



IJA Jeweler

The Official Newsletter of the Iowa Jewelers Association

Spring 2017

Volume 27, Number 2

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Calendar of Events

JCK Las Vegas
June 5-8 2017
Cubs Stadium

IJA Annual Golf Outing
June 23, 2017
St. Andrews Golf Club
Cedar Rapids, IA

IJA Annual Conference
June 23-25, 2017
Marriott Hotel
Cedar Rapids, IA

IJA Jewelry Design Contest
June 24, 2017
Marriott Hotel
Cedar Rapids, IA



CONFERENCE SCHEDULE SET!

The Iowa Jewelers Association's **Annual Conference** has been scheduled for **June 23-25** at the Marriott Hotel in Cedar Rapids.

You won't want to miss this educational fun weekend we have planned for you, your staff and family. Join fellow associates for some or all of this great line-up!

Friday, June 23

- ◆ Golf Outing, St. Andrews Golf Club Cedar Rapids
- ◆ Traveler's Social - Marriott Hotel Hospitality Suite/Waterloo Room

Saturday, June 24

- ◆ Board Meeting
- ◆ JA Sales & Mgmt. Certification Testing
- ◆ **Seminars: 12:30 - 4:30 p.m.**



12:30 p.m. - The Status of the Synthetic Diamond Industry
Jacquelyn Dewdney
Advanced Jewelry Appraisals

Experimentation with the manufacturing of synthetic diamonds has a long and storied past dating back to 1772 when French Chemist Laurent Lavoisier began experiments to determine the properties of diamond. Lavoisier's work was expanded upon by English chemist Smithson Tennant whose work was published in 1797 documenting his findings that diamond was composed of pure dense carbon. Since that time, chemists have continued efforts to understand and replicate the process of diamond formation and synthesis.

By 1953 Swiss firm Allmana Svenska Elektriska had successfully manufactured several tiny synthetic diamonds and by 1954 GE scientists created synthetic diamonds marking the beginning of diamond synthesis of Industrial Synthetic diamonds. While gem quality synthetic diamonds have been manufactured since the early 1970's, it is only recently that technological advances have made the manufacture of gem quality synthetic diamonds a viable commercial enterprise.

This lecture will provide a primer on the various methods used in the manufacture of gem quality synthetic diamond and an overview of the current status of the industry including; methods, manufacturers, and methods of identification currently available to the retail jeweler.



1:45 p.m. - Hire, Screen & Retain - Investing in Key Employees
Grant Uding & Zach Witte
Federated Insurance

The manner in which a company hires and retains its employees communicates a great deal about its culture. Today's employment market is competitive, landing and keeping top talent is a primary challenge for employers, turnover is costly. This discussion will focus on ways to find quality applicants, establishing strong and consistent hiring practices, and employee retention to separate you as an "employer of choice". We will show you how to reward key employees and let them know how special they are to your business using what we call our "triple protection option approach".

3:00 p.m. - Mine to Market
Jean-Noel Soni
Top Knotch Faceting



An open ended discussion with colleagues - finding answers to (often times) hidden questions.

- ◆ 5:30 p.m. - President's Social
Sponsored by All American Insurance & Variety Gem Co., Inc.
- ◆ Travelers Displays Open
- ◆ 7:00 p.m. - Annual Banquet
Annual Meeting
Jewelry Design Contest
President's Awards
Society of Fellow's Awards

Continued on page 5

From the President. . . .



Noel Fiscus
President
Iowa Jewelers Assoc.

As I close out my two years as president of the Iowa Jewelers Association I would like to thank the staff, board members and membership for allowing me to serve them. It has been a great honor and one that I will always cherish as I look back.

IJA is a very social and community oriented group and it is with great excitement that I announce the new leadership. Will Doland of Doland Jewelers in Davenport will be taking the role of President and Suzanne Hull from Pleasant Hill has been hired as the new Executive Director. Suzanne is known as the "Get it Done Girl" for her ability to identify the needs of small businesses. With 16 years of experience in sales, marketing and business coaching, she has a broad base of experience with which to diagnose and remedy problems. A special thanks to Chuck Kuba for spearheading the search effort and Vic Hellberg for taking the time to help interview the candidates. We look forward to working with Suzanne to grow our membership base and social media presence.

With that being said, can you afford not to join us for the 2017 Annual Conference to be held at the Cedar Rapids Marriott on June 23-25th? The fun starts Friday, June 23rd with a team scramble at the St. Andrews Golf Course, ending with the Traveler's Social including door prizes, awards ceremony, complimentary appetizers and networking. No matter what your handicap, we want you there ~ trust me, quality golf is optional.

