

News & Views

PO Box 6192
 St. Cloud, MN 56302-6192
 PH: 320-654-6775
 800-544-6416
 FX: 320-253-3324
 www.MN-NDjewelers.org
 Email: info@MNNDjewelers.org

Winter, 2010

Page 1

Inside....

President's Message.....	2
MN/ND Board of Directors.....	2
Associate Ads...2, 4, 6, 7	
Retail Member App.....	3
Member Benefits.....	5
Featured: 2010 Jewelry Design Contests	
2010 Member List.....	6, 7
Associate Member Application.....	7
The Smart Jewelry Show Details.....	8

Upcoming Events

Smart Jewelry Show

April 24 - 26, 2010
 Navy Pier
 Chicago, IL
 www.smartjewelryshow.com

JCK Las Vegas

June 4 - 7, 2010
 Sands Expo & Conv. Ctr.
 Las Vegas, NV
 www.jckshows.com

JA New York-Summer Show

July 25 - 26, 2010
 Jacob K. Javitz Convention Center, New York

MN / ND Annual Convention

October 9—10, 2010
 Arrowwood Resort
 Alexandria, MN
 www.MN-NDjewelers.org



Local Jeweler Wins National Jewelry Design Competition

Rochester-based jeweler receives first prize in the 20th annual Jewelers of America Design Competition

Bernie Benavidez, of Master Jewelers, Inc. in Rochester, MN was awarded the Buyer's Choice Award at the 20th annual Jewelers of America (JA) Design Competition. The competition, featuring unique entries from top jewelry designers around the nation, was held at the JA New York trade show, February 28 - March 2, 2010, in New York City.

Benavidez's winning entry is a striking pendant with a 5.64-carat "Royal Silk Blue" tanzanite as its center stone, which is surrounded by round and marquise-cut diamonds. The setting features intricate filigree gold work. Benavidez entered the pendant in Category II

of the competition (for jewelry using materials worth \$1,001 to \$3,000). Trade show attendees who are retail jewelry buyers from across the country, chose the piece as their favorite based on its craftsmanship, marketability, practicality/wearability and overall design.

Twelve designers competed for the top prizes in four categories as well as Buyers' Choice Award. Benavidez represented the MN/ND Jewelers in the competition, having won "Best of Show" in the 2009 Design Competition last fall.

Congratulations to Bernie and Master Jewelers on a job well done!

2010 High School Design Contest Set for May

The MN/ND Jewelers Association is dedicated to advancing and promoting the business of MN/ND jewelry retailers. As part of its enhancement of the jewelry profession, the MN/ND Jewelers Association is proud to sponsor the annual high school design contest to give students the opportunity to display their skills.

If you or your store knows of an interested student, or would like to sponsor a student in the contest, please contact the MN/ND Jeweler's office at 800-544-6416.

The 2010 High School Design Contest winners will be announced at an awards ceremony on Monday, May 3rd at the new store

location of Lindblom Jewelers, 1129 Wayzata Blvd. E., Wayzata, MN. Winners will be announced and the following cash prizes awarded:

\$50 - 1st Place
\$25 - 2nd Place
\$20 - 3rd Place

All students entering pieces in the contest are encouraged to attend the awards ceremony. Finalists will be notified prior to the ceremony.

For more information, or to obtain an entry form, please contact the MN/ND Jewelers at 800-544-6416.



www.federatedinsurance.com
 Ph: 800-533-0472

Message from the President



Ed Menk
President
MN/ND Jewelers

Have you ever heard the saying "The only thing certain about Change, is that things will Change"? 2009 has definitely been a year of change for the MN/ND Jewelers Association.

Mid year, Jewelers of America (JA) announced that its partnership with its state and regional affiliates is being "redefined." The first major change that members saw was in their dues renewal notices for 2010.

- MN/ND Jewelers sent a renewal notice, holding the membership cost to its **present rate of \$120.00**. In 2009, your combined dues statement mailed by JA was \$140.00 for a single store location, of which \$20.00 was JA's portion.
- JA also sent each member a renewal notice for 2010, which JA indicated would be \$95.00 for most stores, increased from their \$20.00 portion of last year's dues.

All jewelers received numerous letters and promotional mailings telling you about the value of retaining your membership in JA. Since MN/ND Jewelers has promoted those benefits for more than fifty years, we do not want to tell you that your membership in JA is not important.

