



# Georgia Jewelers Association

*The Official Georgia Gems Newsletter*

**GEORGIA GEMS | FOURTH QUARTER | DECEMBER 2025**

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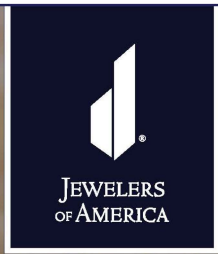
## SAVE THE DATE

Miami Antique Jewelry & Watch Show	Miami, FL	January 8-11th, 2026
RJO Show	Phoenix, AZ	Feb 20-23rd, 2026
IJO Conference	Colorado Springs, CO	Feb 28-March 3rd, 2026
JIS Spring	Miami, FL	March 8-10th, 2026
SJTA Atlanta Jewelry Show	Atlanta, GA	March 14-15th, 2026
JA New York Show Spring	New York, NY	March 15-17th, 2026



Mark W. Butler, President  
KE Bulter & Company Jewelers

Georgia Gems is owned and operated by the Georgia Jewelers Association, an association not for profit, headquartered in Georgia. Each edition is mailed out over 200 members plus other individuals and companies who support the association.



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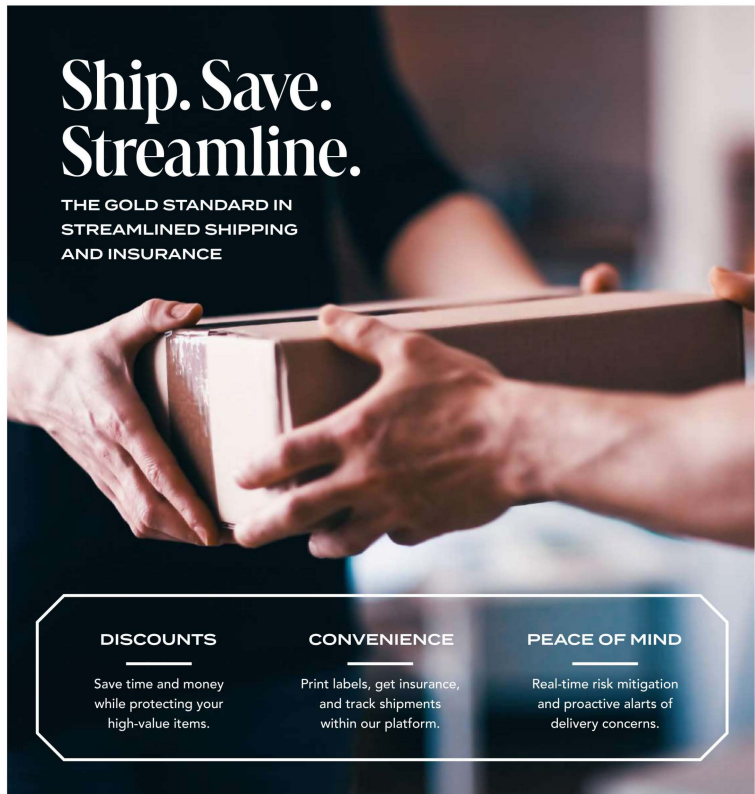
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## 2025 CONVENTION HIGHLIGHTS

Each year, vendors, organizations, and retailers nationwide unite to learn from our expert speakers, network, develop connections, compete in charitable events, and honor industry leaders. The Georgia Jewelers Convention offers an excellent chance to exchange trade secrets and advice that only fellow jewelers can share.

In October, we partnered with Jewelers of America to bring our retailers expert advice across many areas of the jewelry business. The Jewelers of America Learning Workshop featured Lauren DuBritz, Public Relations & Events Manager at Jewelers of America, who shared the latest tips on what to do and what not to do on social media to leverage your brand effectively. Tammy Lail with TSL Solutions gave an informative and entertaining talk on leveraging repairs to grow your business. Suzanne Adams, Director of Business Development at Jewelers Mutual, taught our attendees how to turn first-time customers into lifelong customers. Steven Rees, Executive Laboratory Director at IGI, spoke about selling diamonds to a wide range of customers with different backgrounds and preferences. The Georgia Jewelers Convention is a valuable resource for educational information designed to keep your business thriving.



