

Surviving in Tough Times and Looking to a Brighter Future Florida Jewelers Annual Meeting and Convention Madeira Bay Resort, Madeira Beach, FL • October 2 - 4, 2009

Friday, October 2, 2009

8:00 pm – 10:00 pm

“Sweets and Treats” Dessert Party

After dinner and arrival at the resort, join everyone in the conference center for dessert, cordials, and dessert wines.

Saturday, October 3, 2009

10:00 am

Recreational activities

Take some time to enjoy the area – play golf, go fishing, shop at John’s Pass, get a spa treatment at the Madeira Bay Resort Spa, or just lounge at the pool or beach! Golfers and fishermen should sign up on the registration form. For spa appointments, please call 727-391-4772.

Other Area Attractions – Visit the listed websites for more information

John’s Pass Village & Boardwalk – www.johnspass.com;

The Pirate Ship Cruise – www.thepirateshipatjohnspass.com

Snorkeling, Sightseeing, & Dolphin-Watching – www.HubbardsMarina.com

3:00 pm - 4:00 pm

Jewelers’ Roundtable

Everyone is facing what the media refers to as “tough times” or problems with the economy. Join fellow jewelers and suppliers to share your ideas for success and survival – both now and in the future. **Please send suggested topics questions with your registration.**

Discussion facilitated by: Mel Williams, *M. Williams Jewelers*; Bill Barnett, *Barnett Jewelers*; John Ewbank, *BSH Diamond Corp.* and Steve Gibbert, *SCG International*

4:00 pm - 5:00 pm

“Current Security Measures and Issues”

Presented by Jewelers Mutual Insurance Company

Should you be worried about store and travel security today? Be ready to share your concerns and ideas about these serious issues.

5:00 pm

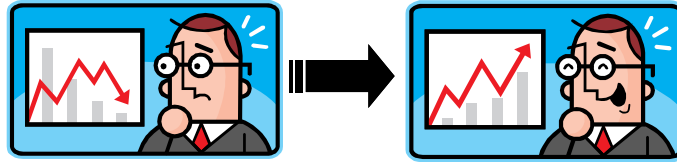
Wine-tasting

Try some new and interesting wines with a wine expert!

7:00 pm

Dinner at Bubba Gump’s at John’s Pass

Based on the movie, “Forest Gump,” and along with “authentic” movie sets and interactive service of “stop & run,” FJA attendees will enjoy a casual evening of food, fun, and fellowship while watching a spectacular sunset over the Gulf of Mexico.



Surviving in Tough Times and Looking to a Brighter Future

Sunday, October 4, 2009

8:00 am - 9:00 am

Breakfast and Annual Meeting

A continental breakfast will be served as we discuss member benefits and the future of the Florida Jewelers Association.

9:00 am - 10:00 am

When The Going Gets Tough, The Tough Take Action!

Presented by Brad Huisken, *IAS Training*

Brad Huisken will lead participants through a fun and motivational seminar on Selling in Tough Times – Strategies to Maximize Sales. In today's retail environment, Mr. Huisken believes that when people come into a retail jewelry store, they are not necessarily looking for jewelry. Mr. Huisken believes the customer is looking for a place and a person from whom to buy the jewelry. With the competition increasing from the mass merchandisers, other retailers, the Internet and the perception the media has given the public, retailers today have to learn how to sell themselves and the store. In addition Mr. Huisken will detail topics such as, how salespeople can help "brand" the store, telephone campaigns, three responsibilities of a salesperson, handling objections, selling yourself & the store, customer follow-up, analyzing lost sales and much more.

10:00 am - 11:00 am

"Getting Back to Basics"

Barry Nicholls, Paradise Jewelers

11:00 am

Jewelers "Swap Meet"

Wonder what to do with the jewelry you can't move? Don't want to teach your customers bad habits by discounting? Bring your jewelry to the first-ever FJA "Swap Meet". Trade cost-for-cost with other jewelers. Go home with brand new exciting inventory and no cash outlay.

FJA reserves the right to change or modify the topics and/or speakers due to unforeseen circumstances.

Hotel Information

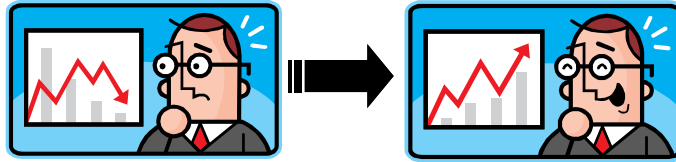
Madeira Bay Resort Marina & Spa

13235 Gulf Blvd. • Madeira Beach, FL 33708

727-342-7800 • www.madeirabayresort.com

For Reservations – Please call Madeira Bay at 727-342-7800. Rates are \$112.34 for one bedroom suites and \$135.86 for two bedroom suites.

This new Resort is located near John's Pass Village and the white sands of the Gulf of Mexico. On-site, there is a full service day spa, restaurant, heated pool and marina with easy access to the Gulf. Wi-fi is complimentary.



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Florida Jewelers Annual Meeting and Convention

Madeira Bay Resort, Madeira Beach, FL • October 2 - 4, 2009

Conference Registration

Name _____

Attending Spouse _____

Store/Company _____

Address _____

City/St/Zip _____

Phone _____ FAX _____

Email _____

Discussion topics for Jewelers' Roundtable _____

Convention Registration - \$75.00/person (Please indicate the number of people coming to each event)
Friday Dessert Party # _____ Saturday Dinner # _____ Sunday Continental Breakfast # _____

Golf - \$12.00/person # _____
(Golf will be at the Treasure Bay Golf & Tennis Club – a fun and challenging 9-hole, par 3 course overlooking the intracoastal waterway.)

Deep Sea Fishing - \$75.00/person # _____ (Limit of 6 people per boat)

Total amount due \$ _____

Payment: Check MC VS AX

CC# _____ Exp. Date _____

Authorization code (last 3 digits in the signature box on the back of MasterCard and Visa; 4 digits on the front upper right of Amex) _____

Billing Address _____

Authorized Signature _____

(Credit cards are processed by Meeting Management Group, Tampa)

Mail completed form with payment to:
FJA • 11812 North 56th Street • Tampa, FL 33617
or fax if using credit card to 813-988-5837