Saturday afternoon kicks off our educational seminars with insight on the

synthetic diamond industry, how to hire, screen and retain employee's and an open ended discussion on colored gem stone cutting, mining and marketing; attendees will determine what direction this takes. The day ends with the President's Social, Traveler's Display area and Annual Banquet where we will announce the winners of the Design Competition, present the President's Award and announce the 2017 inductees in the Society of Fellows.

We wrap up the weekend with breakfast on Sunday morning and speaker, Menny Bezalel, from Planetscape. Inc. Menny will educate us on how, with a small investment, social media can make a real impact on our industry. We'll not only learn more about social media, but what media to use and how to use it effectively. Seriously folks, it only takes ONE good idea to change your business in a positive way; can you afford NOT to join us? Please encourage your staff to attend this year's conference with you; both you and they will benefit.

In retrospect, the past two years have gone by too fast and I would like to personally thank everyone for all their hard work in keeping this great Association running smoothly. In addition, if you haven't heard, Executive Director Lynda Peschl has decided to step back from association management and I want to wish her and her staff well. Please take time to thank her for all the hard work they have done in the past 17 years; it's been a fun ride.

With that, I now leave you in the capable hands of Will Doland and Suzanne Hull who will help guide the next generation of the Iowa Jewelers Association.

I look forward to seeing you in Cedar Rapids on June 23rd - 25th! ~ *Noel*

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In With the New & Out With the Old!



Suzanne Hull
Executive Director
Iowa Jewelers Association

In With the New...

Suzanne Hull from Pleasant Hill, Iowa has been hired as the new Executive Director for the Association, effective July 1st, 2017.

Suzanne is known as the "Get It Done Girl" for her ability to identify the needs of small businesses and suggest, oftentimes, executing the most effective solution. Her 16 years of experience in sales, marketing and business coaching in both domestic and international businesses, gives her an unusually broad base of experience with which to diagnose and remedy a business' problems.

As the owner of Contemporary Business Solutions, Suzanne works with Clients to help them become found online through social media and their website; and offline through networking, public relations and personal branding. She is past President of the Social Media Club of Des Moines, a member

of the 2013 Class of the Greater Des Moines Leadership Institute, a 2015 Des Moines Business Record Forty under 40 Honoree and founder of the Des Moines European Heritage Association.

We look forward to working with Suzanne to help grow our membership base and social media presence right here in the State of Iowa. Join us at the Annual Conference in June and meet Suzanne in person.

& Out With the Old!

Lynda Peschl (R)
Executive Director &
Cindi Kaiser (L)
Administrative Assistant



Due to time restrictions and staff cuts, Lynda and Cindi have decided to step aside from association management after 17 years with the Iowa Jewelers Association.

During May and June, it will be business as usual as they work with Suzanne to transition from the old to the new.

We appreciate their many years of service and wish them well in the future.

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Continued from page 1

Sunday, June 25 - Birch Room

- ◆ 9:00 a.m. - Breakfast
Sponsored by
Jewelers of America
- ◆ 9:15 a.m. - **Featured Speaker:**
Menny Bezalet, Founder
Planetscape, Inc.



How to Invest \$50 a Month on Social Media Sites to Make a Real Impact

- Promoting Social Engagement in the Store
- Creating an Effective Social-Store Strategy
- Tying Social Engagement to Brick-and-Mortar Sales

Whether you're a small business owner, a franchisee, or a manager for a retail chain, social media has the potential to

drive the bottom line at your brick-and-mortar location. Today's highly social and mobile customers are already inside your store, sharing photos, asking their social networks for recommendations, and writing reviews about your services.

Retailers are investing more time and money in their social media strategies. In the last 3 years, over 80% of retailers said they have a social strategy in place, versus 60% in 2013. When used effectively, social media can help jewelry retailers generate buzz and even boost both in-store and online traffic.

All conference registration forms are enclosed in this newsletter or can be downloaded at www.IAJewelers.org. A complete schedule with event times can also be found on our website.

A block of rooms has been reserved until Friday, June 9th at the Cedar Rapids Marriott for \$99/night. See back page of this newsletter for more information.

Hope to see you there!

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IOWA JEWELERS...WE NEED YOUR HELP!

As a retail jeweler in the State of Iowa we ask for your support of The Marketplace Fairness Act, S.698. Let Washington know that brick and mortar jewelry stores need an even playing field when it comes to sales tax. It has been referred to the U.S. Senate Finance Committee for further review. With your help we can get this changed for the good of our industry and start competing with the internet from a sales tax standpoint.

