onto the Web3 space selling out in 6 hours. Blue Cat has a future in cartoons and possibly the Big Screen. The digital collection of "Cool Cats" was chosen as one of five contenders in an online vote held by Macy's that pitted five PFP collections against each other. Cool Cats won with 69,175 votes and the balloon design began. The balloon design featured Blue Cat, the mascot of Cool Cats, alongside his adorable friend Chugs The Milk Carton. Macy's flagship store in Times Square sold out of Blue Cat merchandise during the parade.

GJA wishes Evan and Colin the very best and cannot wait to hear what is next for Blue Cat.



Save The Date !



MARCH 9-12, 2024

INDEPENDENT JEWELERS ORGANIZATION • DALLAS, TEXAS



MARCH 16-17, 2024

AJS SPRING 2024 • ATLANTA, GEORGIA

** Expanded Education Days March 15th & 18th, 2024



MARCH 17, 2024

GJA BOARD OF DIRECTORS MEETING {Room 104 @ 8am}



APRIL 15-17

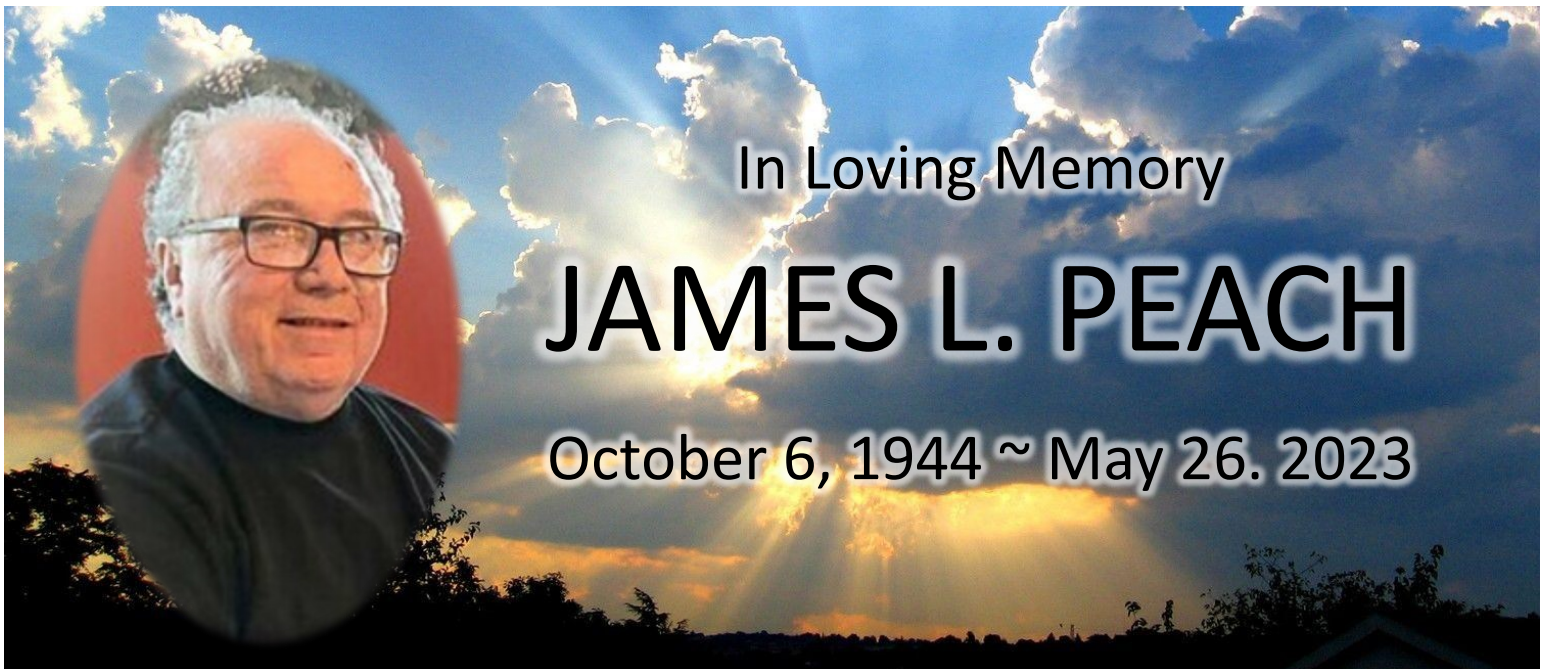
CONCLAVE • AUSTIN, TEXAS



APRIL 19-21, 2024

GJA SPRING CONVENTION

COURTYARD RESIDENCE INN • JEKYLL ISLAND, GEORGIA



1733 Montreal Circle
Tucker, Ga 30084
www.Namanoinc.com

Isaac Webster

Sales Executive/Diamond Buyer
Isaac@Namanodiamonds.com
770.934.0360 ext 349



Premium Wholesale LLC

Mike Combs
OWNER

4651 Woodstock Rd. • Suite 208-182 • Roswell, GA 30075
Phone 404-386-1430 • Email: LL505@aol.com

SOHo Experience BY AJS

INTRODUCING

NEW! EXPANDED EDUCATION:
FRIDAY, MARCH 15 - MONDAY, MARCH 18

COBB GALLERIA CENTRE ▶ ATLANTA, GA

Shop!

