

GEORGIA GEMS

A Publication of the Georgia Jewelers Association

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

Phone 770.367.2809 | Fax 770.425.2738

GJA Design Contest Winners Revealed

Continue reading about the winners and their designs on page 5.

2019 Best of Show & Jewelers Choice



Winner:

Kim Spencer *Spencer's Jewelers*

Materials:

Platinum, Diamond, and Sapphire

Category 1a First Place



Winner:

Johnny Johnson

Edward-Johns Jewelers

Materials:

Boulder, Opal

Category 1b First Place



Winner:

Paul Henriques

JWR Jewelers

Materials:

Tsavorite garnet, Diamond, Amethyst

Category 2 First Place



Winner:

Kamal Elmoukha

Rosenfeld Jewelers

Materials:

Tourmaline, Diamond

Category 3 First Place



Winner:

Hailey Baird

David Douglas Jeweler

Materials:

Diamond, Sapphire

2018 - 2020 GJA Officers & Board of Directors

EXECUTIVE OFFICERS

President: **Jana Barry** · Edward - Johns Jewelers, Marietta

Vice-President: **Christine Thornton Randall** · Thornton's Fine Jewelry, Athens

Secretary-Treasurer: **Tony Cruz** · JWR Jewelers, Athens

Immediate Past President: **William (Bill) Spencer** · Spencer's Jewelers, Athens

BOARD OF DIRECTORS

Raymond Wilson · Davis Jewelers & Fine Gifts, Donalsonville

Joy Mobley · Hodges Jewelry, Camilla

Jeff Alexander · Alexanders Of Atlanta, Lawrenceville

Mark Butler · K.E. Butler & Co. Jewelers, Vidalia

ASSOCIATE DIRECTORS

Stark Harbour · Southern Jewelry Insurance, Atlanta

Gene Lambert · Artistry, Michou, Tampa, FL

Jeff Koch · Bulova, Gainesville

Ralph Durkin · Imperial, Johns Creek

Executive Director: Judy Lince

Georgia Jewelers Association

770.367.2809

judylince@comcast.net

www.GeorgiaJewelers.org

PUBLICATION AND DISTRIBUTION

Georgia Gems is owned and operated solely by the Georgia Jewelers Association, an association for profit, headquartered in Georgia. The newsletter is published four times per year. Each edition is mailed to over 200 GJA members plus other individuals and companies who support the association.

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

Articles in this newsletter reflect the opinions of the attributed author and not that of the association. Except as indicated, neither the newsletter nor the association endorses any statements or claims. Georgia Gems, in its sole discretion, reserves the right to refuse any article or advertisement which it deems, for any reason whatsoever, to be inappropriate. Requests for reprint articles with credit should be addressed to the executive director. Change of address should be sent to the GJA headquarters located above. Georgia Gems, in its sole discretion, reserves the right to run ad material on hand if material not received by copy deadline date. This publication is produced by the executive director and the board of the Georgia Jewelers Association. Design and layout by Grayson Gantek (graysongantek.com).

Calendar and Upcoming Events

October 4-7 JIS & Centurion Shows, Miami

October 11 GIA Career Fair, Carlsbad, CA

January 25-27 RJO Show, Houston, TX

February 4-9 AGTA Show, Tuscon, AZ

March 3-7 GIA Gem Identification Lab by AJS

March 7-9 Atlanta Jewelry Show, Cobb Galleria Centre

Condolences

GJA extends heartfelt condolences to the family of GJA retail member Sandy Jones. Sandy passed away after a brief battle with cancer on August 19, 2019 in Atlanta. Sandy's businesses have included Sandy Serendipities, Pearlworks and most recently Sandy Jones Jewelry at Charles Willis. Over 30 years of her life have been spent in the Atlanta jewelry scene and she leaves many friends as well as her husband Willis and three grown children.



let us be your partner

Findings • Mountings • Tools • Metal

Diamonds • Buy • Sell • Trade

CAD/RP • Casting • Setting • Finishing



SOUTHEASTERN

NAMANO inc.

1.800.282.8285

SEFINDINGS.COM • NAMANOJEWELRY.COM

JANA BARRY

PRESIDENT



Dear Georgia Jewelers,

The convention was so much fun! Thank you everyone who made it out to Stone Mountain. We heard incredible speakers, raised money for a good cause, saw beautiful jewelry and enjoyed each other's company. I am already looking forward to the next convention. Now, the summer season is coming to an end and preparations are beginning for the third quarter.

I wish everyone a healthy, busy, and successful 3rd quarter!

Sincerely,
Jana Barry

Jana Barry

GJA President
Edward-Johns Jewelers, Marietta

John W Reed Memorial Scholarship Winners Announced

Congratulations to all of the scholarship winners!

