

THE OKLAHOMA JEWELER

The Newsletter of the Oklahoma Jewelers Association

Volume 1

Issue 32

CONVENTION EDITION

From the President:

Dear Members,

What an absolute whirlwind of a year we've all just had --like no other that I have ever known. A lot of questions were on our minds in 2020, such as, how will our business survive this Pandemic; how will we retain our customers -- indeed, our employees! By the Grace of God, persistence, and hard work, many have. Now it is time to move forward and plan for the future with strength and positivity for our businesses and our industry. And more than ever before, we need to come together as an organization that is here to support one other in this great industry. I am so thankful for a group of wonderful leaders in our organization who have stepped up to the plate to get us back on track and moving full speed ahead. We can all be stronger and more productive by working together in mutual encouragement; and that is what OJA is all about.

I want to personally invite you to join us in our renewal of commitment by becoming a member of OJA and enjoying the benefits it will bring to you and your business. Come join us at the 2021 September Convention Gala & Seminar in Oklahoma City's "new" Embassy Suites hotel, September 18 & 19. I am very excited about the prospect of getting together once again with jewelry industry friends from across the State. Our Saturday night Gala will be a treat for all, with a delicious dinner, premier vendors, and fun entertainment by Michael Murphy's *Dueling Pianos*. We are especially grateful to AGS for sponsoring our Sunday Seminar, and I look forward to hearing this year's guest speaker Jimmy DeGroot -- *and to seeing you there, as well!*



Jacoby Jarnagin,
President Oklahoma Jewelers Association

**REGISTER TODAY FOR THE
OJA ANNUAL CONVENTION: GALA AND SEMINAR
SEPTEMBER 18th- 19th
OKLAHOMA CITY**

***"There is no better time for Oklahoma jewelers to
'come together'
for learning and socializing with fellow jewelers
and see the latest styles from premier vendors"***

OJA ANNUAL CONVENTION: GALA AND SEMINAR SEPTEMBER 18th - 19th

Your Oklahoma Jewelers Association
has an exciting Convention weekend
planned for you in September!!!

Saturday Night Gala

- | | |
|---------|--------------------------------|
| 6:00 pm | Doors Open -- Vendor Showroom |
| | ❖ Premier Vendors |
| 7:30 pm | Welcome and Dinner |
| | ❖ Great Food |
| 8:00 pm | Entertainment, Fun, Fellowship |
| | ❖ Entertainment by |
| | ❖ Silent Auction for JFC |
| | ❖ Meet your fellow jewelers |



Sunday Morning Seminar

- | | |
|----------|------------------------------|
| 8:00 am | Breakfast |
| 8:30 am | Seminar start |
| 12:30 am | Seminar ending (approximate) |

Here is a look at our program for the day!

Guest Speaker: James DeGroot



"Speak Their Language"

How to talk with customers using THEIR language to close sales THEIR way.

"Speak Their Language" focuses on how to build trust with customers through communication with words and phrases that resonate with each person as an individual, providing examples of how this can be done -- and how it has worked successfully for others.

James (Jimmy) DeGroot is a professional jewelry sales and operations trainer from the jeweler's side of the counter. Having been in management and the jewelry business for over 20 years and taking jewelry stores to more than triple their volume, Jimmy passes that knowledge and experience on by training jewelers nationwide via his website *JewelryStoreTraining.com*. Jimmy is an AGS titleholder and specializes in training using relevant and timely methods for jewelry teams.

James began working the jewelry business in 1996 in Appleton, Wisconsin. That job started a wonderful education process of how to manage people, advertise, inventory, train -- and pay the bills. When the partners of that store purchased Jim Kryshak Jewelers, James moved to Wausa, Wisconsin, to manage that store. James' learning process has been incredible. This success has taken James all around the country and world, training people and speaking to audiences about how they can take their store to the next level and beyond.