Security remains a top priority at GJA. We were pleased to welcome Detective Caleb Martin from the FBI Special Task Force as a speaker at our 2025 convention. Detective Martin briefed Georgia jewelers on the latest jewelry store crime trends across the state. He discussed some of the most complex cases he has handled and shared valuable tips for safeguarding our stores. His talk was engaging, especially as he highlighted the most advanced tools used by jewelry thieves in recent years.

Caleb Martin actively investigates thefts in Georgia and has been very successful in locating, arresting, and prosecuting those responsible for targeting our stores. In recognition of his efforts, the Georgia Jewelers Association gifted Detective Martin a Bulova watch donated by Jeff Koch and engraved by Ford, Gittings & Kane in Rome, Ga. This meaningful moment of respect and gratitude highlighted the significance of our work and our commitment to safeguarding our members and stores, leaving a lasting impression on Detective Martin and the association's board members.



# 2025 CONVENTION HIGHLIGHTS

Along with education, the Georgia Jewelers Convention offers numerous competitive opportunities to entertain and foster friendly rivalry among our members. Here's a glance at our 2025 competition winners:

Our first competition of the weekend was our charity golf tournament, sponsored by Stark Harbour and Jewelers Mutual.

## 2025 Golf Champion



### Chris Spencer

Spencer's Jewelers in Athens, Ga.

Adam Schaper of ASSH, LLC organized The Gene Calloway Memorial Poker Tournament. We appreciate Isaac Webster from Southeastern Findings and NAMANO for sponsoring the event and donating the winner's championship bracelet.

## Congratulations to our 2025 Poker Champion!



### Dave Siminiski

United Precious Metals

On Sunday, we announced the recipient of our John W. Reed and William Rosenfeld Scholarship Award.

## Congratulations to our 2025 Scholarship Winner!



### Christina Johnson

Ford, Gittings & Kane  
Rome, Ga

We want to thank Patti Reed for presenting this year's scholarship.

To complete our weekend competition, we held our annual Johnny Johnson Design Competition on Sunday.

## 2025 GJA Design Contest Winners

Category 1B-	Christopher Lange Thornton's Fine Jewelry
Category 2-	David Meadows Art Jewelers
Category 3-	Ann Spencer Spencer's Jewelers
Best in Show-	David Meadows Art Jewelers
People's Choice-	Christopher Lange Thornton's Fine Jewelry

Thank you to former GJA President Christine Thornton-Randall for organizing our event, which encourages artistry and innovative design in our state.



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# New Management at The Atlanta Jewellery Show



## Atlanta Jewelry Show®



### **SJTA Board Engages Hill Management Group to Guide the Atlanta Jewelry Show into a Strong Future**

**ATLANTA, GA (October 2025)** — The Southern Jewelry Travelers Association (SJTA), producer of the Atlanta Jewelry Show (AJS), announced today that it has engaged Hill Management Group's StrategyWerx division to provide strategic and administrative leadership during a critical transition period for the Association and the show.

Hill Management Group will review all aspects of SJTA's operations and establish the strategic, technical, and financial frameworks needed to prepare the organization for its next phase of management. The firm will also oversee, market, and produce the Spring 2026 Atlanta Jewelry Show (March 14-15, 2026), ensuring the event remains the vibrant, community-centered marketplace that retailers and suppliers have relied on for decades.

"The SJTA Board of Directors has worked hard to find practical solutions that will help secure the financial stability of the Atlanta Jewelry Show, guiding us toward a brighter and more sustainable future," said Elesa Dillon, SJTA President. "I am confident that Hill Management will exert considerable effort on behalf of our Association, maintaining the show's alignment with our core values and providing a platform where premier jewelers and suppliers conduct business within a welcoming and secure environment."

The partnership with Hill Management Group is an immediate, short-term solution designed to ensure continuity and stability while the SJTA undertakes a competitive process to determine the show's long-term management. That process will take several months to complete, during which time the Association will focus on strengthening its internal operations, modernizing its systems, and maintaining momentum toward an exceptional 2026 event.

"Our goal is to support the SJTA's mission, preserve the integrity of the Atlanta Jewelry Show, and provide the breathing room needed for thoughtful long-term decisions," said Andrea Hill, CEO of Hill Management Group. "This show has been an

S Spring Show | March 14 - March 15, 2026 | Cobb Galleria Center | Atlanta, Georgia

# New Management at The Atlanta Jewellery Show

anchor for the jewelry industry in the Southeast for generations, and we are honored to help ensure that it continues to thrive.”

