

Welcome!!!

Welcome to the first edition of your new Plumb Club Times. Our goal is to provide the members with valuable information to grow your business and strengthen Plumb Club relationships.

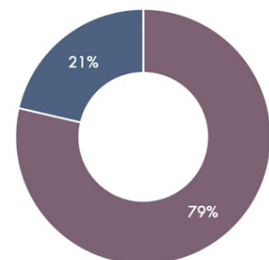
We welcome your feedback, your input and content you wish to have featured. For now, we hope you enjoy Volume 1!

From the Desk of....

Everyone has now seen – and admired – the intensive research project outlining what’s to come in the jewelry industry. How did this report come to fruition? We went to the leaders themselves and asked that very question. Read on to learn how Steven Lerche, Jordan Peck and the overall team began this all-important task.

INFLUENCE OF BUSINESS PRACTICES

When buying a piece of jewelry, would knowing more about a store or brand’s responsible business practices and supply chain influence you to purchase from one store or brand over another?



Yes
No

From the Desk of Steven Lerche & Jordan Peck

After involvement on different committees within The Plumb Club, we kept coming back to the discussion of data analytics and industry research as an area we felt the Club was poised to be a leader in. We decided to take the discussion across the membership and see if there was positive feedback to the Club investing in more industry specific consumer and trend data. A lot of stock was put into the Beacon Strategy, both its pros and cons, as an effective tool for the membership to increase touch points as well as sales with their customers. There are countless other organizations and industries that collect and disseminate data backed conclusions, but our industry tends to be more secretive in this area.

Much of the cons associated with the Beacon Strategy were related to its specificity and it did not allow members to draw on more general topics to be adaptable to any retailer or organization that a member wanted to promote to. Another missing piece of the Beacon Strategy was a consumer driven section. We want to know, and our retailers want to know, what the consumer is thinking, buying, talking about, etc.

So with all of that information, and a little help from Michael O'Connor and Lawrence Hess, the first Research Committee was formed, and now we are on our third iteration (including the original) with only better results ahead for upcoming installments.

Both of us feel that the value proposition for The Plumb Club Research and Market Insights Reports is infinite. As an organization, The Plumb Club is providing its members with fact checked and consumer backed data, to be shared directly with their customers, which is the first of what we considered to be a three-pronged approach. Touch points with our customers is ever so important and the report promotes that.

From the Desk of continued.....

The second prong approach is overall business betterment. It is our belief that understanding the overall market, the psychographics of the consumer, the actual point of view of the consumer, and the increasingly important phygital marketplace, allows a member to make strategic business decisions and take specific direction to better their bottom line.

Finally, the third prong is promotion of The Plumb Club and the relevance of the Club 365 days a year. As members, we all benefit from that kind of promotion and the message that if you want to do business with the top suppliers in the industry that promote education, offer free of charge one-of-a-kind research, and foster sustainable and ethical business environments, then you should only be doing business with a Plumb Club Member.

With this being the 3rd iteration of the project, we had a very clear vision for what we wanted to accomplish, and the process needed to get there. We were focused on getting the updated data and insights that both our members and their retail partners felt were important to build on from the previous report; so we asked them. We took feedback from both members and retailers to understand what worked from those reports and what areas they wanted us to expand on.

Our committee also played a huge role in the selection of the focus areas since it comprised of members from different sections of the industry, aside from the both of us, plus Michael, and Lawrence, the committee included AJ Tosyali from Benchmark, Monica McDaniel from Chatham, and Alethea Inns from GSI.

From the Desk of continued....

Once we had our areas of focus narrowed down, we reached out to Paola DeLuca from The Futurist. She did a great job on the 2021 Insight Report, so it was a no brainer to work with her again to keep the consistent feel, look, and voice of the project and to provide an update to our research. She understood our goals and helped bring them together to create our survey which was then reviewed and amended by the committee.

This was probably the most time and detail intensive aspect as we were meticulous in making sure that both the questions and responses we were presenting would result in true and unbiased answers from consumers.

Qualtrics of course rounded those questions out for us as well, while helping to determine the demographic we wanted to target. We needed to be sure we were getting the voice of actual jewelry buyers throughout the US market rather than just the major cities. We think once everything came together in the end, the report gave both members and our retail partners actionable and usable insights that can be very easily applied to their individual businesses and partnerships moving forward.