7 Reasons to Come to OJA Convention 2021

1. **Coming Together** It has been 2 years since we have been able to hold an OJA Convention (Gala/Seminar). We benefit so very much when we have the ability to come together and enjoy the friendships that Oklahoma Jewelers are so fortunate to have, and to share and learn from one other. And the “icing on the cake” this year is our outstanding speaker, Jimmie DeGroot!
2. **Location** What could be more convenient than the center of the State, the “new” Embassy Suites Hotel in Oklahoma City, at NW Expressway and Independence -- easy access from all major highways and turnpikes.
3. **Great Value** The Saturday night Gala, Sunday seminar, the hotel rates, truly the *entire convention* is an excellent value – and includes a special discount for those attending both Saturday night and Sunday.
4. **Solve business obstacles** We are all faced with obstacles in our businesses. Our guest speaker will focus on many of our common obstacles with stories and examples on ways to address them – making it possible for each attendee to leave, able to put the information learned into practice at home – from the very next day.
5. **Learn from each other** For every problem you face, your fellow jewelers have faced a similar one. Sharing experiences and ideas with fellow jewelers and will lead to friendships and resources that will continue long after the convention is over.
6. **“Return On Investment”** You are investing in yourselves, your staff, and your store when you take full advantage of all the expertise and knowledge that is “in the room,” and add to that, the knowledge you will gain from our guest speaker - that ROI can be huge!
7. **Support your state Association** The OJA is committed to serving its members with excellent programs and events. Oklahoma has one of the strongest state associations in the country because of support of its members and sponsors. It is vital, especially in today's times, to keep our Association strong, because that helps keep our businesses strong and viable.

OJA ANNUAL CONVENTION: HOTEL INFORMATION

Embassy Suites Hotel Northwest

3233 Northwest Expressway

Oklahoma City, OK 73112

Phone: 405.842.6633

Rate: \$129 - \$149 (depending on room type)

Cut Off Date: August 23, 2021

JEWELERS FOR CHILDREN

We have all faced some really challenging times over the past year or so and I'd like to think we've all come out of this stronger and more thankful for what we have.

The organizations that the jewelry industry supports through Jewelers for Children also faced many challenges, but they kept helping children in need in new and different ways.

For the children undergoing treatment at St. Jude Children's Research Hospital, the number of family members who could visit had to be limited. St. Jude provides housing to any family who has a child being treated at the hospital. That housing, and the child's visit to the hospital for treatment, became a bubble that protected the children and their families' health.

During the lockdowns across the country, children waiting for their wishes to be granted were unable to participate in any travel wishes, and group events were limited to immediate family only. Make-A-Wish got very creative in granting wishes with virtual shopping sprees and vacation themed parties.

The volunteers who are the backbones of the National CASA Association faced their own challenges in keeping track of foster children. The volunteers learned how to check in with their charges the same way we've all adapted to meetings -- using technology. They also did drive-by visits where they were able to see the foster children from a distance and speak with them.

Our friends at the Elizabeth Glaser Pediatric AIDS Foundation balanced how to continue to support people being treated for the HIV virus and educate others, while also facing the challenges of the Coronavirus. Almost all of their work takes place in developing countries that face special difficulties in delivering health care even without a pandemic.

Thanks to the amazing generosity of the jewelry industry, Jewelers for Children was still able to donate nearly \$500,000 to our charity partners to help them face the challenges of the pandemic, bringing our total since 1999 to more than \$57 million. While we were not able to execute our full schedule of activities, we still had the support of the industry as they stepped up with their own programs to raise funds.

While it has been a challenge, we feel very fortunate to have the support of this wonderful industry and to be able to continue our mission to help children who are facing catastrophic illness and life-threatening abuse and neglect. Sometimes it is important to look for the silver linings.

