



Georgia Jewelers Association

The Official Georgia Gems Newsletter



GEORGIA GEMS | 1ST QUARTER | MARCH 2025



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Tony Cruz, President
Capital City Jewelers



Upcoming Events:

**2025 Bill Rosenfeld Memorial Scholarship
John W. Reed Memorial Scholarship Deadline**
June 1st, 2025

JCK Trade Show in Las Vegas, NV
May 31st - June 3rd, 2024

IJO Conference
July 19-22, 2025
Indianapolis, IN



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.



A Message From GJA President

TONY CRUZ



JWR
JWR JEWELERS

MARCH, 2025

Dear Georgia Jewelers and Jewelry Vendors,

We are 2.5 months into 2025. New year, new opportunities and new challenges. 2024 finished strong for a lot of jewelers. Can we carry this momentum into the new year? I believe we can. Our customers are essential to our industry. We need to continue to provide them with the services they need and the merchandise they desire. This is no different from any other year and is a proven formula that works. Georgia Jewelers are great examples of this. We are strong and resilient. Resilience means the capacity to withstand or to recover quickly from difficulties, toughness. We have survived economic downturns, epidemics, and a host of other events that strained our industry. Yet, many of us have survived because we did not panic, instead we created ways to serve our customers and continue our businesses. Resilience is a trait that we need and have as store owners and store managers.

Georgia Jewelers Association is a resource and tool for jewelers that will help you as a jeweler to navigate through the challenges we face daily. We provide education on topics that affect our industry. We provide the opportunity to network with other stores and vendors. Our association is designed for our members and the industry. How can you take advantage of these and other opportunities? Join Georgia Jewelers Association and become an active member. Attend the yearly convention where you will hear from experts in our industry, meet other jewelers and vendors. Convention is a time for our association to learn, network and refresh. Take advantage of the scholarships we offer each year to further your jewelry education. Talk to a GJA board member or Janie Churchey, our Executive Director, for information on membership, the convention and scholarship applications.

Many of us are in this industry because we love it. Like any “relationship” we need to work at it. Learn, be creative and at times resilient. My desire as president of GJA that as we enter the spring and summer seasons, we succeed at doing what we love. Check out Georgia Jewelers Association and see what we have to offer you.

Tony

Tony Cruz, President GJA



GJA Gem Spotlight



March Birthstone: Aquamarine

Family: Beryl

Mining locations: Aquamarine is found in granite pegmatites and hydrothermal veins

Aquamarine can be found in: Afghanistan, China, Kenya, Pakistan, Russia, Mozambique, the United States, Brazil, Nigeria, Madagascar, Zambia, Tanzania, Sri Lanka, Malawi, India, Zimbabwe, Australia, Myanmar, and Namibia.

The state of Minas Gerais in Brazil is a major location for mining aquamarine.

Color: Slight Greenish-Blue, Blue, Deep Greenish-Blue, Green-Blue
Clarity / Transparency: Transparent to Translucent
Luster: Vitreous
Cleavage: Imperfect
Fracture: Conchoidal

Identifying Aquamarine

Aquamarine is a gemstone that always has a blue to blue-green color. It is known for its 100% transparency but can sometimes have translucent characteristics. Internal inclusions will have white streaks over the blue color. White inclusions should resemble a cloud or feather.

Magnet Testing: An aquamarine will have slightly moderate magnetic pull due to the iron found within the stone.

Refractive Index Test: Aquamarines have a refractive index of 1.57 to 1.58

Specific Gravity: An aquamarine has a specific gravity of 2.6 to 2.8



Georgia Jewelers Association

The Georgia Jewelers Association (GJA) is a non-profit organization whose mission is to promote and protect the welfare of retail jewelers in our state. In existence for over fifty years, there are currently more than 150 retailer and supplier members throughout the state.

2025 Annual Sponsorship Packages

Please select a level of sponsorship & advertising for the 2025 year, bundled for your convenience

Diamond Sponsorship:

Diamond Sponsorship at Convention includes: Listing of business on GJA banner and all printed materials and repeated mention from the podium (\$1000 level)

Double page color ad in the annual GJA Yearbook & Directory

Half page ad in the *Georgia Gems* Newsletter

Digital Ad on social media, GJA website for 1 year

One GJA Associate Membership for 1 year

One 2025 Convention Registration

Bundled price **\$2350**

Platinum Sponsorship:

Platinum Sponsorship at Convention includes: Listing of business on GJA banner and all printed materials and repeated mention from the podium (\$500 level)

One full page color ad in the annual GJA Yearbook & Directory

Quarter page ad in the *Georgia Gems* Newsletter

Digital Ad on social media, GJA website ad on our site for 1 year

One GJA Associate Membership for 1 year.

