

# INSTORE

MAY 2013  
The Magazine for the  
American Jewelry  
Store Owner

## HOW TO DO EVERYTHING

NEW ARRIVALS / p. 50

*Diamond  
Jewelry*

PRODUCT FOCUS / p. 59

*The Latest  
in Beads*

CASE IN POINT / p. 70

*Birth of a  
Child Gifts*

THE  
ULTIMATE  
GUIDE TO  
EXTERMINATING,  
FIGHTING  
OFF ROBBERS,  
FINDING LOST  
DIAMONDS  
AND MAKING  
CUSTOMERS  
CRY

**JEWELERS IN THEIR**

**OWN WORDS / P. 80**

**BEST of the BEST**

Boost your  
colored stone  
sales with gem  
roundtables

p. 160



# THE SanityFiles

HOW TOP JEWELERS KEEP THEIR COOL IN A CRAZY WORLD

*Morning and evening  
tanning in and tanning  
out with meditation.*

*Dancing the night  
away to live music  
fueled by tequila!*

*Landscaping my  
beautiful ranch  
Bella Vista and  
growing organic  
berries and vegetable  
keeps me happy  
and healthy.*

*Caring for my  
horses and taking  
them for a ride  
down a river  
road makes  
the world go  
away.*

*Sitting indoors or  
out by a fire  
with a glass of red  
wine and Etta James  
on the stereo.*



## KAS JACQUOT

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sed do eiusmod tempor incididunt ut labore et dolore. Lorem  
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eiusmod tempor incididunt ut labore et dolore.



## HOW WE SURVIVED OUR ANNUAL SALE TWICE

LEE KROMBOLZ, KROMBOLZ JEWELERS, CINCINNATI, OH

1. "We had a flying ant infestation on the morning of the first day of our annual sale. We also had a customer black out and fall under a table during our sale, another year. The flying-ant infestation was more on the comical side. We called an exterminator and they were here within a couple of hours to put an end to them, but until then we were squishing/swatting and brushing them out of our hair. They ended up getting in our cases and it all took a while to get cleaned up."

2. "The customer who blacked out was a different story. We set up extra tables in the center of our store with jewelry for people to handle. These tables are covered with long tablecloths. This particular day was hot and it was mid-afternoon and the store was crowded. One customer was browsing a sale table and almost in an instant she disappeared. It took us a while to figure out what happened because she slumped under the table and under the tablecloth, so that only her feet were showing (think the Wicked Witch in the Wizard of Oz). A customer noticed the feet and alerted us. We called the life squad and



Lee Kromholz

by the time they arrived, she had come to. They took her off in an ambulance for treatment.

"Both of the years were financially successful and the occurrences are part of our store folklore."

## HOW I'VE BEEN MOVED TO TEARS

JODI WINTERS, J.L. WINTERS JEWELERS, MUNCY, PA

"I have a customer who just happens to be a pitcher for a major league baseball team. He, his wife and little boy were in shopping and while Mommy was looking for a ring, Daddy sat patiently entertaining his little boy and began singing 'Old McDonald.' It brought tears to my eyes to watch a grown man in front of everyone singing along with his toddler. I think it's because we have such a warm relaxing and comfortable — not high-pressure — store. It works very well for us."



Kas Jacquot

## HOW I KNEW I'D BE A JEWELER (PART 1)

KAS JACQUOT, KAS A DESIGNS, JEFFERSON CITY, MO

"At the age of 4 I set out to find out what was behind the pretty green stones in my mother's favorite necklace. Armed with a butter knife, I had the jewelry box and headed for the back porch. I managed to remove two stones before my mother came out to check on my whereabouts. She saw me and asked, 'What are you doing?' I replied, 'I wanted to see what was behind the green stones — and you never wear it.' Calmly she took the stones, necklace and jewelry box from me. I wasn't scolded or punished. I had removed the stones without damaging them. But fortunately the pretty necklace was just costume jewelry."



Eileen Eichhorn

## HOW I KNEW I'D BE A JEWELER (PART 2)

EILEEN EICHORN, EICHORN JEWELRY, DECATUR, IN

"I knew I wanted to be in the jewelry business when I was making dandelion jewelry in the back yard as a child about age 6."