

EAGA Business Builder

November 17, 2020

Lock-down is back. Except for the essential businesses and related workers. But what is the new definition of essential. That depends on the day..

Today's speaker was John Mead—John Thomas Jewelers



Mr. Mead grew up in a place that is somewhat far away from Albuquerque. It was in the north eastern part of the United States; or maybe more accurately, it was the south eastern part of Canada. Right up there in the Niagara Falls part of the possibly civilized world. John's younger life was more challenging than most, and along the way he got involved in amateur boxing. It sounds like he was pretty good at it, but, to the benefit of all of us (and probably to his nose and ears, as well), Mr. Mead did not pursue a path up the boxing profession ladder. Those younger days were quite a few years ago and there have probably been a lot of ups-and-downs, twists-and-turns, and interesting adventures that must have happened during his travels to Albuquerque. But for today's presentation, John moved directly to his current life, with only a brief stop in a period about four years ago. That is when he had an idea delve into a second business involving the Information Technology sector. He is no stranger to computers and decided to use that knowledge to start a consulting company which provided healthcare services to hospitals. After four very unenjoyable years, John decided the IT consulting business was not for him. He moved back into the jewelry world on a full time basis. So that brings us to today - and to John Thomas Jewelry. John, and wife, Janelle, have established a professional, successful and very well-respected Jewelry business. The success did not just happen. It is the result of a lot of hard work, ingenuity and good decisions. (John calls it 'Luck'). Last year's business generated over \$1.2 million in revenue. About \$391,000, or 1/3 of it, occurred in the last 41 days of the year. However, 2019 was so long ago. It was in that pre-pandemic happy era. As everyone that has been awake and somewhat coherent during the past 9 months knows...2020 is a different time. But those 'lucky' qualities noted above have allowed John Thomas Jewelers to come through it, at least so far, quite well. Revenues through November 14th were about \$1.22 million; which exceeds those of all last year. The coronavirus shutdowns have definitely hit John Thomas as hard as the other retail entities in New Mexico. Operational adjustments, however, have allowed JT to plow forward in a very beneficial manner. One such change was Facebook Live events. Their first one in March brought resulted in \$10,000 of sales. John knew that was well above the average for his industry, but he was also pretty sure he could increase the revenue on future events if they were made to have a little more of a professional look. He and Janelle made some changes to the production, and their second event brought in \$30,000. Seems like John's 'luck' came through again. As 2020 progressed, the government regulations loosened up a little bit and some shoppers were again allowed into the stores. Even with the limited number that could come in at one time, John and his staff were productive, and sales continued at a record pace. Mr. Mead has now, in preparation for the upcoming holiday season, increased his inventory to its highest level ever. Did we mention that it is 2020? The year of unpredictability in major proportions. Last weekend, the Governor reinstated her orders for all but essential personnel to stay home through November 30th (but we cannot actually plan on the orders expiring at that date). So at this point, during a very major holiday shopping season, there will not be any customers in the store to take advantage of those highest inventory levels ever. In spite of it all, and with trepidation, the resilient and determined Mr. and Mrs. Mead are reworking their plans so that they still have a successful season. Their already existing business model will help. A large part of their previous success had been in the various types of services that John Thomas Jewelers provides. Besides the 'standard products' available for customers who want to pick something from an already designed line of jewelry, there are other, actually quite amazing, services available. Such as creating unique jewelry from the client's own thought, sketch or verbalized design; even from views of jewelry captured in old family photos. And there is the ability to create new and exciting pieces of jewelry using the materials and jewels from the customer's existing, but no longer desirable items. John showed some pictures of the amazing work that they have done in the past. The products were incredible, but there is no chance of getting a proper visual from an attempt to describe them here. You had to see the frog ring with legs (and feet) that formed the ring, and front arms and hands that actually hugged the wearer's finger; or the 8 carat pink diamond ring; or some of the other exquisite new items that were crafted from old jewelry. If you missed the presentation, you missed some wonderful things. And you missed some very interesting jewelry related information that John provided. Some of that will translate OK here. Diamonds come in green, pink, blue and white. The term "one in a million" was coined from the fact that it takes mining about a million diamonds before locating a single 1 carat diamond. Similarly, 2 carat diamonds are about 1 in 5 million. And exponentially on up with the other full carat sized diamonds. They are so rare that all of the 1 carat diamonds ever mined would fit inside a single basketball. All of the 5 carat diamonds would fit inside a softball. But John Thomas Jewelers has a lot of the rare, good stuff... Including a 2.3 carat, round brilliant cut diamond that is D color, flawless clarity. It is so rare John's is one of only two that are for sale in the entire country. If you want to give the special someone in your life a wonderful Christmas gift of jewelry, give John a call. He has an a lot of inventory; he has a lot of talent; and he has the ability to create almost anything. So, yes, he can definitely provide you with whatever it is that you want. Be sure to consider that young lady in your life who has been through a lot during this pandemic. Not only supporting you in your stressful situations and decisions, but also enduring her own anxieties from all the other altered family and household responsibilities. She does deserve a special gift of appreciation. And there are still more things to know about John's operations: When using materials from old jewelry, John gives 100% value for the gold and other materials extracted from the original jewelry. If the value is not used up completely in crafting the new item, John will refund the balance to the customer. And John Thomas does all types of watch repairs too. In addition to the huge variety of quality products and great service that he provides, there are many reasons for doing business with the talented, knowledgeable, expert and just excellent person, Mr. Mead. Give him a call at 505-342-9200, or send him an email. He can make jewelry related things happen, even during a pandemic, Eh?

