

VIDEO LIST

BEADWORKING

- 001. Basics Of Professional Bead Stringing (Precise professional techniques for successful bead stringing)
- 002. Pearl & Bead Stringing with Henrietta

BUSINESS DEVELOPMENT

- 003. Bridal Registry Market Merchandising; Beating the Big Guys; Setting Trends Panel Discussion (Roxy Gerber, Oneida)
- 004. Communicating With People on the Job (Communication Briefings ideas that work-an idea source for decision makers)
- 005. Concise Look at Manufacturing (presented by: Aurafin)
- 006. Coping with Market Segmentation as an Independent Jeweler (William F. Boyajian-25 min.)
- 007. Directions-Where the Independent Jeweler is Going (Carl Sinovic)
- 008. Power of Customer Service (Paul R. Timm PhD)
- 009. Small Store Survival (322 page book - Success Strategies for Illinois Retailers)
- 010. Solving People-Problems on the Job (Communication Briefings - Sam Deep)
- 011. Strategic Systems: Effective Management (6 audio tapes)
- 012. Successes & Problems of the Family Owned Business (Forest Miller)

ENGRAVING

- 013. Engraving Methods & Techniques I (with Don Glaser) (013 1)
- 013. Engraving Methods & Techniques II (with Don Glaser) (013 2)
- 014. Power Engraving (Don Glaser)

METALSMITHING

- 015. Complete Metalsmith (with Tim McCreight – Brookfield Craft Center)
- 016. Revere On Goldsmithing (Vol.4A) – Silver ID Bracelet
- 017. Revere On Goldsmithing (Vol. 4B) – Silver ID Bracelet
- 018. Revere On Goldsmithing (Project 7, Part I) Hinged Box
- 019. Revere On Goldsmithing (Project 7, Part II) Hinged Box
- 100. Plating for Jewelers Tape 1
- 101. Plating for Jewelers Tape 2

MOLD-MAKING

- 020. Professional Mold Making (Studio Master Series)

PLATINUM

- 021. Power of Platinum (Platinum Guild International USA)
- 022. PGI: USA Video News Release (Platinum Guild International USA)
- 023. PGI - USA Jewelry - Platinum Sales Training (Platinum Guild International USA)
- 024. Platinum Guild Seminar (Christopher Cart)
- 025. Platinum Expert
- 026. Platinum Expert – Volume II

PRODUCT INFORMATION

- 027. Appraising Diamonds & Jewelry (Danley Trading Corp.)
- 028. Case of the Mysterious Champagne Diamonds (An Eddie Shrapnel Adventure - Argyle Diamonds)
- 029. Champagne Diamond The Brilliant Light of Australia Has Arrived (Champagne Diamond Registry, Beverly Hills)
- 030. Cultured Pearls Legendary Gems (Cultured Pearl Information Center)
- 031. Diamond Appreciation Seminar – 2 tapes (by Gary Roskin)
- 032. Diamonds for Men (Diamond Promotion Service Video Training Program)
- 033. Diamond Rules: Product Knowledge & Selling Skills
- 034. Easy Step- by-Step Graver Sharpening
- 035. Focus on Gems-Identifying Characteristics of Filled Diamonds (An Educational Slide Presentation Series From GIA)
- 036. Gemstones of America (Hosted by Efrem Zimbalist, Jr.)
- 037. Gold Jewelry Manufacturing Techniques (Chain, Die Striking/Stamping, Lost Wax Casting, Electroforming)
- 038. Grown in the U.S.A. II (The Next Generation)
- 039. How To Identify Treatments of Ruby and Sapphire (by John Kolvula -GIA)
- 040. Land of Precious Pearls
- 041. Modern Jeweler's Gem Profile/2 Book (The Second 60)
- 042. Mystique of Diamond/Power of Love (Diamond Promotion Service)

- 043. Nothing to Hide A Guide to Gemstone Enhancement for Sales Professionals with Doug Hucker (Jewelers of America)
- 044. Report on the Content & Value of Antique Watch Exhibit at the Stuhr Museum (Book)
- 045. Ringmaster I & II - promotional Video (Studio Master Series)
- 046. What Jeweler Should Know About Fracture Filled Diamonds (GIA)
- 047. World of Phenomenal Gemstones (by Eddie Decsi - GIA Video Training)
- 048. Your Video Guide to Yehuda. Clarity Enhanced Diamonds
- 098. The Play of Light (Film about those who have devoted their lives to revealing the hidden beauty of diamond crystals.)
- 104. Mastering Light: An Introduction to Laser Safety & Hazards

REPAIR

- 049. Complete Repair Jeweler I
- 050. Complete Repair Jeweler II
- 051. Complete Repair Jeweler III
- 052. Jewelry Work You Can Do. #1 - Six Tape Series - (by Bob Wilkins)
- 053. Jewelry Work You Can Do. #2 (by Bob Wilkins)
- 054. Jewelry Work You Can Do. #3 (by Bob Wilkins)
- 055. Jewelry Work You Can Do. #4 (by Bob Wilkins)
- 056. Jewelry Work You Can Do. #5 (by Bob Wilkins)
- 057. Jewelry Work You Can Do. #6 (by Bob Wilkins)