The MN/ND Jewelers Board has also developed partnerships that bring value to its members, which are separate from those offered by JA. We will continue to look for additional member benefits for jewelers. And, we will continue to sponsor educational and networking opportunities as well as keep you informed of industry trade shows.

It is also important to look at change as an opportunity, and the MN/ND Board plans to continue building this network of jewelers! This feeling of "community" is well known by your Rotary and Lion's clubs and other main street organizations. Successful jewelers who understand the true meaning of community *in our own industry* also recognize it!

For more than 100 years, the MN/ND Jewelers Association has worked and played together because they have found that there is strength in numbers! Today's industry is not what it was even ten years ago. However, history has proven that in times of change, independent jewelers benefit by not fighting the fight independently.

We ask that you, as an independent retail jeweler, continue to take advantage of the strength provided by your MN/ND Jewelers membership. Make your decision now to become involved as a member of the true independent jeweler's organization in Minnesota and North Dakota!

Give us a call at 800-544-6416 or send in the application enclosed in this newsletter.

MN/ND Board of Directors

President
Ed Menk
E. L. Menk Jeweler
Brainerd, MN
218-829-7266

Vice President
Lynn Foster
Gordon's Jewelers
St. Cloud, MN
320-255-0142

Secretary/Treasurer
Mark Miller
Miller's Jewelry
Annandale, MN
320-274-5313

Immediate Past President
Brian Peterson
Knowles Jewelry
Bismarck, ND

Carol Brady
Exclusively Diamonds
Mankato, MN

Todd Hawkinson
Mpls. Comm. & Tech. College
Minneapolis, MN

Craig Ishii
Van Drake Jewelers
West St. Paul, MN

Joe Tetrault
D. J. Bitzan Jewelers
St. Cloud, MN

Tammy Wahl
Helzberg Diamonds
St. Cloud, MN

Executive Director
Nancy Fischer
MN/ND Jewelers Association
P.O. Box 6192
St. Cloud, MN 56302-6192
800-544-6416 or 320-654-6775
Fax 320-253-3324

Stebgo

Metals, Inc.

"Precious Metal Specialists"

Scott Stebbing
President
scott@stebgo.com

250 Bridgepoint Drive
P.O. Box 7
So. St. Paul, Minnesota 55075
www.stebgo.com

800.289.0138
651.451.8888
Fax 651.451.1397

It's our business to protect yours.®

**FEDERATED
INSURANCE®**

The FEDERATED Insurance Companies
Home Office: 121 East Park Square · Owatonna, MN 55060
(507) 455-5200 · www.federatedinsurance.com

Minnesota/North Dakota Jewelers Association Application for Membership

Membership Criteria:

1. Must be a retail establishment in an established business district, with regular business hours.
2. Must supply a photo of the interior and exterior of the store.
3. Must provide a state sales tax number.
4. List of jewelry suppliers currently buying from.
5. Business bank name.
6. Membership must be approved by the Membership Committee.

Schedule of annual dues based on number of store locations:

Store(s)	Dues
Single Store Location	\$120.00
Each Additional Location	\$ 90.00

- Join Us Now! -

STORE NAME: _____

ADDRESS: _____

CITY: _____ **ST** _____ **ZIP** _____

OWNER/MANAGER: _____

PHONE: _____ **FAX:** _____

YEAR BUSINESS WAS ESTABLISHED: _____ **# OF STORES** _____

INDUSTRY REFERENCES:

NAME: _____ **PHONE:** _____

NAME: _____ **PHONE:** _____

NAME: _____ **PHONE:** _____

MN/ND SALES TAX #: _____ **TOTAL DUE:** _____

Check: _____ **Credit Card:** _____ (circle one) **VISA** **MC** **DISC** **AMEX**

Card # _____ **Exp. Date** _____ **Sec. Code** _____

Cardholder Address _____ **Zip** _____

We understand that this application must meet the requirements and be approved by the MN/ND Jewelers Association. (If disapproved, your dues payment will be refunded.)

Please include the following with your application:

- Photo of the inside and outside of your store
- A Sample of your business stationery or other business identification
- A complete list of all retail jewelry stores operated by your firm, with current mailing address

AUTHORIZED SIGNATURE: _____ **DATE:** _____

Send Application to: Minnesota/North Dakota Jewelers Association
 PO Box 6192; St. Cloud, MN 56302-6192
 Ph: (800) 544-6416 or (320) 654-6775
 Fx: (320) 253-3324

It's Our Business to Protect Yours®

Keleher's Jewelry

"Federated Insurance is a reflection of an independent business owner—it's all about customer service and satisfaction. That's what keeps customers coming back and telling others about quality service."