Bundled price **\$1400**

Gold Sponsorship:

Gold Sponsorship at Convention includes: Listing of business on GJA banner and all printed materials and repeated mention from the podium (\$275 level)

One full page color ad in the annual GJA Yearbook & Directory

Business card ad in the *Georgia Gems* Newsletter

One GJA Associate Membership for 1 year.

Bundled price **\$800**

Silver Ad Package:

Full page color ad in the annual GJA Yearbook & Directory; Business card size ad in the *Georgia Gems* Newsletter, One GJA Associate Membership for 1 year. (NO convention sponsorship included) **\$575**

Or select only the Convention sponsorship (a la carte)

2025 Convention Sponsorship:

\$1000 _____ **\$500** _____ **\$250** _____ **\$100** _____

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CC billing address _____ City _____ State _____ Zip _____

We thank you for your generous support and hope that you will let us know if we can help you in any way.

GIA Resources to Help your Store

Little-known Resources GIA Provides to Help your Retail Stores, Websites and Customers

The AGS Guild event held during the Atlanta Jewelry show, featured a presentation from GIA's Senior Manager of Market Development, Tali Nay. Tali has been with GIA for a decade, focusing most of that time on developing resources specifically for retailers. While GIA is most known for grading reports and education programs, here are some lesser-known resources GIA provides, many of them available at no cost.



GIA's Retailer Lookup

Offered as a free online service, GIA's Retailer Lookup helps drive traffic to those stores that are registered. Registration is a quick, online form, and any store carrying GIA-graded diamonds or employing GIA-trained staff is eligible to be listed. Listings are by door, meaning if you have multiple locations, each one can be registered. Once registered, your listing will show everything that a shopper would need to get in touch (phone number, email) or to stop by (address, directions, store hours). Listings are easy to update as needed, and there's even a multi-store spreadsheet you can upload, as a quick alternative to completing the registration form multiple times. The Retailer Lookup is a great way to increase visibility among those specifically looking for where to go to buy a diamond, ensuring that your store pops up when someone searches in your city or zip code. Find the registration form at gia.edu/retailer-lookup-registration and check to see if you're already listed at gia.edu/retailer-lookup.

Add Digital Tools for Customers to your Website

Several free digital tools are available at store.gia.edu, under the Digital Sales Tools dropdown. These include interactive 4Cs graphics for your website, each C having its own movable scale for your site visitors to engage with. There is also a plethora of ready-made content available, from a social media suite (which contains both images and accompanying text) you can post out through your own social channels to videos you can download and embed into your website. For those looking to let customers know they carry GIA reports, there are several Logo Lockups that allow you to use approved formats of GIA's logo, whether on your website or in a piece of collateral or ad you may be creating. Co-branded resources are also available, in formats optimized for social media, website banners, and print ads. Each co-branded digital resource comes with step-by-step instructions on how to upload your logo.

Staff Training Resources

In addition to the website resources, GIA has added training resources, and a set of modules designed for you to deliver to your staff in 30-45-minute sessions on topics like the 4Cs and Laboratory-Grown Diamonds. Each module contains everything you'll need to deliver the training, from training outlines to practice worksheets to learning summaries. Take some time to explore all the free resources in the Digital Sales Tools drop down at store.gia.edu.

GIA Resources to Help your Store

Get the App

GIA's App is another valuable tool at your disposal. Yes, this means the free app that you can download from the App Store. This app will of course allow you to search for, and store, reports, but most of the content is 4Cs education. Much like the interactive 4Cs graphics for a website, the app provides the same interactive 4Cs content, but in a format that can be shown on an iPad. This gives you and your staff a sleek new way to educate customers in a digital format. And again, the app is free to download!

