



e-news

Los Angeles Chapter

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Edition

Presidents Letter

Dear WJA Member,

Thank you for being a WJA member!!

As your new Presidents, we want you to know how much we value you, your ideas, and your participation. We welcome your comments and suggestions. One of the very best ways to make the most of your membership is to network and serve as a volunteer on a committee. Our next event is scheduled to take place on June 20, 2007 at Maggiano's in Farmer's Market, 3rd and Fairfax.

Please join us for selling/marketing via the web for retailers, manufacturers and designers. We take pride in making our events informative and fun!! Invitations will be mailed soon with all of the details. This will be a great opportunity to get acquainted with the Board of Directors and members. We look forward to seeing you at the next WJA-LA event!!

Sincerely,

Rossana Aguilar & Mary Todd McGinnis
Presidents
WJA-LA Chapter

Women's Jewelry Association Elects Rossana Aguilar and Mary Todd-McGinnis Co-Presidents of Los Angeles Chapter

The Women's Jewelry Association (WJA) Los Angeles Chapter welcomes jewelry industry veterans Rossana Aguilar and Mary Todd-McGinnis as co-presidents for 2007-2008. Both longtime WJA-Los Angeles members, Aguilar and Todd-McGinnis assume co-president duties immediately. Outgoing co-presidents, Veronica Clark-Hudson and Judith Shechter-Lankford will remain active members of WJA-LA in board and advisory roles.

Rossana Aguilar is currently the Executive Director of the California Jewelers Association

(CJA), and she has been an active member of the jewelry industry for the past 16 years. Prior to joining CJA, she was Director of Membership and Affiliate Relations for Jewelers of America (JA) in New York and was responsible for effectively communicating with the Executive Directors of JA's 42 state affiliate organizations and for all of the membership activities of the more than 10,000 JA members around the country.

Aguilar's jewelry industry background also includes six years as Membership Manager for the American Gem Society (AGS) in Los Angeles and Las Vegas. Aguilar has developed and implemented numerous member programs and services and has

delivered various presentations at industry events and conventions throughout the country. She is a member of the Board of Directors of the Jewelers 24 Karat Club of Southern California and serves as a member of the Steering Committee of GIA's Jewelry Career Fair.

Mary Todd-McGinnis is the Vice-president of Sales at Ben Bridge Jeweler. Proven to be a highly effective sales executive and trainer, she shares her vision of exceptional customer service and imparts gemological knowledge and sales techniques in a creative manner with Ben Bridge associates.

Todd-McGinnis has been recognized with the WJA Award for Excellence in Retail and the AGS Distinguished Service Award. As a Certified Gemologist Appraiser, AGS and Graduate Gemologist, GIA, she is a highly respected professional in the jewelry industry and is a popular speaker at industry events. On a personal level, Mary is the proud soccer mom of two little girls, Dani and Nicole, who share their mother's love of jewelry!

The first order of business for the new co-presidents was to welcome several new board members to the WJA Los Angeles Chapter. "We are eager to have volunteer help from new members on various committees in order to implement unique programs throughout 2007 and 2008," said Todd-McGinnis and Aguilar in a joint statement. Anyone interested in volunteering their services should call the WJA Los Angeles Chapter Hotline at (310) 842-6446.



Rossana Aguilar



Mary Todd-McGinnis



WJA member



starts new company

Ruth Fell Failer, previously the co-owner and vice president of sales and marketing for precious metals refiner, David H. Fell & Company Inc., has launched Tips of the Trade, a trade show consulting and solutions firm offering exciting, interactive workshops and individualized coaching in sales, "boothmanship," (booth etiquette), pre-show marketing, and post-show follow-up. Failer's clientele includes exhibitors, trade show organizers, association members and retailers in all industries.

"I make house calls, and will come to your office or trade show with customized classes and speaking arrangements," said Failer.

Failer's experience includes more than 16 years in organizing and participating in over 150 trade shows. Her extensive background also includes retail sales and management, and outside selling. She designed the template for DHFCo's customer service policy, acted as a liaison between employees and customers, and created the quarterly newsletter called The DHF Report. Her advertising campaign along with a strong customer service policy earned the jewelry industry's 2000 Best Designer Supplier Award from the Contemporary Design Group.

