


THE J REPORT

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ABOUT THIS ELECTRONIC NEWSLETTER

THE J REPORT is an interactive newsletter, which means you can directly link to the electronic documents and benefits referenced in these pages. Links will appear underlined in text or as images with an  arrow icon. Click on any link to be directed to more information online.

If you have any questions, contact the Jewelers of America Member Services department at members@jewelers.org or 800-223-0673.

LETTER FROM THE PRESIDENT & CEO

Thank you for your support of Jewelers of America in 2009

Dear Jewelers of America Members,

For the past year, we have all been dealing with significant challenges due largely to the economic downturn and its effect on consumer spending. Regardless, you have continued to turn to Jewelers of America for the array of services, benefits and discounts it offers. I want to personally thank you for the opportunity to serve you. It is harder than ever to allocate funds for association memberships, and I applaud your dedication to industry professionalism as demonstrated by your continued JA membership.



Through these challenging times, Jewelers of America has continued to add to its wide range of products and services designed to help you become more knowledgeable and profitable. Below are some of the exciting programs that have been implemented or enhanced over the last year.

Jewelers of America has just finalized the merger with Jewelry Information Center (JIC). This merger brings a host of new benefits to JA members that were formerly only available through a separate membership in JIC. JIC will now function as JA's voice to the consumer, working to increase the public's desire and demand for fine jewelry. Please visit the JIC website, www.JIC.org, for more information about JA's new consumer education arm.

"JA HAS CONTINUED TO ADD TO AN ALREADY LARGE ARRAY OF PRODUCTS AND SERVICES DESIGNED TO HELP YOU BECOME MORE KNOWLEDGEABLE AND PROFITABLE."

Some of the new and enhanced programs and services include:

- Member-only discounts to education available through the Gemological Institute of America and the Diamond Council of America
- Increased scholarship dollars for member use for approved education programs from several respected institutions
- Higher member discounts on services like FedEx shipping and the GE Luxury Credit Card program
- Special member-only pricing on website development services and credit card processing
- Increased industry oversight and lobbying efforts in Washington, D.C., on behalf of the independent jeweler and the entire jewelry industry

(continued on page 3)

JA ANNOUNCES NEW BOARD

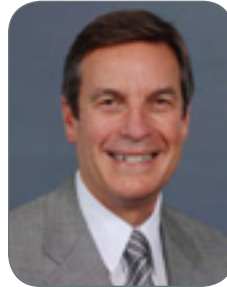
Terry Burman elected chairman of JA Board of Directors

Jewelers of America has elected Terry Burman, Group CEO of Signet Jewelers Limited and chairman of Sterling Jewelers Inc., as JA's new chairman of the board. He succeeds John Green, of Lux Bond & Green, West Hartford, CT. Burman was elected during JA's Board of Directors meeting in July, which also welcomed seven new directors.

Terry Burman, Chairman

Burman takes office at an exciting phase in the association's development. He will lead the board as JA initiates a new organizational structure – due to its merger with Jewelry Information Center.

"Terry is an exceptional leader in the jewelry industry, and he has greatly enhanced Jewelers of America with his wisdom while serving on our Executive and Ethical Initiatives Committees. We are privileged to have him guide our Board of Directors as they continue the significant work that Past-Chair John Green oversaw during his term," says President & CEO Matthew A. Runci.



As Group CEO of Signet Jewelers Limited and chairman of Sterling Jewelers Inc., Burman leads the largest specialty retail jeweler in the world. Throughout his career, Burman has shared JA's commitment to promoting the health and professionalism of the industry. He participated in the formation of the Responsible Jewellery Council, of which JA is a founding member. In addition to his contributions to JA, he chairs the Advisory Committee of the World Diamond Council and is a board member and past-chairman of Jewelers For Children.

According to Burman, he "grew up in retail," beginning with work at his family's chain, Roberts Department Store, and continuing through his service in the U.S. Navy as an Assistant Navy Exchange Officer. He also has 15 years of executive experience at Barry's Jewelers, prior to joining Sterling in 1995.

"It is an honor to serve as chairman of Jewelers of America," Burman says. "I look forward to working with my fellow board members, as well as with JA's staff, to continue the important work on national and global industry issues that JA is undertaking on behalf of its members and the fine jewelry retail marketplace."