Printable Tools for your Customers

For those interested in printed point-of-sale tools, GIA does offer several options all available at low price points and with free global shipping, these resources help educate your clients about diamonds, colored stones, and the value of a grading report. Choose from bestsellers like the 4Cs Interactive Counter Tool (with metal sliders that allow a customer to engage in the discussion) or the Loose Diamond Display Cases or go for something a bit more specialized like a birthstone flipchart or pearl handout. As an alternative to purchasing printed versions, all the brochures are also available as free downloads, in case you'd rather download the files and print them yourself. These are all great options to enhance your selling moments and instill customer trust. From the store.gia.edu site, click on the Point-of-Sale Tools dropdown to view the full selection.

Traditional Education Instruments and Services

The more traditional offerings in education, instruments, and laboratory services are also great opportunities for retailers to learn, refresh, or enhance their processes and expertise. Tali highlighted the iD100 diamond tester (which has a 100% pass accuracy rating from the Natural Diamond Council's Assure 2.0 testing), the new Gemolite NXT microscope and photomicroscope (with all LED lighting and 75x magnification), GIA's new Corporate Training options (where an instructor will provide virtual or in-person training for your team on topics of your choosing), and the AGS Ideal report (still available as a supplemental report to any GIA diamond grading report).



**Tali Nay, GIA GG
Senior Manager, Market
Development**

Hopefully some of these have stood out as resources that would be of help to your business, and for any questions about these or any other of GIA's resources, Tali is happy to have you reach out to her directly at any time. She can be reached at tnay@gia.edu.

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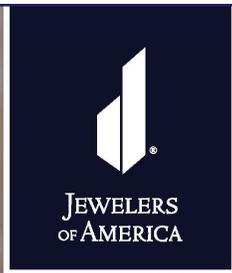
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If you are interested in sponsoring and advertising with us please fill out the form in this newsletter and mail it in or visit our website to download the form under the sponsors tab.



Announcements

Kim Thaxton of Spencer's Jewelers in Athens, GA gave birth to **Spencer Edwin Thaxton**



Congratulations!

Happy Retirement to Patty Reed of JWR Jewelers in Athens, GA!



GJA President Tony Cruz will be opening his new store Capital City Jewelers in Athens this Spring.



Robert Harbour
Project Manager / Agent

o. (770) 541 - 2391

e. info@sosafeins.com

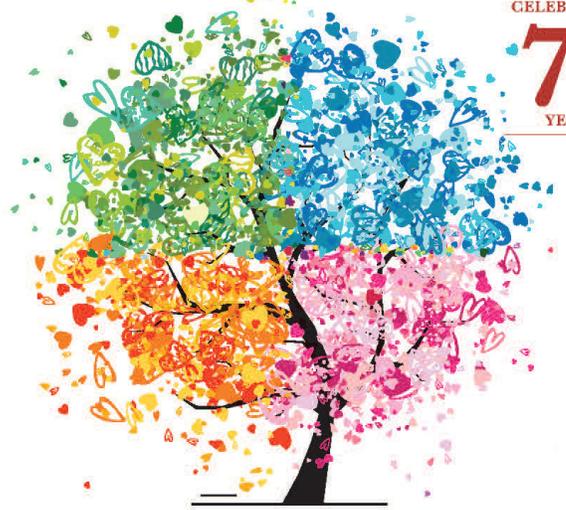
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Georgia Jewelers Association

March 15, 2025

Dear Georgia Jeweler,

Georgia Jewelers Association is pleased to announce the offering of our annual John W. Reed Memorial Scholarship and 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 one's education is always valuable, and GJA would like to assist its members in ensuring 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 on-site courses and labs. The scholarship committee will meet before the August Atlanta Jewelry Show which will be the weekend of August 25, 2024. We will announce the winners of this year's scholarship at our Sunday morning board meeting. Please read the Rules and Guidelines carefully and follow all directions on the forms. The only place where the applicant's name or the store's name should appear is on Page One of the application. Page Two of the application, the applicant's letter talking about themselves and why they are applying, and the employer's letter, should not have any way to identify the store. This is to make the selection process completely fair to all applicants.

Scholarship applicants are not required to attend the convention, but we invite and encourage you to join us in October.

Scholarship winners 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 send your applications to the address listed below by **June 1st, 2025**. If you have questions or need help, call me at 706-291-8811 or email fgkjewelers@earthlink.net.