For the eighth year, Georgia Jewelers Association has awarded scholarships to member stores and their employees. Scholarship chair, Jan Fergerson, Ford, Gittings and Kane, Rome, announced the winners at the annual GJA Convention held at the Marriott Evergreen Resort and Conference Center in Stone Mountain on April 28th.

This year's winners were Chris Spencer, Spencer's Jewelers in Athens and Mark Butler of K E Butler & Co. Jewelers in Vidalia Each scholarship winner will receive \$500 toward GIA, AGS or accredited bench training classes or labs.

"All of us at GJA are proud and excited to see our scholarship program grow. Started in 2012 to benefit both our member stores and the entire jewelry industry, we feel we must nurture aspiring jewelry students to help keep our industry strong," said Past President Bill Rosenfeld, Rosenfeld Jewelers, Tucker, whose idea it was to create the program.

The scholarship was named to honor GJA past president John W Reed, founder of JWR Jewelers in Athens, GA after John passed away in 2014. "John's legacy lives on in the scholarship winners and our membership as we remember him each year with the awards" said Fergerson. Reed was a past president of GJA and a strong supporter at the state level.



Left to Right: Scholarship winner Mark Butler, Scholarship committee chair Jan Fergerson, Patti Reed, Scholarship winner Chris Spencer

GJA encourages all member stores and their employees to plan now to apply for a 2020 scholarship awards starting February 1st. Applications may be obtained from the GJA office or online at www.georgiajewelers.org

Georgia Jewelers Association hosted their annual meeting at the Evergreen Resort in Stone Mountain on April 26-28. The awards were announced at Sunday's Past Presidents luncheon.

What Jewelers Should Know Before Signing a Commercial Lease

Brought to you by subject matter experts at Jewelers Mutual Insurance Group

When it comes to understanding commercial real estate leases, it's not as easy as renting an apartment where the tenant agrees to pay the landlord a certain fee each month. Commercial leases are more complex.

If you don't fully understand what you're signing up for, you could be in serious trouble. Here's one example of the endless number of mishaps that have left others reeling:

Let's say you are renting a freestanding building to operate your jewelry business. Due to the tight real estate market for rental properties, your landlord requires you to sign a triple net lease. After several years of operation, the building is struck by lightning and results in a fire, causing extensive smoke and fire damage to the building as well as the contents. Unfortunately, you weren't sure of the requirements of the lease and didn't have insurance on the building. You are now personally responsible for covering all the costs associated with the damage and rebuilding of the property.

Back to reality.

The liability in this story could have shifted had you known there are three different types of commercial real estate leases: net, gross and modified gross. These leases are organized by different rent calculation methods and may prompt you to seek additional insurance coverage. Here are a few things to keep in mind about these leases before signing.

Net Lease

In a net lease, the rent is lower, but the tenant is also required to pay other expenses such as property tax, insurance, utilities, and maintenance. Here are three types of net leases:

Single Net Lease - The tenant pays

base rent plus a share of the building's property tax, utilities and cleaning services. The landlord covers all other expenses related to the building.

Double Net Lease - The tenant is responsible for base rent plus a share of the building's property taxes and insurance on the property. The landlord covers repairs and common maintenance for the building.

Triple Net Lease - The most common type of net lease for freestanding buildings and retail space is the triple net lease. This type of lease is more landlord-friendly because the tenant pays all or most of the property taxes, insurance, and maintenance for the building. It's important for tenants to carefully review the lease and associated fees. Costs associated with a triple net lease can also fluctuate due to operating expenses making budgeting tricky for tenants.

Even though it doesn't seem like it, there are tenant benefits with a triple net lease. Tenants have access to the operating expenses and can compare to what they are actually being charged. Monthly rent is typically less than in a gross lease as you, the jeweler, have more financial responsibility when it comes to the building.

Gross Lease

In a gross lease or full-service lease, the tenant pays one lump sum for rent and the landlord then pays expenses from that lump sum.

The landlord pays all or most of the expenses for the property including taxes, insurance, and maintenance out of the rent received from the tenants.

Before entering this type of lease make sure to ask how often janitorial services are provided and what types of services are included because



excess consumption may be charged back to you, as the tenant. This type of lease is very tenant-friendly as the landlord assumes responsibility for the building while the tenant can focus on their business.

Modified Gross Lease

A modified gross lease can be seen as a compromise between a gross lease and a net lease. Similar to a gross lease, rent is required in one lump sum. It also has components of a net lease such as the tenant being responsible for property taxes, insurance, and maintenance.

The compromise is that tenants and landlords can negotiate what "net" components can be included in the base rent such as taxes, insurance, etc.

Takeaways

When looking at leasing options for your jewelry business, it's important to:

- Compare the different types of leases.
- Keep in mind the extra expenses, not just the base rent cost.
- Work with an attorney to review the terms of a lease before you sign.
- If you've already signed a triple net lease or an absolute triple net lease, work with your insurance agent to arrange adequate limits of coverage.

