



PROFIT FROM THE EXPERIENCE

JEWELERS UPDATE

Volume 15 Issue 4

Design Wizard Named Oz

INSIDE:

President's Message Page 2
 Refund Policy Survey Page 3
 Legislative Update Page 5
 Marketing Corner Page 7

Suzi Bevacqua
Executive Director

1605 Pineview Street
Raleigh, NC 27608
Phone: 919-789-7979
Fax: 919-832-0417
Email: ncja@nc.rr.com

POSTMASTER:
Send address changes to:
Jewelers Update
PO Box 17161
Raleigh, NC 27619

Oz Hefner –Oz’s Jewelers of Hickory claimed Best of Show at this year’s NCJA Design Competition for his Category III winning opal necklace.

“The Design Contest categories are tiered, based on cost of materials used in the creation of the piece,” stated NCJA President Tracey Love. “Design work creates unique opportunities for jewelers to differentiate themselves. Customers need to look no further than their local jeweler to find self-expression in jewelry form. Our Design Contest is the venue by which these designers can be recognized for their craftsmanship and design abilities.”



Category III and Best of Show Oz Hefner—Hickory

Oz holds many jewelry certifications, including GIA Diamond Essentials, GIA Diamonds and Diamonding Grading, GIA Gold and Precious Metals, GIA Colored Stone Essentials, Gem School of America Diamond Grading, Laserstar for Laser Welding Certification and Countersketch Jewelry Designing. He has been a Goldsmith, Jewelry Designer and Caster since 1976.



Category I Winner-Oz Hefner

He is a member of the Catawba County Chamber of Commerce, supporter of Through Healing Eyes. He is active at St. Peters Lutheran Church as a guitarist in the Praise Band, Church

(Continued on page 5)

2011/2012

Board of Directors

PRESIDENT
Tracey Love
Love's Jewelry
Brevard

1ST VICE PRESIDENT
Lora Wright
Southern Jewelers
Sanford

2ND VICE PRESIDENT
Brad Padgett
Bradley's Jewelers
Jacksonville

3RD VICE PRESIDENT
Oz Hefner
Oz's Jewelers
Hickory

SECRETARY/TREASURER
Arnold Gibbs
Arnold's Jewelry
Shelby

PAST PRESIDENT
Stacey Sears
Holland's Jewelers
Apex

Bill Baggett
Baggett's Jewelers
Clinton

J.R. and Bonnie Dunn
J. R. Dunn Jewelers
Morehead City

Ashley Green
Green's Jewelers
Roxboro

Steve Gregory
Gregory Jewelers
Morganton

Wally McKeel
McKeel's Jewelers
Ahoskie

Bill Warren
The Gold Mine
Hudson

**ASSOCIATE
DIRECTORS**

Chuck Curran
Charms Plus
Charles Garnier
Kovel

Sylvia Slaughter
Gunther Mele

Carolyn Woltz Lennon
Simon Golub

PRESIDENT'S MESSAGE

Hot Hot Hot.. is all I can say about this summer's temps and as to the energy at the summer jewelry shows... HOTTER! The outlook for the fall and holiday season is HOT! I have been surprised by the number of attendees at the shows and the energy has been awesome! Of course we all know what impact a positive attitude can have. In talking with your customers, your sales people and even your family and friends; the glass needs to be half full if not running over! Its amazing the power of positive thinking and one little negative comment can create fear in others minds. OK.. so that's my pep talk for the month!



Tracey Love
Love's Jewelry, Brevard

I hate to mention the word "government" but I want to touch on the new legislation coming out of Raleigh. The Cash Converter ruling passed and your association will continue to monitor its impact on the industry and we will keep you informed. Its effective date is December 1st.

Please take the time to complete the refund survey on page three (3). In anticipation of the holiday season, we'd like to share information.

I would like to THANK all of the NCJA board members, the association members and the suppliers who have continued to support YOUR state association. Together we will continue to be a success and survive this *Wild Life!*

Your President,

Tracey Love

Love's Jewelers
Brevard

**Friend other jewelers on Facebook to get ideas
for promotions and customer interactions.**

Your fellow jewelers have some great ideas!



