

MJSA Trade Show for Jewelry Making

...and professional crafts utilizing tools, beads, stones, and metals

September 17 & 18, 2008

Rhode Island Convention Center, Providence

SHOW HOURS

Wednesday, Sept. 17: 10 a.m. to 6 p.m. • Thursday, Sept. 18: 10 a.m. to 4 p.m.

SEMINARS

All seminars are free of charge and will be conducted by some of the industry's most renowned experts, offering valuable advice, tips, tricks, and techniques on business and technical topics.

WEDNESDAY, SEPT. 17

11 a.m. to 12:30 p.m.

DESIGNING WITH BEADS

Speaker: Nick Regine of Swarovski

Nick Regine has conducted some of MJSA's most popular seminars on working with CRYSTALLIZED—*Swarovski Elements*, such as beads, flat back stones, Chatons, cupchain, and transfers. In this session, learn about the many uses for CRYSTALLIZED—*Swarovski Elements* that will keep your customers coming back for more.

12:45 to 2:15 p.m.

THE 4 P'S: PROMOTION, PRICING, PRODUCTION, AND PITFALLS—A PRIMER

Speaker: Chris Ploof of Chris Ploof Designs

When it comes down to selling your work, being an excellent metalsmith is not enough. Other very important factors stand out. You must be able to effectively promote yourself and your work, have a clear understanding of pricing, and have the ability to produce when the orders start flowing. You will also need to avoid common pitfalls.

2:30 to 4 p.m.

LOOP-IN-LOOP CHAIN MAKING

Speaker: Ann Cahoon of Flying Marquis Studio

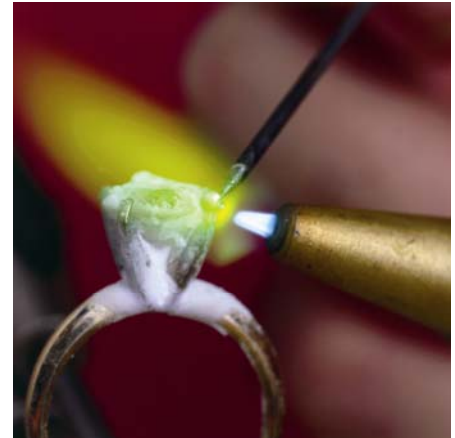
Loop-in-loop chains are one of the truly classical expressions of the goldsmith's art. This presentation will offer a comprehensive look at all aspects of constructing and finishing these beautiful structures, with a discussion of the custom and commercial tools that simplify this process, and specific guidance for the repair person.

4:15 to 5:45 p.m.

LOST-WAX GLASS CASTING

Speaker: Linus Drogs of Au Enterprises Inc.

Lost-wax casting is an art form that has spanned centuries. This session explores the possibility of lost-wax casting with the incorporation of glass.



THURSDAY, SEPT. 18

11 to 11:45 a.m.

PHOTOGRAPHING JEWELRY WITH MINIMAL EQUIPMENT

Speaker: Karen Philippi of Philippi Photographi

This seminar takes a look at photographing jewelry without a studio. It will boil down the necessities so you can manage to create a successful image without a considerable amount of time, money, or knowledge. Philippi will walk you through the camera and provide you with the basic background and lighting set-up. She will also discuss what makes an image successful. All levels of experience are welcome to attend.

12 to 12:45 p.m.

PRECIOUS METAL REFINING TECHNIQUES AND METHODS YOU CAN PROFIT FROM NOW!

Speaker: Dan Castilleja of David H. Fell & Co. Inc.

Profiting from refining precious metals is easy—when you know how. Castilleja will share numerous ways and methods that you can use to increase the settlement amount on your refining efforts. Various topics will be covered, including discovering hidden money in your work area and processes, avoiding costly shipping mistakes, separating for increased returns, understanding common charges and fees associated with refining, and understanding and choosing the right settlement for you.

1 to 2:30 p.m.

SOLDERING FUNDAMENTALS

Speaker: Karen Christians of Cleverwerx and author of *Making the Most of Your Flex-shaft*

Good soldering techniques are the foundation of jewelry and hollowware fabrication. In this seminar you will learn the real secrets of successful soldering, how metals heat, and how to make accurate and well-fitting joints. Learn about the several types of soldering, including "T" joints, butt joints, and fussy-fitting for the best connection, as well as soldering styles, including pick style for precision, stick soldering for larger pieces, and chip soldering. Tricks on soldering hollow forms onto textured elements, tubing to tubing, and taking your design and work through the different solders involved will also be provided.