



GEORGIA GEMS

A Publication of the Georgia Jewelers Association

Georgia Jewelers Association | 5815 Fairwood Walk, Acworth, GA 30101

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YULETIDE

Greetings



TLC to Nurture a fine Brand...ALISA

A GJA Member Chat by Judy Lince

In 2019 Fred and Alisa Morgan decided that they wanted to spend more time with their grandchildren and less time managing their fine Italian brand of jewelry. After almost 25 years of building their brand, traveling to trade shows and their factory, and managing all of the day in, day out of running their business, the Morgans looked for a way to bow out. And they found it in their friends Adam and Marci Staub. The couples had been friends and attended the same shows for more than a decade so it was easy to see how the Staub's could take over and continue the ALISA legacy.

The transition was not quite as simple as they had imagined but finally in the late summer of 2020 the transfer of ownership was completed. The Staubs, not to be stopped by all the challenges of 2020, are excited to bring ALISA to the next chapter of this fashionable but classic line for women to stores. Adam and

Marci are known to many GJA members. Adam is an associate member and they have attended the GJA annual convention multiple times and Adam is always a great supporter during our Jewelers for Children charity fundraisers and auctions and plays in the golf tournament to help raise JFC funds.

A call to Adam's cell often finds the two in the car going from one account to another. Adam has been a wholesale rep for almost two decades and has covered all of the southeast. Cont. Pg 4 TLC...

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2020-2022
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DEADLINES FOR RECEIPT OF ADVERTISING

1st Quarter deadline: February 15th

2nd Quarter deadline: May 15th

3rd Quarter deadline: August 15th

4th Quarter deadline: November 15th

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Condolences

Frank Maier, Jr. Chairman and CEO of Maier & Berkele Jewelers, Atlanta, Frank passed away, October 31, 2020 at the age of 82. Frank was a friend to many people far and wide and gave of his time generously to groups, associations and friends both inside and outside the jewelry industry. Among the jewelry groups Frank was involved in he was awarded the selective and prestigious, well-deserved Robert M. Shipley award in the jewelry industry, National Jeweler Hall of Fame 1991, DeBeers Carat Club. He was also a ranking member of Gemological Institute of America, GIA Board of Governors 1981-2001, GIA executive chairman 1991-1997, president American Gem Society 1979-1981, president Southeastern Guild 1972-1973, director, Jewelers of America, 1983-1986, director, Jewelers Mutual Insurance Company 1985-1997, Jewelry Industry Council Board Director, president, Jewelers Vigilant Committee 1987-1989, board member, Jewelers of America 1983-1986, board member, National Retail Association

The GJA is proud that Frank was also a past president, Georgia Jewelers Association 1970. He leaves behind his wife and a host of family and friends.

W. Lecil Henderson Lecil Henderson II, 62, passed away suddenly on November 22, 2020. In 1990, Lecil founded the Henderson Collection by Lecil in his hometown of Charlotte, NC. Lecil put his heart and soul into building the business from scratch into a well-established company known throughout the jewelry industry. He was a highly innovative designer, creating extensive collections of hand-crafted, customizable pieces, including his groundbreaking and unique colored golds and enamels, which became instant best-sellers. In more recent years he introduced a second line called Luca by Lecil, a line of mid-priced fashion jewelry for the younger client and those young at heart. Lecil was the king of trunk shows and spent weeks on the road visiting long time and brand-new retail customers. At stores all over the country he created friendship with each store's clients and those customers looked forward to his next visit and to see what new styles he would pull out of his bag.

CHRISTINE THORNTON RANDALL

PRESIDENT

Dear GJA Members.

Happy Holidays. As we are working longer hours under unusual circumstances, I'm reminded that God is still in control. Enjoy the holiday season and if you're like me, I love the hustle and bustle of the sales floor. As 2020 comes to a close, I'm reflecting on the craziness of this year and looking forward to a Happy New Year filled with peace and joy.

I can say that I'm tired of wearing these masks, as I would love to see my customer's faces and their smiles of satisfaction. Continue to listen to the CDC's guidelines, please stay safe.