Board Elections

At JA's Board of Directors meeting, the following directors were also elected as officers: Chairman-Elect, Georgie Gleim; Vice Chairman, Michael Kowalski; Vice Chairman, Jeff Corey; Treasurer, Peter Engel and Secretary, Vicki Cunningham.

JA also welcomed seven esteemed industry leaders as new directors who will serve on the board through 2011: Tom Andruskevich, President and CEO, Birks & Mayors, Inc.; Ryan Berg, Vice President, Lee Michaels Fine Jewelry; Jeff Hamra, Owner, Hamra Jewelers; Bev Hori, Vice President, Ben Bridge Jeweler; Theo Killion, President, Zale Corporation; Beryl Raff, Chairman and CEO, Helzberg Diamonds and James Rosenheim, CEO, Tiny Jewel Box.

"JA is fortunate to have a dedicated board of highly regarded industry professionals. We offer congratulations to our new officers and directors, and thank our current and outgoing directors for their service," says Runci.

In addition to Chairman John Green, outgoing directors include: Marvin Beasley, Helzberg Diamonds; Artie Bennos, Simms II Jewelers; Jon Bridge, Ben Bridge Jeweler; Steve Robbins, Robbins Bros. and Michael White, White's Jewelers.



JEWELERS OF AMERICA

BOARD OF DIRECTORS

Chairman Terry Burman
Sterling, Inc., Akron, OH

Chairman-Elect Georgie Gleim
Gleim the Jeweler, Palo Alto, CA

Vice-Chair Jeffrey Corey
Days Jewelers, Waterville, ME

Vice-Chair Michael J. Kowalski
Tiffany & Co., New York, NY

Treasurer Peter Engel
Fred Meyer Jewelers, Portland, OR

Secretary Vicki Cunningham
Cunningham Fine Jewelry, Tulsa, OK

Tom Andruskevich
Birks & Mayors, Inc., Tamarac, FL

Ryan Berg
Lee Michaels Fine Jewelry, Metairie, LA

Scot Congress
Congress Jewelers, Sanibel Island, FL

Frédéric de Narp
New York, NY

William Farmer, Jr.
Farmer's Jewelry, Lexington, KY

Jeff Hamra
Hamra Jewelers, Scottsdale, AZ

John Hayes
Goodman's Jewelers, Madison, WI

Barbara Hight-Randall
Hight & Randall, Ltd., Rochester, MN

Bev Hori
Ben Bridge Jeweler, Seattle, WA

Woody Justice
Justice Jewelers, Springfield, MO

Theo Killion
Zale Corporation, Irving, TX

Bill Koen
Joe Koen & Son Jewelers, Austin, TX

William Nichols, Jr.
Reis-Nichols, Inc., Indianapolis, IN

Beryl Raff
Helzberg Diamonds, No. Kansas City, MO

James Rosenheim
Tiny Jewel Box, Washington, DC

Hank Siegel
Hamilton Jewelers, Lawrenceville, NJ

Holly Wesche-Conn
Wesche Jewelers, Melbourne, FL

CONNECT WITH JIC & JA ONLINE

Follow both brands on the social media websites, Twitter and Facebook!

In August, Jewelry Information Center, now the consumer education arm of Jewelers of America, launched an online presence on Twitter and Facebook. JIC's focus on the popular social media websites is to build consumer awareness and demand for jewelry by posting the latest jewelry trends and industry news.

Following shortly after in October, Jewelers of America also launched Twitter and Facebook pages. JA will bring industry news and business tips to the industry and its members.

Many companies are using social media as another channel to communicate with their target audience. In addition to visiting social media websites on a computer, many users also log in through their mobile devices, giving them 24/7 access.

Tweet, Tweet

Twitter allows any individual or company with an account to post

messages up to 140 characters in length, which are shared with other members. These short posts, known as "tweets," afford businesses the opportunity to share their message with interested parties. Tweets can also include links to other websites in order to communicate information extending beyond the maximum 140 characters.

Become a Fan

Facebook, founded in 2004, is a social networking website, where millions of people connect online by sharing information, links, photos and videos. Businesses can create a page that allows a user with a personal account to "become a fan" of their brand.

