

n in the loupe.

October 2011 • ISSUE XL

REBOOT
RJO 2012 SPRING BUYING SHOW
JANUARY 28-30
NASHVILLE, TN



Mark your calendars today for RJO's Spring Buying Show in Nashville

The final touches are being put in place for a terrific line-up of keynotes, seminars and work sessions, as well as great offerings from our vendors. Serving as site host to this spring reboot is the Gaylord Opryland Resort & Convention Center (with the emphasis on "resort"). From multiple pools to indoor gardens

and atriums, this resort is a perfect setting for enjoying the best that Nashville and the Buying Show offer.

Also, keep an eye on your mail for the Show Registration Packet that will be sent out before Thanksgiving. Registration Deadline is December 16 for Vendors and December 30 for Jewelers.

[See pages 6-7 for your RJO guide to Nashville]

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• *Illumination*

• *Project: Community Update*

• *Marketing Matters: Holiday Prep*

RJO

The Ultimate Jeweler Resource

THE EXECUTIVE **desk** *from Mary Peterson, CEO, RJO*

Illumination

When the holiday season rolls around, one festive tradition always lifts my holiday spirit: putting lights up on the house. The lights go up the week of Thanksgiving and brightly adorn my house until after the first of the year. If I could truly have my way I would have lights up all year round—for every holiday.

You may ask, why is putting the lights up on the house so important to me? Or even in our day-to-day operations, why do we focus on display case lighting? Why is it important to have perfect lighting on a show floor? The answers are simple; we use light to see things better or to draw one's attention to something. In order to see things better or in a different way, we use outside resources, such as lighting, to accomplish our goal. It is important to use outside resources to help us see how we can do things better in our business.

There are many resources in RJO to help you illuminate your business. It could be learning from others at a show or seeking advice on the RJO online chat room. It could be making the time to listen to the RJO Education-on-the-Go podcasts or participating in the webinars. There are so many opportunities to help you light up your business. Are you taking advantage of these, or are you still sitting in the dark?

There are so many opportunities to help you light up your business. Are you taking advantage of these or are you still sitting in the dark?

This last year we have had no choice but to shed some light on our current situation. It has been a welcomed challenge for us at RJO to make sure we are doing all we can to run the company in a solid and progressive manner. We too, have had to take the time to re-evaluate every facet of our company and examine the way we do business. It is very encouraging to see the lights bulbs come on when a new and/or better way of doing things is devised.

While it has been a difficult task navigating through these challenging times, assessing the company's performance, as well as my own leadership, there is light at the end of the tunnel. The good news, through this assessment, is that I feel the future for all of us involved in RJO is looking brighter and brighter every day. This is due to many great efforts made to support one another and create new and better ways of doing things.

If your lights are still a little dim and you need some extra energy, remember that RJO is here for you. Join us this January at the Spring Buying Show in Nashville to Reboot. We can certainly help put your lights up; we just won't take them down!

Mary L Peterson
RJO CEO

From the Board of Directors:

RJO Board of Directors Meeting in Nashville

RJO's Board of Directors will be setting the company's 2012 plans during a three-day meeting in Nashville in November. Questions, concerns and suggestions from members are always welcome. If you'd like the Board to address a topic important to you, contact Sarah Streb at (800) 247-1774; or e-mail: sarah@rjomembers.com

Nearly 75 Antwerp Travelers Back from Valuable October Trips



The first trip, comprised of 22 travelers and hosted by Liz Schlauch, visited Antwerp from October 1-6 and Idar-Oberstein from October 6-10. Members of the group are shown here visiting Knokke, Belgium a small town on the North Sea.

The second trip, comprised of 50 travelers and hosted by Connie and Steve Matsen, visited Antwerp from October 8-13 and Idar-Oberstein from October 13-17. Members are shown here polishing colored gem stones in Idar-Oberstein.



Trip dates for 2012 will be announced soon.