The unfortunate circumstances of smoke and fire damage caused by lightning is only one example of how a lease can blindside your business.

If your insurance is lacking in other areas, you'll likely run into issues elsewhere.

Whether you have a lease, are looking to move, or own your own building, there's a Jewelers Mutual agent ready to help you to fit your needs.

Design Contest Recap

Congratulations to the design contest winners!

Thirteen designers representing eight stores in Georgia submitted pieces for the April 28th GJA Jewelry Design contest. Winners and runner ups included:

Category 1a: 1st Place - Johnny Johnson, Edward-Johns Jewelers, Marietta; 2nd Place - Abby Meadows, David Douglas Jewelers, Marietta.

Category 1b: 1st Place - Paul Henriques, JWR Jewelers, Athens; 2nd Place - Johnny Johnson, Edward-Johns Jewelers.

Category 2: 1st Place - Kamal Elmoukha, Rosenfeld Jewelers, Tucker; 2nd Place - Johnny Johnson, Edward-Johns Jewelers.

Category 3: 1st Place - Haley Baird, David Douglas Jewelers; 2nd Place - Johnny Johnson, Edward-Johns Jewelers.

Kim Spencer from Spencer's Jewelers in Athens surprised the audience and herself with a double win of the "Best of Show" and the "Jewelers Choice" awards for her Platinum, Diamonds and Sapphires ladies ring. This was only Kim's second year to enter the design contest. Our congrats to this young lady!



Kim Spencer, Spencer's Jewelers

Stone Mountain Retreat

Fundraiser tops \$4100!

Georgia Jewelers annual convention was back in the Atlanta area this year after many years. Held at Stone Mountains Marriott Evergreen resort and conference center the weekend included speakers from all over the county and the group's annual Jewelers for Children one day fundraiser.

The AGS guild of Georgia sponsored speaker Philip Bosen who flew in from Vermont to speak on Clienteling for Increased Sales and Loyalty. It was Phillips first time with the group, and he couldn't help being a hit – he brought a selection of Vermont specialty cheeses with him and through a bidding war helped raise money for JFC. Saturday night's cocktails and dinner included a vast selection of donated items for the silent and live auction run this year by our own Stark Harbour, Southern Jewelry Insurance. Over \$4100 was raised from the auctions, golf, the sale of JFC light ups and bracelets and the Namano/ Southeastern Findings annual Texas Hold'em Poker Tournament. This year's champions bracelet went to Chris Spencer of Spencer's Jewelers in Athens.

Grant Mobley of Diamond Producers Association helped our jewelers learn more about the Real is Rare campaign and self-purchase sales by women. Dave Sexton of Jewelers Mutual made time for a fast trip to Atlanta on the same weekend as JM's annual meeting to educate our jewelers about Tiger Kidnappings and how to protect your staff. The weekend would not be complete without The Cultured Pearl Association's Kathy Grenier tales of pearls and their creation. Kathy brought a beautiful collection of pearls and had the group in the palm of her hand with pearl tales. Thanks to all our speakers for sharing their wisdom and their time with Georgia Jewelers.

Sponsored by the Atlanta Jewelry Show:

Coming the first week of March 2020
GIA Gem Identification Lab session (5 day lab)

Contact Judy Lince to be added to the notification list: jlince@atlantajewelrysthows.com



Tim Roark, Inc.
FINE COLORED GEMSTONES

1401 Peachtree Street, Suite 234 • Atlanta, Georgia 30309 USA
404-872-8937 • 888-TIM-ROCK
trimports@aol.com

Who will put on the Finger Mate?



Finger Mate®

Expandable Ring Shanks • Opens 3 Full Sizes
Available as findings, or factory installed



2500 E. Hallandale Beach Blvd. , Hallandale Beach, Florida 33009
Tel: 954-458-2700 • Toll Free: 888-458-2700
Fax: 954-458-4668 • www.FingerMate.com

Spencer's Jewelers Celebrates 75th Anniversary

Congratulations to Spencer's Jewelers!

Jewel and Eva Spencer, founders of Spencer's Jewelers, opened their store in downtown Athens, GA in May 1944. The elder Spencers had apprenticed under their mentors, Mr. and Mrs. Millard Fickett, who first opened Fickett's jewelry store and optician shop in 1923 in the same location that would later become Spencer's. In 1981, knowing the lack of parking with a downtown location, the University of Georgia just across the street and still having parking meters, Spencer's moved to a new strip center storefront with ample free parking.

After the elder Spencer's retirement in 1986, son Bill and his wife Ann continued the family owned business as the second generation. Today the third generation of Spencer's is active in the business; son, Chris and daughter, Kim. The younger family members bring the business into the 21st century with new ideas, new collections, new services as well as being involved with social media.