MARCH 16-17, 2024
Saturday ▶ Sunday

Learn

MARCH 15-18, 2024
Friday ▶ Saturday ▶ Sunday ▶ Monday

JEWELERS OF AMERICA

ReIMAGINE

YOUR BUSINESS WITH JEWELERS OF AMERICA MEMBERSHIP

REPRESENTATION ♦ RESOURCES ♦ RECOGNITION

Join today for only \$99*
at jewelers.org/join or call (800) 223-0673

Are you **IN?**

[f](#) [t](#) [in](#) [@](#)

*Offer for new, single-store members.
Call for pricing for multiple store locations.
Offer valid through 12/31/22.

THE EDGE

A Total Solution For Retail Jewelry Stores.
1-855-TRY-EDGE sales@ajsllc.com www.theedgeforjewelers.com

The Edge Retail Academy

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Integrated Care Plans

The Tools You Need

Reputation Management
& Mobile Clienteling

Integrated Websites

Integrated Credit Cards



AssuredPartners

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 we set the standard for
 jewelry products.

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SOHo Experience BY AJS

MARCH 16-17, 2024

EXPANDED EDUCATION
 FRIDAY, MARCH 15 - MONDAY, MARCH 18

Fresh Products and Resources.
 Immersive Experiences.
 Networking & Education.
 Unmatched Southern Hospitality.



AJS Fall Show

AUGUST 24-26, 2024

TWO AND A HALF DAYS SHOW
 SATURDAY - MONDAY

Products & Trends.
 Connections and Community.
 Convenient and Timely.
 Unmatched Southern Hospitality.

TracyPearls

By Rebecca



Rebecca Shemwell

770-436-0805
rshemwell2002@yahoo.com



2024 GJA CONVENTION REGISTRATION FORM



Jekyll Island Courtyard Residence Inn | April 19-21, 2024

Call Courtyard (912)-635-2416 or Residence Inn (912) 635-2764 for hotel reservations. Refer to the GJA room block!

(Ask for Georgia Jewelers room block). Rooms are limited!
Special Convention Rate of \$239-279 per night (ocean front or not)

Name: _____ Spouse/Guests: _____
 Company: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Cell: _____ Phone: _____ Email: _____

REGISTER FOR CONVENTION

Full Convention Registration # _____ @ \$180.00 each = _____

Children (5-12 years) # _____ @ \$80.00 each = _____

Saturday ONLY (includes breakfast, education, reception and dinner) # _____ @ \$150.00 each = _____

Sunday ONLY (includes breakfast, education and lunch) # _____ @ \$100.00 each = _____

Saturday Reception & Dinner ONLY # _____ @ \$100.00 each = _____

I have already made room reservations at the Jekyll Courtyard Residence Inn YES NO

Payment Options: (credit card option will incur a 4% fee)

Check enclosed _____ Check # _____ Credit Cards: AmEx _____ MC _____ VISA _____

Card # _____ Exp. _____ Security Code: _____

Name on Card (please print): _____

Card Billing Address: _____ City: _____ State: _____ Zip: _____

Golf Tournament— (please register here and pay at the course)

of Golfers: _____ Golfer's Names: _____ Handicap: _____

Please EMAIL or MAIL your registration form to:

Georgia Jewelers Association

P.O. Box 2124

Duluth, GA 30096

ivydoss@georgiajewelers.org

Phone (770) 826-1462

Please phone the hotel to reserve your room today!