SONITROL®
 VERIFIED ELECTRONIC SECURITY

- A proven and distinguished leader in high security verified electronic security systems
- The only UL listed sound detection intrusion and verification company in the Carolinas
- UL Listed monitoring station, located in Charlotte, covering the entire Carolinas
- Detect the intrusion *before* the intruder gets into the premises
- Audio and visual verification used to drastically reduce false alarms and increase catch rate
- Line security from your premise, anywhere in the Carolinas to the Sonitrol central monitoring station
- Serving the entire Carolinas since 1974
- Free Security analysis and survey of your premises

It's worth investing your time exploring the many reasons why every one of Sonitrol's protected jewelers were former users of conventional alarm systems.



Verified Detection | Camera Surveillance | Vault & Safe | Hold-up | Fire Alarm
 UL Central Station, Mercantile, Vault & Safe Certificated Systems
 Insurance, Underwriters' and Jeweler's Block Approved
 800-866-7774 | www.sonitrolcarolinas.com

Speed Survey

1-Do you offer refunds in your store?

2-If so, do you require a receipt?

3-Do you offer exchanges only and/or store credit for returned merchandise or full refund?

4-Up to what time period do you offer refunds? 15-30-60-90 days or other?

5-Do you charge a restocking fee?

5-Comments/Explanation

**Email us at ncja@nc.rr.com
 Results in next newsletter**



PEOX6626ENS

Heart to Heart

FREE
 Diamond Pendant
 with matching ring
 for only
\$24.99



FROX1777ENS



22065
 1ct
\$399

23774 1/4ct
\$99

Bumble Beads
 collection

Buy **16 Beads for \$39**
 and receive the
 Cable Bracelet and Necklace
FREE!



GOLDSTAR™
 20W 37TH ST., 7TH FLOOR, NEW YORK, NY. 10018
 PHONE 212-354-0984 • FAX 212-354-0986

TOLL FREE 866-368-5700

EMAIL: AMITPATEL@GOLDSTARJEWELLERY.COM • SALES@GOLDSTARINDEPENDENT.COM
www.goldstarindependent.net • WWW.GOLDSTARJEWELLERY.COM

I t ' s O u r B u s i n e s s



t o P r o t e c t Y o u r s ®

Federated offers insurance protection products and services** designed to meet the needs of business owners:**

Products

- Property
- Auto
- Liability
- Umbrella
- Workers compensation
- Group health
- Life, disability, annuities

Services

- Regular coverage review
- Risk management services
- Claims services
- Business succession and estate planning assistance

** Products and services may not be available in all states, nor meet all the needs of every business owner. Contact your Federated representative for more information.

Federated Mutual Insurance Company
Federated Service Insurance Company* • Federated Life Insurance Company
Owatonna, Minnesota 55060 • www.federatedinsurance.com

*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.



Your Complete Packaging Supplier

- in stock boxes
- custom boxes
- pearl folders
- pouches
- euro tote bags
- poly bags
- custom printed tissue
- non printed tissue
- custom printed ribbon
- non printed ribbon
- Sullivan, Shamrock & "Inspirations" giftwrap

Sales Representative: Sylvia Slaughter
 Phone: (704)938-5586 Email: sylviaslaughter@windstream.net
 www.gunthermele.com

(Continued from page 1)

Council member, Back Pack Ministries (for children who have no food), Missions Elder, He was also active in disaster relief efforts in the Gulf following Katrina and Alabama tornado relief efforts. Oz's Jewelers has been a fixture in Hickory since 1983.

Keith Hipp of Ellis Jewelers in Lexington took home the People's Choice Award for his Category II winning Tahitian Pearl and diamond ring. Keith was the 2010 Best of Show winner. The Lexington Dispatch ran an in-depth article about Keith following the award announcements.

Congratulations to Oz and Keith on their exceptional work!