The 75th anniversary celebration was held the first two weeks of May with special savings of up to 75% on merchandise and daily drawings of \$75 store gift cards. On the last day of the sale, the store gave away a three-quarter



Bill, Chris, Kim and Ann Spencer with Champ (lab) and Remington

carat diamond solitaire necklace and diamond earrings to two lucky customers. The biggest sale in the store's history brought in many their loyal customers as well as many first-time customers.

Many things have changed over the first 75 years; however, Spencer's business philosophy will remain unchanged. Personal, friendly service and remembering the customer has many choices of where to purchase that piece of fine jewelry keeps the family firmly committed to the values and ethical standards of their 75-year business.

At 75 years in business, Bill, Ann, Chris and Kim like the fact that their store is Athens' oldest locally owned jeweler!



Southern Jewelry News

"A Newspaper Dedicated to the Southern Jewelry Industry"

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



MISSING A PIECE OF YOUR PATTERN?®

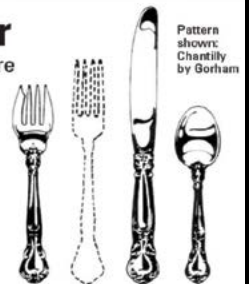
American Sterling Silver

Over 1,200 patterns of new and used sterling flatware and hollowware in stock. Call, write or email for a free inventory of your sterling silver pattern.

We buy sterling silver, with a careful evaluation for maximum value.

**Beverly Bremer
SILVER SHOP**

www.beverlybremer.com • 800-270-4009 • sterlingsilver@beverlybremer.com



TEXAS INSTITUTE OF JEWELRY TECHNOLOGY at Paris Junior College



Certificates & Degrees

- Gemology
- Horology
- CAD/CAM
- Jewelry Technology
- Repair Technician

903-782-0380 • www.parisjc.edu/tijt
tijt@parisjc.edu • 2400 Clarksville Street, Paris, Texas

Our heritage. Your future.

Discover how Jewelers Mutual will support you
for a stronger tomorrow.

Jewelers Mutual[®]
INSURANCE GROUP
— SINCE 1913 —

800-558-6411 | JewelersMutual.com

PROUD SPONSOR OF THE GEORGIA JEWELERS ASSOCIATION

Southern Jewelry Insurance

4562 Lawrence Hwy., Suite 120
Lilburn, GA 30047

Stark D. Harbour

stark@getjewelryinsurance.com

Office: 770-395-7775

Mobile: 678-343-1776

Fax: 770-557-4601



**Darling
Gem
Imports**

**Your Jewelry. Our Color.
The Perfect Match!**

*Get it done
with Darling!*

Request
your new
expanded
catalog
today!

1.800.282.8436
770.946.5307 fax
orders@darlingimports.com
www.darlingimports.com

Thank you to our 2019
Convention Sponsors

Jewelers Mutual[®]
INSURANCE GROUP
— SINCE 1913 —

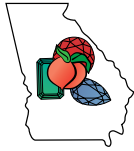


JEWELERS OF AMERICA

Atlanta Jewelry Show[®] 

Darling Imports, Fallaize Insurance,
JIS Show, Namano & Southeastern
Findings, Podium, Southern
Jewelry Insurance, KC Designs

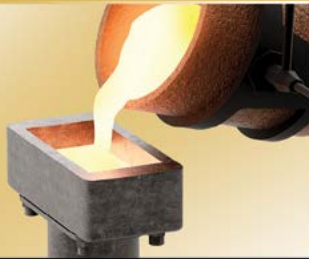
John Rowlett / Gottlieb & Sons, Rhett & Cindy
Hartzog, Rebecca Shemwell / Tracy Pearl



GEORGIA GEMS

Exclusively serving the jewelry industry...

Conflict-Free Gold
No mining materials are processed at United



UNITED
PRECIOUS METAL REFINING, INC.

800.999.FINE
www.UnitedPMR.com

Financial strength and stability since 1988...

Fallaize Insurance Agency, Inc.



754-756 Holcomb Bridge Road • Norcross, GA 30071

P: 770.242.8842 • F: 770.242.3564

Email: mike@fallaize.com

New Arrivals



Judy and Mike Lince welcomed a grandson July 24th Walker James Arnold



Beth and Mike Fallaize welcomed a granddaughter August 12th Isabel Marie Fallaize



Kathy and Earl Butler welcomed their first grandchild on August 26th (name not declared at press time)

Best Wishes



GJA past president Sandra Brown and her husband Kyle's daughter Emily was married to Cole Daniel on 8.24.19.

Congratulations to this young jeweler and all her family at Tena's Fine Diamonds.

Georgia Jewelers Association
5815 Fairwood Walk
Acworth, GA 30101

