

News & Views

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Upcoming Events

Smart Jewelry Show

April 2 - 4, 2011

Navy Pier

Chicago, IL

www.smartjewelryshow.com

MN/ND Social

April 2nd - 6 - 8 pm

Harry Caray's Tavern

Navy Pier, Chicago, IL

JCK Las Vegas Show

May 31 - June 6, 2011

Sands Expo & Conv. Center

Las Vegas, NV

It's Show Time! See you in Chicago!

If you want a show that provides great buying opportunities from highly sought after manufacturers and suppliers, has an unsurpassed education program with most sessions located right on the show floor and will motivate and pump you up for the road ahead in 2011 - then look no further than The SMART Jewelry Show, scheduled for April 2 - 4 at Chicago's Historic Navy Pier. Conferences will begin Friday, April 1, 2011.

The SMART Jewelry Show is a perfect blend of show and conference, seamlessly blending a bustling tradeshow floor and a world class education program. Molded after INSTORE and INDESIGN magazines, The SMART Jewelry Show is designed to provide you with the right product mix from which to fulfill your inventory needs, along with our pre-show and on the floor Experience sessions. Our extensive education program sessions are hard hitting, interactive and provide you with actionable ideas that you can take back to your store and

implement. The show's central location also provides great convenience, being located no more than 3.5 hours from any major city in the continental U.S.

The SMART Jewelry Show has developed five special exhibitor pavilions to make it easier for you to shop the show. Our special pavilions are:

Diamonds - Slated to have 42 booths of loose diamond dealers, you can't possibly not find what you are looking for. And while you are there, check out the Diamond Experience Area where you'll find short, concise, interactive and participatory sessions on diamond branding, diamond sales, etc.

INDESIGN - you can shop from over 40 booths of well established, high quality design companies in all price point ranges. If you are looking for unique pieces to offer your customers, this is the place to start

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"Bad" Hire – Higher Costs

A business owner hired a friend's daughter who recently graduated from college. Her application looked great and the job interview went well. He waived her background checks; she was hired as a sales associate.

A few months later, other people in the department began complaining about the young woman, claiming she was moody, demanding, and rude to the clerical staff. She also expected other salespeople to

handle service calls when she wasn't in the office, which was often. One long-time employee became frustrated with the working conditions and left the company.

In this example, reference checks could have revealed that the employee had been fired from a prior part-time job for the same

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Message from the President



Joe Tetrault
President
MN/ND Jewelers

Greetings Fellow Jewelers,

As winter slowly moves to spring, very slowly this year, the wheels of our organization are moving forward as well. Maybe, not quite as fast as I thought or had planned, but we are moving forward. As an organization, we have been in existence since 1904. In that 107 year history many changes have been encountered and overcome. Through that time, members worked together to find solutions that lead to the betterment of their store and the industry. At our board meetings, we occasionally reminisce about the past and a common theme that I often hear is cooperation. As I see it, that theme (cooperation) is what is going to help our organization and others in the industry continue to grow and strengthen.

There was a time that a local educational convention with a buying show was where jewelers would gather to learn and socialize. Although we no longer have a buying show, and in recent years our convention has not been as well attended, it doesn't mean that we can sit idly by and not work at making the jewelry industry in Minnesota and North Dakota thrive. Every year, our board looks for ways to make our convention an educational opportunity that will be worthwhile for both you and your staff to attend and grow as

individuals and as a group. After all, for any of us to make ourselves better, we need a plan of some sort or another. For the members of our store, that plan includes training and education to prepare them better for sales and customer relations. For managers and owners, it may be a plan that involves seeking out new ways to be more efficient and resources that make the day to day operation run more smoothly. Whatever your specific needs may be, the MN/ND Jewelers Association wants to be a part of the solution in making your personal organization stronger.

