

February 27, 2001

## **Big Changes are Coming to Winfield's!**

It was another great year thanks to all of you! I grew so much that I was forced to hire a full time Administrative Assistant. Many of you have already met Sheila, and you know that I am not kidding when I say that she is really incredible!

I hired her because I was unable to take care of you and do all of the paper work that the government requires. Oh, and pay the bills, and plan my letters and .....

The biggest unintended consequence of hiring her was that she has freed up an incredible amount of time that I previously spent doing necessary, but largely unproductive things.

So, I now have time to add somewhere between fifty and seventy new clients per quarter more than the referrals you are currently sending me. Oh, and do it without lowering the standard of care that you are used to. Please keep sending those referrals, in fact the more you send me, the less I will have to do of this next item!

I will be advertising on the radio to a limited audience. I have not done that for many years, and I wanted you to not be surprised if you heard me advertising. If you had not helped me to grow to the point where I needed a full time assistant, I would not have to do this. How is **that** for ironic?

## **New Technology to Make Better Jewelry for You!**

I leave early this morning for Davenport Iowa to attend a special class to learn how to use Digital Goldsmith, a computer program that will give me much greater in-house design ability. It will enable me to do some truly exciting things.

For example, if you have an existing engagement ring, I will be able to photograph it and create a wedding band to match it in two or three minutes while you tell me just how you want it.

If you have stones that you inherited or want removed from existing jewelry, we can place them into several designs for you to consider, all in the space of a few minutes.

Or if you want to see how your ring would look with a larger diamond. A few clicks of the mouse and voila, your ring with a larger diamond, or a ruby or a sapphire. It's like **magic!**

If you are looking to create a design, we can do that too, all while you are there working with me to create the masterpiece of your dreams!

I will be back in the office on Monday, the fifth of March ready to bring these exciting new abilities to your service.

## **Wait! There's more!**

I have just installed new photographic abilities at the office. I am now able to photograph all of your jewelry with high-resolution digital photography and place the resulting photos on a CD for you.

If you ever loose the piece or it becomes damaged, there will be **NO QUESTION** about what it looked like. The CD can be used in any computer with a CD driver attached, and the files can be opened with any program that will view a .JPG file. You will be receiving a special offer on doing this in the near future!

Oh, and the nice thing about this, **it can be done in just a few minutes while you are there with your jewelry!**

## **Congratulations!**

Congratulations to Fred Heidt for winning our \$1,000 prize in the Christmas Contest. Merl Mews won one of the \$100 prizes and Murray Lodge won the \$250 second chance drawing. Thank you all for the wonderful participation that we had for our Christmas contest. I hope all of you enjoyed being \$50 winners, even if you did not win one of the larger prizes.

## **Things to Think About**

I think this is one of the shortest letters you have ever gotten from me, but I wanted to say hello and tempt you with a few ideas for the coming months.

Think about getting all of your jewelry photographed and having the photos placed on a CD. A special offer just for you, my honored friends and clients, will be coming soon.

Think about remounting the stones that you have in jewelry that you are no longer wearing. It seems a shame to leave them sitting unused in a drawer. Many of you have inherited stones that have great sentimental value, but the jewelry they are in is unwearable or no longer in style. Let's put them into new custom designed jewelry that you can enjoy.

Think about custom designing a wedding band to go with your engagement ring. Something a little more special than a plain gold band that doesn't really look like it was made for your ring.

Think about colored stones! Richard Homer and I bought a half-kilo of top quality amethyst rough at Tucson this year. We will be cutting some incredible stones from this rare treasure to share with you. The material is an incredibly rich deep purple with flashes of bright red from within the depths of the stone. It is very reminiscent of the Siberian material that we used to lust after thirty years ago.

The Siberian material may not be available to us any longer, but this new find of Uruguayan material is, but only in limited quantities. Richard and I bought the entire half-kilo of the top grade from the mine for the year. Not a lot of material considering that several tons of earth were taken from the mine over the course of the year.

Think about calling Sheila Cook at 344-0800 whenever you think about jewelry! She will schedule a time for us to meet, so that we can enjoy an hour together at your convenience. (See our 800 number on our letterhead if you are out of state.)

Oh, and think about this. If you belong to a club or organization that would enjoy a talk about jewelry, I would enjoy being the one that gives it. Whether you would like a talk about the possible scams and rip offs that are going on, or about the best way to select a diamond, or just about jewelry in general, please give me a call and I will custom design a presentation for your group.

I enjoy meeting people, and I love to talk about jewelry. I will obviously hope that some of the club members will want to do business with me, but I will give them the information they need to be comfortable with buying jewelry from their choice of jewelers, not just me. Boise is fortunate to have many fine jewelers, and I am fortunate to have them for friends and competitors.

Well that's it for me. I will give this letter to Sheila and it will be in the mail to you while I am gone. Wow! I could get really spoiled by things like this!

Respectfully submitted

Wink Jones