Please take time to write a check for your GJA membership renewal. Your membership dues check is the number one way our association builds revenue to sustain it through the year with newsletters, yearbook management, convention planning and management. Our rich history of coming together throughout the years has enriched my business management by giving me the opportunity to meet others and see how they and their families run their businesses.

And think about donating to Crime Stoppers Reward Fund. It would not be where it is without the support and generous donations from our members.

As we contemplate coming together for our annual spring convention we need your input. What would you like to see happen?

Have a safe and Happy New Year.

Christine Thornton Randall
GJA President
Thornton's Fine Jewelry, Athens



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"TLC cont. from page 1..."

Along with ALISA, they still represent some of the lines Adam has carried for years including Galatea, Kabana, and Just Perfect MSP. A GIA graduate gemologist, Adam went to work for Marci's uncle in 1984, a business Marci had grown up in. The two ran a successful retail store in south Florida for almost 20 years, so the Staubs know all about retailers' daily challenges.

Married for 35 years the Staubs are very proud of their two grown daughters. Anna graduates as a Doctor of Nursing Practice this spring, and her sister Cydnie graduates from law school a year later. The family has one more important member, Dylan, their white furry side kick who accompanies them wherever they go. Dylan is very familiar with the show scene and does make a big impact even though she only weighs in at 5 pounds.

Ever the loyal supporter of the Atlanta Jewelry Show, ALISA will continue to exhibit in the GALLERY at the AJS under the Staubs' management as it was with the Morgans. This line is made in Italy of 18K gold and 925 Sterling silver and is both affordable and accessible. Stackable bracelets are perfect for the layered look and the two-tone metals are also featured in earrings, rings, necklaces and pendants, both with and without natural diamonds, colored gemstones, and enameled colors as well. The timeless appeal of this well-made jewelry will attract both the gift giver as well as the self-purchaser.

I'm sure that many GJA members wish the Staubs well as they nurture their new baby ALISA and look forward to seeing where their wholesale adventure will lead them. I offer a toast with Italian Prosecco to this great couple and the opportunity they have to build this great brand.

To find out more or reach Adam and Marci visit www.ALISAdesigns.com, call 833-MY ALISA (833-692-5472) or e mail Adam@ALISAdesigns.com or Marci@ALISAdesigns.com

Catching up on all things GJA

Like everyone else, GJA has had a mostly not normal year this year. The week the March 2020 Atlanta Jewelry Show spring show closed was the week the COVID-19 shutdown took place. We canceled our annual convention for early April and with it the scholarships awarded each year and the annual jewelry design contest did not happen.

Since the 2020 convention was canceled, we did not have the opportunity to elect a new board for the 2020-2022 time frame. The board announced in October that a virtual membership meeting (Zoom) would be held on October 15th for the election of officers. See our list of new board members and officers on page 2. Our new board has yet to meet in person but 2021 is hopefully a better year for getting together. We will see how things go.

The yearbook & directory came out in early November and was filled with ads from our members and supporters. It is through the generous support of our advertisers that our association thrives. Please call our advertisers and associate members for any of your holiday needs and into the new year. These individuals & companies who join our association and buy ads deserve the first shot to fill your special order or stock your cases.

We have not yet scheduled a 2021 convention but are looking at possible late spring gathering. We are anxiously waiting to see how the new year begins and if the intimate setting of a hospitality suite and group banquets is possible. Many decisions to be made in the near future.

Our membership renewals for both retail member stores and our associate members will be snail mailed to all members this month. Please know that your membership means a lot and goes far to sustain this association. We appreciate your payments by check and hope that each of you will send yours before the end of January.



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Jewelry Store Security for the Holidays: What Jewelers Need to Know

As you prepare for the holiday shopping season, don't forget to put safety and security on that list.

Neglecting security measures early on could leave your business exposed during a time when crimes against jewelers tend to escalate. Plus, not getting in the habit of security best practices will only get more difficult to change as the year progresses.

Because jewelry is in high demand during the gift-giving season, the risk of loss also increases. Although there's still a lot of preparation that goes into completing another successful year, taking time to review jewelry store security is essential. Here are a few things you can do to get started.

