

GEMS, JEWELRY, FUN TIMES

AN OCCASIONAL NEWSLETTER OF GEMS, JEWELRY, AND FUN TIMES · MARDI GRAS / VALENTINE'S DAY 2018

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- AND MORE!



HAPPY NEW YEAR!

All of us here at JTS would like to thank you for making 2017 the best year in Jewelers Trade Shop's history. We could not have done it without you! This is the time of year, after our busy Christmas season, that we stop, rewind, and reflect on the past year. What was successful? How can we improve? What did we do right and what needs improvement?

WHY WERE WE SO SUCCESSFUL LAST YEAR?

We all make personal New Years resolutions for self improvement. Well, we do the same in business. It's no different. It is early January every year when my son and I ask ourselves the same ole question. Why were we so successful last year? What was the number one contributing factor?

In all of the past years my son and I have worked together, it seemed we could never agree on the answer. When I was thinking, "What the hell does social media have to do with business?" He was thinking of buying me a years supply of Depends and sending me off to a nursing home. But that is the beauty of having two generations working together in a family business. Although my son has been running the show for awhile and I am just a part-timer, my archaic ideas helped get us to where we are today, just as his new,

young ideas will help us prosper in the future.

So, what was the answer to the question, "What was the #1 contributing factor to our success last year?"

The Survey Says: ATTITUDE!

Yes, having all of the finest jewelry designers is important. Having seven of the most talented Jewelers anywhere helps. Great location, store design, displays doesn't hurt. Three certified Gemologists with the Gemological

Institute of America (GIA) assures accuracy and credibility. Most competitive prices on the finest quality merchandise and repairs is a bonus. But none of those great assets would mean a thing without good customer service and attitudes! We have hired employees based solely on their good and positive attitude before. We have also fired very competent employees due to their bad attitude. So, on the next page, let me introduce you to the faces of exceptional customer service, personalities, and great attitudes.

JTS ANNUAL SURVEY

- 1) Why were we so successful last year?
- 2) What was the number one contributing factor to our success?

THE SURVEY SAYS: ATTITUDE!

- 3) How can we improve?



LOCATION

26 Palafox Place
Pensacola, FL 32502

CONTACT

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STORE HOURS

Monday-Saturday: 8 a.m.-5:30 p.m.
Closed Sunday

Founded in 1956 in Pensacola, Florida, by Corbett and Imogene Davis, Jewelers Trade Shop has been the jeweler that generations of Pensacola families have chosen to commemorate their lifetime memories. Today, the shop is renown throughout the South for it's exquisite collections and welcoming Southern hospitality.

THE 2018 JEWELERS TRADE SHOP “ATTITUDES”



Corbett A. Davis, III, Owner, President,
Gemologist, Designer, Young Smiles



Sarah Davis, Sales Associate,
Gemologist, Designer



Corbett A. Davis Jr., Owner, Newsletter,
Gemologist, Designer, Old Grins



Howard, Bench Jeweler



Donald, Bench Jeweler



Dage, Bench Jeweler



Brian, Bench Jeweler



Christina, Bench Jeweler



Nathan, Polisher



Connie, Office Manager



Mary, Sales Manager



Kristen, Sales Associate



Makenzie, Sales Associate



Triana, Sales Associate



Paige, Sales Assoc.,
Social Media Director



Pam, Decorating & Events



Beverly, Hand Engraving



Kenny (Bobo), Construction,
Maintenance



Angie, Pearl Stringing

FISH OF THE MONTH



Jimbo



Bo



Bill, Zack, and Chris

Father and son were able to fish together recently in the Mississippi marsh. Jimbo and Bo Meador, with fly rods in hand, caught quite a few black drum and redfish. I love to fish for those big black drum. You know, ugly fish need love too.

While fishing with Bill and Zack Sullivan off Islamorada, aboard "Smile Maker" (Bill is a dentist), Chris Sherman caught a beautiful Mahi.

MARDI GRAS PENSACOLA!



Come by the store and we'll give you a bag for your beads, moon pies, and a JTS Mardi Gras Koozie. As the Cajun French would say: "Laisser Les bons Temps Rouler!"

PARADE SCHEDULE

Friday, Feb. 9, 7:30 p.m. Downtown
 Saturday, Feb. 10, 2 p.m. Downtown
 Sunday, Feb. 11, 1 p.m. Pensacola Beach

NEW YEAR ENGAGEMENTS ❤️

Ryan & Nichol



Elby & Katya



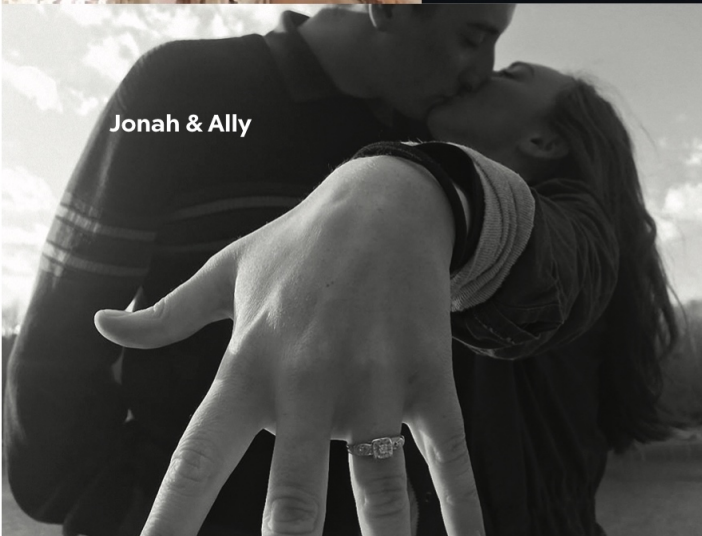
Kinsey & Catie



Emily & Ross



Jonah & Ally



Michael and Tonya

He proposed in Paris, beneath the Eiffel Tower!



