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FOR IMMEDIATE RELEASE

Jewelers of America Offers Free Marketing and Financial Management Seminars at JA New York

During a challenging year for retail jewelers, the Thriving in 2008 seminars address key business skills

New York, NY – Jewelers of America announces two days of free *Thriving in 2008* education seminars on Sunday, July 27 and Monday, July 28, during the JA New York Summer Show, held July 27-30, at the Javits Convention Center. The education programs are both located off the show floor in the Lower Level Meeting Rooms area, **Room 1E01-02**.

The free seminars are part of Jewelers of America's "Thriving in 2008" initiative, a series of programs the association has launched to ensure in-store business success in a challenging financial year.

The off-the-show-floor *Thriving* seminars are in addition to the association's regular three days of seminar programming in the JA Retail Learning Center, which is on the show floor, **Booths 2982-3085**. The JA Retail Learning Center sessions will take place from Sunday, July 27 through Tuesday, July 29.

"Our two full days of additional *Thriving in 2008* seminars are specifically designed to help retail jewelers improve their businesses and attract new customers during a challenging retail year," says Jewelers of America Director of Education David Peters. "Jewelers have told us that learning how to market to consumers online and master better control of financial and inventory management are among their top priorities."

The two off-the-show-floor *Thriving in 2008* programs include:

Digital Media Marketing. Four different seminars are led by Nick Failla and Ron Bill of Premier Consulting Innovations. The sessions are designed to teach jewelers how to utilize the Internet to better attract customers to their brick-and-mortar stores. Attendees will learn

how to integrate digital media marketing into their overall marketing strategy quickly and affordably. After the training, attendees will be prepared to start creating new marketing programs online.

Financial & Inventory Management. These four sessions will cover various ways that jewelers can improve profitability through modernized retail management, cash flow management training, inventory management systems and benchmarking. Speakers include Tom Shay, CSP, ProfitsPlus, Inc.; Abe Sherman, CEO, Buyers International Group (B.I.G.); and Jewelers of America Director of Education David Peters.

As an added bonus, everyone attending the final Financial & Inventory Management session "It's All About the Numbers: Financial Success Through Benchmarking," on Monday from 2:45 p.m. to 4:15 p.m., **will receive a free copy of Jewelers of America's 2008 Cost of Doing Business Survey, normally priced at \$150.**

Registration for the free seminars is not required, but is advised for space reasons. Jewelers can RVSP to Jewelers of America at info@jewelers.org. A full list of the sessions is provided at the end of this release.

The two days of *Thriving in 2008* sessions will run concurrently with Jewelers of America's regular slate of diverse instructional seminars in the JA Retail Learning Center, located on the JA New York trade show floor, at the back of 2900-3000 aisle, running from Sunday, July 27 through Tuesday, July 29. On Sunday, the Center will host a full day of bench and service department seminars, which run from 10 a.m. to 5:30 p.m. On Monday and Tuesday, seminars cover a variety of topics such as profit strategies, marketing, product knowledge and more, and run from 10:30 a.m. to 5:15 p.m. on Monday, and 10:15 a.m. to 5 p.m. on Tuesday. Listings of all seminars are available at the JA New York website , www.ja-newyork.com.

About the JA New York Summer Show

Join more than 15,000 jewelry industry professionals and meet with over 1,500 of the world's finest jewelry suppliers from across the globe to discover what JA New York Summer Show has to offer. The JA New York Summer Show, at the Jacob Javits Convention Center, is perfectly timed for the fall buying season. For more information about the JA New York Summer Show or to register, call toll-free at 800.650.1591 or visit www.ja-newyork.com.

About Jewelers of America

Jewelers of America is the national trade association for retail jewelers. With 11,000 member stores, JA is both a center of knowledge for the jeweler and an advocate for professionalism and high social, ethical, and environmental standards in the jewelry trade. JA provides access to meaningful

educational programs and services and leadership in public and industry affairs. For more information about Jewelers of America, visit www.jewelers.org.

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Thriving in 2008 Free Seminar Descriptions

Thriving in 2008: Digital Media Marketing, Sunday, July 27

9:30 – 10:45 AM Integrating Digital Media Marketing Tools Into Your Business Model

Digital Media Marketing has rapidly moved from being an option to an imperative. This seminar will introduce you to the concepts of digital media marketing and how it can make your store more profitable.

Topics covered include:

- Developing a digital media marketing plan that targets your unique customer demographics
- How to integrate digital initiatives (websites, e-mail, e-newsletters, and online promotions) with your overall marketing plan
- How to conduct quick and inexpensive consumer research in order to produce effective digital media marketing campaigns
- Strategies to target and deliver smart marketing messages to digital-savvy jewelry consumers
- Maximizing digital-media spending for the greatest return on investment

11:00 AM – 12:15 PM iSearch: Consumer Research Made Easy

Learn how to conduct quick and effective Internet market research that will give you the right information to create a strategic digital marketing plan. This research will help you target your marketing efforts effectively and, ultimately, drive more customers to your website and through your front doors.