RJO SERVICES

- Centralized Billing
- Patronage Dividend
- RJO Website (rjomembers.com)
- Buying Shows (Fall/Spring)
- RJO Chat Channel
- In the Loupe* – RJO's newsletter
- Free Print and Radio Ad Library (on the RJO website)
- Educational Seminars (at the Buying Shows)
- Member-to-Member Incentive Program (Recruitment Program)
- Organized Buying Trips to Antwerp and Idar-Oberstein
- RJO Directory
- Peer Performance Program
- Travel Vouchers at Shows (offered at varying times)
- Free Hotel Room Incentive (at the Buying Shows)
- RJO Informational E-mail Blasts
- Purchase Vouchers (at the Buying Shows)
- RJO Membership Certificate
- Education on the Go* Podcasts and Webinars
- Private Label Credit Card Service
- JewelConnect

From the RJO Chat Room

The Chat Room on the RJO website (www.rjomembers.com) hosts a variety of interesting discussions each month. Here's an edited recent post—and responses to it—that can be found in the RJO Jeweler Business area, under the heading "LED Lighting"

Question: *I received a proposal to replace about two dozen halogen 100-watt bulbs with 18-watt LED bulbs for \$389. I tried one above the showcase, and it looks good. Has anyone replaced all of their regular bulbs with LEDs? Our energy company is paying 70 percent of the total cost. We should recover our \$389 in ten months or less.*

Response 1: We are about half-way through a switch from PAR30 50-watt halogen bulbs to PAR30 11-watt LED bulbs. So far I really like them. Not only is the light whiter, but the heat output is almost zero, so we will save on air conditioning costs as well.

Response 2: In Michigan, we only get a \$15 rebate per bulb to upgrade from halogen to LED, and I found a deal on the bulbs at \$40 each. We have a total of 130 bulbs. I guess time will tell, but so far I like what I see. If you can get 21 bulbs for \$389 and 70% of the cost covered, you really can't go wrong. If you absolutely hate them, then use them until you recover your investment and then change back.



Response 3: I guess it depends on the height of your ceiling. We have nine-foot ceilings, and the LEDs we tried overhead didn't seem very bright compared to the halogens we have. We just completed a major total store expansion and remodel, and I really do love the LEDs in the showcases. I am interested in hearing from others.

RJO's *Project: Community* Off to a Strong Start



In October RJO launched a new initiative aimed at helping members make a social impact. It was called *Project: Community*. "It's goal," says RJO CEO Mary Peterson, "was for every store to make a social impact in the month of October. Simply put: find a need in your area, then fill it!" As this issue was completed, several stores had already reported on their *Project: Community* efforts.

Mullinnix & Co. Fine Jewelry by Design

Douglas, WY

Charity/Cause: Young family without health insurance and in desperate need

Money Raised: \$21,485.18 to help pay off debt from surgery.

Feel Good Moment: The tears in this young woman's eyes when the decision was made known to her.

LaBiche Jewelers

Meridian, MS

Charity/Causes: Temple Theater for Performing Arts *and* Hattiesburg Jaycees

Type of Event: Donating time to work the concession stand.

Time Spent: 11 hours of staff time.

Feel Good Moment: We do things like this throughout the year and like to help out when needed.

Bergey Jewelry

Mount Horeb, WI

Charity/Cause: Mount Horeb's PTO

Type of Event: Donating 15 percent of the sales during our Witches' Night Out event. Also collecting cash donations.

Money Raised: Won't know until after the late October event.

Raimie Weber Jewelry

Avon, CT

Charity/Cause: Paul Newman's Hole in the Wall Gang Camp, located in Ashford, CT

Type of Event: A local equestrian barn has hosted an Annual Benefit Horse Show—a two-day event on the first weekend of October. Our tiny shop placed an ad, works on the weekend of the show and does the publicity for the event.

Money Raised: To date, we have raised almost \$150,000.