Ruth has been a member of Women's Jewelry Association-Los Angeles Chapter since 1998 and is currently serving a two-year term on the WJA-LA Board of Advisors. Additionally, she is a member of the Contemporary Design Group and American Society For Training and Development-Los Angeles.

Failer is available for facilitating workshops and speaking engagements at trade shows. Additionally, her firm is offering special three-day service packages for exhibitors, show organizers and associations and/or their members.

For more information on Tips of the Trade, please call (626) 254-9369 or email: ruth@BestTipsofthetrade.com



WJA member

WJA-LA's Shining Star

Wendy Pratt is a seasoned communicator and founder of Pratt Public Relations. She has established a reputation for generating highly effective media attention. Wendy is an experienced, well-connected practitioner with creative writing talents that keep her and her clients in the headlines. She began her career in publishing, including a stint as Director of Literary Affairs for the Walt Disney Company, and now specializes in publicity for consumer products, specifically fine jewelry, watches, leather goods, toys and luxury giftware. An East Coast native, Wendy graduated from Wells College with a bachelor's degree in Sociology and later completed courses at UCLA Extension's Public Relations Program. She also attended Trinity College in Rome, taking courses in Italian Studies. Wendy is a member of several professional groups including, WJA, National Association for Female Executives and Network for Empowering Women. Wendy is the past Vice-President and the current Communications Chair of the Los Angeles Chapter of WJA.





CALLS FOR ENTRIES FOR 23rd ANNUAL STUDENT SCHOLARSHIP AWARDS

NEW YORK, Feb. 16--The Women's Jewelry Association (WJA) is pleased to announce its 2007 Student Scholarship Program. The deadline for receipt of applications and required materials is May 1, 2007.

"Every year more women find opportunities to build successful careers and flourish in this vital and very exciting industry," said Lisa Slovis Mandel, WJA National Scholarship Chair. "For the past 23 years WJA has been committed to encouraging talented students and helping their studies in fine jewelry and watch design. Last year, the organization presented \$22,000 in scholarships to nine students."

Student Scholarships funds are raised from the WJA Silent Auction held during its annual Awards for Excellence dinner in New York in July and from corporate and individual donations. Current contributors include The Bell Group/Rio Grande, Phyllis Et Ira Bergman, Finlay Fine Jewelry, Helene Fortunoff, Gumuchian Fils Ltd., The June Herman Memorial Fund, I.B. Goodman, Kaiser Time, M. Markman-Suberi Brothers, David B. Rosenberg, Samuel Aaron Co., and Billie Sutter.

Scholarships, ranging from \$500 to a top prize of \$5,000 for the June Herman Scholarship, are available to female students who are enrolled in jewelry and watch design courses in the United States, between January 1 and December 31, 2007. Scholarship recipients are selected by a panel of judges from the jewelry and watch industries and will be announced in late June or early July.

To be eligible, a candidate must submit the following:

- 1 WJA Student Scholarship Application form found on its website: <http://www.womensjewelry.org/awards/scholarships.htm>
- 2 A short essay
- 3 Three (3) slides of recent work, ranked

For information about the Student Scholarship Awards, contact WJA headquarters Executive Office at 856-423-3156.

The Women's Jewelry Association invites you to enter the 2007 DIVA Design Competition. WJA established the DIVA Design Competition to encourage women from all walks of life to express their creative voices through the medium of precious metals and gemstones. The competition is open to all women, whether or not they are employed in the jewelry industry, and whether or not they possess formal design training. Complete rules and regulations can be found on the entry form.

This year's theme is: Two People, Three Platinum Rings. The engagement ring symbolizes the promise, while the wedding bands represent the commitment a couple makes to one another. Your challenge as a jewelry designer is to depict these three rings using platinum - for the very best relationship is deserving of the world's most precious metal. Good luck!

For the most current information about the 2007 DIVA Design Competition, and to download the entry form, please visit http://www.womensjewelry.org/awards/diva_awards.htm.

