

EAGA Business Builder

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The speaker today was John Mead—John Thomas Jewelers



Mr. Mead has taken a different approach to providing quality jewelry to the masses, and it is all embodied in his business, John Thomas Jewelers. Many of the common materials—gold, diamonds, gems—are often the same as those available

to other jewelers, but nearly everything else is different. Starting with controlling overhead costs. John's store is not located in a mall or shopping center, or a free standing store. JTJ can be found on the third floor of a high rise (for Albuquerque) office building. The cost of 'office space' is substantially less than the cost of retail or commercial space. That portion of their overhead calculates to be about 80% less than that of their competitors that reside in the traditional locations. JTJ also has an investment advantage over those almost peers when it comes to inventory value. The average jewelry store has the mentality that they have to have at least one of everything on hand so that a sale can be made immediately upon the customer finding almost what they wanted. That business model requires over a million dollars in inventory...and results in only somewhat happy customers. John's philosophy, however, is that it is much more desirable to provide customers with exactly what they want. And that doesn't have to require a vast, expensive inventory. Instead, it only takes a good selection of suggestions (made to appear realistic with metal and cubic zirconium) to peak the customer's thought process; then a combined use of talent and technology (including a magic computer system) to create a visual design of what the customers want. Once the customer has adequately tweaked the design to get their desired image, JTJ staff uses 3D printers, a casting process and quality materials, gems and diamonds, to create the very real thing. The above referenced low overhead, the smart buying of quality materials, and the desire to provide customers with an excellent product at a reasonable price, allows John Thomas Jewelers to sell their products at a retail which is substantially less than any other jewelry store in our area. And JTJ provides a lifetime warranty on any of the jewelry they make. If you are looking for a special item for someone special (or anyone that you are just sort of fond of) you should stop by John Thomas Jewelers and check out their suggestions. If you already have an idea of a special ring, necklace, pendent or really any other piece of jewelry, you definitely have to discuss what you are thinking with John, or any of the capable folks on his staff. They have the experience, the talent, the computerized technology, and the proven processes to make just what you are looking for. It is like having one of those big city jewelry designers and custom fabricators make your item, but with John Thomas Jewelers, the result will be a better quality and a much less cost (usually-much, much less). Mr. Mead also wants all of the EAGA members, and their spouse/significant other, to 'Experience The Visit' when coming to his place of business. He is hosting a special event from 6:00 to 8:00 pm on Thursday, November 29th at the store—Suite #310, 2440 Louisiana Blvd NE. As with all the other quality things that John makes and does, he has an amazing event planned. Invitations have been sent out. If you have not already replied, please do so as soon as you can.

Contact information for Executive Director: Kevin Lorenzen

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8100 Wyoming Blvd NE; Suite M-4 #345 Albuquerque, NM 87113

Business Leads:

None noted today.

Reciprocity:

None written down today

◆ **Our next scheduled event is**

John Thomas Jewelers open house will be November 29th from 6:00 to 8:00 PM.

◆ **EAGA Holiday Party will be Saturday, December 8th at Hotel Albuquerque. Make sure that you sign up at our meeting on November 27th. Sheets will be available on the tables.**

◆ **Second announcement of a potential new member:**

Briones Business Law Consulting, PC

Representative: Thomas Briones

Category: Business Law

Sponsor: Scott Peck

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or 505-259-5959) as soon as possible.

Badge Board Greeters

Nov 27th	Herman Mitchell—Southwest Mail Center
Dec 4th	Jeff Barkoff—Servicemaster Clean
Dec 11th	Paul Jew—Moji Studio
Dec 18th	Patrick Wallace—Essential Pest Management
Dec 25th	No Meeting—Christmas Holiday
Jan 1st	No Meeting—New Year Holiday

Upcoming Speakers

Nov 27th	Rick Reese—Blue Ristra
Dec 4th	Bruce Hoover—Business Environments
Dec 11th	Guest Speaker, Beverly McMillan—DVRC
Dec 18th	Mark Tobiassen—Action Coach Business Coaching
Dec 25th	No Meeting—Christmas Holiday
Jan 1st	No Meeting—New Year Holiday

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