◆ [THERE WILL NOT BE A MEETING ON NOVEMBER 24th TO CELEBRATE THE THANKSGIVING HOLIDAY.](#)

- ◆ Board elections will take place on Dec 8th. There is 1 board position available. Nominations will remain open until the end of business on November 30, 2020. If you are interested, or if you would like to nominate someone, please contact Steve Douglas- The Printing Guy (steve@theprintingguynm.com).
- ◆ There will not be meetings on November 24th, December 22nd and December 29th to allow for celebrating Thanksgiving, Christmas and New Years Day holidays.
- ◆ The recent Governor's new orders restrict indoor dining, group gatherings and travel in general. Until further notice, our Tuesday meetings will be via the virtual format. The link will be the same for each meeting. It is:

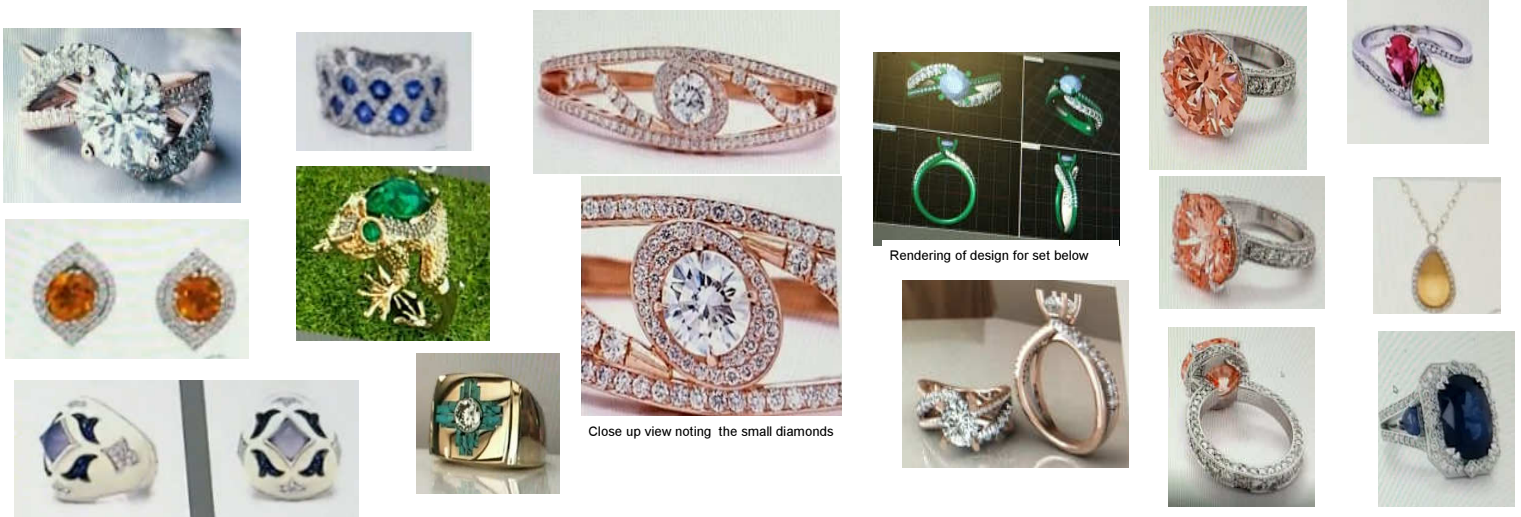
<https://global.gotomeeting.com/join/940475581>

You can also dial in using your phone. Call [\(646\) 749-3112](tel:6467493112) Access Code: 940-475-581

- ◆ Remaining meetings for 2020 will be on December 1st, December 8th and December 15th. At this time, they are scheduled to be held via the virtual format. More details will be provided whenever new information becomes available.

◆ Upcoming speakers:	Nov 24th	No Meeting	Thanksgiving Holiday
	Dec 1st		Michael Predika—Black Briar
	Dec 8th		Gregg Zanetti—Guest Speaker
	Dec 15th		Tom McMahon—Fenix Corp (The Premium Shopping Guide)
	Dec 22nd	No Meeting	Christmas Holiday
	Dec 29th	No Meeting	New Years Day Holiday

There were not any leads or reciprocity sent in for today's bulletin, so there is a little space available. Those of you that did not attend this meeting just got very lucky. You will actually get to see a few examples of the amazing work from **John Thomas Jewelers**. [Note that these are pdf versions of screen shots off a remote view. They are much more incredible when viewed in person]



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