

GEMS, JEWELRY, FUN TIMES

AN OCCASIONAL NEWSLETTER OF GEMS, JEWELRY, AND FUN TIMES · SUMMER 2017



**RECIPE FOR
SUCCESS...**

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NEWSLETTER INFO!

Please call, e-mail or fax and let us know your e-mail address or mailing address — whichever way you prefer to receive the newsletter.

Phone: 850-432-4433

E-mail: jts@jewelerstradeshop.com

Fax: 850-469-0477

RECIPE FOR SUCCESS AND A BAYSIDE SHRIMP BOIL

In an effort to stay on top of our game each year, the JTS staff met for our annual board meeting last month. It was a mixture of gems, jewelry and fun times.



Needed Ingredients:

- Five sales girls, six jewelers, one bookkeeper, president, chairman of the board and variety of family members & Woodrow
- 2 large onions, peeled and quartered
- 2 large lemons
- Salt & Pepper to taste
- 1 tablespoon cayenne pepper
- 1 small bottle of Zatarain's crab and shrimp boil
- 30 baby red potatoes
- 15 ears of Silver Queen corn (cut in halves)
- 4 large packages of Thompson's Country Sausage, cut in 2" pieces
- 10 lbs. Royal Red shrimp (Joe Patti's)—1 lb. whole, 9 lbs. peeled deveined
- Ice chest full of favorite beverages

Recipe:

1. Everyone gather around the cook as he fills a large pot with water.



2. Add juice of two large lemons, 2 tablespoons of black pepper, 1 tablespoon of salt, 1 tablespoon of cayenne pepper, 1 bottle of crab and shrimp boil.



LOCATION

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STORE HOURS

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

Recipe (cont.):

3. While waiting on the water to come to a roaring boil, discuss marketing plans for the year. I soon find out my ideas are archaic. Newspaper ads are out. "Mailing the newsletter is old school. Social Media is where it's at!" my son says. And the newsletter should be e-mailed to customers. We did agree on TV coverage and billboards to get our message out. If you would like your newsletter sent via e-mail, see instructions on the front cover of this newsletter. If you are like me, "old school," and want to continue receiving newsletters in the mail, let us know.

4. When the water starts to boil, add the red potatoes and cover pot. Let boil for five minutes. Now is a good time to talk about customer service. At JTS we realize you have many choices of where to buy jewelry. But nowhere will you find more competitive prices, finer jewelry or better customer service.

In between sipping our Fat Tires, we discussed the significance of our customer service and how important it is to us. We all agree on this one.

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5. After five minutes add the corn. Put the lid on the pot and let boil for another five minutes. After five minutes add the sausage, cover it and — you guessed it — boil another five.

You should be able to start smelling some inviting aroma's by now. While you're waiting on that last five minutes, it's a good time to chat about jewelry and designers. At JTS, besides our own six jewelers who create unusual, beautiful designs, we carry all the finest brands: Roberto Coin, Mikimoto, David Yurman, J.B. Star, Rolex, Tudor, and Tag Heuer to name a few.

6. Now it's time to throw in the shrimp. After five minutes turn off the heat and pull the basket of food out of the water. If you leave the shrimp in the hot water they will continue to cook and will be overdone.

7. Now is when the fun times part kicks in. Grab a beer and a plate with taters, corn, sausage and shrimp. It'll be a tad spicy but cocktail sauce or remoulade sauce will tame the heat. Toast to another year of Gems, Jewelry & Fun Times!



FISH OF THE MONTH

PART ONE

The 2017 season for recreational fishing for Red Snapper in Federal waters of the Gulf is now open on weekends. Many fisherman are now able to get out and catch their limit of two fish per angler in record time.



(Top left) **Patrick Duplantis** with the makings for "Mango Snapper." (Top R, bottom L, Bottom R) While fishing with **Captain Arthur Corte** out of Mobile Bay, **Ritchie**, **Rod**, and **Kara** had plenty of big smiles and big fish for the 3-day snapper season.

FISH OF THE MONTH

PART TWO



Mike Howard with Anniversary Fish



Charlie Hergueter with his 1st Striped Bass of the year!

TRIVIA WORD SCRAMBLE

(Hint: Recipe for Success)

1) P M H S R I

4) N O N O I

2) N R C O

5) E A O P T T O

3) A S U S A E G

6) N F U

This is so embarrassingly easy. You have no excuse not to win. The first ten correct callers win a pair of JTS wine glasses, a copy of *Dead Low* by Corbett, or Corbett's *Feeding Friendly Cookbook*. So figure these out, write down your answers and call, fax or e-mail Connie at 8:00 a.m. sharp on Tuesday, August 15. Good luck to all!

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LAST MONTH'S WINNERS

Congratulations to Alice Pyne, Terri Dennie, Joe Ellis, Julie Connerley, Wadene Deason, Mary Mock, Helaine Gottschalk, Susan Bell, Ricky Snellgrove, and Wayne O'Hara who were the first ten correct callers to tell us:

1) OTAC = Taco

3) LASAS = Salsa

5) OXEMIC = Mexico

2) SHCIP = Chips

4) TIGAMRARA = Margarita

6) SOANCH = Nachos

(Hint: Cinco De Mayo)

Thanks for all the calls and for keeping it a fun time! I hope everyone enjoys their prize!

CUBAN STYLE WHOLE FRIED SNAPPER (PARGO ENTERO FRITO)



INGREDIENTS

2 whole mangrove, yellow tail or small red snapper
Juice of 1 lime
Garlic powder

Cumin
Salt and pepper
White flour

DIRECTIONS

Clean the fish by gutting it and removing gills and eyes, leave head on. With a sharp fillet knife, cut two diagonal slices on each side of fish.

Lightly sprinkle both sides of fish with lime juice, garlic powder, cumin, salt and pepper. Let fish rest in fridge for 20 minutes.

In a deep fryer or a large frying pan, put enough peanut oil to cover fish completely. Heat oil to 350 degrees.

Lightly dust each fish with white flour. Cook the fish a couple at a time until cooked throughly. Don't over cook. Allow 4 to 5 minutes per fish. They cook fast.

Pairs well with mango salsa, black beans and rice, plantains, flan and a cold Hatuey beer.