Sickinger's Jewelry

Lowell, IN

Charity/Cause: A month-long fundraiser for breast cancer

Type of Event: Participation in and partnership with Susan G. Komen Race for the Cure 2012.

Money Raised: We have always been active in our community and the events that go on there, but have never had any type of event at our store. We have a very small store and were never quite sure how space-wise we would be able to handle a large group of people, food, etc. in the store. We decided it is time (after 83 years) to give it a try. We are having a month-long fundraiser for breast cancer. In an effort to help, we decided that through the month of October we would sell our pink breast cancer jelly watches and \$10 from each watch sold will go to a local team. We sell the watch for \$20. Our goal is 200 watches or \$2,000, though we did order 300 watches total, so if we are blessed to do more that would be great for them.

Don's Jewelry

Clinton, IA

Charity/Cause: Eagle Heights Elementary National Reading Program

Type of Event: People in our Lyons neighborhood volunteer one hour per week during the whole school year to read with a child.

Time Donated: One hour per week. We have Mondays from 2 p.m. to 3 p.m.

Feel Good Moment: Seeing the child smile when you return each week.



VENDOR **spotlight**

Schurhammer Manufacturing: Service. Plain and simple.

Schurhammer Manufacturing Inc. (SMI) was founded in 1915 by Reuben Charles Schurhammer. Initially opened as a retail jewelry store and clock repair establishment, the business was continued by Reuben's son William Schurhammer, and then his son (and current president) Charles Schurhammer, who runs the company with his cousin Steve Schurhammer.

As a seven-time recipient of the RJO Vendor of the Year, "the cornerstone and predominant theme of everything that falls under the SMI umbrella," says Steve, "is providing the best service we can for our customers, and then a little more for good measure. We are so thankful and fortunate to have such a long-standing relationship with the RJO membership, and we try with every diamond, jewelry or marketing call to honor those relationships by going the extra mile for all of our customers."

In Indianapolis SMI had a few new pieces of its Tsarina line to debut, and some loose diamond specials, but the major thing showcased was a separate booth dedicated to SMI's marketing department and services.

"We get so many inquiries, and requests for our marketing," says Steve, "that we thought it was more than time to dedicate a space at the RJO show specifically to marketing. We were very pleased with the reception we received by the RJO membership to this addition to our usual show setup. The ability to sit down and concentrate just on the marketing concerns of the membership was very rewarding and effective for us and the retailers. We are making our marketing booth a fixture at shows to come."

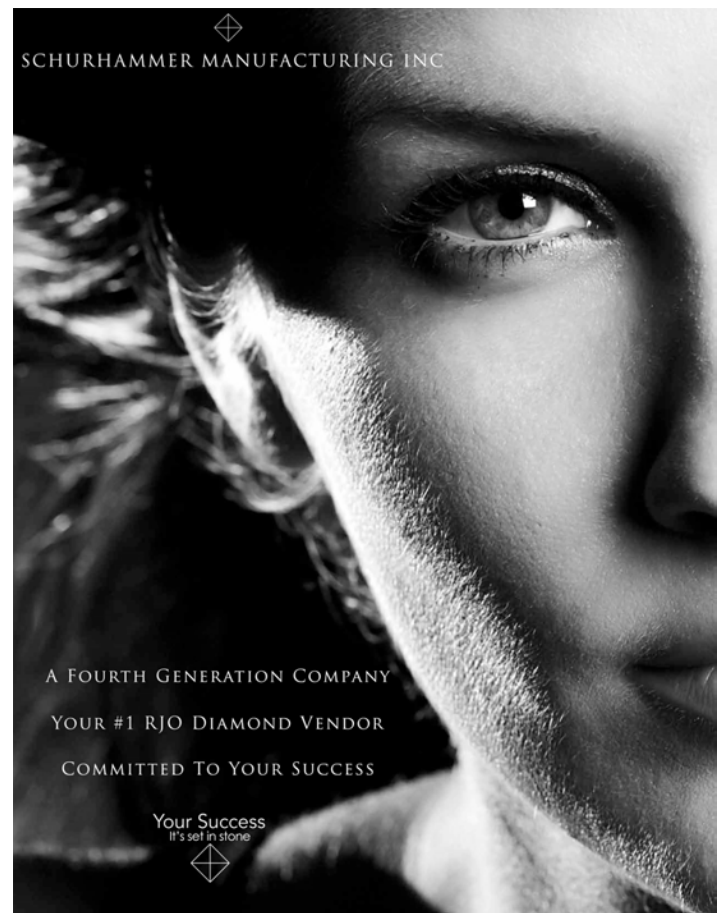
"We are re-locating to a new facility this fall," he continues, "and are very excited to be in the planning stages for an annual marketing workshop to be held there. The workshop would be held in the late spring or early summer and be designed to help lay out effective marketing strategies and materials for participating retailers' summer, Antwerp and holiday seasons. We will have a videographer on-hand to record voiceovers for radio and television spots, social media materials and help, etc. Not to mention the natural beauty of our little corner of the world has to offer."