As we look to the future, this is not the last Consumer Insight Report we're going to publish. Our vision is to have this be a constantly evolving project that continues to provide new updates, market trends, marketing insights, and continued value to both members and the retail partners. Ultimately, the goal is to keep members in the driver's seat for developing products and providing innovations that consumers want and need; resulting in The Plumb Club and its members staying at the top of the retailers' minds. It will continue to give us all the tools to better engage our customers with great products and initiatives that will strengthen our partnerships.



Everyday Reminders

- Make work fun!
- Don't run after the buck....let it come to you!
- If you can, buy the building, don't pay \$\$\$ to a landlord.
- Never sell yourself on believing you're significantly smarter or above anyone else. Keep learning how to be a better human.
- The more you learn, the more you learn you need to learn.
- Plan your work and work your plan.
- Stay focused and don't spread yourself thin. Learn when to say no!

Member Milestones

March 30, 2023 - Alisa Bunker with Chic Pistachio celebrated 10th wedding anniversary.

April 18, 2023 – Lawrence Hess celebrated his 30th wedding anniversary to his lovely wife Hilary.

Steven Lerche with Goldstar welcomed his first child.

October 2023 – Jordan Peck with Color Merchants is getting married.



Feature Article - Sign of the Times

Using Artificial Intelligence to Enhance Your Jewelry Content: Tips and Tricks by Rick Mulholland

Finding ways to save time while producing engaging online content is crucial. Artificial Intelligence (AI) can help. By mastering a handful of basic principles, you can use AI to help save time and achieve more. Here are basic tips and tricks for creating effective prompts to maximize the potential of Artificial Intelligence. From creating catchy social media captions to SEO-friendly product descriptions, exploring AI's capabilities can lead to increased sales conversions, greater visibility or more time for other tasks.

As a busy professional in the jewelry industry, you're always seeking ways to save time while producing engaging content for your audience. One way to achieve this is by utilizing Artificial Intelligence to enhance your social media and blog content. Although there are various platforms available, ChatGPT from OpenAI is an excellent option for beginners (accessible at [Chat.openai.com](https://chat.openai.com)).

Sign of the Times continued....

ChatGPT is a free platform noted, but these guidelines will work with other emerging and existing platforms as well.

Remember that the philosophy for AI is garbage in/garbage out. You need to be concise and have a little bit of patience for a learning curve. By mastering a few basic practices, you can use Artificial Intelligence to help save time and achieve more.

How to Get Started

Leveraging Artificial Intelligence starts with the ability to effectively communicate with a prompt. An effective artificial intelligence prompt is a clear and specific set of instructions or questions that are designed to elicit a relevant and accurate response from an AI language model.

The prompt should be written with a detailed goal or purpose in mind and should consider the target audience and manner in which it will be used. It should also be refined to ensure that it produces useful and engaging responses.

With the following suggestions, you can create effective prompts to maximize the potential of Artificial Intelligence:

Be Specific: Use specific keywords related to the jewelry industry, such as gemstones, metals, styles, or trends to ensure accurate and relevant responses are generated.

Sign of the Times continued....

Consider the Platform: Keep in mind any character limits and relevant hashtags for Twitter, Facebook, Instagram and TikTok. Twitter allows for 280 characters per Tweet. There are also character guidelines for the other popular platforms. Highlight where your content will be posted in your prompt as well.

Revise and Refine: Revise your prompt several times to ensure it's clear and easy to understand. Refine it accordingly if it is too long or complex.

Test and Adjust: Input the prompt into ChatGPT and review the response. Adjust the prompt and try again if the response is not useful.

Keep it Conversational: Keep the tone of your prompts conversational to produce more natural feeling for your content. Don't worry about sounding so technical – just get your points across as if you were talking to a friend.

Some Prompt Examples

1. Write a Tweet about our stunning new collection of yellow gold diamond bracelets - "Sparkle up your style with our stunning collection of yellow gold diamond bracelets! Shop now and add some glamour to your wrist. #YellowGold #DiamondBracelets #JewelryLove"
2. Write an Instagram post about a new collection of platinum engagement rings with gemstones and diamonds - mention blue sapphires and create unique hashtags – "Introducing our newest collection of platinum engagement rings, featuring stunning gemstones and diamonds. The blue sapphires in these rings are truly breathtaking and add a touch of elegance to any proposal."