[Click here to view the series of Facebook tips on the Jewelers of America *Tips to Thrive* blog.](#)



JEWELERS OF AMERICA

[Click here to follow Jewelers JA](#)



[Click here to become a fan of JA](#)




JIC
JEWELRY
INFORMATION
CENTER

[Click here to follow JICchicks](#)



[Click here to become a fan of JIC](#)



COMING SOON... THE NEWLY REDESIGNED JEWELERS OF AMERICA WEBSITE, JEWELERS.ORG

- **New Marketing Resources:** Download JIC's free high-quality marketing templates and Press Release templates.
- **Access to Education:** A new "Education Resource Library" features free sales training articles.
- **Legislative Updates:** At our new "Legislative Action Center," you can easily contact your elected officials about issues that affect your bottom line.
- **Modernized Account:** Renew your membership online or quickly update your profile.

LETTER FROM THE PRESIDENT & CEO *(continued from cover)*

I would invite you to visit the Jewelers of America website, www.jewelers.org, to discover the full range of cost-saving and business-building benefits available. In most cases, using just one of your JA benefits will save you more money than the cost of your entire annual membership!

In a week or so, you'll be receiving your dues renewal notice from Jewelers of America. Be sure to read the mailing carefully, because JA will be offering you a substantial incentive to renew prior to January 1, 2010.

One important change to the billing process this year is that you will no longer be receiving a combined invoice for both state and national association dues. These two amounts will now be billed separately. You should expect to receive both an invoice from Jewelers of America and from your state jewelry association.

We sincerely appreciate your continued support of Jewelers of America. Our purpose and mission has always been to help independent jewelers across the country reach increasingly higher levels of professionalism, success and profitability.

Don't hesitate to contact us at anytime. We are here to serve you!

Sincerely,



Matthew Runci, President & CEO, Jewelers of America

DISCOUNTS ON WEB DEVELOPMENT SERVICES

IDS offers JA members exclusive discounts on their web development services

Jewelers of America is offering members exclusive discounts on website design packages from **Ideal Diamond Solutions (IDS)**. The web development services from IDS empower independent retail jewelers to compete in the online marketplace, by selling diamonds and jewelry online through their own, customized websites.

Jewelers of America members can use IDS to create or enhance their website and receive: **\$500 OFF SET-UP COSTS** and
\$20 OFF MONTHLY HOSTING FEES!

JA members can apply the incredible discounts to the following website packages:

- A completely customized website, designed to your specifications, pre-loaded with thousands of jewelry products and a huge virtual diamond inventory supplied by hundreds of vendors.
- A template-based website, pre-loaded with thousands of jewelry products and a virtual diamond inventory.
- A Diamond Search “Bolt-On”™ added to an existing website. “Bolt-Ons” are special inventory or content modules that can be incorporated into existing site designs.
- Exclusive for JA members: All packages will include the option to enhance your website content with consumer jewelry education and gift guides, developed by experts at JA and JIC.
- IDS provides hosting, and website maintenance and offers e-commerce fulfillment.



Ideal Diamond Solutions (IDS) is the premier website development source for independent retail jewelers. They provide state-of-the-art, cost-effective e-commerce websites, designed to drive traffic to retailer's sites and store, and profit-ability to their bottom line.



**CLICK HERE
FOR MORE
INFORMATION**

ORDER THE 2009 COST OF DOING BUSINESS REPORT TODAY!



The 2009 *Jewelers of America Cost of Doing Business Report*, which has been published annually for 18 years, represents the most complete and historical comparative financial information available to specialty jewelers in the U.S. The *Report* is an invaluable tool for retailers to benchmark their own sales, expenses and profit – and available to members for only \$24.95! (*\$150 for non-members*).

The *Report* includes key performance metrics including:

- sales volumes within store types
- productivity ratios
- inventory turnover
- financial strength indicators
- balance sheet data

... PLUS a practical “how-to” section demonstrating methods of interpreting and utilizing the data!

Member Price \$24.95 • Non-Member Price \$150.00

Visit www.jewelers.org or call 800-223-0673 to order today!

NEWS FROM JEWELRY INFORMATION CENTER

Due to the recent merger, JIC is now the consumer education arm of Jewelers of America

JUST IN TIME FOR HOLIDAY ADVERTISING...

