



Jewelers of America press release

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JA Launches J-Biz Website, Online Discussion Blog

New J-Biz website creates an online “learning and sharing” network for independent retail jewelers

New York, NY – Jewelers of America has announced the launch of an online resource center for its new educational initiative, J-Biz. The website is designed to connect jewelers nationwide in an interactive network, where they can gain the tools necessary to be competitive in the 21st century. It further advances the J-Biz mission to develop multiple ways in which education can be delivered to industry members: in-person, online, or at home/in store. It can be accessed online from JA’s home page at www.jewelers.org (click on the J-Biz logo).

Initially, the J-Biz website will build upon the issues raised at JA’s popular Town Hall meetings, taking place at trade shows in Atlanta, GA; Madison, WI; Las Vegas, NV; and New York City. Jewelers who cannot attend the Town Halls – or who wish to gain more information about the topics discussed – can find informative material at the J-Biz website. At the “Live Learning” section of the website, jewelers can read complete Town Hall transcripts and view the event presentations at their convenience. Key topics discussed by presenters at the Town Halls will also be available online – so that jewelers can quickly review advice and information about the crucial issues facing retail jewelers today.

The essential element of the website, however, will be its online discussion forum. The “Learning by Sharing” section features a live discussion blog, where jewelers can share business insights, ask questions, and offer suggestions on managing and overcoming the challenges of the modern independent retailer.

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The “Learning by Sharing” section will also feature advice from jewelry retailers and industry experts on vital retail topics such as Effective Selling, Shrinking Margins & Profitability, Changing Markets, and Technology in the Store, among others. Visitors can participate in an online industry dialogue by posting their comments and questions relating to these subjects.

“The J-Biz website is focused on connecting industry members – to each other, to J-Biz events, and to essential business-building information,” says JA Vice President David Lafleur. “We’ve designed the website, along with the J-Biz online education program, to provide independent jewelers with dynamic learning modules to transition, build, and grow a successful business in today’s changing retail environment.”

Jewelers of America envisions the site evolving into a one-stop shop of top business, industry, and management tools to help independent jewelers thrive. JA invites all industry members to visit the site (via www.jewelers.org) and interact with their peers in the online discussions. The website is designed for both savvy web users and jewelers just entering the information highway; JA welcomes feedback as to how to better develop the site to meet retail jewelers’ needs.

For more information on J-Biz or Jewelers of America, visit www.jewelers.org.

For a screenshot of the J-Biz website, contact Lauren Thompson at lthompson@jewelers.org or (646) 658-5817.

*Jewelers of America is the national trade association for retail jewelers.
With over 10,000 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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