*Tom and Teri Keleher
Keleher's Jewelry
Monticello, Iowa*

FEDERATED
INSURANCE 

The FEDERATED Insurance Companies
Home Office: 121 East Park Square,
Owatonna, Minnesota 55060
(507) 455-5200
www.federatedinsurance.com
AD-338.13 (IAJA) Ed. 8/08

MN/ND Jewelers Benefits:

2010 Annual dues: \$120 for the first store and \$90 for each additional store.
Dues billed annually, covering January through December.

- Annual Convention
- Annual High School Jewelry Design Contest
- Annual Membership Directory & Resource Guide
- Annual Professional Jewelry Design Contest
- Credit Card Program
- Educational Seminars
- FedEx Jewelry Shipping Program
- Insurance Programs
- Quarterly Newsletter
- Scholarships
- Security Alert System
- Video Lending Library

Featured Benefit: 2010 Jewelry Design Contests

The Minnesota/North Dakota Jewelers Association is dedicated to advancing and promoting the business of MN/ND jewelry retailers. As part of its enhancement of the jewelry profession, MN/ND Jewelers Association is proud to sponsor annual design contests to give students and professional goldsmiths the opportunity to display their skills. The 2010 Design Contests will be held at two separate times to support both the high school and professional goldsmith levels.

The eligibility requirements are:

- Open to qualified residents of Minnesota and North Dakota who are either a student of a participating high school class, an employee or high school student of an employee of a MN/ND member store, or a MN/ND member who is interested in designing and creating a one-of-a-kind piece of jewelry.
- Entries are limited to one piece per contestant; each entry must be on a separate entry form.
- All entries must be designed and manufactured by the contestant.
- All pieces will be judged for marketability, wearability, craftsmanship, design and innovation,

High School Student Design Contest – May 3, 2010

This contest is open to any high school student in support of jewelry training and educational excellence in Minnesota & North Dakota high schools.

Contest rules are:

- All entries must be designed and produced within 12 months of the contest. Design MUST be an original and the piece must be hand crafted by the person submitting the entry.
- A complete description of the piece and entry fee must accompany the contest entry form.
- The maximum cost of materials must not exceed \$250.

Cash prizes and certificates will be awarded for first, second and third place. The first place winner will also receive a press release for their local paper. Special recognition may also be given to one piece for Artistic Design.

Professional Goldsmith Design Contest – October 10, 2010

This contest is open to anyone who is employed by a Minnesota or North Dakota retail member store. There are two categories for this contest:

- *Professional Goldsmith* – anyone with more than three years of experience.
- *Apprentice/Advanced Student* – anyone with less than three years of experience or who is enrolled in a post secondary course of study.

Contest rules are:

- All entries must be designed and produced within 12 months of the contest. Design MUST be an original and the piece must be hand crafted by the person submitting the entry.
- Pieces may have been entered in other competitions, but cannot have won any awards.
- A complete description of the piece and entry fee must accompany the contest entry form.
- Only precious metals (silver, platinum, gold and palladium) may be used and all stones must be genuine.

The maximum cost of materials varies by category.

There will be a first place winner awarded in each category. The first place winner from each category will receive a plaque and press release for their local paper. Second and third place winners will also be recognized. Special recognition may also be given to one piece for Artistic Design.

For more information or to receive an entry form, contact the MN/ND Jewelers Association office by emailing info@MN-NDjewelers.org or calling at 800-544-6416.

If you are not listed below, we have not received your 2010 Membership Dues...