Sign of the Times continued....

💍 ✨ Shop now and make your special moment even more unforgettable. #PlatinumEngagementRings #GemstoneEngagementRings #BlueSapphire #DiamondEngagementRings #EngagementRingGoals #SayYes #ForeverYours”

Use for Common Social Media Tasks

AI-powered tools can help streamline the content creation process and generate fresh ideas and creative approaches. AI can be used for common social media tasks, including longer content creation, product descriptions, and writing style.

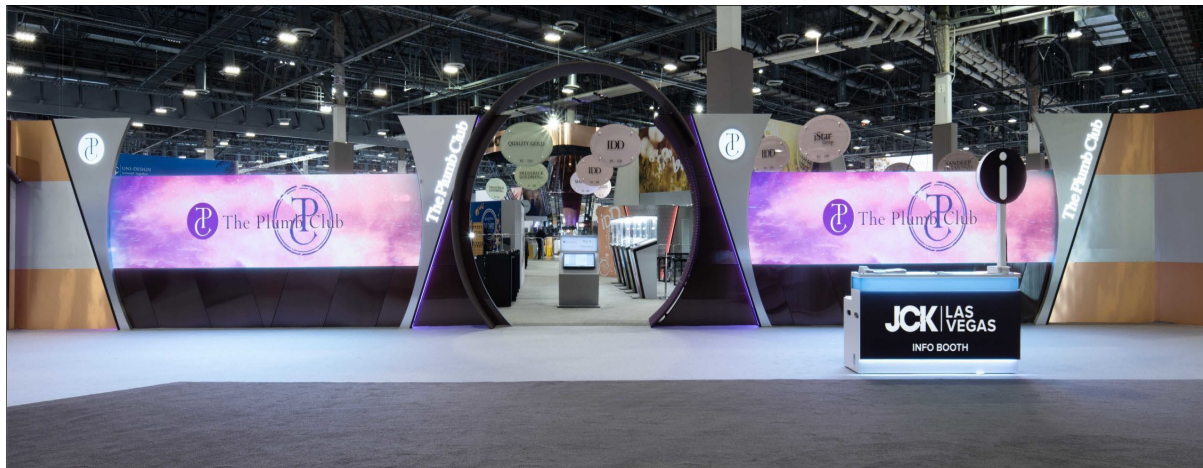
1. **Social Media Captions and Hashtags:** One of the key challenges in social media marketing is creating content that is engaging, memorable, and shareable. One effective way to accomplish this is by generating catchy captions and creative hashtags for your posts. across various social media platforms like Facebook, Instagram, Twitter, and TikTok.
2. **Longer Content Creation:** Generate fresh and unique content ideas for your blog by inputting keywords and topics. Ask to generate longtail hashtags and a concise, attention-grabbing headline or caption that piques the curiosity of your audience. Don't forget to get suggestions for SEO-friendly page descriptions and image tags as well.
3. **E-Commerce Product Descriptions:** Craft compelling product descriptions and reviews effortlessly by simply inputting product details and benefits.
4. **Add Pizzazz to Your Writing Style:** Additionally, using descriptive language that evokes emotions and connects with your target. Explore different writing styles and tones. Sound like Ernest Hemingway (if you want to). By leveraging AI-powered language models, you can adapt a style that remains consistent throughout your platforms.
5. **Keep This in Mind:** To ensure accuracy and trustworthiness, fact-checking the information provided by ChatGPT (or other platforms) before publishing is crucial. Cross-check with reliable sources, use fact-checking tools, and check for bias. Seek a range of viewpoints on a particularly complex topic.



Sign of the Times continued....

There are also more complex ways to leverage AI. For instance, you can create personalized product recommendations based on customer preferences and browsing history. This can improve the customer experience and lead to higher sales conversions. You can also use ChatGPT to analyze customer feedback and sentiment on social media and online channels, providing valuable insights into customer behavior and preferences. These advanced applications of AI platforms may require more programming knowledge and data analysis skills, but they can provide significant benefits.