Educate your staff

Whether you have new employees joining your business for the holidays or have a crew of seasoned veterans, a complete review of your security procedures is essential this time of the year.

There are a lot of techniques that make a good salesperson and secure selling procedures is one of the most important. Huge sales could be wiped away if the simple act of forgetting to lock a showcase display is neglected or other jewelry store security features are forgotten.

Your staff needs to know things like:

- Various ways to prevent different types of thefts, such as grab-and-run theft
- What to do when they suspect something suspicious, such as using a code word or phrase
- Open and close the store with two people
- Always request a photo ID when showing high-value items

An easy way to train your new employees and refresh your current staff on these best practices is to have them sign up for the JM University® resource — available to the entire jewelry industry at no charge — and take the Selling with Security course. The educational resource can be found at:

jewelersmutual.com/jm-university-retail-loss-prevention-tools

Add an in-person meeting to review the procedures they've learned to help them become more knowledgeable on the topic and feel more comfortable selling with security. An in-person meeting also provides a great opportunity to show everyone how to open and close a jewellery business properly, which are the most common times for crimes to take place, especially during the holiday season.

Be familiar with common types of theft

Most people probably envision sneak thefts or grab-and-run when they think of jewelry store theft. Those are two of the most common types of thefts facing jewelers, but criminals don't stop there.

Some thefts are accompanied by an element of distraction, where a coordinated group works together to draw attention away from merchandise being stolen.

You can add an extra layer of defense against thefts by placing jewellery store security materials around your showcases that let potential thieves know you will only show one item at a time and require an ID.

As more consumers do their holiday shopping online, smart retailers are capitalizing on ecommerce opportunities. The smartest ones also recognize the threat of stolen data and "spear phishing" attacks. In turn, they are protecting their businesses with cyber liability insurance.

Hire extra security if feasible

In addition to having a well-educated crew of sales associates, security guards are a wise resource to call upon when customer traffic accelerates. There are multiple benefits of having a security guard onsite during your busiest days:

- Since associates are constantly balancing sales and security, it can be helpful to have someone focus solely on jewelry store security.
- The presence of a guard can be enough to discourage many thieves from even considering your business as a target.
- If a theft is attempted, the guard will be able to handle the situation in a more effective manner than sales associates alone.

Take daily inventory

Doing a complete reconciliation of your entire inventory isn't feasible during such busy times. However, daily case counts are essential to control losses during the holiday season.

The quicker you notice merchandise has gone missing, the more likely an investigation into the loss will be successful. If you need to submit a claim, you'll also make the process smoother by doing it earlier (bonus tip: keeping good records year-round will help the most). Here are a few things to keep in mind when conducting case counts:

- Vary the times of day when the count is done.
- Have more than one person responsible for conducting the counts in order to avoid internal theft.
- If it's not possible to monitor every display every day, rotate which ones are observed.
- Review your surveillance footage on a regular basis to make sure the counts are completed, and nothing is missed.

Store Security Cont...pg7



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“Store Security cont. from page 6...”

Be familiar with common types of theft

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Some thefts are accompanied by an element of distraction, where a coordinated group works together to draw attention away from merchandise being stolen. While less common, these other types of jewelry store theft still need to be taken seriously:

- Internal theft
- Switch theft
- Credit card fraud
- Cyber theft

You can add an extra layer of defense against thefts by placing jewellery store security materials around your showcases that let potential thieves know you will only show one item at a time and require an ID.

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Congratulations to Georgia's own Brenda Smith for her award-winning entry in the AGTA Spectrum awards. Brenda's entry in the pearl category won her the Best Use of Pearls award. Brenda, owner of Brenda Smith Jewelry won with her 18K rose gold "Black Lace" ring featuring cultured Pearl with natural Sapphires and Diamonds. Brenda told GJA her inspiration was from a lace doily of her grandmothers that she owns. Brenda has won numerous awards and has two pieces in the permanent collection of the Smithsonian in Washington, DC.

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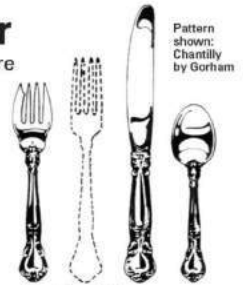
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