DIVA



Design

Competition

WOMEN'S JEWELRY ASSOCIATION LOS ANGELES CHAPTER

HELD ANNUAL HOLIDAY PARTY AT CIAO TRATTORIA IN DECEMBER

LOS ANGELES—(Dec. 8, 2006)... The Women's Jewelry Association (WJA) Los Angeles Chapter held its annual Holiday Soiree on Wednesday, December 6, 2006 at Ciao Trattoria in downtown Los Angeles. Nearly 50 members and guests attended this year's event that included cocktails, a sit-down dinner and dancing. The open bar and the wine, coffee and tea during dinner was hosted by WJA Los Angeles. A professional deejay played eclectic tunes throughout the evening in the historic Art-deco lobby where the event was staged. Attendees were encouraged to bring new, unwrapped toiletries, which were to be donated to the women at Sojourn.

WJA was founded in 1983, as the preeminent association of professional women in the jewelry, watch and related businesses. Through the national organization, headquartered in New York City, and a network of ten regional chapters, members benefit from educational and networking opportunities, scholarships, design competitions, and recognition programs such as its annual Awards of Excellence Dinner.



Raffle Prizes donated by: GIA, Mark Harris Designs, Empire Silver, Claudia Endler Designs, Cynthia Sliwa and Wolf Designs



2004-2006 WJA-LA Co-president, Judi Shechter-Lankford, incoming 2007-2009 Co-president, Mary Todd-McGinnis, 2004-2006 Co-president, Veronica Clark-Hudson, and 2007-2009 WJA-LA Co-president, Rossana Aguilar



Past and present WJA-LA Presidents gather at Ciao Trattoria in downtown Los Angeles on December 6, 2006 (L - R) Judi Shechter-Lankford, Robin Lutin, Claudia Endler, Rossana Aguilar, Veronica Clark-Hudson, Mary Todd-McGinnis and Caroline Stanley.



WJA-LA 2007-2009 Board members, Grace Karaguezian and Shayne Kiesbuey



MARK YOUR CALENDAR!

Next WJA Meeting: June 20, 2007 at Maggiano's in Farmer's Market, 3rd and Fairfax. Join us for selling/marketing via the web for retailer, manufacturers and designers. Details to come!

WOMEN'S JEWELRY ASSOCIATION LOS ANGELES CHAPTER

HOLDS SUCCESSFUL MIX 'N MINGLE EVENT AT BEVERLY HILLS VENUE

The Women's Jewelry Association (WJA) Los Angeles Chapter held their annual Mix 'n Mingle event on Wednesday, March 7th in the patio room at the popular Beverly Hills eatery, El Torito Grill. More than 40 members and guests attended the informal networking event that included cocktails, buffet supper and dessert.

It was the first official meeting and WJA-LA's new co-presidents, Rossana Aguilar and Mary Todd-McGinnis, graciously introduced the board and welcomed several new members who have volunteered to help on various committees.

"We are thrilled to have volunteer help from new members on various committees in order to implement unique programs throughout 2007 and 2008," said Todd-McGinnis and Aguilar in a joint statement.



The WJA - LA 2007 Board! From left to right. Top Row: Wendy Pratt, Veronica Clark-Hudson, Shayne Kiesbuey, Lisa Schoening and Kevin Haras. Bottom Row: Cynthia Sliwa, Brigitte Hernandez, Co-President Rossana Aguilar, Co-President Mary Todd-McGinnis, Cecile Marquette, Ruth Fell Failer, Robin Lutin and Sue Seider. Not Present: Grace Karaguezian, Becka Johnson Kibby, Judith Shechter-Lankford, Caroline Stanley and Claudia Endler.

Special thanks to Avi Roth
for his wonderful event
photos Avi Roth © 2007



Save the date
You're invited to attend WJA's . . .

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conference

Saturday, September 8, 2007
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- WJA "Women in the Know Conference" on Sept. 8, 2007, Anaheim Marriott
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West Coast Jewelry Show conveniently located at Anaheim Convention Center, Hall E, Anaheim, CA

Show Hours - Sunday, 10 - 6 and Monday, 10 - 5

Phone: 516-377-5909 Fax: 413-683-1333 Email: info@westcoastjewelryshow.com