SMI has been an active supporter of the RJO Diamond Buying trips to Antwerp for more than 15 years.

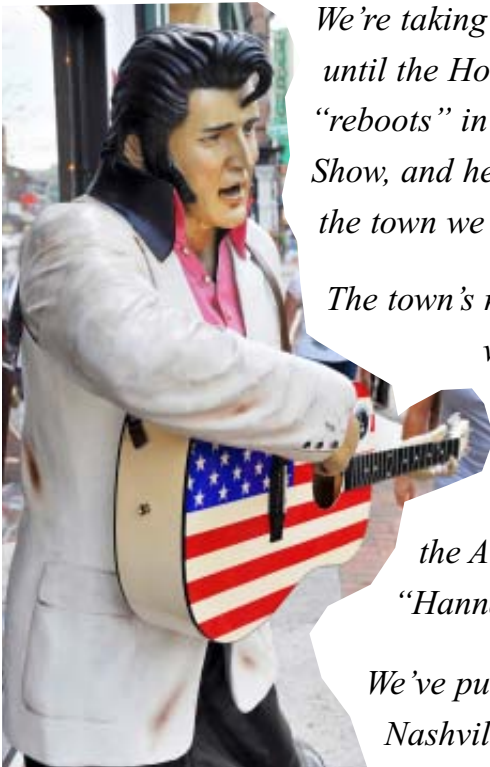
"As one of the RJO's longest participating Antwerp Diamond vendors," says Steve, "we are deeply committed to making sure each retailer's visit is as enjoyable and profitable as possible. Our marketing department has worked with RJO to develop the most effective marketing strategy possible for participating retailers, including direct- and e-mail marketing campaigns, in-store graphics and video loops, and live filming days while in Belgium. We have always encouraged participating stores to look at the Antwerp trips as a year-round promotion, and most retailers see profits throughout the calendar year as a result."

"What happens in Antwerp," jokes Steve, "stays in Antwerp."

Schurhammer Manufacturing Inc. has offices in Wabasha, MN and Antwerp, Belgium. Phone: 800-547-1970.



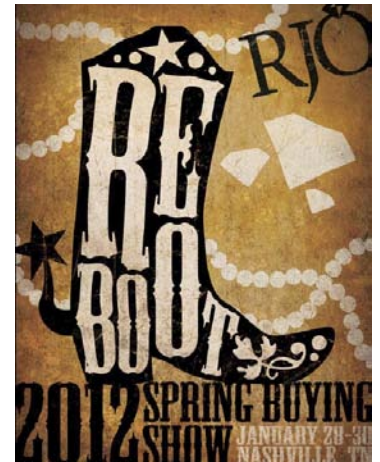
Reboot: 2012 Spring Buying Show



We're taking our boots off and sittin' a spell, but only until the Honky Tonk music starts up again. RJO "reboots" in Music City for the 2012 Spring Buying Show, and here's a little primer to let you get to know the town we'll call home for a few days.

