



# Jewelers of America press release

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FOR IMMEDIATE RELEASE

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## **Jewelers of America Expands Public Affairs Department**

*Susan Thea Posnock joins the organization as Public Affairs Manager, effective November 1, 2007*

New York, NY – Jewelers of America (JA) announced today that Susan Thea Posnock has joined the association in the newly created position of Public Affairs Manager.

“We welcome Susan to our staff,” says Peggy Jo Donahue, JA’s Public Affairs Director. “With her depth of industry knowledge and her excellent writing and research skills, she will be a great asset to our work in the public affairs area.”

JA’s Public Affairs department supports the association’s communications with JA members, the global jewelry trade, and external stakeholders. In conjunction with the board of directors and its committees, the department addresses legislative and legal issues that affect the jewelry industry at large together with responsible business practices issues in the jewelry supply chain, from mine to retail. The department also publicizes JA’s other products and services for retail jewelers, in areas such as education, marketing and management. As Public Affairs Manager, Posnock will work with Donahue and Public Affairs Coordinator Lauren Thompson to communicate to a range of audiences, including JA members, the wider jewelry industry, other industry organizations, governments, civil society (non-governmental organizations), and the media.

Posnock has ample experience to prepare her for her new role, during more than 15 years in the journalism and public relations fields. Posnock comes to JA from *National Jeweler*

magazine, where as senior editor she covered the international diamond industry and retail business news. Posnock received several awards for her journalistic work; most recently, a 2007 *Folio*: magazine Eddie award for “Work in Progress” (May 2007), which tracked the slow progression of retailers entering the online business arena.

Prior to *National Jeweler*, she held a number of communications-focused positions, including senior editor of *Folio*: magazine, communications manager at Barnes & Noble and conference producer at the Institute for International Research, among other jobs.

“The expansion of our Public Affairs department is in keeping with JA’s mission to be a leader in the promotion of education, professionalism and responsible business practices,” says JA President and CEO Matthew A. Runci. “I look forward to working with Susan, as her contribution to that mission promises to be invaluable.”

Susan Thea Posnock can be reached at [sposnock@jewelers.org](mailto:sposnock@jewelers.org) or 646-658-5806. For more information about Jewelers of America, visit [www.jewelers.org](http://www.jewelers.org).

*Jewelers of America is the national trade association for retail jewelers.  
With 11,000 member stores, JA also works locally through its 40 state and regional affiliates.  
JA advocates high social, ethical, and environmental standards, promotes professional  
business and leadership skills, and enhances its members’ profitability by  
offering education, certification, marketing and cost-saving programs.*

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