Associate Members

24 Karat Rose Co.
Wayzata, MN

Federated Insurance Companies
Owatonna, MN

Hi-Tech Precious Metals & Refinery
Dallas, TX

Retail Members

Albers Jewelry
Long Lake, MN

Bachman Jewelers
St. Cloud, MN

Becklund Jewelers
Eden Prairie, MN

Berens Jewelry
Hastings, MN

Bergstrom Jewelers
Minneapolis, MN

Bernie's Lapidary Supply Co.
Rochester, MN

Birnberg & Sons, Inc.
St. Paul, MN

Bnox Gold & Iron
Pepin, WI

Borderland Jewelry, Inc.
International Falls, MN

Brink's Jewelry
Wadena, MN

Chicago Ed's
Cannon Falls, MN

Continental Diamond
St. Louis Park, MN

D. J. Bitzan Jewelers
St. Cloud, MN

Dahlen Jewelry
Kenyon, MN

David Douglas Jewelers, Inc.
Excelsior, MN

Diamonds Direct
Minneapolis, MN

E. L. Menk Jeweler
Brainerd, MN

Elmquist Jewelers
Willmar, MN

Emil Gustafson Jewelers
St. Paul, MN

everGreene Jewelers
Minnetonka, MN

Exclusively Diamonds
Mankato, MN

Gold Dusters
Forest Lake, MN

Gould's Jewelry Store
Glencoe, MN

Hager Jewelry, Inc.
Hutchinson, MN

Hight & Randall, Ltd.
Rochester, MN

Hillman's Jewelry
Cavalier, ND

Holtan's Jewelry & Gifts
Winona, MN

Howes Diamond Jewelers
Red Wing, MN

Innsbruck Jewelers
New Brighton, MN

J. F. Kruse Jewelers
St. Cloud, MN

Jannie Bean Designs
Wayzata, MN

Jay F. Jeweler
Apple Valley, MN

Jeffrey Jewelry Co.
Minneapolis, MN

Jenkins Jewelers
Northfield, MN

John Marxhausen Jewelry Design, Ltd.
Duluth, MN

Kelsey's Jewelry
Bemidji, MN

Ken K. Thompson Jewelry (2 locations)
Bemidji, MN

Knowles Jewelry, Inc.
Bismarck, ND

Kottke Jewelers
Owatonna, MN

L. J. S. Design, Inc.
Lake Elmo, MN

Loch Jewelers
Monticello, MN

Lundquist Jewelry Company
Eagan, MN

Marcotte Jewelry Ltd.
Marshall, MN

Master Jewelers, Inc.
Rochester, MN

McPherson's Jewelry
Grand Forks, ND

Miller's Jewelry
Annandale, MN

Morgan's Jewelers
Winona, MN

Paul A. Hartquist Jewelers
St. Paul, MN

Plaza Jewelers
Grand Forks, ND

Price's Fine Jewelry
Detroit Lakes, MN

Puffe's Fine Jewelry
Moorhead, MN

R. F. Moeller Jeweler, Inc.
Edina, MN

Continued on page 7

Hi-Tech
Precious Metals & Refinery
Platinum, Gold, Silver, Palladium & Diamond Exchange

Feras Meqbel

fmeqbel@hitechpmr.com
www.hitechpmr.com
13620 Gamma Rd.
Dallas, TX 75244

972-239-0597 Office
866-950-PLAT
469.774.1672 Cell
972-239-0598 Fax

Continued from page 6

- R. F. Moeller Jeweler, Inc.
St. Paul, MN
- R. F. Moeller Jeweler, Inc.
Minneapolis, MN
- R. L. Johnson Jewelers, Inc.
Hastings, MN
- Ritter Bros. Diamond Cutters
Williston, ND
- Ritter-Huesgen, Inc.
Devils Lake, ND
- Royal Jewelers Inc.
Fargo, ND
- Salmela Jewelers, Inc.
Grand Rapids, MN
- Security Jewelers
Duluth, MN
- Setterberg Jewelers
Buffalo, MN
- Skewes Jewelry, Inc.
Marshall, MN
- Stenstrom Jewelry
Mora, MN
- Studio C Designs
St. Louis Park, MN
- Swan Ltd. Jewelers
Lake City, MN
T. A. Gould Jeweler
Perham, MN
- Tatge Jewelry
Kenyon, MN
- Tesa Jewellers
Plymouth, MN
- Trisko's Jewelry Sculptures, Ltd.
Waite Park, MN
- Wimmer's Diamonds (2 locations)
Fargo, ND

Membership Application

Manufacturers, Suppliers, Sales Reps and/or Associates

We hereby make application for membership in the MN/ND Jewelers Association. We understand this membership does not include the membership benefits related to operating a retail jewelry store.

COMPANY NAME _____
 CONTACT NAME / POSITION WITH FIRM _____
 ADDRESS _____
 CITY / STATE / ZIP _____
 BUSINESS PHONE _____ BUSINESS FAX _____
 EMAIL / WEBSITE _____
 DESCRIPTION OF RELATIONSHIP TO JEWELRY INDUSTRY _____

Dues rates are for one year, January through December.