The town's national prominence is most associated with it being a hub of country music. It is home to the famous Ryman Auditorium, the Grand Old Opry and The Country Music Hall of Fame. The city's favorite citizens include: musicians the Allman Brothers, coach Bill Belichick, actress Miley Cyrus (aka "Hannah Montana"), and actress Annie Potts

We've put together some preliminary information about the Buying Show and Nashville. We hope it helps you start your planning for the new year.



Tentative Outline of the 2012 Spring Buying Show

Friday, January 27th

- Half-Day Training Session – Topic: *Entrepreneurial Skills for Owners and Managers*, presented by Shane Decker
- RJO Board of Directors meeting

Saturday, January 28th

- RJO Educational Program
- General Meeting Luncheon & Keynote
- Buying Floor Grand Opening & Welcome Reception
- Antwerp Advantage Reception

Sunday, January 29th

- Joint Member/Vendor Breakfast and Roundtable Discussions
- Buying Floor Hours
- Diamonds & Denim Gala Dinner

Monday, January 30th

- RJO Panel Discussions
- Buying Floor Hours
- Farewell Event & Cash Give-away

Honky Tonk Q & A

Q. *What singer used to wash dishes at the Nashville Palace and is now credited as beginning the movement of New Traditionalists?*

A. *Randy Travis*

Q. *Who is the King of Country?*

A. *Roy Acuff*

Q. *Who is Mr. Guitar?*

A. *Chet Atkins*

Q. *What country music star was known as the Father of Bluegrass Music?*

A. *Bill Monroe*

Q. *Who became famous as a female singer on Porter Wagoner's Show and now has her own theme park in the Smokey Mountains?*

A. *Dolly Parton*

Q. *What country music entertainers went into the sausage business?*

A. *Jimmy Dean and George Jones*

Q. *Who is the only country recording artist to be elected twice to the Country Music Hall of Fame?*

A. *Roy Rogers*



Nashville, TN • January 28-30

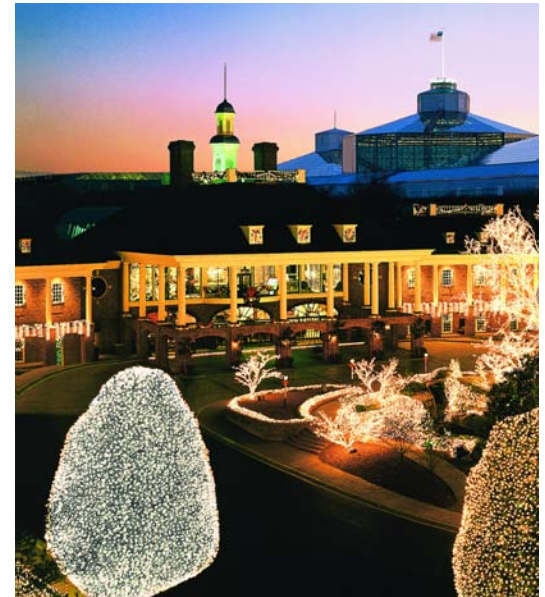
Our Host Hotel: Gaylord Opryland Resort & Convention Center

The Gaylord Opryland is conveniently located about 10 minutes from Nashville International Airport, ten miles from downtown, and within walking distance of the Grand Ole Opry. The hotel offers guests nearly ten acres of indoor gardens under climate-controlled glass atriums, complete with rivers, pathways, and waterfalls.

Other standout features include:

- a water show and botanical garden tours.
- an onsite European-inspired spa featuring an indoor-outdoor pool, 12 private treatment rooms, and a state-of-the-art fitness center.
- onsite shopping, with everything from clothing and gifts, to country music memorabilia and toys for kids.
- dining with choices of more than 12 onsite restaurants, including Old Hickory Steakhouse, an antebellum-style mansion within the resort grounds.