■ *David Rocha, Executive Director*




JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

120 Broadway, Suite 2820
New York, NY 10271
212-687-2949
info@jewelersforchildren.org
#JFCHope

Support JFC at the OJA Convention

- ❖ Annual Silent Auction
- ❖ Traditional "Pass the Hat"

THE EFFECT OF COVID ON THE COLORED STONE MARKET

An interview with Dale Holland of Color Vision

Editor: Before we get into the COVID issue, please talk a little bit about the buying process, from your end of the business.

Dale: *"Chantaburi, Thailand, is the cutting, selling, and treatment market of precious colored stones of the world. It is located about 200 to 250 kilometers southeast of Bangkok; the market dates back to the late 1600s to early 1700s. It was developed by the miners from surrounding ruby and sapphire mining locations in southeast Thailand near the Cambodian border. Even today, Chantaburi, a city of about 50,000 people, remains one of, if not the, largest colored stone gem trading centers in the world, being made up mostly of small, independent, family businesses. Although Bangkok is the hub for marketing and exporting, Chantaburi's weekend market is the center of the world's production of colored stones. Many of the mining areas in Thailand have been depleted, with gem merchants from different world mining locations bringing rough materials to be cut in the region of "Chan", which includes Kenya, Tanzania, Mozambique, Sri Lanka, India, and even Brazil.*

"The trading is basically a "weekend" market opening around ten a.m. Fridays through Sunday mornings, and continuing until around dusk of each day. The selling offices range from open front locations with two to three buying tables, to enclosed air-conditioned offices with ten to fifteen buying tables. Some of the buyers are open to most all types of materials; others may post a sign (written in Thai) showing specifics of the kinds of stones and price ranges they deal in.

"If the buyer doesn't speak enough Thai for communicating prices, then the hand calculator becomes the way to communicate and negotiate. The original asking price may start around 40% above the market price, with the actual purchase price ending up around 15% above original market. A buyer must have a good understanding of availability and quality (such as clarity and purity and rarity), among other skills, to buy successfully in this market."

Editor: Are treatments disclosed?

Dale: *"Most dealers suggest that the price itself is the disclosure. But with the development of lab certified offices now located in Chantaburi, you can receive an official report within two to three hours. In general, the owners of the stones do not venture into the market in Chantaburi. The brokers, or "runners" as they are called, do the initial bargaining, and then when a price is agreed to, the parcel is sealed with tape with the buyer's signature is written on the stone paper. The broker then calls the owner to confirm the final price."*

Editor: What effect has COVID had on the process?

Dale: *"Now, due to Covid19, the markets in Thailand have come to a near standstill. Around mid-May, an outbreak among African rough sellers brought about the shut-down of all trading and cutting in Chantaburi. And a few weeks later, with a resurgence of the virus in the Silom/Mahasek gem district in Bangkok, the offices there were also closed.*

"I have spoken to some of the offices in Bangkok, and they all agree that availability and prices have been severely affected, causing an increase of the finer quality stones by 20-30% since the beginning of 2021. At present, the markets are slowly opening up for the precious colored-stone market, but to travel to Thailand today, a person first must have been vaccinated for the COVID virus, and then quarantine for up to 14 days one's hotel room. Only time will tell how much this virus will affect our world gem market."

Dale Holland / Color Vision is a longtime supporter of the Oklahoma Jewelers Association.

GREETINGS FROM JA

Hello Sooners!

I'd like to congratulate you on your convention this September. I'm sure you will agree it is nice to be back to in-person events. You are one of the 14 remaining state associations and your commitment to the association is vital to its success. We are glad to play a small role in supporting this event, and pledge to strengthen our involvement.

The Jewelers of America National Convention will be held, virtually, this July 19 & 20. We wanted to go live but had to make a decision earlier this year. The good news is that, by having a virtual convention, many more of you can take advantage of our sessions. Registration is free and open to all Jewelers of America members. Not a member? No problem. Just register for the convention and we will sign you up for a complimentary membership through the end of the year, and you can access all the great member benefits.

