

INBOX

# INFORMED

Your Big Survey (October INSTORE) not only was great to read but was a fabulous topic for several weekly sales meetings we had! Love to hear what others are doing, to gauge



myself against them, and to get new ideas for the future. Thanks for the effort in keeping us informed to be the best we can be! — *Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, TX*

## MORE UNUSUAL

Your information is always about big diamond stores and the traditional, boring stuff they sell. More individualistic and more unusual, please! — *Donna Soodalter-Toman, DIVA (Donna's Infinite Variety of Adornments), Newtonville, MA*

## KIND OF SCARY

Actually kind of scary what is going on in jewelry out there. I enjoyed reading [The Big Survey], but we as an industry need to change with the times. It's not your same-as-usual anymore. — *Amber Gustafson, Amber's Designs, Katy, TX*

## INDUSTRY DYNAMIC

[The Big Survey] is great! I love some of the non-jewelry related questions because it helps gauge the dynamic of the industry and the people in it. — *Elysia Demers, Barnhardt Jewelers, Spencer, NC*

Have a pic of yourself reading INSTORE or wearing a Brain Squad or Jewelry Geek T-shirt? EMAIL IT TO US AT [editor@smartworkmedia.com](mailto:editor@smartworkmedia.com)