1:15 – 3:15 PM Digital Newsletters – Fast, Easy and Effective

Learn how amazingly easy it is to create your own digital newsletter using simple and affordable tools. Digital newsletters offer a multitude of advantages over traditional print newsletters. They are quicker and less expensive to create, they can be easily customized for multiple target audiences, there are no printing or mailing costs, and digital-savvy consumers are more likely to read and react to them.

3:30 – 4:45 PM Video Email and Video Newsletters – The Power of the “Moving Picture”

When you add, digital videos to your marketing emails or newsletters, you enhance and reinforce your marketing message beyond the power of words or pictures alone. In fact, no segment of the Internet world has seen faster growth in recent years than the digital video. Websites like “You Tube” and “My Space” receive tens of millions of hits a day. Video make your message more personal, fosters the building of relationships, and enhances the customer experience -- which all lead to a more loyal and satisfied customer. Attend this seminar and discover how simple and cost-effective it is to create and incorporate short videos into all your digital marketing messages. It’s time to turn the power of video into profits for your store.

Thriving in 2008: Financial & Inventory Management, Monday, July 28, 2007

9:30 – 10:45 AM Small Businesses Don't Die; They Just Commit Suicide! Learn What It Takes to Keep Your Store Financially Healthy

Tom Shay, CSP, ProfitsPlus, Inc.

Find a business that is closing, and you will likely hear that a sizeable competitor is blamed for the unfortunate turn of events. But the reality is most businesses fail because of their own inactions or incorrect actions. Reports from the U.S. Census Bureau show that as companies have downsized, and individuals decide they want to own their own business, there are more and more new small businesses opening. Yet, some 95% will not be in business long enough to have their 5th anniversary sale, and only half of those will celebrate their 10th anniversary.

Whether your business is in its first ten years of existence, or has been around for decades, this presentation will review the top ten reasons for business failure, what owners can do about it, and send you home with a short list of things to do to ensure the profitable future of your business. Attend this seminar and you'll learn how to keep your business healthy and profitable.

11:00 AM – 12:15 PM Black Ink: Cash Flow Management Secrets Your Accountant Never Shared

Tom Shay, CSP, ProfitsPlus, Inc.

It's known that lack of financial management is the major cause of failure for small businesses. And 54% of the businesses that do fail have a financial statement that shows them as being profitable. Sure, most businesses get a financial sheet that is updated each month, but is it being utilized to its fullest? Do they create a cash flow chart? And have they established a set of goals, both long and short term? While many businesses receive financial information, this information is rarely used to make strategic decisions for the business.

After this presentation, you'll have a thorough understanding of the importance of cash flow management and how to successfully monitor the cash flow in your store. You'll also have the knowledge to create a cash flow chart that will provide you with an accurate estimate of how much money you really have each and every month.

12:45 PM – 2:15 PM Inventory Out of Control! Solutions for a Changing Market

Abe Sherman, CEO, Buyers International Group, Inc. (B.I.G.)

Is there a Perfect Storm brewing? The economy, rising metal prices, diamond prices, falling margins, aging inventory and tightening credit ... these are all factors contributing to one of the most demanding and uncertain business climates in history. One of the primary challenges facing jewelers today is too much cash tied up in non-performing inventory. At the same time, there are departments that actually need more merchandise – but who has the cash to pay for it?

Abe Sherman, CEO of Buyers International Group (B.I.G.), will reveal how drilling into the details of inventory enables retailers to discover their own buying patterns which then relates to their customers' purchase history. Abe will show you easy, intuitive methodologies for analyzing sales and inventory – resulting in improved buying decisions and increased inventory turn, gross margin and most of all, profits. Attend this seminar and you'll learn innovative ways to look at your business that will open your eyes to opportunities to grow your sales and turn aged inventory into cash.

2:45 PM – 4:15 PM It's All About the Numbers: Financial Success Through Benchmarking

David Peters, Director of Education, Jewelers of America, Inc.

Everyone attending this seminar will receive free of charge a copy of JA's most recent "Cost of Doing Business Survey" – a \$150.00 value!

It's truly amazing how a few easy-to-understand numbers from your financial statements can have such a profound impact on the success or failure of your business. Using Jewelers of America's invaluable "Cost of Doing Business Survey," this seminar will explain what the important numbers are and what they mean. You'll learn how to compare your store to national benchmarks and judge its performance in multiple areas. You'll also discover how to develop a strategic action plan to move your business in the direction you want it to go.

Topics addressed include:

- The economy and dealing with its impact on your business
- Improving profit-to-revenue ratios
- Increasing productivity in personnel, inventory and space
- Balancing financial liquidity through inventory and financial control

In today's world, it's more important to ask the right questions than to know the answers – because answers change much more rapidly than questions. Learning how to look at your store's performance compared to national benchmarks will inspire change and motivate you toward a more profitable future.

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