

## Educational lineup announced for JA Summer show

July 14, 2010

New York--The Nielsen Jewelry Group has released the complete list of topics and speakers for the America's Best Jewelers (ABJ) Peer Panels taking place at the upcoming JA New York Summer show.

Offered by *National Jeweler's* ABJ benchmarking program and Stuller, the sessions are being conducted in conjunction with the show, which is being held July 25 to 28 at the Jacob K. Javits Convention Center in New York City.

The sessions are intended to provide attendees with critical information and useful tips for bettering their businesses. Whitney Sielaff, editorial director of *National Jeweler*, will moderate each session.

The schedule for the ABJ Peer Panels is as follows:

### Monday, July 26

11 a.m. to 12 p.m. - "Peer Panel 1: Social Networking I--Best Practices."

Join your fellow jewelers in a discussion of how they are maximizing their productivity in exploiting social networking, from Facebook to Twitter, LinkedIn and beyond. Session will address all relevant principals of successful social networking, from time management issues to content practices to deciding who participates and more.

The scheduled panelists include:

1. Megan Meinerding, vice president, Fruchtmann Marketing, Toledo, Ohio
2. Donna Jolly, president, Donna Jolly and Associates, Los Angeles
3. Ron Samuelson, chief executive officer, Samuelson's Diamonds, Baltimore, Md.
4. Nick Pirie, vice president of promotions, SCVNGR, Boston

12 p.m. to 1 p.m. - "Peer Panel 2: Preparing and Positioning for the Rebound."

As the U.S. economy begins to recover from the worst recession of our generation, jewelers will discuss how they're building foundations that will position them to capitalize on opportunities presented by the new marketplace, exploring disciplines from marketing to inventory.

The scheduled panelists include:

1. Dan Askew, owner, Vantage Group, San Diego
2. Regina Leadem, vice president, GE Money, Dayton, Ohio
3. Jeff Corey, president, Day's Jewelers, Waterville, Me.
4. Jim Rosenheim, CEO, Tiny Jewel Box, Washington, D.C.

### Tuesday, July 27

11 a.m. to 12 p.m. - "Peer Panel 3: Social Networking II--Best Practices."

Join your fellow jewelers to continue the discussion from Monday regarding how to maximize your return from social networking. What are realistic expectations? What tools do you need to get started? How do you gain customers? Panelists remain the same: Meinerding, Jolly, Samuelson and Pirie.

12 p.m. to 1 p.m. - "Peer Panel 4: Human Resources Best Practices--Hiring in the Current Market."

After embracing lean philosophies for the past several years, often including difficult decisions regarding employment strategies, jewelers will discuss if and how they're adapting to the expanding market potential driven by the economic rebound.

The scheduled panelists include:

1. David Peters, director of member services, Jewelers of America
2. Michael Wilson, owner, Wilson and Sons
3. Susan Eisen, CEO, Susan Eisen Fine Jewelry and Watches, El Paso, Texas

*National Jeweler's* America's Best Jewelers (ABJ) program is a benchmarking and awards program for retailers designed to measure their performance against that of their peers, and an online social network, ABJNetwork.com, that now includes more than 800 retail jeweler members who share information and best practices.

JA New York, along with *National Jeweler* magazine and NationalJeweler.com, is produced by the Nielsen Jewelry Group, which also produces the Couture show in Las Vegas. The Nielsen Jewelry Group is part of Nielsen Expositions, whose parent company is The Nielsen Co., a global information and media company.

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