



# Jewelers of America press release

November 23, 2005  
FOR IMMEDIATE RELEASE

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## JA REDESIGNS, STREAMLINES WEBSITE

**NEW YORK CITY** — Jewelers of America (JA) recently redesigned its website, [www.jewelers.org](http://www.jewelers.org). The new, streamlined version allows for easier navigation and ordering of JA products and services.

Information on JA's programs and initiatives can be found under four sections of the website: Professional Development, which includes certification, seminars, in-store education, and other educational services; Business Building Tools, such as the Jewelry Accents credit card program and the Cost of Doing Business Survey; Promotional Resources, including the JA Tiara Program, community outreach seminars, and JA branding materials; and Public Affairs, which contains information on JA's political action committee and resources for consumer confidence issues.

"With a cleaner design and straightforward navigation, our new website makes it easier to find news, information, and education," said JA President and CEO Matthew A. Runci.

The website has a members only section featuring professional guidance, publicity resources, and an archive of JA publications. Whereas before each member store was assigned one password, the redesigned website now allows each staff person at a JA member store to have their own individual ID name and password.

Members and non-members alike are encouraged to visit Jewelers of America online at its redesigned site, [www.jewelers.org](http://www.jewelers.org).

*Jewelers of America, Inc. is the national trade association for retail jewelers. With more than 11,000 members nationally, 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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