Regards,

Jan Fergerson, Scholarship Chair

Mail Application to:
John W. Reed Memorial Scholarship
Bill Rosenfeld Memorial Scholarship
Attn: Janie Churchey Executive
Director PO Box 5
Tucker, GA 30085
770-827-1149



Georgia Jewelers Association

John W. Reed Memorial Scholarship and Bill Rosenfeld Memorial Scholarship

2025 Rules and Guidelines

- 1. Applicants must work full time for a member store in good standing with the GJA.**
- 2. Applicants may only apply through a member store under their recommendation.**
- 3. Applicants may apply only once a year.**
- 4. Applicants must have a minimum of two years' experience in the jewelry profession.**
- 5. Applicants should be at least 18 years of age.**
- 6. Applicants may use GJA scholarship funds for courses through AGS or GIA master jeweler, gemology courses, or other approved jewelry training facilities.**
- 7. Applicants may not use GJA scholarship funds for courses in which they are already enrolled.**
- 8. Scholarship funds will be paid to GIA, AGS or other jewelry training facilities directly by GJA on the student's behalf.**
- 9. Funding will be limited to \$500.00 per scholarship.**
- 10. Only one application and applicant per store each year.**
- 11. Store must be member of GJA for minimum of one year to be eligible to apply.**
- 12. A letter of recommendation from the store owner or manager must accompany the application requesting the scholarship.**
- 13. A letter from the applicant must accompany the application requesting the scholarship.**
- 14. Applicants must begin their course within 12 months of receiving a scholarship from G.J.A.**
- 15. Applications should be mailed to the GJA office.**

**John W. Reed Memorial Scholarship Bill Rosenfeld
Memorial Scholarship**

Attn: Janie Churchey, Executive Director

P.O. Box 5

Tucker, GA 30085



Georgia Jewelers Association

John W. Reed Memorial Scholarship Bill Rosenfeld Memorial Scholarship Application 2025

Member Store Information

Member Store Name _____ City _____

Store Owner _____ Store Phone _____

Personal Information

Applicant's Full Name _____ Birth date ____/____/____

Home Address:

Street _____ City _____

Zip _____ Personal Phone _____

Personal email _____

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 _____

Mail Application to:
John W. Reed Memorial Scholarship Bill
Rosenfeld Memorial Scholarship
Attn: Janie Churchey, Executive Director
P.O. Box 5
Tucker, GA 30085

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 2024 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 accredited 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 the 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 _____
--

Mail Application to:
John W. Reed Memorial Scholarship Bill
Rosenfeld Memorial Scholarship
Attn: Janie Churchey, Executive Director
P.O. Box 5
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Janie Churchey,
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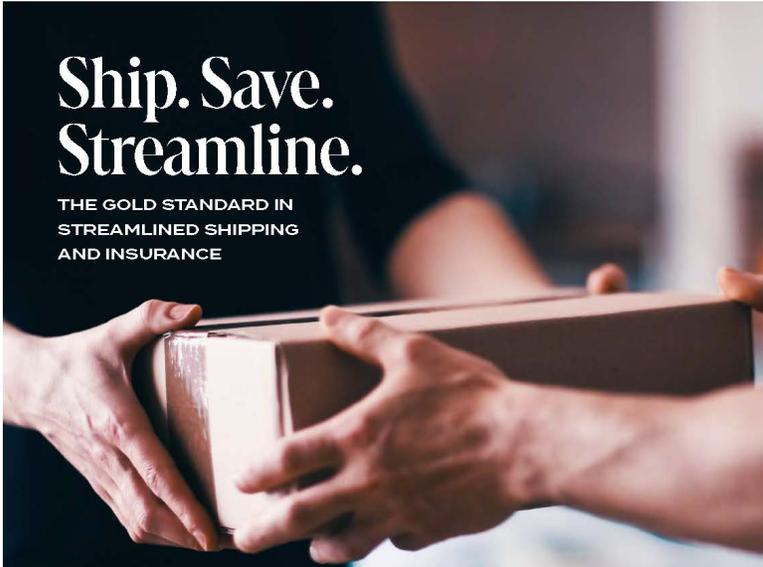
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Submit your designs for our 2025 Design Contest

Register for the 2025 Georgia Jewelers Convention at Stone Mountain



Georgia Jewelers Association
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