Book your rooms early by visiting www.rjohotel.com



The Gaylord Opryland Resort & Convention Center is located on the famous Opryland Drive in Nashville, TN.



The average high temperature in Nashville in the middle of January is 46 and the low is 28.

A Nashville Original: The Goo Goo Cluster



THE ORIGINAL

In 1912, Goo Goo Cluster altered what was possible in the world of candy by combining more than one element. As Goo Goo Cluster marches into its second century, it is still made with real milk chocolate, caramel, peanuts and marshmallow nougat.

Nutrition Information

Serving Size 1 Piece (50g)

Amount Per Serving / Calories 240, Calories from Fat 110, Total Fat 12g 19%DV, Saturated Fat 5g 26%DV, Trans Fat 0g, Cholesterol less than 5mg 1%DV, Sodium 70mg 3%DV, Total Carbohydrate 30g 10%DV, Dietary Fiber 1g 5%DV, Sugars 23g, Protein 4g, Vitamin A 0%, Vitamin C 0%, Calcium 4%, Iron 2%

Percent Daily Values (DV) are based on a 2,000 calorie diet.

Free rooms, discounts and vouchers make traveling just that much nicer ...



RJO Members Stay Free

RJO will pay for up to three consecutive nights' lodging for all qualifying stores. Reservations must be made directly through the hotel or www.rjohotel.com. Refer to your Registration Packet for full details.

Get a \$250 Travel Voucher

Register by December 30 to receive a \$250 Travel Voucher. Only dues-paying members with accounts in good standing will receive a voucher. Nashville Travel Vouchers are provided through the generosity of RJO vendors.

NEW: American Airlines Group & Meeting Travel Specials

RJO has partnered with American Airlines to provide show attendees a 5 percent discount for the 2012 RJO Spring Buying Show. Valid travel dates for this discount are Jan. 24-Feb.2, 2012. Access American's fares online, and apply this discount at: www.aa.com to book your flight. Place the Promotion Code **7612BK** in the promotion code box, and your discount will be calculated automatically.



Marketing Matters: *Getting Ready for the Holidays*

Are you ready?

The holiday season is all but upon us and as a retailer this is good news. The economy seems to be slowly creeping back to strength, and as I write this the stock market has soared with good economic news from our country and the European side of the world. It is odd to think that the situation in Greece has that kind of impact on us, but that is our new world!

How can you as a retailer have the best holiday season possible?

In my mind this can be accomplished very easily. There are three keys to having a **great** holiday season versus a **good** holiday season!

The marketing side of me says to **have as much exposure as your budget will allow with simple, clean and consistent messages** that will resonate with your current and potential customers and will help to show them the difference between your store and the competitors!

Getting current and potential customers to include you on their list of holiday shopping options is only half the battle. The second important piece is to **have the inventory and the products that will wow these people coming into your store**. We will assume that you picked all of that up in Indianapolis and you are good to go.

The third, and possibly most important, piece is two simple words that most people don't pay as much attention to as they should: **customer service**.

Without going into a long dissertation, here are the keys to excellent customer service

in a simple and easy to understand list.

- Does your store look great? Is it clean?
- Are the displays engaging and appealing to the eye? Are people drawn to them?
- Does your store sound great? Are there phones ringing in the background? Are there people in the back room making noise? Do you have pleasant music on in the store? Not necessarily holiday music, but many do like that. We always look at our store, but we rarely take the time to listen to our store.
- Does your store smell wonderful? This is the one that many times is overlooked and the sense of smell is so powerful. Does the store smell clean without the overpowering smell of cleaning supplies? Maybe a scented candle? Freshly baked cookies? Vanilla is a very pleasing smell to many. Find ways to give your store a special smell without it being overwhelming. A lot of people are offended by overpowering smells, but the majority will appreciate the nice subtle aroma that greets them at the door.
- How do your employees greet customers? This is an area that many need to work on. Greet them immediately. Greet them with sincerity. Greet them with a smile. Greet them with a warm handshake, energy and enthusiasm. Be polished and be empathetic to why they came to your store. You should be honestly and sincerely thankful that they stopped in, and they need to feel appreciated.
- Be attentive but not pushy. Engage them, pull them in with excitement and

enthusiasm. Show them a new product or piece that you are excited about. Share that excitement. Be there if they need you but don't hover if they are just looking. Stay close if they have questions. Would they like a cup of coffee? Tea? Water?