As mentioned above, a theme of cooperation is a prevailing concept that needs to be present for this organization to flourish. A local example of that cooperation might be calling other local jewelers to warn them of a possible security concern. While broader cooperation would include alerting this organization about that same threat so that it can be passed along via e-mail, text message or by a faxed alert to the entire network. As an organization, we want to work cooperatively with other organizations that look to improve our industry. I think it would be worthwhile to see what ways the GIA Alumni Association, Women's Jewelry Association and the AGS North Central Guild may be able to assist each other. Whether it is through cross promotion of events or by planning specific new events for development and education. We should be working together to give our members the best opportunities possible.

Best Regards,

Joe Tetrault

MN/ND Board of Directors

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Job Opening:

Charles Garnier is looking for an established sales rep in our area. The brand carries designer 18K electroform earrings and sterling silver collections.

For more information, contact:

Ron Hoffman, National Sales Director
 Phone: 213-892-0075 ext. 103

Jewelers for Children Grants MN Wish



In 2010, Jewelers for Children, the industry's charity, donated more than \$3 million to their charity partners. Since 1999, total donations exceed \$35 million. That's a lot of great support from our very generous industry.

While JFC works with national charity organizations, much of the funding is used to support local branches of those charities in every state, including right here in Minnesota.

The Make-A-Wish Foundation of America received \$600,000 to help grant the wishes of children facing life-threatening medical conditions. The funds were used to help grant 33 wishes in the U.S., bringing the total number of wishes granted since 1999, to more than 1,200!

Here in Minnesota, a wish was granted to Brittany to swim with dolphins.



JFC also provided \$600,000 to the National CASA (Court Appointed Special Advocates) Association for use in providing support to their local chapters to support volunteer recruitment and training to assist kids in foster care. Since 1999, more than 4,800 children in foster care have been aided with a trained, caring volunteer to assist them through the system and get them into a permanent, loving home as quickly as possible.

In 2011, JFC will continue to support the National CASA Association and the Make-A-Wish Foundation of America to grant more wishes and reach more kids in foster care. The local organization of these fine, national organizations are always interested in working with local jewelers to promote the industry's support, say thanks personally, and in some cases, to actually help grant a wish. Getting involved is a great way to generate some local publicity for your business.

Jewelers for Children also provided support to the Elizabeth Glaser Pediatric AIDS Foundation in 2010 that was used to fund prevention of mother to child transmission programs in South Africa, a country that supplies many of the raw materials used in jewelry. Support was also provided to St. Jude Children's Research Hospital where thousands of sick children are treated each year.

JFC will be reaching out to jewelers across the country in the year ahead to try and make connections between you and the local chapters. If you're interested in being involved, contact JFC at 212-687-2949, or send an email to info@jewelersforchildren.org.

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type of behavior. In addition, a drug test would have uncovered a substance abuse problem.

Business owners can purchase employment related practices liability insurance to protect themselves from lawsuits alleging discrimination and harassment or wrongful termination. However, insurance coverage can't compensate for the lost productivity, worry, and embarrassment that can result from a regretful hiring decision.

Hiring the wrong person can lead to employee injuries, employment-related lawsuits, and higher employee turnover. Federated's employment practices resources can help you minimize the costs associated with hiring mistakes. Information and sample materials are also available on proper procedures and documentation needed for terminating employees who don't work out.

This article is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business, or your customers. You should always consult your personal attorney and insurance advisor for advice unique to you and your business. All rights reserved.

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Como Jewelry Design Contest

The Como Friends are inviting jewelers to participate in their 5th Annual Jewelry Design Contest.

On July 21st, Como will be holding it's Sunset Affair fundraising gala, which sells keys to a Treasurer Chest that contains a beautiful one-of-a-kind jewelry item specifically created for this event.

To solicit the piece of jewelry, Como holds a jewelry design contest. The call is put out for local and national jewelry artists to enter their unique piece of wearable jewelry for this event. The selected piece is donated to the Como Friends and the designer is given the opportunity to display selected designs at the Como Gift Show and sell their line during the event.

