

**MN/ND JEWELERS ASSOCIATION  
VIDEO LENDING LIBRARY**

PO Box 6192  
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**VIDEO TAPES:**

Bench Jewelers Certification  
Consumers Guide to Bridal Jewelry  
Danger on the Road - Traveling with Jewelry  
De Beers 4 C - The Quality Sale  
Detecting Irradiated Diamonds  
Diamond Anniversary Bands  
Diamond Product Knowledge  
Diamond Value Factors: The Four C's  
Diamonds  
Diamond's For Me  
Easy Step by Step Graver Sharpening  
Gemstones of America - Nature's Originals  
Gemstones & Diamonds  
Get Certified-Jewelry Store Manager Cert. Program  
Gold Jewelry Manufacturing Techniques  
(Chain, Die Striking/Stamping, Lost Wax Casting, Electroforming)  
Gold Jewelry Product Knowledge (Karats, Colors, Finishes)  
Gold Lance Training  
Grown in the U.S.A. II (The Next Generation)  
How to Close Sales  
How to Replace Watch Batteries  
How to Sell Higher-Priced Diamond Engagement Rings Using the Two Month's Salary Guideline  
I Hate Watches or How To Stop Hating Them and Love the Profits  
Internal Theft: The Secret Crime  
Inverness Ear Piercing System  
It's All About Trust  
Make Your Sales Soar (Linda Abell)  
Managing Your Business for Profit  
Masters' Mentoring Series: Flush Setting Round Gemstones  
Masters' Mentoring Series: Setting Pear Shaped Gemstones in Prongs  
Ney Ultrasoniks  
Nothing to Hide (Doug Hucker)  
Nutra Gold  
Princeton Powersaw  
R.T. Stamping System  
Retail Theft: The Preventable Crime  
Rio Disc Finisher  
Robbery: Anytime, Anywhere  
Roto Bench System  
7 Secrets of Success  
Security: A Traveling Necessity  
Selling \$1000+ Diamond Jewelry  
Selling with Security  
Showcase Security

Sparkie II: Instructional Video  
The 101 Greatest Sales Tips Ever! (David W. Richardson)  
The Black Hills Gold Story  
The Colorful World of Gemstones  
The Diamond Engagement Ring  
The Key Steps in Selling Jewelry  
The Mystique of Diamonds  
The New Jewelers of America  
The Story of Landstrom's Original Black Hills Gold Creations  
Watch Battery Basics (The Basics of Selling and Replacing Watch Batteries)  
Watch Bracelet Adjusting and Sizing  
Wedding Ring Manufacturing  
What is a Gem? How Gems Form. Gem & Color.  
What You Should Know About Buying Diamonds  
What You Should Know About Buying Jewelry  
What You Should Know About . . .JA Shows & Service

**AUDIO TAPES:**

Excellence in Management (by David W. Richardson)  
Excellence in Selling (by David W. Richardson)  
Make Yourself Famous

**BOOKS:**

AGTA Source Directory 2002-2003 (with CD)  
Jewelry and Gems Buying Guide  
Modern Jeweler's Gem Profile - The First 60  
Platinum Source Book IV (with CD)  
The Complete Guide to Buying Gems

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For more information, contact the Jewelers Association Office at 800-544-6416.