



## Press Release

October 7, 2005  
FOR IMMEDIATE RELEASE

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### **MJSA AND JA PRESENT NEW VENUES FOR AJM'S AT THE BENCH LIVE**

**PROVIDENCE and NEW YORK** — Manufacturing Jewelers and Suppliers of America (MJSA), *AJM* Magazine, and Jewelers of America (JA) are joining forces to extend the reach of *AJM's At the Bench Live* in 2006 to include JA members at events sponsored by JA and its affiliates. A series of interactive demonstrations by some of the industry's leading professionals, *AJM's At the Bench Live* will be held in several new venues around the country throughout the course of the year.

“By collaborating with MJSA and *AJM*, we are able to offer our members and others a year-long opportunity to learn from bench jewelers working at a bench in real time,” said JA President and CEO Matthew Runci. “Jewelers can witness a visually dynamic presentation filled with important tips and techniques.”

“As in so many areas in today's world, techniques and technology continue to change in jewelry manufacturing—including in bench work,” said Frank Dallahan, President/CEO of MJSA. “Retail jewelers need to know these new developments and, as important, actually see them implemented. In *At the Bench Live* presentations, they can learn from world-class jewelers how to ensure their bench is a profit center.”

*(more)*

The first collaborative At the Bench Live program will be held on January 22, 2006, at the winter JA New York Show in the Jacob K. Javits Convention Center. There, Arthur Anton Skuratowicz of Anton Nash will present two seminars, "Working with Gemstones" and "Tool Modification;" Blaine Lewis of the New Approach School for Jewelers will offer "Channel Setting Made Easy;" and Karen Christians of Metalwerx will present "Making the Most of Your Flex-Shaft."

Other collaborative At the Bench Live programs are currently scheduled for the Midwest Jewelry Expo in Madison Wisconsin (March 25-26), the summer JA New York Show (July 30-August 2), and the Oklahoma Jewelers Association's 100th anniversary event in Oklahoma City (September 15-17).

**AJM's At the Bench Live Dates  
Cosponsored by MJSA and JA**

January 22, 2006

JA New York  
New York, NY  
1-800-650-1591  
www.ja-newyork.com

July 30-August 2, 2006

JA New York  
New York, NY  
1-800-650-1591  
www.ja-newyork.com

March 25-26, 2006

Midwest Jewelry Expo  
Madison, WI  
877-778-3537  
www.midwestjewelryexpo.com

September 15-17, 2006

Oklahoma Jewelers Assoc. Convention  
Oklahoma City, OK  
913-661-0084  
www.oklahomajewelers.org

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