Group Reservations: (912)-635-2416 or 912-635-2764 (Georgia Jewelers room block)

**VENDOR
OPPORTUNITY**



**Georgia Jewelers Association
Annual Convention April 19- 21, 2024**

**VENDOR PROMOTIONAL OPPORTUNITIES
ADVERTISING YOUR COMPANY NAME OR LINE:**

- JFC/GJA Benefit Auction Item**
- Welcome Bag Trinket Promotional Donation (65 qty)**
- Door Prize Donation**

_____ Yes, I would like to donate auction item(s) to help raise funds for Jewelers for Children

Description(s) and value: _____

_____ I am sending door prize drawing item _____

_____ I will send 50 welcome bag items (pens, mints, travel kits, golf balls, tablets, etc.)

Donations items to be shipped by April 15, 2024

Name _____ **Cell** _____

Donor or Company Name _____

e mail address _____

**Georgia Jewelers Association
P O Box 2124
Duluth, GA 30096**

Thank you! You and your donations are appreciated.
The GJA Board of Directors
Ivy Doss, *GJA Executive Director* 770-826-1462
ivydoss@georgiajewelers.org



Georgia Jewelers Association
2024 Scholarship Application
JOHN W. REED MEMORIAL SCHOLARSHIP
BILL ROSENFELD MEMORIAL SCHOLARSHIP

February 1, 2024

Dear Georgia Jeweler,

Georgia Jewelers Association is pleased to announce the offering of our annual John W. Reed Memorial Scholarship & Bill Rosenfeld Memorial Scholarship. We think one of the best benefits of your GJA membership is the opportunity to win one of our scholarships. This year we will offer \$500 scholarships that all members (both owners and their employees) may apply for. Furthering ones education is always valuable and GJA would like to assist its members in insuring that our member stores keep advancing their skills and abilities.

The scholarships may be used for GIA, AGS, and other related educational programs within the industry. They may be used for distance and onsite courses and labs. The scholarship committee will be meeting during the 2024 GJA Convention, the weekend of April 19-21, 2024. We will announce the winners of this year's scholarship at our Sunday luncheon during the convention.

Another great way to gain education id during the convention. We will host industry expert speakers on Saturday and Sunday morning. This is a great way to keep informed and refreshed on selling and sales techniques, gemology and jewelry manufacturing and security for you, your store and your employees. Attendance at these seminars is included in your convention registration fee.

Scholarship applicants are not required to be in attendance at the annual convention but we invite and encourage you to join us in April. Scholarship winers are limited to one per store per year and scholarships should be used within the following 12 months. Please see the enclosed application and guidelines and be sure to ger your application into the GJA office by March 15, 2024. If you have questions or need help call me at 706-291-8811 or call the GJA office at 770-826-1462

Regards,

Jan

Jan Ferguson, Scholarship Chair
Ford, Gittings & Kane
312 Brod Street, Rome, GA 30161

Georgia Jewelers Association

Post Office Box 2124 · Duluth, Georgia 30096
iveydoss@georgiajewelers.org · (770) 826-1462

Georgia Jewelers Association
John W. Reed Memorial Scholarship
Bill Rosenfeld Memorial Scholarship
Application 2024

Member Store Information

Member Store Name _____ City _____

Store Owner _____ Store Phone _____

Personal Information

Applicant Full Name _____ Birth date ____/____/____

Home Address
Street _____ City _____ Zip _____

Personal Phone _____ Personal e mail _____

Applicant's Signature _____ Date _____

GJA Member Signature _____ Date _____

-----*Please give this application & your letter to your employer for submission*-----

PLEASE NOTE****

THIS IS THE ONLY PAGE THAT SHOULD HAVE ANY WAY TO IDENTIFY YOU, YOUR STORE OR YOUR CITY. THE COMMITTEE WILL USE A "BLIND" PROCESS TO SELECT SCHOLARSHIP WINNERS.

Date received by GJA office: _____ Blind Code _____

Completed Application _____ Applicant Letter _____ Employer letter _____

GEORGIA JEWELERS ASSOCIATION, P.O. BOX 2124 DULUTH, GA 30096
IVYDOSS@GEORGIAJEWELERS.ORG 770.826.1462

PLEASE DO NOT PUT YOUR STORE NAME, YOUR EMPLOYERS' NAME, YOUR CITY OR ANYTHING ELSE THAT WOULD IDENTIFY WHO YOU ARE AND WHERE YOU WORK ANY WHERE EXCEPT THE FIRST PAGE WHERE REQUESTED.

APPLICATIONS WILL BE REVIEWED "BLINDLY" BY THE GJA 2022 SCHOLARSHIP COMMITTEE.

Personal Information

High School Grade level Completed _____ College Year(s) Completed _____ Degree _____

Marital Status _____ Number of Dependents _____

Military Service _____ Years _____ Discharge _____

Are you **currently enrolled** in any GIA, AGS or other jewelry related courses at this time? _____

GIA _____ AGS _____ Other (please name) _____

What GIA, AGS or other bench jewelers accreted courses **have you completed**? _____

Work Experience

Length of time with current employer (GJA member store) _____ Full Time _____ Part Time _____

List your current duties and responsibilities and any experience that may be related. _____

Which GIA or AGS courses would you like to take with this scholarship? _____

Reason you are applying for this scholarship?