Category II Winner and People's Choice Award
 Keith Hipp—Ellis Jewelers of Lexington

LEGISLATIVE UPDATE



House Bill 709 was signed by the Governor on June 24th effectively reworking the workers compensation system. The end result for jewelers should be savings in premium rates as the legislation provides guidelines and protection for employers. During times of economic volatility and demographic changes, association advocacy is so important to protect industry interests. Encourage other jewelers in your area to support NCJA.



Subscribe to Bill Warren's MARKETING NEWSLETTER FOR JEWELERS

A Product of Warren Marketing Systems

"The Place For Success"

A Monthly Newsletter Full of Tips, Examples, Turn Key Programs, Strategies, News & Opinions Designed To Make Jewelers More Money!

Only - \$59.95 Per Month - For Ideas Worth Thousands!

To Subscribe Call 828-729-1020 & Mention Code: NCJA2

"The brightest and best young retail marketer I've ever known. I have personally seen what his marketing techniques have done for many retailers in NC & SC. In our current economic environment, his strategies can bring your business sales and profits to a higher level. I guarantee, if you are not utilizing his expertise, you are doing a disservice to yourself and your business."

Ralph Timmerman, Camelot Bridal Co.

**GROW WEARY OF
 THINKING UP
 WINDOW DISPLAYS?
 Send us a photo of your
 window displays and we
 will post it to our Facebook
 page for others to admire.**

**Today's Idea
 How much is that doggie in
 the window display-Take
 stuffed or porcelain dogs,
 place them on pedestals,
 add jewelry and Show
 ribbons and voila!**



I
♥♥♥
accessories

**Looking to maximize sales for 2011?
GTS expo is the show to attend.**

Our multi-year events allow you to browse a full spectrum of products that include some of the hottest categories in the jewelry and accessories industry.

With some of the strongest importers and wholesalers in the country you can be assured of buying right. Right when you need it.

Vendor categories include sterling silver, better accessories, handbags, diamonds, beaded jewelry, and gemstones. Allowing you some of the best margins and turnover in the business.

Greensboro: March 18-20, August 6-8, October 8-10, December 3-5

Virginia Beach: April 29- May 1



Please register at www.gtshows.com

Marketing Corner



“Doctor” Bill’s
prescription for
your store

**Let Me Show You A POWERFUL Promotion
That Will Make You Lots of \$\$\$ While You
Give Money Away!!!
“THE WALLET MAILER”**

It has always my goal with this article to show you the easiest, fastest and turn key ways of doing promotions for your jewelry store that are guaranteed to make you money while standing out from the rest of the crowd! ***The “Wallet Mailer” will do just that!***

Imagine receiving a wallet full of money in the mail!!! Talk about standing out from all of the other stuff...wow! This mailer is genius in so many ways...I wish I had invented it...but hey, at least I am willing to share it with you and how I went about using this “Nifty Idea” to great success!

Needless to say, this promotion got my customers attention. Of course, you can customize the Fake \$50 Bill to say whatever you wish, but our offer of \$50 off any \$100 purchase worked well. As to the particulars, we mailed this to the top 500 clients on our in store mailing list.

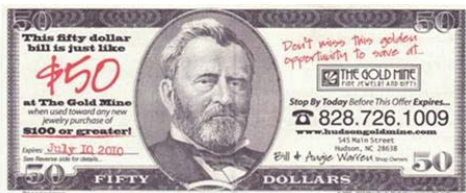
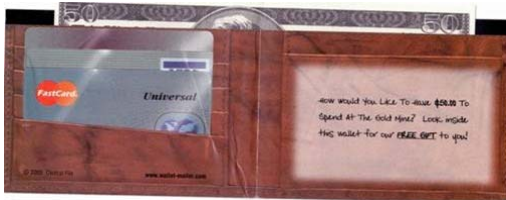
The company I used worked with us every step of the way and as you can probably see...this promotion is pretty self explanatory from the pictures. **I emailed my mailing list to the company and they handled everything from her end including the actual stamping, address**

ing and mailing of the Wallet Mailer itself...pretty simple huh?

If you would like to see this and other similar promotions, visit www.wallet-mailer.com for more info & pricing or you may call them at: 1-574-320-2522. This mailer is guaranteed to cut through your customers mail clutter.