SELLING

- 058. Communicating With Customers (Communization Briefings-Donna Greenberg Root)
- 059. Diamond Promotion Service *presents* the Best of the Best (Learn the art of selling diamonds from the experts)
- 060. Diamond Product Knowledge (DPS Sales Training Series)
- 061. Everyone's Customer - Service Role (Communication Briefings-Donna Greenberg Root)
- 062. How to Be a Winner (Zig Ziglar)
- 063. How to be Creative on the Job (Communication Briefings ideas that work - an idea source for decision makers)
- 064. How to Reinvent Your Jewelry Business (by Bill Boyajian - GIA)
- 065. How to Sell Chatham Gemstones (Steve Feldman and Tom Chatham)
- 066. How to Sell Colored Stones (by Bill Boyajian - GIA Video Training)
- 067. How to Sell Diamonds (by Patrick Ball - GIA Video Training)
- 068. Key Steps in Selling Jewelry (by Bill Boyajian - GIA Video Training)
- 069. Magic Word: Attitude (Earl Nightingale)
- 070. Make Presentations Work for You (Communication Briefings ideas that work - an idea source for decision makers)
- 071. "Master Series" Video Sales Training Program (Jewelers of America)
- 072. Probing to Increase Jewelry Sales (by Bill Boyajian - GIA)
- 073. Selling \$1,000+Diamond Jewelry (Diamond Promotion Service Video Training Program)
- 074. Selling the Diamond Engagement Ring (DPS Sales Training Series)
- 075. Seven Secrets to Success (Jewelers Education Foundation of AGS)
- 076. Strategies for Effective Jewelry Selling -6 audio tapes (by David Richardson, CSP)
- 103. The Diamond Rules – Diamond Dreams, Building Better Sales

SECURITY

- 077. Burglary: A Matter of Time (Jewelers Mutual Insurance Co.)
- 078. Danger on the Road - Traveling with Jewelry (Jewelers Mutual Insurance Co.)
- 079. Internal Theft - The Secret Crime (Jewelers Mutual Insurance Co.)
- 080. Retail Theft: The preventable Crime (Jeweler Mutual Insurance Co.)
- 081. Security: A Traveling Necessity (Jewelers Mutual Insurance Co.)
- 082. Selling with Security (Jewelers Mutual)
- 083. This is a Holdup! (Jewelers Mutual Insurance Co.)
- 099. Boxed set containing video tapes "Stop Thief!" & "You catch a thief" audio tape "Catch Me If You Can" and a book "Secure Document Verification Manual" all by Frank W. Abagnale
- 102. Robbery: Anytime, Anywhere (Jewelers Mutual Insurance Co.)

STONE-SETTING

- 084. Classroom In A Box I (Blaine Lewis)
- 084. Classroom In A Box II (Blaine Lewis)
- 085. Channel Setting Diamonds (by Robert Wooding)
- 086. Diamond Setting: An Introductory procedure (by Robert R. Wooding)

- 087. Diamond Setting Fancy Cut Diamonds (by Robert Wooding)
- 088. Diamond Setting Baguette Diamonds (by Robert R. Wooding)
- 089. Diamond Setting - Bead & Bright Cut (with Don Glaser)
- 090. Diamond Setting – Marquise Diamonds
- 091. Diamond Setting – Pave' (Robert R. Wooding - 60 min.)
- 105. Flush Setting Round Gemstones (Masters' Mentoring Series #1)
- 106. Setting Pear Shaped Gemstones In Prongs (Masters' Mentoring Series #2)
- 107. Prong Setting Rounds (Masters' Mentoring Series #3)
- 108. Ring Sizing Up & Down – Karat Gold (Masters' Mentoring Series #4)
- 109. The Art of Setting Princess Cuts with Fancy Cut Applications (Instructor: Blaine Lewis, New Approach School for Jewelers) **DVD**

WATCHES

- 092. How to replace Watch Batteries (Sponsored by Eveready)
- 093. Seiko Selling System - General Information
- 094. Seiko Selling System - Watch Operation
- 095. Seiko Selling System - Bracelet Sizing
- 096. Watch Bracelet Adjusting & Sizing (Sponsored by Hattori Corp. of America - Produced by Coserv & Zantec, Inc.)

WAX-WORKING

- 097. Wax Carving by Gold Kraft

- 098. (See Product Information)
- 099. (See Security)
- 100. (See Metalsmithing)
- 101. (See Metalsmithing)
- 102. (See Security)
- 103. (See Selling)
- 104. (See Product Information)
- 105. (See Stone Setting)
- 106. (See Stone Setting)
- 107. (See Stone Setting)
- 108. (See Stone Setting)
- 109. (See Stone Setting) **DVD**