

AVON WOMEN ENTREPRENEURS OCTOBER 15, 2019 - MINUTES

HOST: Bill Selig, Bill Selig Jewelers

30-Second Intros

SPEAKER & HOST: Bill Selig, Bill Selig Jewelers

Bill has been in business 43-44 years. He started in Windsor and has been in Simsbury for 33 years. They are members of the American Gemological Society. This group formulated the GIA system for categorizing diamonds.

They do a little bit of everything including gifts. Jewelry includes silver, gold, pearls, engagement rings. Twenty percent of their business is in repairs. They have laser repair capability enabling them to make very fine repairs. They do a lot of customizing especially updating inherited jewelry and updating/upgrading engagement rings, and they have CAD capability used for this business. As Bill looks toward retirement, he wants to do more designing of jewelry for the store and continue the customization service.

He explained that creating custom pieces is very different from creating a custom line of jewelry. It requires listening to what the customer wants and his or her expectations. You need to discover what makes the customer's eyes light up. From there you move to sketches and trying different things until you reach the idea for the piece. This often takes 6 weeks. From the sketch you move to CAD or to hand casting and fabrication. Once the model is approved you go into production. During this process, he works with other companies, but he also does gem setting in house particularly when a customer is not comfortable letting a gem leave the store.

Bill emphasizes quality and that is reflected in the store and in his staff. Quality is emphasized across all price ranges because it stands the test of time. Half of what they sell is the sentiment that goes with the jewelry.

They will be at the Simsbury Spooktacular Chili Challenge on October 20th with a sandbox filled with gems and polished stones.

AWE BUSINESS:

- **November 19 – Avon Health Center; Dana Culligan of Tocara Jewelry**, speaker – Will also have vendor tables for members who wish to show off their wares – Contact Dana Culligan, Charmaine Seavy or Lisa Bohman to participate.
NOTE: AWE members agreed to replace the Yankee swap that had been proposed for the December 17th meeting with a donation of a toy to Gifts of Love. Gifts of Love had a flood this year that ruined the toys they had been collecting so they are behind where they would like to be to support their clients during the holidays. [Please bring a toy for the toy drive to this meeting.](#)
- **December 17 – Middlewoods of Farmington; Sharon Gauthier, Patient Advocate for You**, speaker
- **January 21 – Sharon Gauthier, Patient Advocate for You at Tower Lane Café; Imagine Float**, speaker, on health benefits for the new year
- **February 18 – Jerri Bonnell, People's United Bank at their Farmington location**; speaker TBD
- **March 17 – Tentatively Suzanne Webster, Arden Courts**; speaker TBD

MEMBER ANNOUNCEMENTS:

- **Susan Levine, Women Reshaping Lives** – Empowered Women's Circle upcoming topic: **Saturday, November 9th from 10 to noon** Overwhelm Proof Your Holidays. Purchase tickets at www.WomenReshapingLives.com/Empowered-Womens-Circle
- **The Max Challenge** is planning an event on **Saturday, November 2** with vendors from 11am to 3pm. Contact Maureen DiMartino for more information.

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- **Dana Culligan, Tocara Jewelry**, has a Pink Party coming up on **October 30th** to benefit breast cancer research and held a Wine & Bling Paring with Super Cellar on October 16th.
- **Talcott Mountain Science Center** highlighted their On the Shoulders of Giants series offering a discussion of Helping our Four Legged Friends Flourish on October 24th.
- **Anthology of Simsbury** – Grand opening on **Thursday, November 7th** from 4 to 7pm.

Susan Lederman, P'zazz invited members to attend the Voices of Hope event on October 30th.

- **Gifts of Love** thanked Bill Selig for selecting them as his charity of the year.
- **Bill Selig Jewelers** is looking for sales help. Experience in the jewelry business is a plus but not required. Full and part time positions are available.

UPCOMING CHAMBER EVENTS:

- **October 21 - Health Council**
- **October 22 - The Lunch Connection**
- **October 23 - Ribbon cutting at The Office Green Chamber Sharing Suites**
- **October 24 - Education Program on digital marketing**
- **October 30, 4:30pm - Ribbon cutting at Anthology of Simsbury**

Bill Selig donated a \$50 gift certificate for a drawing at the end of the meeting. Susan Levine, Women Reshaping Lives, was the lucky winner.

--Joanne Beers