*"Lifes stories are
echoed in jewelry."*

This holiday season, capture the attention and spark the emotions of your customers. Through JA's merger with Jewelry Information Center, you now have access to artwork for high-quality advertisements, post cards and in-store signage.

It's not too late to take advantage of these free materials for the coming holiday season. The ads are simple to customize and can appear in your local newspapers in no time!

Email Nicole Lichwick at nlichwick@jewelers.org to receive the digital materials and start driving consumer demand today.

IT'S NOT JUST A RING.



IT'S THE HOLIDAY I DISCOVERED THE
INFATUATION WAS MUTUAL.

First love. True love. The love of a lifetime.
That is the extraordinary value of jewelry. Infinitely more than an accessory.
Every piece is a little bit of the relationships you treasure.

Life's stories are echoed in jewelry. Start yours by visiting our store today.

SUBMIT YOUR PRODUCT FOR JIC'S HOLIDAY MEDIA TOUR

...and the chance to be featured on more than 30 morning shows nationwide!

Amanda Gizzi and Helena Krodel, of Jewelry Information Center, will be conducting a nationwide media television tour promoting holiday jewelry gift-giving ideas. The JIC experts will appear as guests on more than 30 morning shows across the country.

This year's tour will be themed "Jewelry Gifts that Give Back." If you have a piece of jewelry or a timepiece where a portion of the proceeds go to a charity and would like to have that piece be featured on live television, please contact JIC. Here are the details:



- All jewelry must have dedicated proceeds designated to a specific charity.
- Images should be submitted along with suggested retail prices, product details and charity details.
- Low-resolution images can be emailed to info@jic.org.
- High-resolution images can be uploaded via www.yousendit.com or mailed on a disc to: Jewelry Information Center, Attn: Holiday Media Tour, 52 Vanderbilt Avenue, 19th Floor, New York, NY 10017.

Email any questions to info@jic.org or contact Amanda or Helena directly at agizzi@jewelers.org and hkrodel@jewelers.org, respectively.

YOU'RE INVITED TO JIC'S 8TH ANNUAL GEM AWARDS

Jewelry Information Center's 8th Annual GEM Awards will be held on January, 8, 2010. The event will take place at a new venue, Gotham Hall, in New York City. Tickets and sponsorships are now on sale.

Madeleine Albright will be honored with JIC's GEM Award for Style. The former Secretary of State launched a new brooch exhibit on September 29, 2010, called *Read My Pins*, which explores jewelry as a diplomatic, political and social tool. Exhibited for the first time at the Museum of Arts and Design, *Read My Pins: The Madeleine Albright Collection* is accompanied by a beautifully illustrated book, *Read My Pins: Stories from a Diplomat's Jewel Box* (HarperCollins Publishers). The book, authored by Dr. Albright, reveals the full story behind the collection and illustrates its best examples.

The *National Jeweler* Retailer Hall of Fame candidates will also be inducted at the 8th Annual GEM Awards. The three new inductees have made significant contributions to American jewelry retailing.

For More Information

For sponsorship opportunities, email Frank@LuxBrandGroup.com or call 562-296-5990. For more information about the gala, email hkrodel@jewelers.org or call 800-223-0673 (press 7).

[Click here to visit the GEM Awards page on www.JIC.org.](http://www.JIC.org)

8TH ANNUAL
GEM
Awards

JA LEGISLATIVE ROUND-UP

From healthcare reform to a possible repeal of the last in, first out (LIFO) accounting method, issues that could impact jewelry businesses have been front-and-center on Capitol Hill.

“Healthy” Reform

President Barack Obama and Congressional Democrats have made healthcare reform their number-one priority this year. As the debate over reform intensified over the summer and into the fall, Jewelers of America’s legislative counsel kept a close watch on developments. Jewelers of America supports responsible reform that would help small business owners across the country offer affordable, comprehensive coverage to employees.

While details remain in flux, key elements being considered are employer mandates (which may include small business exemptions) and plans that would require employers to meet the “qualified health plan” definition. There are concerns among businesses that these provisions would be an undue financial burden on businesses and limit flexibility. Compromise is likely on the final plan that’s pushed through.