The National Convention, aptly titled "Coming into Focus," will have presentations and discussions that look to the future of the jewelry marketplace. Strategies for success, the retail experience, omni channel selling, the diamond supply chain, security, and social media, are just some of the topics that will be covered.

We have also expanded our member benefits with enhanced discounts on courses from GIA, Diamond Council of America, DeBeers, National Association of Jewelry Appraisers, and the American Society of Appraisers.

Most exciting is JA certification! Jewelers of America's *professional certification* can advance your career and distinguish your store from competition. Because our primary mission is to improve consumer confidence in the industry, effective July 1 we are making Level 1 Sales Professional Certification complimentary to you and all your store associates.

If you are traveling to the JCK show, please be sure to visit us in our new and expanded booth in the lower lobby, L25. In addition to the JA team, you can meet our benefit partners from Chosen Payments and Jewelers Health Care.

If you have any questions or suggestions, I can be contacted at rciarleglio@jewelers.org

Regina Ciarleglio,
JA Director of Membership



JEWELERS OF AMERICA

VENDOR SPOTLIGHT: ROSECO



Bob Rose

Owner of Roseco

OJA Supporter

This year Roseco enters its 42nd year. Bob Rose started his wholesale business in 1979, selling and delivering findings from the trunk of his car. "I always felt that if I could accomplish what I promised, delivering a quality product at a fair price, then I could build a long-term business servicing the independent retail jeweler."

Over the years, Roseco has developed into a complete supplier of findings, mountings, tools, supplies, stones, and most recently, lab-grown diamonds. Our Cathedral die-struck solitaires, The Martini ear studs, and our full line of Margarita semi-mount earrings and pendants are all Roseco originals. Copycats are out there, but no one has been able to match our quality. For example, we use only SI/GH diamonds in our semi-mounts.

"Customer service" is a term often used very loosely. It is easy to say those words, but to accomplish it at high level of customer satisfaction takes true commitment. It is in our DNA and is never taken for granted.

We are proud to be a part of the Oklahoma Jewelers Association. We will be at the convention in September, so please make a point to stop by our table and say hello. Who knows? You might see something you can't live without.

Bob Rose

Bob Rose
bob@roseco.com
(214) 533-4876



RETAIL JEWELER SPOTLIGHT: MITCHELL JEWELRY (formerly “Cricket Box”)

By Denise Mitchell

James and I married shortly out of high school in the winter of 1972 after dating for 3 years. We were both attending Southeastern College (now SEOSU) and working part time. In the summer of 1973, I was asked to work for Gem Jewelers in Durant. After a couple of years, the owner passed away and his wife ran the store for a while. One day when James came to work on the air conditioner, the owner was distraught about having just lost her jeweler, and she needed a one carat diamond ring sized. She asked James if he might be able to size it if she walked him through the steps. He sized the ring, and she was able to make the sale! She then asked him if he wanted to be a jeweler. His first response was “no” -- that he enjoyed working outside and didn’t know anything about jewelry. She offered him double the salary he was making and agreed to send him to school to be a bench jeweler. He accepted, and never looked back! She eventually sold the store and we continued to work for the new owner. Then we left the business for a short time in 1981, moving to Arlington, TX. When we moved back, I went to work for a gift/frame shop called *Cricket Box*. We soon partnered with them and put 4 jewelry cases in the store, and James did the repairs. We eventually bought their part of the business in 1997, to become sole owners until 1997.

We moved to McKinney, TX, to the progressive neighborhoods of Eldorado and Stonebridge. Our first store was in Stonebridge and called Plaza Jewelers. We sold that store in 2000 and honored a 3-year *non-compete* agreement. In 2004 we began work on a new store on Eldorado Parkway, and Windsor Jewelers was opened in the Spring of 2005. We ran that store until its closure in 2010 when we moved back to Durant to be closer to family. James’ mom was diagnosed with Alzheimer’s, and we were able to be with her until her passing in 2014. We didn’t really have any intentions of opening another store, but after numerous calls and requests we re-opened Cricket Box Jewelry in July of 2011. We were so lucky to find that the old Gem Jewelers building was available to rent, and we purchased it a few years later.

