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# News & Views

January, 2012

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## Upcoming Events

### Annual Convention & Design Contest

**February 26, 2012**  
 Holiday Inn I-35W  
 Bloomington, MN  
 www.MN-NDjewelers.org

### Brad Huisken's "Train the Trainer"

**February 27-29, 2012**  
 Holiday Inn I-35W  
 Bloomington, MN  
 www.iastraining.com

### Smart Jewelry Show

**April 21 - 23, 2012**  
 Navy Pier  
 Chicago, IL  
 www.smartjewelryshow.com

### Madison Jewelry Expo

**September 29 - 30, 2012**  
 Madison Marriott West  
 Middleton, WI  
 www.madisonjewelryexpocom

## MN/ND Annual Convention - February 26!

The MN/ND Jewelers Board of Directors has decided to return to its roots and hold their Annual Convention on the last weekend in February.

This will allow jewelers to gather, exchange ideas and recharge after the busy Holiday and Valentine's Day seasons.

The 2012 MN/ND Jewelers' Annual Convention will be held on February 26 at the Holiday Inn Bloomington just off I-35W. Registration materials are included in this newsletter and posted on our website.

The day's activities will include:  
**Annual Design Contest** - for the Professional Bench Jeweler. This contest will allow member stores to enter pieces in two categories. See insert for details and entry guidelines.

**Educational Seminars** - featuring sales training by Brad Huisken, industry updates from Associate members, and social media and email training by Constant Contact.

**Annual Meeting** - where the business of the association is done, including the election of board members.

As a bonus, Brad Huisken is offering a special deal on his "Train the Trainer" course, which will be offered directly following the convention on February 27-29.

Registration materials are inserted into this newsletter.

Mark your calendar and plan to attend the 2012 MN/ND Jewelers Association Annual Convention on Sunday, February 26, 2012 in Bloomington! Hope to see you there!

## Dues Invoices Have Been Mailed

It's that time of year again and MN/ND Jewelers Association annual dues invoices have been mailed - a great big THANK YOU! to those who have already paid their 2012 association dues! We appreciate your prompt response!

The Board of the MN/ND Jewelers realizes the past several years have been challenging ones and have decided to lower membership dues to \$60.00 per store for the entire 2012 year. Think about it, that's only 16¢ per day! Now that's value!

The MN/ND Jewelers Association is your state contact, your link to other jewelers in

the Midwest, your connection to suppliers and industry trade shows and soon, your link to consumers everywhere.

A new member benefit is now in the works! We are in the process of getting a "locate a jeweler" linking our website to yours, allowing consumers to get directly to you. Of course, in order for this to work, we need your help. So send your store's website via email to info@MN-NDjewelers.org.

If you have any questions regarding your dues, please contact us via email or by calling 1-800-544-6416.



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## Message from the President



**Joe Tetrault**  
President  
MN/ND Jewelers

The calendar has turned to a new year and along with it comes a new sense of optimism and excitement. I wouldn't say that the worries of the past few years are gone completely, but my hope is that you feel better about the direction that sales and traffic in your store are headed. The New Year brings an opportunity to build on the momentum of Holiday sales and start planning for the upcoming year. Spending time setting goals for business and sales growth for the store and staff requires looking at current practices and determining what the best steps are to reach those goals.

Looking at the number of shows that are held each year makes it obvious that education plays a critical roll in accomplishing what needs to be done. The lineup at this year's Smart Show in Chicago is proof positive that sales training should be a top priority for every store. But, because of the resources that are needed, attending a large scale show of that nature can be costly and time consuming. Attending a major show and listening to a nationally known sales trainer may not be an option that works for your sales team.

Many of you have already heard Brad Huisken speak personally and whether you utilize his ideas or not, there is always something to be learned and ways to improve right in your own store. However, a refresher on those principles always brings back "top of mind" awareness.

On Sunday, February 26<sup>th</sup>, we are fortunate to have Brad join us as a speaker at our convention. This is an opportunity to give members of your staff the chance to see a nationally recognized speaker talk about the one thing that EVERY store must have to survive.

Imagine the people on your staff closing just one more sale per week or increasing their average sale by maybe 10%. What would that do for your business? Isn't that called growth? Unless I'm wrong, selling jewelry from the show case is why we open the doors each day.