JUST MARRIED!



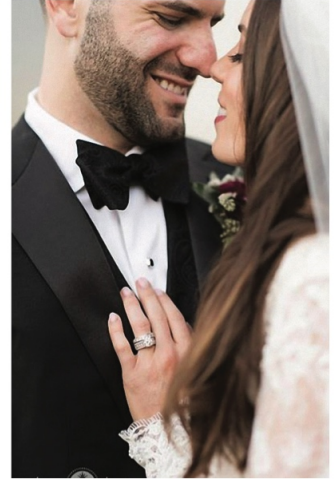
John & Nikki



Kimberly & Hillary



Rachael & Chad

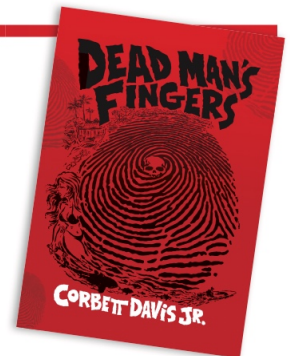


Brenton & Stephanie

IT'S HARD TO BELIEVE, BUT OUR TRADITION WILL BE 27 YEARS OLD THIS YEAR

OUR 27TH ANNUAL VALENTINE'S SPECIAL

Spend \$500 or more on your sweetie pie, valentine, love muffin, better half, soul mate, boyfriend, girlfriend, husband, wife, partner, or love of your life and get some extra love from JTS: a dozen roses, a box of Renfro's chocolate pecans, a card, an autographed copy of Dead Man's Fingers, and a big grin from one of our JTS Attitudes!



To accompany the candy, flowers and card, you also give your honey a story of romance, sex, the Keys, jewelry and murder!

ADD SOME EXTRA LOVE

From Jewelers Trade Shop

TRIVIA WORD SCRAMBLE

(Hint: Mardi Gras, Valentine's Day)

1) D E B A S

4) E W L F O S R

2) D A P R A E

5) Y A C N D

3) N O M O - S I P E

6) A C D R

Okay, that's a gimmie; way too easy again. Figure 'em out, write 'em down and call, fax, or e-mail Connie on Thursday, February 22, at 8 a.m. sharp. The first ten correct callers win their choice of a pair of JTS Mardi-Gras beer koozies, a pair of JTS wine glasses, or a copy of Corbett's cookbook "Feeding Friendly" or novels "Dead Low" or "Dead Man's Fingers" Good luck!

Phone: 850-432-4433 • E-mail: jts@jewelerstradeshop.com • Fax: 850-469-0477

LAST MONTH'S WINNERS

Congratulations to Greg Kamienski, Fran Edwards, Jerry Kelly, Jeannie Threlkeld, Susan Graham, Dorothy Stidham, Carol Weeks, Pam Dunn, Andrea Evans and William Bonney who were the first to tell us:

1) LOD = Old
2) WNE = New

3) CAWTH = Watch
4) ROCRNE = Corner

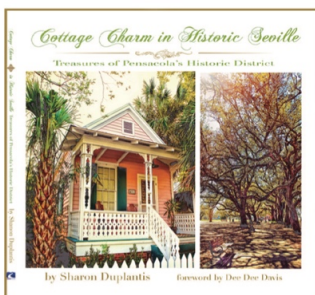
5) XORLE = Rolex
6) AWHSOCSE = Showcase

(Hint: Rolex Corner)

Thanks for all the calls and congratulations to the lucky winners!

COMING SOON—JTS BOOK SIGNING!

From the grand homes surrounding Seville Square, to the tiny Creole cottages and shotgun houses adorned with charming Victorian millwork, this collection of photographs by Sharon Duplantis portrays the dignity and beauty of the Pensacola Historic District.



"Sharon has captured heart and soul through her lovely technique and has provided us with a special touch of time travel in culturally rich Pensacola... a lovely blend of art, history, architecture and culture..."



I thought I'd leave you with a great Cajun recipe to try for Mardi Gras

RED BEANS AND RICE



INGREDIENTS

2 cups chopped onion

½ cup thinly sliced green shallot (scallion) tops

½ cup chopped green pepper

1 ⅓ tbs. finely minced garlic

1 lb. seasoning (baked) ham, cut into 1-inch cubes

1 lb pickled pork (fat back), cut into large chunks

1 tbs. salt

½ tsp. freshly ground black pepper

⅛ tsp. cayenne

⅛ tsp. crushed red pepper pods

2 whole bay leaves, broken into quarters

½ tsp. dried thyme

⅛ tsp dried basil

2 qts. cold water, approximately

Boiled rice

Drain the soaked beans in a colander and put them, along with all the other ingredients, into a heavy 8- to 10-quart pot or kettle, adding just enough of the cold water to cover. Bring to a boil over high heat, then lower the heat and simmer on low heat for 2½ to 3 hours, or until the beans are tender and a thick natural gravy has formed. Add about 1 cup of water toward the end of cooking if the mixture appears too dry. During cooking, stir frequently and scrape down the sides and across the bottom of the pot with a wooden spoon or spatula to prevent scorching. (If you use a heavy pot and very low heat—just high enough to keep the barest simmer going—you should have no problem with beans sticking to the pot during cooking) Stir the entire mixture thoroughly just once about every half hour.

When the beans are cooked, turn off the heat. To serve, ladle about 1½ cups of beans, with meat and gravy, over a portion (about ⅔ cup) of boiled rice.