

A career that's fun, enjoyable  
working with your hands  
and making good money

In the jewelry industry

# I'm David Geller

- 14<sup>th</sup> generation jeweler-told 500 years.
- Goes from Atlanta, New York, Odessa Russia, Spain, France and England.
- Started at age 10 in my fathers shop.
- Owned Jewelry Artisans here in Atlanta until 2000. (Store still going strong)

# Being a Jeweler

- Been around for thousands of years
- Many times in Egypt children were taught to set stones as their eyesight was better (no magnification)
- Queen Cleopatra's->



# More Cleopatra Jewelry



# Different fields in the jewelry industry

- Jeweler
- Jewelry designer on a computer
- Watch Repairman
- Gemologist/Appraiser
- Sales
- Store owner?

Jeweler

Hand make jewelry

Repair jewelry

(Alan Revere to the right)



# Stone setting

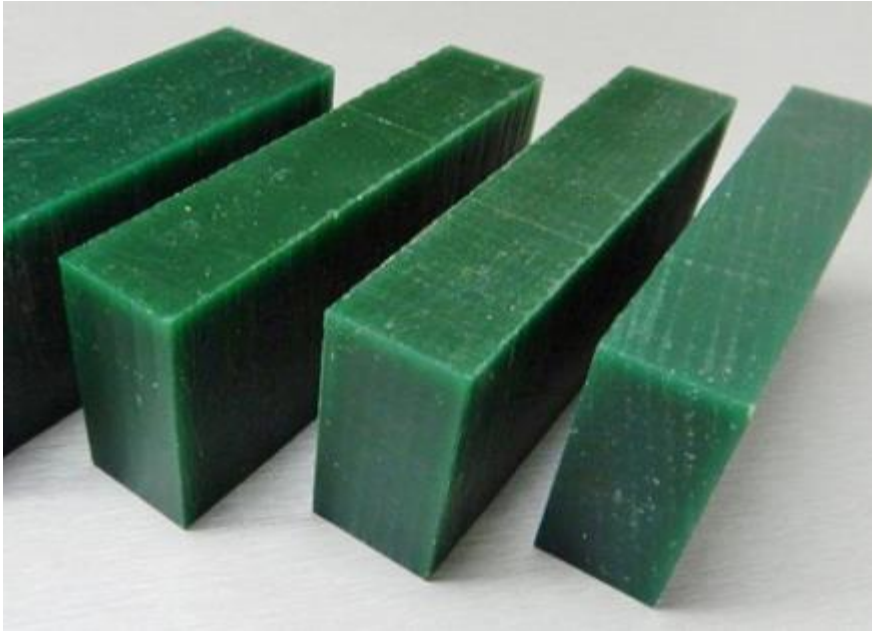


Great career for anyone





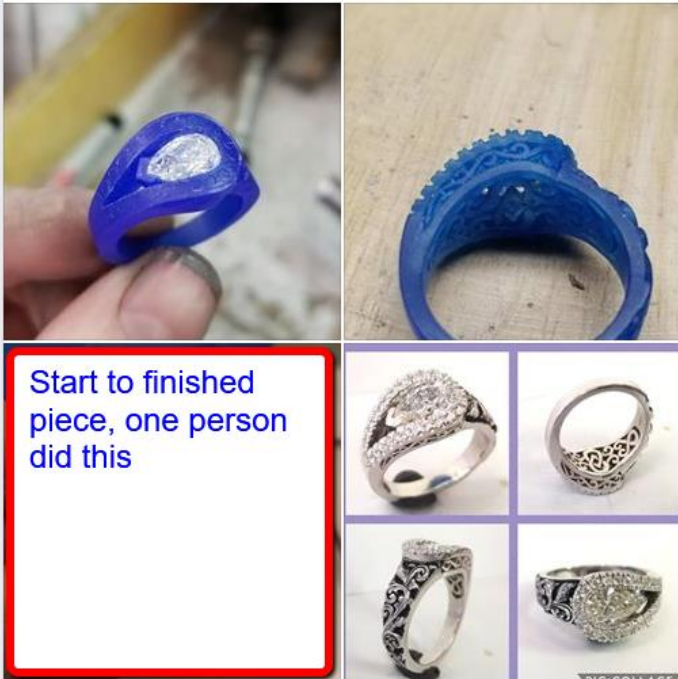
Star with a block of wax



# Many Still Carve by Hand



# Creative Juices!

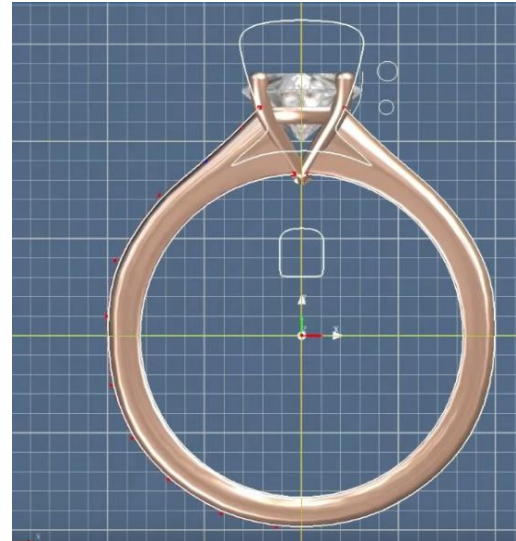