The jewelry item must reflect the Sunset Affair's Chilean theme, utilizing materials, gems and colors of Chile or South America. The piece will be judged based on Design, Quality and Technical Excellence.

To receive a copy of the design application, contact the MN/ND Jewelers office at 800-544-6416 or email Janel@janelrusseldesigns.com.

Drug and Alcohol Free Workplace

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Federated offers a program with the tools and resources you need to help
make your business one that is drug- and alcohol-free. For more
information, contact your local Federated representative or call

1-800-533-0472.

** American Council for Drug Education
(Printed in EHS Today 10-6-2009)*

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your SMART Jewelry Show shopping experience.

GENERATION NEXT - is an exclusive forum in which 24 of today's most creative, independent designers will join together to shape the future of jewelry. Based on the yearly feature in INDESIGN Magazine, GENERATION NEXT showcases a select grouping of the brightest jewelry stars, each with a truly distinctive signature style and design sensibility that combines superb artisan hand-craftsmanship and timeless wearability.

AGTA Colored Gemstones – this pavilion will be returning to the show with a bigger pavilion of high quality, reputable, full disclosure loose colored gemstone companies. Their members are held to very stringent standards providing you with the highest quality loose colored gemstones you need for your customers. Visit this section of 45 booths for that perfect gem!

Tools, Equipment & Supplies - This is one of our busiest pavilions with over 30 booths of high quality lighting, displays, store design and fixture companies, etc. If you are thinking about refurbishing, rebuilding or building new, you will want to stop by so that you can be the next IN-STORE Cool Stores Winner!

This section is anchored by the Bench Competition Experience Area where bench jewelers compete in various

skill challenges. You won't want to miss this head to head competition with some of the most skilled bench jewelers in the country.

With 500 to 600 booths, The SMART Jewelry Show is the perfect size for a relaxed, yet extremely productive, shopping experience. It provides the American Jewelry Retailer with quality manufacturers, exhibiting a great product mix to enable every retailer the opportunity to find the right lines for their store.

For a complete list of vendors, seminars, and more, go to www.SmartJewelryShow.com.



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Member Benefits

2011 Annual dues: \$120 first store, \$90 each additional location
Dues billed annually, covering January through December.

MN/ND Jewelers Benefits:

- Annual Convention
- Annual Jewelry Design Contests
 - High School
 - Professional
- Annual Membership Directory
- Credit Card Processing
- Educational Seminars
- FedEx Jewelry Shipping Program
- GIA Course Discounts
- Insurance Programs
- Quarterly Newsletter Service
- Security First! Alert System
- Trade Shows
- Video Lending Library

Featured Benefit: GIA Course Discounts

The Gemological Institute of America (GIA) provides education benefits – at a 10% savings - to the MN/ND Jewelers Association members.

GIA offers online courses in diamonds, colored stones and jewelry. The most significant GIA benefit is a 10% savings on new enrollments for GIA Distance Education courses or Lab classes.

In order to receive those savings, members of the MN/ND Jewelers Association must identify their affiliation upon enrollment with GIA and be up-to-date on their 2011 dues when they enroll.

GIA is committed to working with you and your staff to provide the finest education and support. We encourage you to take advantage of this opportunity.

For more information about GIA Education, visit <http://www.gia.edu/educational-programs/programs/index.html>.

Members interested in enrolling may also call 800-421-7250, ext. 4001.

**For more information about any of our Member Benefits, contact us at:
1-800-544-6416, email us at info@mn-ndjewelers.com
or visit our website at www.MN-NDjewelers.com!**




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From Nature
Through Man
To You

Loupe Skills

by **Todd Hawkinson, Jewelry Instructor**
Southeast Technical College, Redwing, MN

Loupe skills are essential to detect damaged stones, finish faults, porosity, worn tips and many other problems commonly seen in jewelry.