Attending an OJA conference in 2016, the guest speaker questioned our name of Cricket Box Jewelry. He asked if we sold trinkets or fine jewelry, because, by the name, he couldn’t tell. It prompted us to do some thinking, and after having that name for many years (and also through my tears) we changed the name to Mitchell Jewelers. It was the best decision we could have possibly made! Our business doubled the next year and we are grateful to OJA and to the speaker for the suggestion!

We have 3 wonderful children and 2 awesome grandchildren. We are very fortunate that our oldest, Mandy, now works with us in the store! She has learned the business inside and out, and is a GIA trained diamond appraiser. Our two sons, James Michael and Jordan, live in the Dallas area and are both in the medical field. James is a Pathologist with UT Southwestern and Jordan is going to school to be a Physician’s Assistant. We are very proud of all of our children and their chosen careers.

This is our 48th year in the jewelry business and we wouldn’t trade it for anything!



Denise Mitchell

Mitchell Jewelers

Owners: James and Denise Mitchell

Years in Business: 48

Members: Oklahoma Jewelers Association

Remembering Howard Cunningham



Howard Cunningham

December 14, 1941 – April 29, 2021

Board Member, OJA

Past President, OJA

Member OJA Hall of Fame

Howard began a long career in the jewelry business by selling watch parts for Norvel Marcum in the 1970s. He traded that job for one with Kreisher where he traveled Oklahoma and Arkansas selling lighters and pen/pencil sets to jewelry stores. Keepsake Jewelry hired Howard to sell their fine jewelry lines to jewelry retailers, and he eventually became known as the "Keepsake Guy" by his clients and friends. In 1990 Howard opened his own jewelry company, Howard Cunningham, Inc., which in time became the retail store *Cunningham Fine jewelry* which he ran together with his talented and devoted wife Vicki for more than 30 years. Vicki continues the business today.

Howard was a board member of the Oklahoma Jewelers Association throughout his career where he has also served as president. He was an active member of the Southwest chapter of the 24KT club and also served on their board of directors. In 2004 the Oklahoma Jewelers awarded Howard with their "Lifetime Achievement" award and thereby inducted him into the OJA Hall of Fame. Vicki and Howard were inducted into the National Jewelers Hall of Fame in 2009.

Howard loved the jewelry business and his fellow jewelers, and thoroughly enjoyed the fellowship at OJA events. Howard was a great "encourager" to all in the business, whether it was someone new to the industry, or a veteran of many years. Having served in the jewelry business for more than 50 years, and very interesting years at that, Howard had a great deal of experience, and many stories, and stories to share.

"Howard was always there to greet you with a smile and an uplifting word, eager to hear how you were doing, genuinely caring about you. He was the same way with his many friends in the OJA family, and the many friends he made throughout the jewelry industry. Howard was indeed a 'one of a kind'."

- Bill Blair,
- Retired / OJA E.D.

"Howard Cunningham was one of the 'good guys.' He was always active in OJA and was very kind to all he came in contact with. I did business with Howard when he was in the wholesale and also with his retail store, and all our dealings were very pleasant. He was a pillar of the jewelry industry."

- Gil Davidson
- Retired / OJA Past President

**Oklahoma Jewelers Association
Officers & Board Members
2020-2021**

Listed below are the Officers of the OJA Officers and Board Members, each one dedicated to making the Oklahoma Jewelers Association strong, productive, and a true benefit to every jeweler in Oklahoma. They are here for you, and they want to provide the best resources, education, vendors, and information to make your business as successful as possible. Please contact any member with questions or concerns you have about OJA -- or any business-related topic.

