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EXECUTIVE DIRECTOR

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**JEWELERS -of- LOUISIANA**

136 Thoroughbred Avenue, LaPlace, Louisiana 70068
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"74TH ANNUAL JEWELERS OF LOUISIANA CONVENTION"

May 15, 2019

Jewelers of Louisiana invites all retail jewelers and traveling sales associates to attend the 74th Annual Jewelers of Louisiana Convention on **July 20-21** at **The Renaissance New Orleans Arts Hotel**. We welcome everyone to join us for great opportunities in networking and knowledge from fellow jewelers in an enjoyable and educational environment.

We have a VERY limited number of seats and hotel rooms this year. I highly recommend you register early! For hotel reservations or call 877-622-3056 - or register online at <https://book.passkey.com/go/WELCOMEJEWELERSOFLA>

This year, our board has worked diligently to offer attendees several promotions:

- **DIAMOND COUNCIL OF AMERICA SCHOLARSHIPS**
(awarded to First 6 stores that sign up and pay/recipient must be present)
- **SWAG BAGS** awarded to first 80 attendees
- **ONE OUNCE GOLD BAR DONATED BY UNITED PRECIOUS METALS**
(Raffled at closing of convention)
- **PHOSVIEW DIAMOND SCREENER DONATED BY STULLER**
(awarded to Overall Design Contest Winner)

On Saturday, we are offering Jewelers of America Certification Testing at 12:00-2:00 pm, followed by a Hospitality Suite from 2:30 pm-4:30 pm. Dinner will begin with a Social at 6:45 pm at the world renowned **Galatoire's** located in the heart of the French Quarter, followed by presentations of the **Lifetime Achievement** and **Jewelers of Louisiana awards**. Nomination forms are attached and deadline to submit form is Monday, July 1st.

We are expecting a record attendance and have planned for a well-rounded program on Sunday, July 21st. We are honored to have the following speakers share their experience and expertise as well as provide an incredible amount of insight in the jewelry industry:

Terry Sisco, Exsellerate (Sales presentation)
Michelle Cullison, Daystar News Media (Social Media presentation)
Terry & Cindy Chandler, Diamond Council of America
Blaine Lewis, New Approach School for Jewelers
Stanley Zale, Stuller (State of the Industry)
Georgie Gleim (Retailer Panel Discussion)
Jefferson Parish Sheriff's Office

We encourage jewelers to participate in Jewelers of Louisiana's Annual Design Competition. Overall winner receives the Grand Prize **donated by Stuller: PHOSVIEW DIAMOND SCREENER** and will advance to the National JA Case Awards in New York.

We are now accepting **nominations for the Jewelers of Louisiana Board**. If you are interested in becoming an active board member, please fill out the attached form due no later than Sunday, July 21st at 11:30 pm.

If you have not paid your **2019 membership dues**, a form is attached for your convenience. All dues must be paid prior to the convention to be included in the Convention program.

If you have any questions, please contact Caroline Bleakley, Executive Director at 504-559-2331 or 985-653-9020, or email, caroline@jewelersoflouisiana.org.

Looking forward to seeing you in New Orleans.

Sincerely,

Tammy Lail
President