

EAGA Business Builder

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Today's speaker was John Mead—John Thomas Jewelers



Mr. Mead is a rather successful entrepreneur, the owner of a reputable and growing jewelry business, and a well respected member of the community. But he began his presentation today speaking briefly about the finer things in his life. His wife, very close friend and business associate, Janelle, his 17 year old daughter, (who has just received her driver's license, and the anticipated adventures that will bring for all involved); and his tweenage son (who, at 12 years old, is already on his way to becoming a fine young gentleman). John is rightfully proud of his family and they are probably the primary reason that he continues striving to be the best that he can be. Mr. Mead is not a New

Mexico native and his path to here has had a few bumps, turns, and changes of scenery. Although you might be able to see in his smiling face that he is a bit older than 21, for today we will begin in the 1990s anyway. That is around the time that John Mead the bartender stumbled (or staggered) into a job as a part time jewelry store clerk. He discovered that new type of work to be a much more enjoyable and rewarding experience than he had been used to. The atmosphere at the jewelry shop was happier, and the clientele were always so cheerful as they searched for their particular piece of jewelry. It didn't take long before the jewelry work had become his full time job, and Mr. Mead was off and running toward a long term career. He went to work in the Diamond District of New York for awhile and he learned more and more about the jewelry world. Fast forward (but still learning all the way) to 2003, John found himself at J. Edward Diamonds in Albuquerque. However, the bumps and turns still appeared occasionally and by 2012 Mr. Mead decided to venture out on his own. He found an office on the third floor of the Lewis University Building and opened John Thomas Jewelers. Why that location? Lower rent, lower insurance and lower overhead in general than a free standing store or shopping center location; and besides—you always have to go upstairs if you want to see the better quality merchandise. That first year the company brought in only \$142,000 in revenue (and John may have begun wondering whether or not he should start looking for a part-time bartending job). But Mr. Mead is determined and is not one to give up easily. He continued progressing down the path where his energy, hard work and smart decisions began to smooth out the bumps and straighten out the turns. By 2019, John Tomas Jewelers was earning \$1.3 million in revenue per year. By the end of this December, it will be \$3 million in revenue for 2021. National data indicates that about 85% of small independent jewelry businesses have annual revenues of \$600,000, or less. Only about 5% have annual revenues of more than \$1 million. John Thomas Jewelers is already the largest independent jewelry business in New Mexico and they are also ranked in the top 1% of small jewelers in the country. That is very impressive, but Mr. Mead doesn't plan on slowing down. He is in the process of expanding their operation via the purchase of another small jewelry business here in the area. The combined operations are projected to bring in \$6 million in annual revenue by 2025 and \$10 million by 2030. John is also improving on the shopping experience at their Louisiana Ave store with a complete remodel of the showroom area. The adventure began on October 14th when they completely removed the existing showcases, displays...and everything. By November 16th, all new cabinets, shelves, counters and display areas had been designed, built and installed. In just over 1 month there had been a complete transformation of the entire store and they are back in full operation for the holiday shopping experience. (FYI - John made sure that customer service didn't just stop during the remodel. He set up operation in a available classroom on the first floor of the University building. Maybe a little different atmosphere than usual, but he brought the brought the quality stuff downstairs for a couple of weeks so that he and his staff could still provide their customers with the legendary John Thomas jewelry buying experience. And now that everything is ready to go in their third floor shopping dream area, the new the service, experience, atmosphere...and jewelry will be even better than before. The John Thomas Jewelers forte is providing custom designed jewelry. (As a matter of fact, they also provide the quality custom designed products ordered by 18 other jewelry stores for their own customers). But John Thomas Jewelers is the only business capable giving the customer 'same day' information. When a customer comes to John Thomas Jewelers, that customer is not only able to see their item designed right there on one of the JTJ computers, but the customer can immediately receive a quote for what the finished product will cost. Then, if the item is a ring, before the final product is constructed, the customer will be able to actually try on a wax cast replica in order to make sure that the size is correct. John and Janelle want to always provide the customer with the exceptional quality jewelry that looks and feels exactly as the customer wants. If you, or more importantly, if your spouse would like to acquire that perfect piece of jewelry, you should give John a call at 505-342-9200. He and his team will get to work on making just what you are looking for. And if you don't really know what the perfect piece of jewelry is for you (or your spouse) stop by and give John a couple of thoughts. He has great ideas and will provide you with some really nice suggestions. If you haven't already registered, be sure to enter your name in the drawing for a chance to win a 4 carat \$50,000 (yes all those 0s belong there) diamond. John brought one back from their recent buying trip to Antwerp, and will be giving it away on January 15th. It is likely that a diamond of that quality could indeed be used to create one of those 'perfect pieces of jewelry'.

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Leads & Business Information:

T SKIES JEWELRY is opening at 8106 Menaul NE.

A shout out to Mark Abramson on the new Los Ranchos Gun Shop location.

- Lionel Specter—ZEON Signs

- ◆ On December 14th, we will hold elections for two Board of Director positions. If you are interested in getting your name on the ballot, please contact Raul Rodriguez (info@thekingsofwrap.com or phone number 505-453-8020) , but you had better do it right now.
- ◆ Please note that we will not be meeting on the last two Tuesdays in December (21st and 28th).
- ◆ We have speaking slots available beginning with January 4th. If you are interested in updating the membership on the great things that you and your business are doing, please contact Mario and reserve one of the dates.

Below are some excerpts from recent “By The Numbers” articles. That is the weekly publication from Klint Hall. The articles have various interesting facts about a wide range of subjects. Most of the items are concerning financial, economical, government or similar issues, but mixed in are ‘just interesting’ pieces of information. If you want to receive the “By The Numbers” from Klint, just let him know via email to klint@lobowealthstrategies.com

“An estimated 11,050 Americans will turn 65 years old each day next year (2022), i.e., 1 every 8 seconds. This group represents the 12th year of 19 years of “Baby Boomers” turning age 65. An estimated 11,525 Americans will turn 65 years old each day in the year 2029 (source: Government Accountability Office).”

“Diane Friedman ran 100 meters in 36.71 seconds on 8/15/21 at the Michigan Senior Olympics, the fastest 100 meters ever run by a woman at least age 100 (source: GrowingBolder.com).”

“An estimated 2.4 million charging stations for electric vehicles will be needed nationwide by 2030, up from 45,500 existing charging stations today (source: International Council on Clean Transportation).”

“The Nobel Prize for Economics has been awarded by the Royal Swedish Academy of Sciences since 1968. This year’s winners (3 Americans) will split the 10 million kronor prize (worth approximately \$1.2 million). Alfred Nobel created the annual prizes across multiple disciplines at his death in 1896. Nobel made his fortune by invent- ing dynamite (source: Nobelprize.org).”

Badge Board Greeters

Dec 7 th	Kevin Lorenzen—Aflac
Dec 14 th	
Dec 21 st	No meeting—Christmas Holiday
Dec 28 th	No meeting—New Years Day Holiday
Jan 04 th	
Jan 11 th	

Upcoming Speakers

Dec 7 th	Chuck Osborne—Steamatic
Dec 14 th	Speaker not scheduled. Board elections and other general discussions.
Dec 21 st	No meeting—Christmas Holiday
Dec 28 th	No meeting—New Years Day Holiday
Jan 04 th	
Jan 11 th	

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