

Jewelers of America press release

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FOR IMMEDIATE RELEASE

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JA To Debut “Town Hall” At Atlanta Jewelry Show

Town Halls will inform J-Biz, JA’s new education initiative, to meet the education and training needs of the 21st-century jeweler

New York – Jewelers of America (JA) will host a series of Town Hall Forums at major industry events in 2007 to ensure that its J-Biz initiative is addressing the most crucial education and training needs of jewelry retailers nationwide. The J-Biz Town Hall Forums will premier at the SJTA Atlanta Jewelry Show on Sunday, February 25th, from 9:00-10:45AM in Room 104 at the Cobb Galleria Centre.

Moderated by Paul Holewa, managing editor of *Instore* magazine, the Town Hall Forums will discuss the key challenges facing independent jewelers today. With presentations from jewelry retailers and experts in the fields of finance, marketing, management, technology and training, attendees will gain essential advice on how to be competitive in a changing retail economy.

The SJTA Atlanta Jewelry Show Town Hall will cover the following hot topics:

Shrinking Margins and Profitability:

An analysis of the factors that are squeezing retailers’ margins and strategies to address them

by John Singer, Charleston Alexander Diamond Importers, Falls Church, VA



John Singer is the Senior Buyer at Charleston Alexander Diamond Importers, a leading diamond importer with two retail locations in Maryland and Virginia. Singer’s 36-year career in the fine jewelry industry includes eight years in manufacturing, where he supplied diamond and precious stone jewelry to independent jewelers, department stores and cruise lines. He was also a Bridal Merchandiser for a leading Midwest regional chain and Senior Buyer of bridal jewelry for Jared, The Galleria of Jewelry. To learn more about Charleston Alexander Diamond Importers visit <http://wherethediamondsare.com>.

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**Reaching Out to Changing Markets and Demographics:
Changing markets and demographics demand that retailers take a fresh look at how they promote themselves**

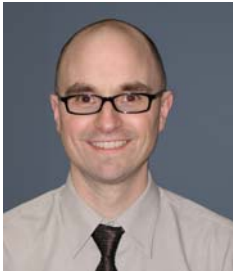
by Nick Failla, Premier Consulting Innovations, Indianapolis, IN



***Nick Failla** is the founder of Premier Consulting Innovations, which provides comprehensive sales development to the jewelry industry. Failla has gained a vast understanding of retail operations, store management, sales and marketing during his more than 18 years in the jewelry industry. He served as Director of Sales for Downey Designs, where he designed training and marketing programs for regional and national jewelry store retailers. He also held various sales and management positions for Sterling, Inc., including District Manager. For more information about Premier Consulting Innovations, visit www.premierbizdevelopment.com.*

**Responsible Business Practices:
Retailers can build customer loyalty by embracing a series of responsible business practices that involve ethical, social and environmental responsibilities**

by Brian Leber, Leber Jeweler, Western Springs, IL



***Brian Leber** is president of Leber Jeweler Inc. and an advocate for a range of human rights and environmental issues. Working with the U.S. government, non-governmental organizations, and members of the jewelry industry, he is a strong voice for reform within the jewelry trade concerning constructive and sustainable development of gem and mineral resources. Leber is founder of the Jewelers' Burma Relief Project and is a member of the Council for Responsible Jewellery Practices. Visit www.leberjeweler.com for more information.*

The interactive session will also include a question-and-answer period where attendees will have the opportunity to share their insights, ask questions, and offer suggestions on managing and overcoming the challenges put forth by the Town Hall presenters.

All ideas and input gathered in these interactive sessions will be used to help JA develop programs, seminars, and resources that anticipate and meet the education and training needs of the industry in the 21st century.

Don't miss your opportunity to participate and examine the crucial issues facing the 21st-century jewelry retailer. **Register to attend the Atlanta Jewelry Show and the debut Town Hall at the Atlanta Jewelry Show by visiting www.atlantajewelrystheweb.com/registration.**
Walk-ups are welcome.

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If you cannot attend the SJTA Atlanta Jewelry Show, look for the upcoming Town Halls at these select industry events: Midwest Jewelry Expo, Sunday, March 25; JCK Las Vegas Show, Thursday, May 31; and JA New York, Sunday, July 29.

SHOW QUICK FACTS:

WHEN: Friday, February 23 Pre-Show Conference,
Show Dates -- Saturday, February 24 – Monday, February 26, 2007

WHERE: Cobb Galleria Centre, Two Galleria Parkway, Atlanta, GA 30339

HOURS: 10 a.m. – 6 p.m. Saturday & Sunday, February 24-25 ; 10 a.m. – 4 p.m. Monday,
February 26

INFORMATION: www.atlantajewelrysthew.com or phone - 800.241.0399 or 404.634.3434

Headquartered in Atlanta, GA, the Southern Jewelry Travelers Association is the nation's oldest association for independent jewelry representatives and the official sponsor and producer of the Atlanta Jewelry Show. For more information, write to SJTA at 4 Executive Park Drive, Suite 1202, Atlanta, GA 30329. Phone: 1.800.241.0399 or 404.634.3434. Fax: 404.634.4663. Email: info@atlantajewelrysthew.com. Website: www.atlantajewelrysthew.com