- Control the process. Make the whole shopping experience easy, problem-free and fun. If a problem pops up, bring it to their attention with honesty and a quick resolution.
- Be thankful! What is a customer worth over the course of a lifetime? A lot! Thank them the same way you greeted them, with sincerity and a smile.

I hope that you all have a very prosperous and happy holiday season! I hope that these tips help that happen.

P.S. Want to make 2012 super successful? Take every opportunity to gather emails from every single person who comes into your store!



Michael C. Woody is President and Chief Idea Officer of Capital Ideas. He has nearly 30 years of experience in television advertising and loyalty marketing. Phone: 515-556-5373. E-mail: MichaelC@ideas2burn.com Website: www.ideas2burn.com



Latest RJO Podcast looks at Vendor Relations



One of RJO's new initiatives this year has been the launch of **Education-on-the-Go** podcasts, entertaining and educational discussions, ranging from building your customer database to ensuring you maintain your focus on customer service. These podcasts are about a half-hour in length, and are aimed at helping you with your overall marketing plan. Episode 5 was released the last week of October.

Episode 1:
Getting That Marketing Edge
April 2011
RJO CEO Mary Peterson talks with Michael Woody from Capital Ideas about getting that marketing edge.

Episode 2:
The Art of Gold Selling
May 2011
RJO CEO Mary Peterson speaks with Michael Noe from Noe's Jewelry and Kansas City Gold Buyers about the art of gold selling and taking care of your customers.

Episode 3:
Becoming Tomorrow's Jeweler
June 2011
RJO CEO Mary Peterson talks with Bob Cox from Stuller. Bob discusses what its going to take to become tomorrow's jeweler.

Episode 4:
Family + Fun = Success
September 2011
RJO CEO Mary Peterson speaks to Terry and Kate Dickens, from Herteen & Stocker Jewelers, about the excitement and challenges of working with family.

Episode 5:
Vendor Relationship Tidbits
October 2011
RJO CEO Mary Peterson speaks to MRC members Jeff Wickersham and Michael Noe on how to build great relationships with vendors.

<http://rjojeweler.com/wordpress>

NEW members

Albert's Diamond Jewelers
Charles, Fred and Josh Halpern
Scherverville, IN

Anderson Jewelers
David Cowell, Kay Cowell
Taylorville, IL

*Referred by James Small
A & Z Hayward (East Providence, RI)*

Bay Area Diamond Company LLC
Brian Rouse, Jill Rouse
Green Bay, WI
*Referred by Tim Marr
Schurhammer Mfg. (Wabasha, MN)*

The Diamond Office Inc.
Virginia "Ginny" Guerrero, Susan Miller,
Joe Townsend, Michelle Plummer
Franklin, IN

Drake's Jewelry
Drake Miller, Tabitha Miller
Benton, IL

Fliegauf Jewelers Inc.
Roy Fliegauf and Greg Fliegauf
Washington, NJ

Harris Jewelers & Gemologists
Karen Fitzpatrick
Rio Rancho, NM
*Referred by Linda Griffith
Hoover's of Kearney, Inc. (Kearney, NE)*

Selman's Jewelers - Gemologist, Inc.
Lanny "Lamar" Murrell, Elizabeth "Betsy"
Murrell, Kristen Ratliff
McComb, MS

Thompson Jewelers
Gene Thompson
Orlando, FL
*Referred by Don Sanborn
Sanborn Jewelers (Muskegon, MI) and
Prakash Mehta
Interings (New York, NY)*

Thank you to the jewelers referring new members to our group. These jewelers will receive a \$1,000 finder's fee for their referral, payable after a new member has been in good standing for six months.