# Before & After Hand Carved Waxes

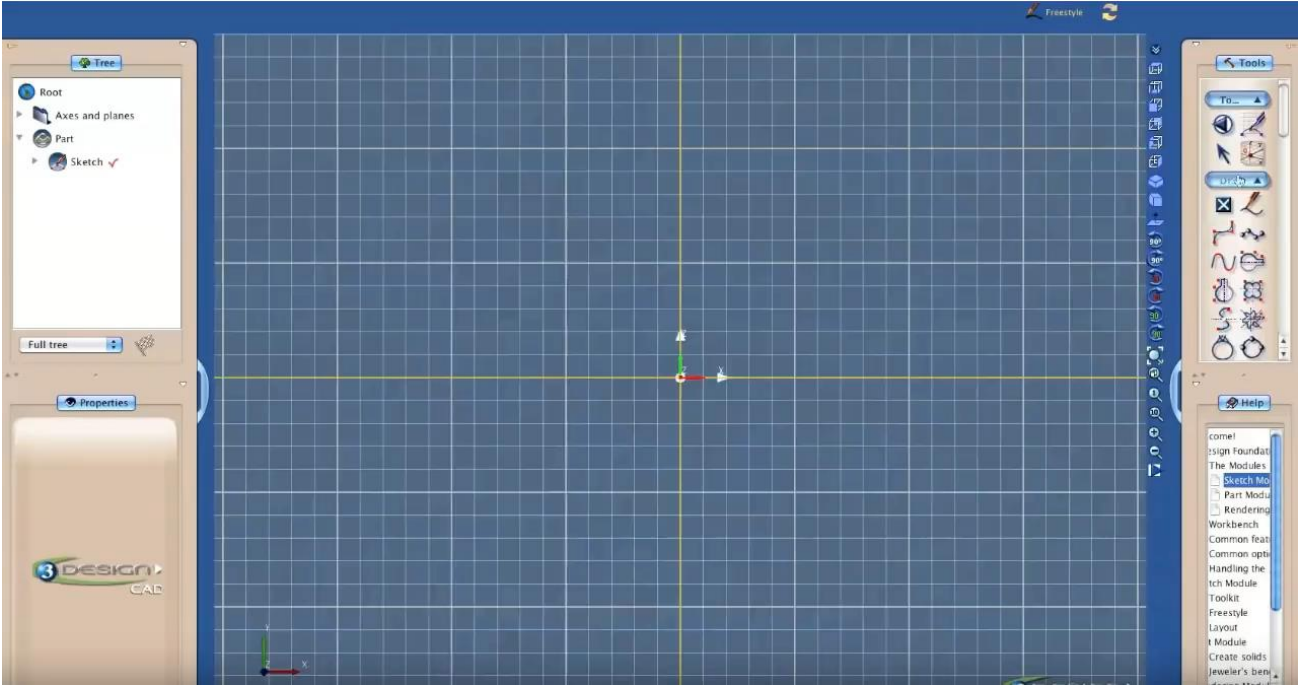


# Today Cad/Cam is taking over

- “Computer Aided Design”
- Learning curve, all done on a computer screen.
- Exact detail



# Cad/Cam Demonstration



# Then .....

- We send the computer file to a printer that almost acts like an HP printer.
- Pouring layer after layer on a sheet that grows (like a plant from the dirt up to the sun) of wax to make up to 6 or 12 rings at a time





Next we immerse the waxes  
in investment

## TUTORIAL

# Casting with Printed Resin

Now a jeweler sets the stone, files up & polishes



# Jewelry School

- Just Google jewelry schools and there are at least 6 across America.
- My favorite is “New Approach School”
- [www.NewApproachSchool.com](http://www.NewApproachSchool.com)
- Twice a year a 13 week intensive program

# New Approach School

- Will teach you everything you need to know and advance your skills to be able to do almost anything at the bench in a jewelry school
- Blaine Lewis runs this awesome school just outside of Nashville, TN.

