



Register online at  
[www.midamericajewelers.org](http://www.midamericajewelers.org)

Mid-America Jewelers Association  
1100-H Brandywine Blvd  
Zanesville, Ohio 43701-7303

PLEASE PLACE IN AN  
ENVELOPE AND MAIL TO:

## 2013 Mid-America Jewelry Show Schedule At-A-Glance

### Saturday, August 17

9 – 10:15 a.m.

**The Digital Marketing Revolution:  
How a Focused Digital Strategy  
Changes the Game**

Speaker: Shane O'Neill,  
Fruchtman Marketing

9 – 10:15 a.m.

**Palladium – An Essential**

Speaker: Linus Drogs,  
Palladium Alliance International

9 – 10:15 a.m.

**Diamond Certs & Values in the  
Changing Marketplace**

Speaker: Stuart Robertson,  
Gemworld International, Inc.

10:30 – 11:45 a.m.

**Ways to Boost your Holiday Sales**

Speaker: Roxana Lucas,  
Performance Concepts

10:30 – 11:45 a.m.

**Store Design & Visual  
Merchandising Solutions**

Speaker: Keely Grice,  
Grice Showcase & Display

12 – 6 p.m.  
**Trade Show  
OPEN**



### Sunday, August 18

9 – 10:30 a.m.

**Sunday Morning with the Experts**  
Panelists Include:

- Andy Moquin, Andrews Jewelers
- J. Dennis Petimezas, Watchmakers Diamonds & Jewelry
- Patrick Pugh, Pugh's Diamond Jewelers, Pugh's Awards Systems & Pugh Impact Marketing

10:30 – 11 a.m.

**Awards Presentation**

11 a.m. – 5 p.m.  
**Trade Show  
OPEN**

Education proudly sponsored by the Ohio Jewelers Education Foundation.

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# The SHOW is NEW for YOU!

August  
17<sup>th</sup> & 18<sup>th</sup>

The Newly Renovated  
**Hyatt Regency**  
151 W 5<sup>th</sup> St • Cincinnati, OH

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## Saturday, August 17



**9 – 10:15 a.m.**  
**The Digital Marketing Revolution: How a Focused Digital Strategy Changes the Game**  
**Speaker: Shane O'Neill**

Master the world of digital marketing by learning how things like paid search, Facebook advertising and mobile marketing drive traffic in ways that are cost effective, trackable, scalable and easily validated. Look at how the details of managing such efforts can separate you from your competition and what things to look for from companies providing digital services. Learn how to understand and budget for these "media buys" including strategy and traditional media integration.



**9 – 10:15 a.m.**  
**Palladium – An Essential**  
**Speaker: Linus Drogs**

Palladium is the quintessential element of style — lightweight, naturally white and luxurious. Many in the jewelry industry are taking note. Are you? Attend this session to learn how to treat it like platinum or stainless steel and you will get an excellent, bright white finish.



**9 – 10:15 a.m.**  
**Diamond Certs & Values in the Changing Marketplace**  
**Speaker: Stuart Robertson**

This presentation will examine current trends in the diamond market including how diamond grading reports, shrinking margins and the outlook for future supply and demand are all influencing pricing and buying decisions at the wholesale level of the market. Both natural fancy color and colorless diamond trends will be discussed.



**10:30 – 11:45 a.m.**  
**Ways to Boost your Holiday Sales**  
**Speaker: Roxana Lucas**

The holidays are coming. You're on the clock now. This session will send you into holiday action mode. Learn everything old Kris Kringle knows about keeping a happy workshop, keeping the elves busy and happy, and how to make this your best-prepared holiday season ever. Bonus: Roxana will provide you with a three-month plan, that's inspired by Santa himself, of to-do's to take back to your store.



**10:30 – 11:45 a.m.**  
**Store Design & Visual Merchandising Solutions**  
**Speaker: Keely Grice**

We will show you effective ways to make your store and merchandise the focal point for your customer's satisfaction and your profits. Whether you are looking for new showcases and displays or creating a new layout regarding design or looking for new ideas regarding your existing space, there are solutions for all. It may be time to re-think your present merchandise and when more is not always better...

**Saturday Trade Show Hours: 12 – 6 p.m.**



Join members of the Board of Directors and advisory boards following the close of *The SHOW* on Saturday evening for drinks and networking. Party on the Mezz is the perfect time to gather with old friends and meet new colleagues.

## Sunday, August 18

**9 – 10:30 a.m.**  
**Sunday Morning with the Experts**



Panelists Include:  
 • Andy Moquin, Andrews Jewelers  
 • J. Dennis Petimezas, Watchmakers Diamonds & Jewelry  
 • Patrick Pugh, Pugh's Diamond Jewelers, Pugh's Awards Systems & Pugh Impact Marketing



Ever wanted to know what it takes to build YOUR own brand? Now you can listen to one store owner who re-imagined his store and decided to make his store the brand! New store colors, new store design, new packaging and a new staff all tailored around the idea that Southeastern Ohio gets engaged at this store!



Learn how another independent retailer was able to turn \$3,000 and a Stuller catalog into a multimillion dollar bridal powerhouse. Everybody wants that bridal customer and this panelist will share with you his methods on how he was able to grow that segment of this very elusive and competitive business.

Are you ready to get the most BANG for your advertising dollar? It might include hoisting a mannequin 40' in the air or offering a free shotgun with every engagement ring purchase. With some creative and innovative ideas, this retailer sustained consistent growth during some of the toughest economic times. TV, radio, direct mail, Internet, billboard...He's done it all.

**Sunday Trade Show Hours: 11 a.m. – 6 p.m.**

**NEW Members will RECEIVE**

- **½ price** Membership Dues!
- **½ price** hotel room at the Mid-America Jewelry Show\*
- **AND**, Exhibitors will offer **MEMBER-ONLY DISCOUNTS** for purchases at *The SHOW*!

\*The first 150 members to present their Hyatt Regency hotel receipt at *The SHOW* will receive a \$60 rebate following *The SHOW*. Limited to one night per member at the Hyatt Regency on August 16 or 17. Available on a first-come first-serve basis.

## Pre-Registration Form for Qualified Retail Buyers & Class Registration Form

Qualified Retail Buyers and Associates are encouraged to pre-register for the 2013 Mid-America Jewelry Show. By submitting this form, registrants certify that he/she/they are qualified retail buyers or associates as described on the MAJS Admission Policy. They further understand that they will need to show photo identification at the registration counter to receive their badge.

Register online at [www.midamericajewelers.org](http://www.midamericajewelers.org), fax or mail.

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 Email: [info@midamericajewelers.org](mailto:info@midamericajewelers.org) Fax: 740.452.2552

If you require special service for a special need, please notify us in advance.

**This form may be copied for additional registrants.**

Store / Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

MAJA / JA Member?  Yes  No  First Time Attendee

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  Buyer  Associate

**Classes are FREE however pre-registration is advised; class sizes are limited and may sell out.**

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- 9 – 10:15 a.m. Palladium – An Essential
- 9 – 10:15 a.m. Diamond Certs & Values in the Changing Marketplace
- 10:30 – 11:45 a.m. Ways to Boost your Holiday Sales
- 10:30 – 11:45 a.m. Store Design & Visual Merchandising Solutions

### Sunday, August 18, 2013

- 9 – 10:30 a.m. Sunday Morning with the Experts

**Classes are FREE**

You may register online and apply to become a member of the Mid-America Jewelers Association by going to [www.midamericajewelers.org](http://www.midamericajewelers.org).