



Jewelers of America press release

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FOR IMMEDIATE RELEASE

Jewelers of America Presents Seminars at JCK Las Vegas

A full day of J-Biz Education is on offer, as well as an Executive Roundtable

New York, NY – Marketing, customer management and jewelry trend spotting will be among the topics that Jewelers of America’s J-Biz Education Initiative will present during a full-day seminar track at JCK Las Vegas, on Thursday, May 29.

JCK Las Vegas has also invited Jewelers of America to chair an Executive Roundtable on Saturday morning, May 31, entitled: “Retailer-Supplier Relationships: Changing Expectations.”

“We are committed to helping jewelers thrive during 2008,” says Jewelers of America President and CEO Matthew A. Runci. “Our seminars and programs during JCK Las Vegas address topics that will help jewelers reshape their images and market their store brands in ways that will attract 21st century consumers.”

J-Biz Education Track: May 29

The J-Biz track begins with a seminar on “Cause-Related Marketing,” at which Jewelers for Children Executive Director David Rocha will help jewelers learn to maximize their charitable giving efforts to increase community visibility. The morning sessions continue with a program called “Generational Marketing to X and Y,” led by Nick Failla of Premier Consulting Innovations, which teaches retailers how to reach out to younger consumers.

In the afternoon, Jewelers of America’s Director of Education David Peters will present “Building Critical Customer Loyalty,” leading jewelers through the latest best practices in loyalty programs, including case studies from jewelers. Finally, Jewelry Information Center’s Associate Director for Media Helena Krodell will steer attendees towards trend-setting jewelry during “Give Your Customers What They Really Want: Smart Buying for the 2008 Holidays.”

The J-Biz Education track on Thursday, May 29, from 9 a.m.-5 p.m., is located in Zeno Room 4709, on Level 4 of Venetian Resort Hotel Casino.

Jewelers of America Executive Roundtable: May 31

Jewelers of America's Executive Roundtable will discuss how retailers have moved beyond simply asking suppliers for the best price, to asking suppliers a variety of legal, ethical, social and environmental questions. The speakers will discuss how retail jewelers who embrace responsible practices and encourage their suppliers to go along, can differentiate themselves among today's green and socially conscious consumers.

The roundtable is chaired by Jewelers of America's Director of Public Affairs Peggy Jo Donahue and features Cecilia Gardner, President, CEO and General Counsel, Jewelers Vigilance Committee; Michael Rae, CEO, Council for Responsible Jewellery Practices; John Hall, General Manager, External Relations, Rio Tinto Diamonds; John Hayes, Goodman's Jewelers, Madison, WI; and Kathe Mai, Trios' Studio, Lake Oswego, OR.

Jewelers of America's Executive Roundtable on May 31, from 8:30-9:45 a.m., is located in the Delfino Ballroom, on Level 4 of the Venetian.

About JCK Las Vegas

JCK Las Vegas is the most comprehensive jewelry event of the year, and features a broad selection of jewelry, gems and timepieces, the latest in design and fashion trends, and a plethora of special events. The show will have on hand over 3,100 exhibitors showcasing new product launches unseen anywhere else, networking opportunities with industry professionals from around the globe, as well as multiple keynote presentations and over 35 educational sessions. For complete event information, visit: www.jcklasvegasshow.com or call (800) 257-3626.

About Jewelers of America

Jewelers of America (JA) is the national association for the retail jeweler. 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. The JA mission is to assist all members in improving their business skills and profitability. JA will provide access to meaningful educational programs and services, leadership in public and industry affairs, and encourage members with common interests to act in their and the industry's best interests.

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