This is a win... win for you and your staff. The cost is a low \$25.00 per person, with a maximum of \$50.00 from each store. (You win!) Your sales staff gets an opportunity to hear a great speaker and pick up some new ways to build relationships with customers and convert more sales at a higher ticket. (They win!) You may want to incentivize your sales staff with gas dollars or an education bonus of some sort for their time. Even with a little incentive, isn't it worth it? (You both win!) If the knowledge leads to better quality sales, it just makes sense!

If you don't think this is worth the time, please let us know what would be. If you don't think closing more sales and increasing sales is worth the investment, I'd be happy to take those extra sales. We all know if they don't buy from you, they will buy from someone else.

Ask yourself ... what's that investment worth to the store? I'll see you there!!

Best regards,  
Joe Tetrault

### In Memoriam - Earl Leeds

The MN/ND Jewelers Association was notified that Earl Leeds, a longtime sales rep, had passed away on November 15, 2011 at 87 years old.

His daughter, Janet, is looking for memories and stories from the past to honor her father. If you have a special memory or story to share, please contact her directly at:

Janet Leeds Ph: 952-473-2959  
16623 Meadowbrook Lane  
Wayzata, MN 55391 V/M: 612-275-2530

## MN/ND Jewelers Board of Directors

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D. J. Bitzan Jewelers  
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### Tammy Wahl

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**Nancy Fischer**  
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Jewelers office  
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**GIA Classes in Wisconsin**

On April 2-5, 2012, GIS will present two lab classes: Colored Stone Grading and Pearl Grading, hosted by the Wisconsin Jewelers Association.

The Colored Stone Grading Lab is a three day class and Pearl Grading is one.

The cost to attend both classes is \$1,600.00 per person. Class size is limited and fees are non-refundable after March 15th.

Both classes will be held at Jewelers Mutual Insurance Company in Neenah, WI.

To obtain a brochure with complete course description and details, contact the MN/ND Jewelers office at 800-544-6416 or email [WJA@wisconsinjewelers.org](mailto:WJA@wisconsinjewelers.org).

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## Member Benefits

2012 Annual dues: **\$60 per store**

Dues billed annually, covering January through December

### MN/ND Jewelers Benefits:

- Annual Convention
- Annual Jewelry Design Contests
  - High School
  - Professional
- Annual Membership Directory
- Consumer "Locate a Jeweler" Website Link
- Credit Card Processing
- Education
  - Seminars
- Education continued
  - Scholarships
  - Lending Library
- Federated Insurance Programs
- FedEx Jewelry Shipping Program
- Membership Certificate
- Quarterly Newsletter Service
- Security First! Alert System
- Trade Shows

### Featured Benefit: Consumer "Locate a Jeweler" Website Link coming soon...

The MN/ND Jewelers website is being revised to include a member locator.

Depending on the information you provide, your store name, address, phone and website, will be listed on the "Consumers" page of the website: [www.MN-NDjewelers.org](http://www.MN-NDjewelers.org)

Consumers searching for a jeweler in a certain city, state, zip code or store name will now be able to easily locate a member of the association. They

can browse your website, contact you direct or shop on-line instantly! If they are uncertain of a location, they can search the entire membership to find a jeweler in their area.

In fact, your store may even be able to have a banner advertising upcoming events, sales, or employment opportunities. We will have more information on this opportunity once we are up and running.

Again all this for just 16¢ a day!

## Is the % More Important than the Return?



### It's the Return that Really Matters

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John R. Koffler at Wickham Jewelers

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**Email:** [info@MN-NDjewelers.org](mailto:info@MN-NDjewelers.org)

**Return Service Requested**

## Annual Convention - February 26, 2012! Holiday Inn Bloomington I-35W

Mark your Calendar and plan to attend!

The weekend includes:

- \* Annual Design Contest
- \* Educational Seminars
- \* Association Annual Meeting
- \* Associate Member Displays

And, as a bonus, Brad Huisken is offering a special deal on his "Train the Trainer" course, which will be offered directly following the convention on February 27-29 right at the Holiday Inn. Hurry...this course is filling up fast!

Sign up using the forms inside this newsletter or download forms from our website at [www.MN-NDjewelers.org](http://www.MN-NDjewelers.org).