Using Artificial Intelligence to enhance your content can be a game-changer. Effective prompts tailored to specific products can generate fresh, unique, and engaging content, save time and effort, and even help gain valuable insights into customer behavior and preferences. From creating catchy captions to product descriptions, continuously exploring AI's advanced capabilities can lead to increased sales conversions and greater visibility.



Member Spotlight

Chic Pistachio made their Plumb Club debut at JCK 2022 and are celebrating their sophomore year as Plumb Club Members. The US-based women-led company is the home of on-trend brands ANIA HAIE and AURELIE GI designed for Gen Z and Millennial buyers. Fashion designs are made in either sterling silver or 14kt gold and are launched 4-6 times annually. The brands are also known for teaching retail partners how to host successful, profitable in-store events that appeal to today's Gen Z shopper like permanent jewelry zapping parties and curated ear-piercing parties.

Noteworthy News

- Color Merchants is celebrating their 35th anniversary!
- Kristie Nicolosi of The Kingswood Company was inducted into the Private Industry Label HALL OF FAME, March 2023.

Location Spotlight - Philadelphia!

Heading to the RJO show in Philly this summer? Here are top recommendations to eat and see while you're there!

➤ **Restaurants....YUM! Making me hungry! 😊**

Maggiano's Little Italy (Italian)

1201 Filbert St, Philadelphia, PA 19107

Del Frisco's Double Eagle Steakhouse

1428-1432 Chestnut St, Philadelphia, PA 19103

Friday Saturday Sunday (Eclectic American)

261 S 21st St, Philadelphia, PA 19103

Cleavers (Philly Cheesesteaks)

108 S 18th St, Philadelphia, PA 19103

Van Leeuwen Ice Cream (Dessert)

119 S 13th St, Philadelphia, PA 19107

➤ **Fun 'to dos' that are within walking distance:**

Visit City Hall

1400 Joh F Kennedy Blvd, Philadelphia, PA 19107

St. John the Evangelist Roman Catholic Church

21 S 13th St, Philadelphia, PA 19107

- Known for its outstanding architecture

Masonic Temple

1 N Broad St, Philadelphia, PA 19107

- Historic landmark, known for capturing different architecture styles
- Temple as well as museum showcasing Masonic artifacts

Walk around Dilworth Park for some fresh air

1 S 15th Street, Philadelphia, PA 19102

Lucky Strike Bowling

1336 Chestnut St, Philadelphia, PA 19107

Location Spotlight - Cleveland!

Heading to the IJO show in Cleveland this summer? Here are top recommendations to eat and see while you're there!

➤ **Places to get your grub on!**

Marble Room Steaks & Raw Bar (Steakhouse)

623 Euclid Ave, Cleveland, OH 44114

Blue Point Grille (Seafood)

700 W St Clair Ave, Cleveland, OH 44113

Collision Bend Brewing Company (American)

1250 Old River Rd, Cleveland, OH 44113

Karl's Inn of the Barristers (American)

1264 W 3rd St, Cleveland, OH 44113

Insomnia Cookies (Dessert)

1224 W 6th St, Cleveland, OH 44113

➤ **Places to get your groove on!**

Rock & Roll Hall of Fame

1100 E 9th St, Cleveland, OH 44114

Great Lakes Science Center

601 Erieside Ave, Cleveland, OH 44114

○ Known for its interactive exhibits

○ Great for children

Crawford Auto Aviation Museum

10825 East Blvd, Cleveland, OH 44106

Cedar Point Amusement Park

1 Cedar Point Dr, Sandusky, OH 44870

Location Spotlight - Atlanta!

Heading to the SJTA show in Hot-lanta this summer? Here are top recommendations to eat and see while you're there!

➤ **Restaurants:**

Ray's on the River (Steakhouse)

6700 Powers Ferry Rd NW, Sandy Springs, GA 30339

Rumi's Kitchen (Persian)

6112 Roswell Rd, Atlanta, GA 30328

Maggiano's Little Italy (Italian)

1601 Cumberland Mall Suite 200, Atlanta, GA 30339

P.F. Changs (Asian)

1624 Cumberland Mall Ste LS108, Atlanta, GA 30339

➤ **Some fun 'to dos':**

The Escape Game

900 Battery Ave SE #1020, Atlanta, GA 30339

Brave's Stadium / The Battery

800 Battery Ave SE

Walk around and stop into some fun shops, restaurants and bars

The End!