# New Approach School

Become A Successful Jeweler

Transform your Skills • Master the Art of Jewelry • Be recognized as the Best



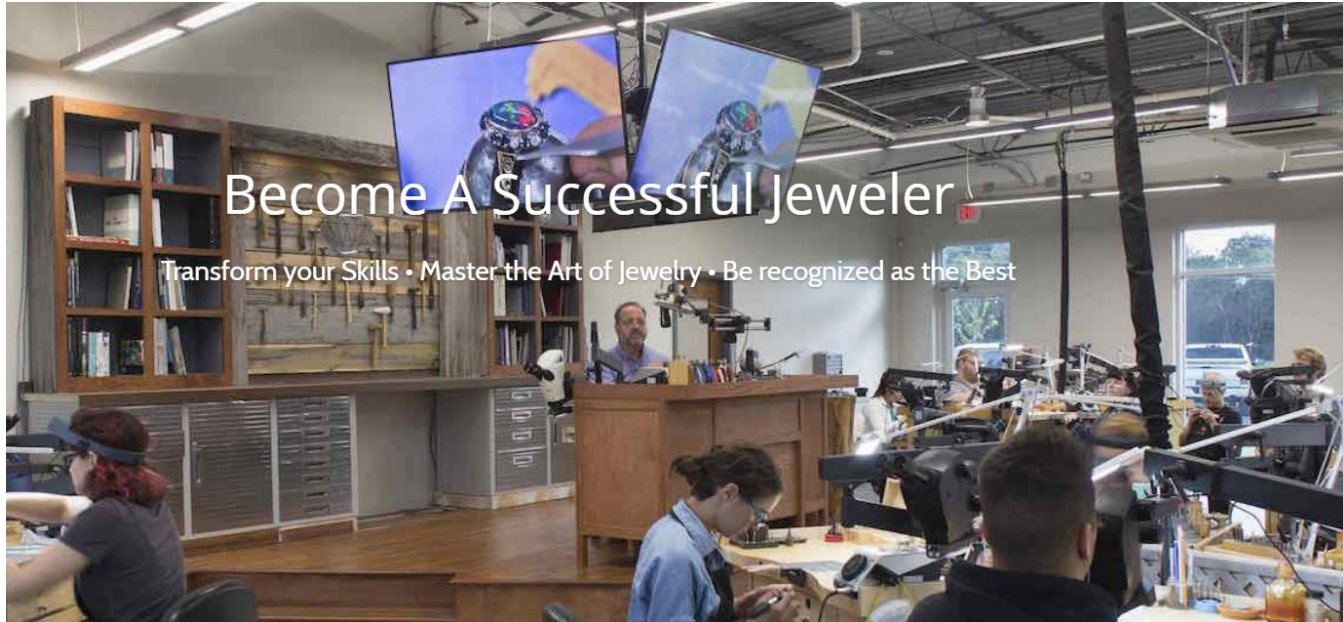
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# New Approach School



# New Approach School





# After school

- Pay: Depending upon your skill level and part of the country starting pay \$30,000 to \$40,000 a year.
- Repair and custom will not be taken over by the internet.
- A job you can enjoy and be proud of.

# Watch Repairman

- Same starting pay as jeweler, typically after a few years can make more than a jeweler if you work on high end watches .
- Several schools abound.
- Google Watch Repair Schools.

# Watch Repair Schools

- American Watchmakers-Clockmakers Institute-Ohio  
<https://www.awci.com/>
- Gem City College School of Horology-Illinois  
<http://www.gemcitycollege.com/>
- Texas Institute of Jewelry Technology-Texas  
<http://www.watchmaking.net/>

# Gemologist

- Become certified in gems and diamonds.
- Sales, appraisers, adjusters.
- Gemological Institute of America
- At home classes and California and New York

# Gemologist



Appraiser

Auction House Jewelry Specialist

Colored Stone Buyer

Diamond Buyer

Diamond Sorter/Grader

Estate Jewelry Dealer

Gemologist

Inventory Control Specialist

Jewelry Business Owner

Jewelry Buyer

Lab and Research Professional

Merchandiser

Pawnbroker

Retailer

# Learn More

- Go visit some of the websites
- While in high school or college see about working part time in a jewelry store as an apprentice jeweler, maybe starting out as a jewelry polisher.
- Enjoy your life and your work.

# Thanks for listening

- David Geller
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