Bill Warren is the President of Warren Marketing Systems, a company that helps retailers unlock new revenue streams in their business through innovative marketing. He is a Past President of The North Carolina Jewelers Association as well as The Southeastern Jewelers Alliance. He and his wife Angie also own and operate The Gold Mine Fine Jewelry & Gifts, Inc. of Hudson, NC. Contact Info: 545 Main St. Hudson, NC 28638 828-729-1020 Fax: 828-726-8803 email: hidden69@charter.net

"Successful marketing systems that help build successful retail stores!"



**Southern
Jewelry
News**

**here today
here tomorrow**

Bringing the Southern jewelry industry together for 23 years

**For subscriptions or advertising information
go to southernjewelrynews.com
or call us at 336.389.1950**

join “I’m a fan of Southern Jewelry News” on **facebook**



North Carolina Jewelers Association
 PO Box 17161
 Raleigh, NC 27619
 (919) 789-7979
 www.ncjewelers.org

BREAKING NEWS!!

Jewelers of America, a NY Times Bestseller and NCJA are partnering to bring an employee training webinar to you. Look for more details within the week!



The North Carolina Jewelers Association (NCJA) is a non-profit trade organization whose mission is to promote and protect the welfare of retail jewelers in our state. Please visit our website www.ncjewelers.org for more information or email us at ncja@nc.rr.com.

David D. Hyde

Jewelers Mutual
INSURANCE COMPANY

1-877-568-4367
dhyde@hyde-odell.com

Coverage you can count on
People you can count on

JAGDISH SHAH
1-800-848-3426
919-847-3447 (Fax)
jackshah@att.net

POOJAN DIAMONDS
IMPORTERS OF DIAMONDS & DIAMOND JEWELRY

Mumbai Office
Five Star Diamonds
35/37 Dhanji Street
Mumbai 400 003, India

U.S. Office
Poojan Diamonds
P.O. Box 30081
Raleigh, NC 27622-0081

CAMELOT A TESSLER & WEISS CO.

2389 Vauxhall Road • Union, NJ 07083
www.camelotbridal.com

RALPH TIMMERMAN

(800) 279-9943 Order Services (800) 535-3501 ext 743
(908) 687-8314 Fax Orders (704) 637-7188 Off/Fax
(704) 798-0586 Cell ralpht@carolina.rr.com



Virgo Star, Inc.

PO. BOX 31728 • KNOXVILLE, TN 37930-1728
Importers of Diamonds & Gem Stones
Manufacturers of Mounted Goods

ARVIND ZAVERI (865) 693-4939
RAJ ZAVERI (865) 693-8889
FAX: (865) 694-4088



CHARLES GARNIER
PARIS
Since 1901

Chuck Curran
Sales Manager

606 So. Olive St., Suite 2150
Los Angeles, CA 90014
chuck@charlesgarnier.com
www.charlesgarnier.com

Tel: (213) 892-0075
(800) 722-3721
Cell: (704) 564-4378
Fax: (213) 892-0079

CAROLINA RETAIL PACKAGING
LEXINGTON, SC ♦ 800.868.5878 ♦ CAROLINARETAIL.COM

Concepts Stainless Steel #30340
24Kt Gold Plate #40340

Diamond Earrings \$6.95/pair

36 pair minimum
3mm settings
.01 tw Diamonds

Includes Boxes! You are going to Love Selling Concepts!
Call Jacob 919-691-1803

Moshe Bezael
V.P. Sales cell (917) 513-9834

 **VARIETY GEM CO. INC**
Manufacturer of Fine Jewelry

11 West 46th Street 3rd Floor
New York, NY 10036
www.varietygem.com

tel: (212) 921-1820
fax: (212) 921-1834
(800) 735-4367
E-Mail: moshe@varietygem.com


RDI
DIAMONDS

Free shipping • GIA/EGI Diamonds

1-800-874-8768
www.rdidiamonds.com

Free Inventory link • Up to 50% off RAIP

Do you like us? Do you really really like us?

 Find us on Facebook