We encourage you to take a moment now and visit the Jewelers of America website at www.jewelers.org and give your opinion on The Fair Tax issue.

Showing Off Is Okay!

Wanted ~ fantastic jewelry designers to proudly step forward and show off their talent by putting their designs in the spotlight. What better way to shine than by entering your creative masterpiece in IJA's annual jewelry design contest? You know you're good, so show off time is NOW! Download an entry form at www.IAjewelers.org!

Iowa jewelers have been among the best in designing and creating beautiful jewelry and the overall best of show has the opportunity to represent Iowa in JA-NYnational competition each March. Show off your skills and talent to fellow colleagues by entering today! Please call with any questions, 800-669-8547.



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National Retail Federation (NRF) reports new online sales tax push

As reported by www.Southernjewelrynews.com on Tuesday, May 2nd, 2017.

WASHINGTON - The National Retail Federation (NRF) welcomes renewed efforts in Congress to require online sellers to collect sales tax the same as local stores.

“With more states passing sales tax laws or going to court, pressure is building on Congress to finally address this issue,” NRF Senior Vice President for Government Affairs David French said. “The states know they can’t fix this on their own, but they agree with retailers that Congress has stalled for far too long. Online sellers should not continue to receive an unfair price advantage.”

Senator Michael Enzi, R-Wyo., reintroduced the Marketplace Fairness Act on April 27, legislation that passed the Senate in 2013 but never received a vote in the House. In the meantime, Representative Kristi Noem, R-S.D., reintroduced a House version that had also been delayed, the Remote Transactions Parity Act.

The two measures vary in details but both would allow states to require out-of-state sellers to collect sales tax regardless of whether they have a physical presence in a customer’s state. Under a 1992 U.S. Supreme Court ruling, out-of-state sellers can be required to collect only if they have a physical presence such as a store, warehouse or office.

Various bills that would effectively overturn the Supreme Court ruling have been introduced in Congress over the past 15 years but none have won final passage. In the past two years, several states have passed or considered legislation requiring collection nonetheless, with some acknowledging that the ruling leaves them without authority to do so but saying they want to prompt Congress to act or the Supreme Court to reconsider the issue. States and local governments lose close to \$25 billion a year because of untaxed online sales.

In 2015, Justice Anthony Kennedy said the court made a mistake in 1992 by relying on an out-of-date precedent on physical presence. His comments came as the justices allowed a lawsuit to go forward against a Colorado law that stopped short of requiring collection by sellers but required them to report untaxed purchases so the state can collect directly from consumers. Kennedy said the Colorado law, which was eventually allowed to stand, wasn’t broad enough to reconsider the 1992 ruling, but invited online sales tax supporters to find another case that might allow the court to correct itself.

More recently, 11 states asked the court in November 2016 to reconsider the 1992 ruling.



2017 IJA Member Benefits

Annual Conference & Golf Outing

Held in early summer and designed to leave your entire staff with ideas and tools to help launch and get you through the busy holiday season.

Annual Membership Directory

A valuable resource to jewelers; including a list of members and calendar of events.

Design Contest

The annual Professional competition is held during the annual conference. All entries are displayed and the winners announced at the annual banquet.

Education

Lending Library: in-store training courses via VHS/DVDs, audiotapes and books with topics ranging from product knowledge to sales skills to store security as well as various bench techniques demonstrated by Master Bench jewelers.

Discounts: reduced fees for members taking GIA courses and the Jewelers Bench course.

Seminars: ongoing education available at the June conference.

Federated Insurance

Jewelers’ Security Plus, designed especially for jewelers, is an extensive program of insurance and risk management services.

FedEx Jewelry Shipping Program

Allows members to save on select FedEx Express® and FedEx Ground® shipping services.

Legislative Watch

Monitor legislation at federal and state levels. Via these connections we are able to maintain an accurate reading of the business climate and act accordingly.

Membership Certificate

To display in your store upon receipt of yearly dues.

Quarterly Newsletter Service

Keep current on association events and current industry matters affecting your store.

Security First! Alert Service

Through Constant Contact, we are able to notify members immediately when a crime or robbery is committed in Iowa and surrounding states. In addition, members are notified regarding other pertinent matters that affect the jewelry industry.

Trade Shows

Entitles you to pre-registration privileges at the Smart Jewelry Show, among others.

For more information on becoming a member, contact the IJA Office at 800-669-8547 or info@IAjewelers.org



IOWA JEWELERS ASSOCIATION

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Annual Conference
& Golf Outing***

**2017 Annual Conference
June 23-25, 2017**

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will be accepted on a space and rate availability basis.

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