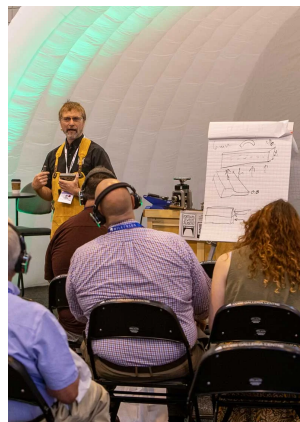
The **Atlanta Jewelry Show**—the longest-running regional jewelry event in the United States—will continue its proud tradition of connecting independent jewelers, designers, and manufacturers through a warm, relationship-driven environment. The Spring 2026 show (March 14-15, 2026) promises renewed energy, modernized operations, and the same hospitality and heart that have defined AJS for more than seven decades.

## About the Atlanta Jewelry Show

Founded in 1950, the Atlanta Jewelry Show, produced by the Southern Jewelry Travelers Association, is one of the most respected trade events in the United States, offering a welcoming, relationship-focused environment where retailers and suppliers connect, learn, and grow together.

## About Hill Management Group

Hill Management Group, LLC, through its StrategyWerx, WerxMarketing, MentorWerx, and ProsperWerx divisions, provides integrated strategy, marketing, organizational design, and technology solutions to help businesses scale sustainably. Led by veteran industry strategist Andrea Hill, the firm serves clients across the jewelry, luxury goods, manufacturing, and professional services sectors.



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# Atlanta Jewelry Show®

AJS Spring Show | March 14 - March 15, 2026 | Cobb Galleria Center | Atlanta, Georgia



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Best Wishes

# What to do before, during, and after a jewelry store robbery

By: Jewelers Mutual

One minute you're taking inventory, the next ...

"GET DOWN! DON'T MOVE OR I'LL SHOOT!"

SMASH! SMASH! SMASH!

Doors slam. Tires squeal. Silence ...

## Do's and don'ts during a jewelry store robbery

If you believe your business isn't just being cased, but about to be robbed, alert your staff by using a predetermined code word or phrase. This should initiate a procedure where one associate exits with their phone and calls the police.



Unfortunately, for smash-and-grab robberies to take place in under a minute, they are often preceded with little or no prior notice. The robbers rush the store with no time for anyone to react. Everyone has a different "fight or flight" response when something as shocking and unsuspected as a robbery happens, but it's critical that you and your associates are trained to not resist.

Resistance is the most dangerous mistake you can make because it could lead to more than just stolen jewelry — someone could be seriously injured or die. While a robbery in Florida in December 2018 sparked a debate, another robbery in Las Vegas a few weeks later turned deadly. Here are some specifics of what not to do:

Make eye contact, speak, or appear threatening to the the robbers in anyway

Call the police, press a hold-up alarm, or panic button

Pursue the robbers after they leave

## Guidance through the aftermath

It's going to be difficult to concentrate after coming face-to-face with a firearm and standing around broken glass. Because it's important that some actions come before others, here are the key things to keep in mind:

Lock your doors and remain inside (this includes any customers present at the time) until police arrive

Call the police, even if an alarm has been set off

Do not touch anything while waiting for the police — robbers often leave behind fingerprints, blood, or other evidence after breaking showcases

Assist anyone who may have been injured during the robbery

Cooperate fully with police when they arrive and with investigating officers in the days that follow

Call your insurance agent and insurance company to report a claim if any merchandise was lost or if property has been damaged

Do not discuss the crime with anyone other than the police or your insurance company

Even the most prepared business can struggle returning to normalcy after a robbery. Jewelers Mutual stands by its customers and the jewelry industry in moments of vulnerability through the complimentary Relieve counseling service, facilitating the healing process.

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Immediate Past President:	Christine Thornton Randall	Thornton's Fine Jewelry • Athens

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*Thank you loyal Sponsors!*



# 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 130 retailer and supplier members throughout the state.

## 2026 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)**

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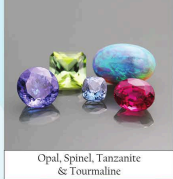
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