



### A DISCUSSION WITH DAVID GELLER

The New England Jewelers Association is very pleased to present a “ZOOM” evening presentation with David Geller. Many of you use David’s famous pricing guide and here is your opportunity to hear him speak about it and answer your questions. We enjoy having our “live” meetings, but due to Covid-19 we have decided to give this a try and we thought David would be the perfect person to do this for us!

Date: Tuesday, March 30, 2021

Time: 7:00 PM

This will be **FREE** to NEJA members!

**\$25.00** charge to non-members.

For those of you who are not members and would like to join, at a very attractive rate of **\$50.00** for the year 2021, we have included a membership application.

David Geller is a 14<sup>th</sup> generation jeweler, starting his training in his father’s manufacturing facility at the age of 10. Later David worked as a jeweler for Neiman Marcus in Atlanta as their Jeweler and Starting Jewelry Artisans in 1974. When he sold his store to an employee in January of 2000, the year before the store did well over \$1.8 million in sales with 75% of that coming from the shop, and doing almost 9,000 job envelopes a year!

Over the years David developed his now famous pricing guide: **Geller’s Pricing Guide to Repairs and Custom Design**. Used by over 6,000 jewelers in America, the U.K., Italy, Guam and Canada, this guide provides profitable pricing, as developed in David’s store.

Now, David’s life mission is to help jewelers make and keep more money from their store and being an expert in their own business in: Repair and custom designing selling; understanding how much inventory to have and at what price points using their point of sale program; commission and compensation programs and store organization.

David has spoken to jewelers across the country including: IJO; RJO; AGS; over 75% of all state Jewelers of America state associations; JCK program in Vegas and in over 400 in-store consultations.

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I would like to join the ZOOM discussion with David Geller and NEJA on **Tuesday, March 30th!**  
Please check one of the boxes and return to the address below.

( ) I am a NEJA member, here is my e-mail address, please send me the link to join  
(you may e-mail this to us at [nejainc@aol.com](mailto:nejainc@aol.com)): \_\_\_\_\_

( ) I am not a NEJA member, but would like to join, please fill out enclosed membership application and return to NEJA with the 2021 membership fee of \$50.00. Please mail to address below.

( ) I am not a NEJA member, enclosed is \$25.00 so I may join the ZOOM discussion.  
I have also enclosed my e-mail address, please send me the link to join. Please mail to address below.