



El Paso's own Jeweler Susan Eisen elected President of Texas Jewelers Association

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On Tuesday, El Paso jewelry designer, appraiser, and author Susan Eisen was elected as president of the [Texas Jewelers Association \(TJA\)](https://texasjewelers.org/) for 2020-2022.

Ms. Eisen, born and raised in El Paso and founded her business on Montana Street 40 years ago, is a UTEP-trained jewelry artist and goldsmith, has won the Best Jeweler category in El Paso for 11 years in a row, and has had over 50 pieces worn on the red carpet by celebrities.

This is the first time a jeweler from El Paso has been elected to this prestigious position.

Eisen is the President and Chief Designer at [Susan Eisen Fine Jewelry Watches Art & Appraisals](http://www.susaneisen.com) < <http://www.susaneisen.com> >, is El Paso's only Graduate Gemologist from the Gemological Institute of America, a Master Gemologist Appraiser of the American Society of Appraisers, and a Certified Gemologist Appraiser with the American Gem Society.

She is the author of three books, one on collecting jewelry (*Crazy About Jewelry! An Expert Guide to Buying, Selling, and Caring for your jewelry*), one on collecting art (*Crazy About Art! The Expert Guide to Buying, Selling and Caring For Your Fine Art Collection*) and one on avoiding family heirloom inheritance battles after you die (*Myth of the Million Dollar Disdrag: An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die*).

Membership in the TJA is reserved for jewelers who show commitment and responsibility to the jewelry industry and have a retail store in the Texas area.

The TJA is the largest state organization in the US, with members throughout Texas and the organization sponsors networking events, trade shows, speakers, social events, a regular newsletter and seminars.

Eisen's store is located at 5857 North Mesa, and does custom jewelry designing, jewelry and watch repairs, buying gold and fine art appraising.

The store is open Tuesdays through Saturdays 10:00 am to 6:00 pm and by appointment on Sundays and Mondays.