Still Pulling for LIFO

Jewelers of America’s anti-LIFO repeal campaign heated up over the Memorial Day holiday, when the association found out the potential repeal—which would negatively affect many retailers, jewelry manufacturers,

and diamond, gem and watch distributors – was being considered as a way to pay for healthcare reform.

In response to this development, Jewelers of America made targeted appeals – via phone and email – to members in several states, asking them to contact key legislators on the Senate Finance and House Ways and Means Committees. Jewelers of America President and CEO Matthew A. Runci personally lead the charge, picking up the phone to reach out to members and ask them to join the fight.

The association continues to seek contributions to JAPAC, Jewelers of America’s Political Action Committee (see Box), in order to influence legislators whose decisions impact the bottom-line of jewelry businesses.

Jewelers of America and other members of the LIFO Coalition, a Washington, D.C.-based partnership of associations and businesses opposed to LIFO repeal, have won key early battles. A LIFO repeal provision has not been included in either the first passed version of the President’s budget, or healthcare reform legislation. However, the threat remains: the government estimates the repeal could provide almost \$80 billion in revenues over the next 10 years, so it continues to be a

tempting option for legislators.

Find out more about fighting LIFO repeal by visiting JA’s [legislative campaigns page at www.jewelers.org](#).

Making Sales Tax Fair

As Washington, D.C. focuses on healthcare reform, sales tax fairness – an issue of interest to many in the jewelry business – is on the backburner. This important legislation would permit states that become voluntary signatories to the Streamlined Sales and Use Tax Agreement to require that remote sellers collect and remit sales and use taxes.

Jewelers of America’s legislative counsel notes that new versions of the Sales Tax Fairness and Simplification Act have been held up as the bills’ initial sponsors, Sen. Mike Enzi (R-WY) and Rep. William Delahunt (D-MA), search for bipartisan support. While Jewelers of America expects these bills to be pushed back to the end of the year or next year, we remain active on the issue.

In March, President and CEO Runci urged Sen. Enzi and Rep. Delahunt to reintroduce their bills. Jewelry businesses are strongly encouraged to keep up the pressure and contribute to JAPAC, so that our legislative team in D.C. has the resources needed to keep this issue on legislator’s minds.

New Legislative Updates

For more in-depth coverage of these and other important legislative issues, see Jewelers of America’s [Guide to Legislative Issues](#) and [Legislative Outlook](#).

For more information, contact Jewelers of America Public Affairs Manager, Susan Posnock, at 646-658-8021 or email sposnock@jewelers.org.

CONTRIBUTE TO JAPAC TODAY!

It’s important that the jewelry industry has a strong and vital voice in Washington, D.C. Your support of JAPAC, Jewelers of America’s Political Action Committee, gives your business that voice, so you can speak out on the issues that matter to you. Our legislative counsel on Capitol Hill uses JAPAC funds to contribute to the campaigns of legislators who understand our issues and ensures we get their attention. The jewelry industry at large – and your business – can no longer afford to react after the fact to legislation, such as LIFO repeal and higher taxes, which could severely impact our businesses. [Click here to contribute to JAPAC today!](#)





JEWELERS OF AMERICA

THE RESOURCE FOR THE PROFESSIONAL JEWELER

FOR \$95*, YOU CAN'T AFFORD **NOT** TO JOIN...



“As a JA member, I received over \$2,200 in scholarships towards my GIA education courses. Not only did I save thousands of dollars, but the education made possible by JA helped me increase my sales. My membership **MORE** than pays for itself!”

Shay B. Morgan
Shay Morgan Jewelers, Inc.
Hoover, AL

JOIN TODAY and begin using benefits that help you:

- **SAVE MONEY**
with big discounts from industry suppliers like FedEx.
 - **BUILD AND PROMOTE YOUR BUSINESS**
with free and low-cost marketing materials.
 - **ADVANCE YOUR CAREER**
with discounts on education and scholarship opportunities.
 - **COMMUNICATE YOUR PROFESSIONALISM**
with Sales, Management and Bench Certification.
 - **PROTECT YOUR REPUTATION**
with guidance and education on important industry issues.
- ...visit jewelers.org to learn why you can't afford NOT to join!

For more information call 800-223-0673, or visit www.jewelers.org.

**Annual dues start at \$95 for single-store members.*