



Awards

CATEGORY IIIB: Retail – Fewer than 15 Stores

Susan Eisen

Susan Eisen Fine Jewelry & Watches - El Paso, Texas

Susan Eisen founded Susan Eisen Fine Jewelry and Watches in 1980 as a goldsmith and jewelry design credentials include Graduate Gemologist, GIA, Certified Gemologist Appraiser, AGS, and Master Gemologist Appraiser, American Society of Appraisers. Because helping people to become better jewelry consumers of her goals, she wrote her new book entitled "Crazy About Jewelry, The Expert Guide to Buying, Selling, Caring for Your Jewelry" which will be released in 8 weeks. Eisen has been on the national board of the Better Business Bureau, and is currently on the board of the Gems and Jewelry Committee of the American Society of Appraisers and the Jewelers Vigilance Committee. She has been interviewed in over 100 industry trade magazines, and her designs were recently featured in the June 2007 edition of National Jeweler. Her charitable contributions include a League of Honor scholarship at GIA, an art metals scholarship at UTEP, and various health charities in El Paso.