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405-659-2281

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OJA Administrator
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405-820-3350

What Can We Do for You?

Why should I join OJA?

Jewelers ask . . . ***“Why should I join the Oklahoma Jewelers Association?”*** Have you asked yourself that question? If you ask any OJA member, he or she may have a story to tell you. In every newsletter will feature a member who has asked that very question, *“Why should I join my trade association?”* Look for their interesting answers in future issues.

Professional Networking

Professionals in all phases of the jewelry industry agree that networking is an essential element of success -- a key element to advance yourself and your business. The OJA provides exceptional opportunities for jewelers in every facet of the jewelry business to interact with peers. Sales associates, bench jewelers, store owners, and managers can expand and strengthen their resources through the functions of OJA. Among other benefits, an active membership in the association opens the doors to meet new industry professionals, gain new information and ideas, and accentuate their images as professional jewelers.

Educational Programs

Knowledge is the proven road to success! The association’s seminars, workshops and round table discussions allow jewelers to:

- Increase your knowledge and your standing as a professional jeweler.
- Broaden your understanding of a variety of industry topics
- Participate in workshops lead by nationally recognized industry presenters and trainers.
- Sit around tables with state and regional jewelers and discuss anything and everything that an independent jeweler might consider important or timely.

Activities: The OJA provides a social forum for its members to network and socialize. Often, it is the *unstructured* social events that are on every OJA meeting agenda which become the innovative encounters that start the creative juices flowing and produce just the change you’ve been needing.

Membership Directory

The annual membership directory provides the names and contact information on all OJA member jewelers – and they are eager to offer options, alternatives, and opinions. Have a question, a problem, or just need to talk shop with someone who understands the challenges of being an independent jeweler in Oklahoma? The annual membership directory provides the names and contact information of all OJA member jewelers – a ready and often helpful resource.

OJA’s Quarterly Newsletters: Read the association’s quarterly newsletter and be in the know about industry trends and activities in the state and the region. OJA encourages members to submit articles, information, opinions, advertisements, and items of interest for publication.

OJA is an Advocate: There is strength in numbers. Make your voice heard. The association provides members with security updates and can present a united voice with area law enforcement agencies. OJA is also a voice regarding legislation affecting the jewelry industry; Legislators listen when OJA Speaks! – because we are the voice or more than 100 of their constituents

Join OJA today!



Industry Events

Below listed are the industry events as of this date

- | | |
|-------------------------------|--|
| ➤ JA New York | August 8 th - 10 th |
| ➤ Luxury / JCK Show Las Vegas | August 24 th - 30 th |
| ➤ Couture Las Vegas | August 24 th - 30 th |
| ➤ The Select Show Dallas | September 12 th - 13 th |
| ➤ OJA Convention | September 18th - 19th |
| ➤ MJA Convention (in person) | September 24 th - 26 th |
| ➤ JA New York | October 24 th - 26 th |

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and see the latest styles from premier vendors”*

- ◆ ***Saturday night Gala with premier vendors, dinner, and***


entertainment by Michael Murphy’s Dueling Pianos

- ◆ ***Sunday Seminar***

featuring guest speaker Jimmy DeGroot.

Registration Form Inside This Newsletter

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SHAPE	SIZE RANGE	SHAPE	SIZE RANGE
Round	6MM-8MM	Asscher	5MM-7MM
Cushion	5MM-7MM	Oval	7x5MM-9x7MM
Radiant	5MM-7MM	Princess	4.5MM-6MM