The jeweler's loupe is typically a 10X tool, magnifying the object ten times larger. Its focal length is usually about one inch, the distance from object to front of lens. The object is sharply in view at this distance. Hand loupes need triplet lenses to provide undistorted viewing. There should be no color flare at the edges. There should be no bowing or distortion of object even at the edge of sight.

Hand loupes do have limitations; low power, poor ambient lighting, and hand vibrations. Additionally, objects to be viewed are frequently dirty.

To use the loupe, open it and place forefinger thru loupe guards. Grasp firmly by forming a closed grip, using the thumb and middle finger to lightly tension the loupe. Achieve a comfortable lightly tensioned grip.

With head erect, eyes forward, bring the loupe to your eye, resting the back of the thumb between the cheekbone and the nose. This should position the loupe directly in front of the eye with the eye looking straight thru the loupe lens. Keep the head erect to gather all the ambient overhead light onto the object soon to be viewed. Do not hunch over;

your head blocks overhead light. Keep the arm in close to your body to steady the loupe.

Next pick up the object to be examined in the tweezers or in two or three fingers of the other hand, don't strangle or enclose the object, grip it lightly but securely. With the wrist straight, bring the object into view and touch the hands together, either at the heels, or rest the two or three fingers of the object hand against the loupe hand. Both arms should be close to the body. As the hands touch, the object is steadied. The intent is to reduce vibrations and have the object as steady or stable as possible.

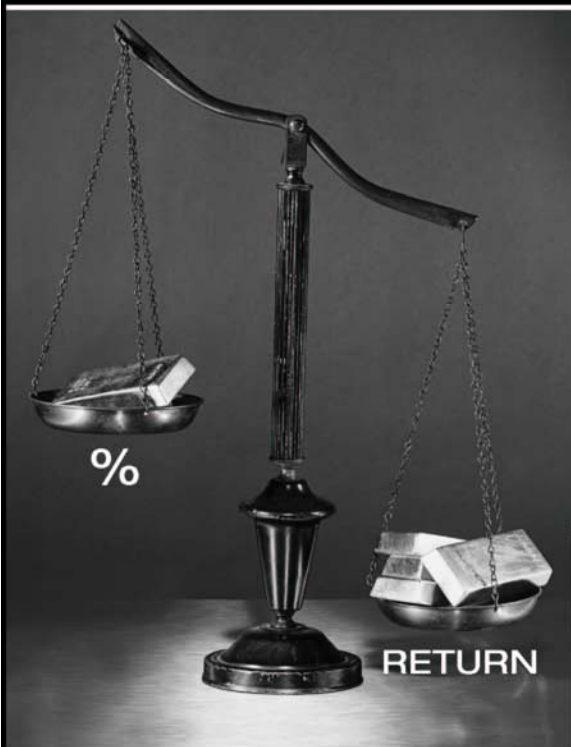
With the fingers of the object hand, rotate the object to view all sides and bottom. Keep the head erect. Practice this technique one hundred times. Then do it again.

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John R. Koffler at Wickham Jewelers

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**Smart Jewelry Show
Navy Pier - Festival Hall
Chicago, IL**

SEMINAR SCHEDULE

Pre-Conference and in Show Experience Areas

Friday, April 1st	8:30 a.m. to 5:00 p.m.
Saturday, April 2nd	8:30 a.m. to 5:00 p.m.
Sunday, April 3rd	8:30 a.m. to 5:00 p.m.
Monday, April 4th	8:30 a.m. to 4:00 p.m.

SPECIAL NETWORKING OPPORTUNITY

Join the MN/ND Jewelers for an informal social gathering after the trade show on Saturday, April 2nd from 6 - 8 pm at Harry Caray's Tavern on Navy Pier. Just drop in and join the fun!



TRADESHOW SCHEDULE

Saturday, April 2nd	10:00 a.m. to 6:00 p.m.
Sunday, April 3rd	10:00 a.m. to 6:00 p.m.
Monday, April 4th	10:00 a.m. to 4:00 p.m.

To Register or for more information - go to www.SmartJewelryShow.com