

EAGA Business Builder

EAGA

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Member speaker on 9/13/22 John Mead w/ 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 Mr. Mead is not a New Mexico native and his path to here has had a few bumps, turns, and changes of scenery. John shared with our membership the infamous environmental disaster that took place in the 1970's in what is called the "Love Canal" neighborhood in Niagara Falls. This is the area John grew up in. Today the area remains condemned and inhabitable. Unfortunately, the events over decades have not been kind to the former inhabitants of this area and experience many illnesses and fatalities.



Back to John and his business. Early in his career he went to work in the Diamond District of New York for a while 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 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 Thomas 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 an available classroom on the first floor of the University building. Maybe a little different atmosphere than usual, but he 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 try on a wax cast replica 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 nice suggestions. John is also offering to purchase on your behalf a hand selected diamond when he goes to Antwerp this year. Buying directly in Antwerp will provide you more bang for your buck. Contact John for more information.

EAGA Trap Shoot Information

- This year's Trap Shoot is scheduled for September 23 at The Albuquerque Trap Club. Please read the following for details regarding the event.
- Two squads will share a trap field and will switch every round. This way no one will have to wait more than 20 minutes after they are done shooting for the main event to end. Shooters must have unloaded guns and actions opened when they exit their vehicles. Anyone caught with a loaded firearm will be asked to immediately leave the grounds. When shooters look at the roster to find their squads, they will be given a release form to sign. They will give this release form to ATC when they get their ammo. Participants who have an extra 12 gauge shotgun are asked

to bring it to help shooters who don't own one. Shooters should arrive shortly after 8:00 AM. Breakfast will be served at that time. There will be a mandatory safety meeting at 8:45am that you must attend to shoot.

- Directions to Albuquerque Trap Club from the I-25/ I-40 intersection.: Take I-25 south and Exit 215 / North Broadway, go north on Broadway and turn left at the first traffic light."
 - Raffle tickets are still available for \$100/ticket for members only. The tickets will be sold now through the morning of the event. See TJ Maloy or Rick Reese to purchase your tickets.

Contact Information for Executive Director: Mario Hernandez
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Business Leads:

- None to report. Please announce your business leads during our leads & reciprocity portion of our breakfast meeting.

New Member Announcements:

None to report. If you have a candidate that would be a good fit for EAGA, please make sure their business category does not conflict with any other EAGA member.

Upcoming Event:

When? October 6th @ 6pm. Where? Rio Bravo Brewing. This event is for all members and spouses. Drinks and food will be provided at no cost to our members. We will host a cornhole tournament with prize money. The buy in is \$20/team payable by cash only. If you do not want to play cornhole, no worries, hangout have a drink and cheer on your fellow members. We will have a sign up sheet at our next breakfast meeting.

Badge Board Attendant Schedule **WE NEED BADGE BOARD ATTENDANTS**

September 27 – Rich Rosley w/ A-Tech Security
October 4 – Jerry Patton w/ State Farm
October 11 -

Speaker Schedule: **WE NEED SPEAKERS**

September 27 – Guest Speaker- David Kassan
October 4 - Open
October 11- Open
October 18- Open
October 25- Open

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