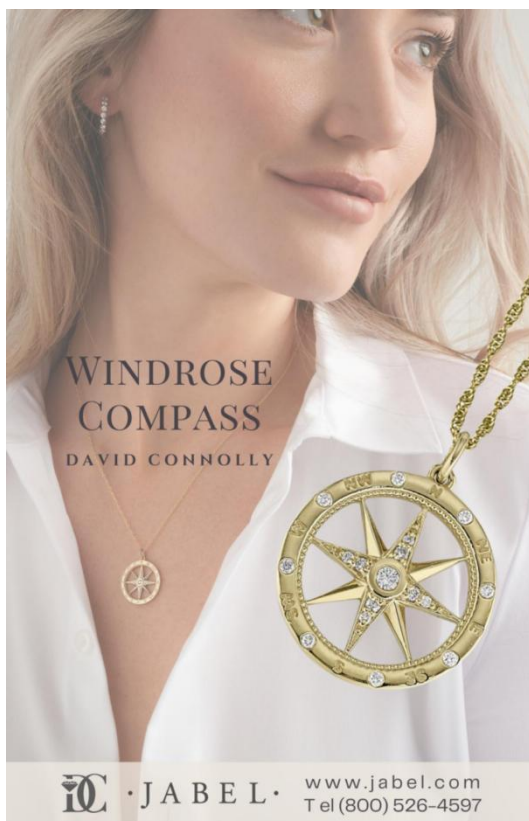
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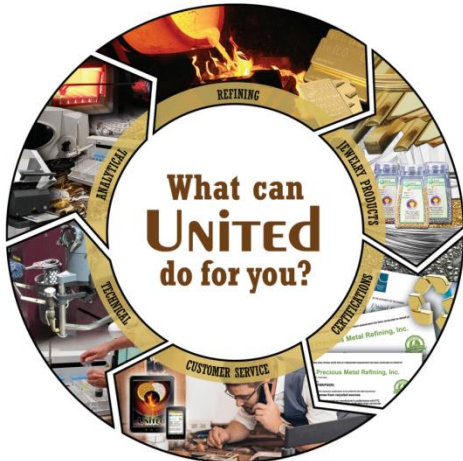


STANTON
COLOR

For over 40 years Stanton Color's passion and focus has been centered around beautiful colored gemstones. By blending incredible color with unique settings and outstanding craftsmanship, we offer the highest standard of excellence; a classic contemporary jewelry collection of timeless beauty.

A full circle of capabilities...

United PMR is a full service refiner and supplier of precious metals, serving the jewelry industry.



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MARK TARGOWSKI
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7640 Haskell Ave., Van Nuys California 91406 | (800) 800-8908 | AllisonKaufman.com

BE THE SILVER LINING FOR A CHILD IN NEED.

— We help you help children. —

Helping children is its own reward. But it's not the only reward. Because a good cause is also good for business. When you partner with Jewelers for Children you'll find dozens of programs and all the support you'll need to lead a fund raising promotion in your community.

Discover how you can make a difference for children in need.

Visit jewelersforchildren.org, email info@jewelers.org, or call 212.687.2949 today.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED



COLOR VISIONS

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Small enough to care.



For select cutting & quality

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P.O. Box 32864 Oklahoma City, OK 73123
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REGISTER TODAY !!!!

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Registration Form Inside This Newsletter

- ◆ ***Saturday night Gala*** with premier vendors, dinner, and entertainment by ***Michael Murphy's Dueling Pianos!***



- ◆ ***Sunday Seminar*** featuring guest speaker **Jimmy DeGroot.**



Jimmy's topic is "SPEAK THEIR LANGUAGE - How to talk with customers using THEIR language to close sales THEIR way."

- ◆ ***New Location:*** ***The New Embassy Suites Northwest Hotel***
located at NW Expressway and Independence in Oklahoma City



Oklahoma Jewelers Association
327 Chickasha Avenue
Chickasha, OK 73018



In This Issue

Message from the President

Convention 2021

Jewelers for Children

COVID and the Colored Stone Market

Greetings from JA

Vendor Spotlight: Roseco

Retailer Spotlight: Mitchell Jewelers (Durant)

Remembering Howard Cunningham

OJA Officers and Board of Directors

Why Should I Join OJA?

Upcoming Events

OJA Sponsors