**Make Sure
RJO
Has Your
Most Up-to-Date
E-mail
Address**

To make our contacts with you more efficient and timely, RJO is increasing the use of e-mail as a contact medium.

From regular electronic newsletters to buying show announcements, our e-mail notifications are getting more common and more important.

If you've changed your e-mail address lately or would prefer to receive RJO communications at a new or different address, please let us know.

Address updates and changes can be directed to Mary Harger in the RJO office at: mary@rjomembers.com or call the RJO office at: (800) 247-1774.

JewelConnect Continues to Evolve

The JewelConnect platform continues to expand its offerings for RJO members. JewelConnect, from Incom Technology, is the member program designed to construct a product library for each participating RJO store. The site works to connect consumers to retail stores online and enables local stores to attract Internet traffic.

Additions just this past year have included: vendor to retailer communication, individual store websites, a loose diamonds database, and a mobile-friendly web option (iPad- and Android-specific web sites for retailers).

Retail jewelers know about the benefits of showing thousands of loose diamonds on their website; there are very large online businesses built around this feature alone. JewelConnect brings this function to RJO retailer sites, by allowing loose diamond searches for inventory directly supplied by participating RJO diamond vendors.

"We are happy to welcome GEMCO Int'l in the RJO members section of jewelconnect.com," Incom's Thomas Roethling announced this past month.

To read more about the program, members may visit:
www.jewelconnect.com/benefits

milestones

Ed Block, of Herbert's Ltd. in Kenosha, Wisconsin, died on October 12, 2011, at the age of 64. In 1975 Ed left a career as a criminal defense attorney and took over for his father, Herbert, who was semi-

retired. It was a career choice Ed never regretted. He immediately enrolled in courses from the Gemological Institute of America to truly understand the gems that he would sell.

NEW vendors

Bertucci Watch
Gurnee, IL

KGK Jewelry LLC
New York, NY

Paul Reiser & Associates
Green Bay, WI

FREE classifieds

For Sale: Pepe Tools Deluxe Engraving Machine (Model 157.XX). List price is \$1,300; asking \$800. Contact: Diana Pasquino, Cameo Jewelers in Chardon, OH. Phone: 440-285-0888; e-mail: cameojewelers@windstream.net

For Sale: Signature Rotary/Laser Engraver. Engraves: pens, leather, glass, plaques and much more. Signature 8080

Super (SN#03102007-8080S), including foil transfer system, glass engraving, pen engraving, and inside ring engraving. Tools, etc. included. Low usage; excellent for a jewelry store. The unit is seven years old. List price is \$32,000; asking \$22,000. Contact: Diana Pasquino, Cameo Jewelers in Chardon, OH. Phone: 440-285-0888; e-mail: cameojewelers@windstream.net

Save The Date

2012 Spring Buying Show • Nashville
Saturday, January 28
thru
Monday, January 30

CALENDAR OF events

November 15

All payments must be received in RJO Office.

Week of November 15

Watch for Nashville Spring Buying Show Registration Packet.

November 22

All invoices due in RJO Office.

November 24-25

Thanksgiving; RJO Office closed.

December 15

All payments must be received in RJO Office.

December 16

Vendor Show Registration due.

December 21

All invoices due in RJO Office to count towards your patronage dividend.

December 23 & 26

Holiday; RJO Office closed.

December 30

Member Show Registration due. (Must meet deadline to receive the \$250 travel voucher.

To place your FREE classified advertisement in the next issue of *In the Loupe*, send your items by December 1, 2011, to Christopher Green via fax: 800-597-2107; via e-mail: sheridanavenuedesign@earthlink.net; or via mail: RJO, P.O. Box 1045, Newton, IA 50208.