Membership includes:

1. All communications sent to MN/ND retail members, including newsletters and notices
2. Annual Directory and Annual Convention information
3. Security Alert Service
4. Video Lending Library
5. Opportunity to interact with other members, with MN/ND Jewelers serving as a clearinghouse

Yes, I'd like to join the MN/ND Jewelers Association as indicated below:

_____ 2010 Corporate Member*	\$120	\$	
_____ Sales Rep – Dues only	\$ 40	\$	
_____ Sales Rep – Dues & 4 business card ads	\$100	\$	
(please include 2 business cards for quarterly newsletters)			
_____ Associates (Bench Jeweler, Watchmaker, Retired/Individual Jeweler)	\$ 75	\$	
		Total Due	\$ _____

Method of Payment: _____ Check _____ VISA _____ MC _____ DISC _____ AMEX _____

Card Number _____ Exp. Date _____


Cardholder: _____ Card Zip _____ Sec. Code _____

*Corporate membership includes up to 3 sales reps; please list name, address and phone below:

1. _____
2. _____
3. _____

AUTHORIZED SIGNATURE: _____ DATE: _____

Return completed form, with payment, to:
MN/ND Jewelers Association, PO Box 6192, St. Cloud, MN 56302-6192
Phone: 800-544-6416 • Fax: 320-253-3324



Jewelry • Manufacture
Johnny Wang

50 Mendell Street # 7
 San Francisco, CA 94124
 Email: ychinc@aol.com
 www.ychinc.com

Cell: (626)688-0998
 Fax: (415)970-0189
 Toll Free: (800)YCH-3883



"Precious Metal Specialists"

Bruce Wadlund
 Sales Manager
 bruce@stebgo.com

250 Bridgepoint Drive
 P.O. Box 7
 So. St. Paul, Minnesota 55075
 www.stebgo.com

800.289.0138
 651.451.8888
 Fax 651.451.1397

MN / ND JEWELERS ASSOCIATION
P.O. Box 6192
St. Cloud, MN 56302-6192

Return Service Requested

FIRST CLASS
US POSTAGE
PAID
PERMIT NO. 2490
ST. CLOUD, MN

Save the Date!
**Annual Convention &
Jewelry Design Contest**
October 9 - 10, 2010
Arrowwood Resort
Alexandria, MN

The SMART Jewelry Show

April 23-26, 2010

Retailers and vendors who attended The **SMART** Jewelry Show in 2009 were invigorated and prepared for the road ahead. Jewelers became energized and geared up to forge new vendor partnerships. Armed with world-class education, retailers learned how to innovate and tackle the years' upcoming challenges and thrive.

In 2010, the **SMART** Jewelry Show builds on this past experience and offers many new tips, ideas, knowledge, and business information making this a must attend event for jewelry retailers.

The conference program will begin on Friday - the day before the show opens. Then, each morning before the show is open, there will be educational sessions. And, there will be a full slate of events during show hours. New this year are the five Experience Areas: Peer to Peer, Cool Stores Theater, Marketing, Diamonds and Bench Challenges.

To register and/or find out more about the show go to www.thesmartjewelryshow.com.

Hope to see you there!

Schedule of Events

Friday, April 23rd

Seminars: 9 a.m. - 4:45 p.m.

Featured Speakers:

David Geller, Brad Huisken, Rick Segel

Saturday, April 24th

Seminars: 8 - 9:45 a.m.

Featured Speaker: Scott Ginsberg

Experience Areas: 10:15 a.m. - 6 p.m.

Featured Speakers:

Shane Decker, Terry Chandler, David Geller

Show Hours: 10 a.m. - 6 p.m.

Sunday, April 25th

Seminars: 8 - 9:45 a.m.

Featured Speakers:

Dan Kisch, Matt Stuller, David Geller

Experience Areas: 10:15 a.m. - 6 p.m.

Featured Speakers:

Ken Gassman, Kathy Grenier, Kevin Reilly

Show Hours: 10 a.m. - 6 p.m.

Monday, April 26th

Seminars: 8 - 9:45 a.m.

Featured Speakers: David Brown, Kate Peterspn

Experience Areas: 10:15 a.m. - 4 p.m.

Featured Speakers: Kate Peterson, Beth Bernstein, etc.

Show Hours: 10 a.m. - 4 p.m.