A letter from the applicant must accompany this application. The letter should state why you want this scholarship, what goals you have set for yourself, how you would benefit and how it would benefit the GJA member store and our industry. ***** IN THE LETTER FROM THE APPLICANT, DO NOT GIVE YOUR NAME, STORE NAME, CITY OR ANY OTHER SPECIFIC INFORMATION THAT WOULD IDENTIFY YOU OR YOUR EMPLOYER.

Date Reviewed: _____ Decision: _____ Signed _____

Georgia Jewelers Association Jewelry Design Contest

2024

Eligibility

Anyone who is a GJA member or is employed by a GJA member and who is interested in designing and creating one-of-a-kind pieces of jewelry that says something of current styles and fashion.

Rules of Entry

- Pieces MUST be original designs created by the person entering the contest.
- All entries must be completed pieces made within the last two years.
- Pieces cannot have been mass produced or previously sold (unless Jeweler has written signed permission from client to use the pieces for the times required).
- Pieces should not be marked or hall-marked until after the judging. Previously sold pieces must have this information masked. We will mask marking or hallmarking to our discretion if you do not.
- Special displays are not allowed. All pieces entered must be on standard display material.

GJA reserves the right to disqualify any piece which does not meet all criteria.

Timetable

March 25, 2024: Application and entry fee with description of each piece attached must arrive at GJA office or Thorntons Fine Jewelry.

April 21, 2024: Pieces must be brought to convention site and delivered to design contest co-chairs, Christine Thornton Randall by 9AM.

April 21, 2024: Design contest, judging & awards ceremony during New Member & Past Presidents Luncheon

Details of Entry

Entrant may enter one piece in any or all four categories. Each piece submitted requires \$50 entry fee. Entry fee is non-refundable.

Category 1A) Materials may not exceed \$300 in cost value. Pieces must be made of silver, gold, platinum or palladium and may contain stones.

Category 1B) Material from \$301 to \$1000 in cost value. Pieces must be made of silver, gold, platinum or palladium and may contain stones.

Category 2) Materials from \$1001 to \$3000 in cost value. Pieces must be made of gold, platinum, or palladium and may contain stones.

Category 3) Materials over \$3001 in cost value. Pieces must be made of 14K gold or higher karat gold, platinum or palladium and may contain stones.

Material only- Do not include labor.

Judging

The entries will be judged by qualified people in the jewelry industry and the art communities.

When the pieces are being judged, they will be identified only by number.

The judges will select winning pieces on the basis of: Creative use of materials, Contemporary design, Wearability, Originality and Fashion merit.

Prizes

Plaques will be awarded to the First and Second Place pieces in each category and to the "Best of Show". All convention attendees are eligible to vote for the "People's Choice" category to select the most popular entry. Display of entries will be at the Convention on Sunday, April 21st, 2024. Presentation of awards will be at the Sunday luncheon. Award plaques will be awarded to all winners.

Georgia Jewelers Association Jewelry Design Contest 2024

Jewelry Entry Form

Thank you for your entry in the Annual GJA Jewelry Design Competition. We appreciate your interest and support of the organization.

Please fill out and submit this form along with your entry fee(s) to the GJA office or Thorntons's Fine Jewelry by March 25, 2024. Finished pieces must be brought to the convention by 9AM April 21st, 2024. By sending in this application you agree to all of the rules and entry details. You may mail, or email this form.

Name _____
 Store _____
 Address _____
 City, State, Zip _____
 Business Phone _____
 Cell _____

Number of Pieces Entered:

Category 1A _____
 Category 1B _____
 Category 2 _____
 Category 3 _____
 Total _____ X \$50.00
 Total Fee Sent _____

Send Entry Forms and Fees by 3/25/24 to:

Thorntons Fine Jewelry
 2830 Lexington Rd.
 Athens, GA 30605
 Phone (706) 548-1633
 Fax (706) 369-6629
 Entry Fee payable to GJA
 P.O. Box 2124
 Duluth, GA 30096
 Phone: (770) 826-1462

ivvdoss@georgiajewelers.org

All finished entries must be brought to the convention. Entries remain the property of the person entering them. All entries will be picked up at the convention. GJA assumes no liability for loss or damages to any piece entered. Insurance for each piece entered will be the sole responsibility of the entrant.

Join us at the GJA Convention!

Renew Your Membership With GJA Today!

Membership renewals sustain us and make our convention, newsletters and yearbook possible. We appreciate retail and associate members alike,

Don't delay,
scan the QR code to
email your renewal
membership today!



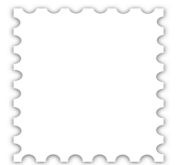
IVY DOSS

Georgia Jewelers Association
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ivydoss@georgiajewelers.org
(770) 826-1462



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Duluth, Georgia 30096



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