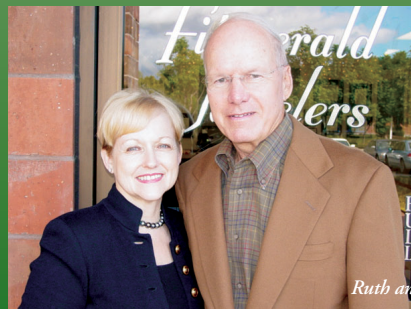


Fitzgerald Jewelers Makes a Smooth Transition



Ruth and Joseph Fitzgerald

In 1997, Ruth Fitzgerald was presented with a unique opportunity. She had been running a small but very posh jewelry design studio in Chicago, selling the area's finest custom-made jewelry and luxury items such as



Waterford and Lladró, when suddenly the chance to open a full-service jewelry store in Laguna Niguel, California presented itself. Her decision was difficult. The transition would be a big leap and would mean a lot more work for her. In addition, her studio was doing well, and she had grown very

fond of the people she had been working with since she opened her store in the late 1980s. But after careful contemplation Ruth decided that the opportunity was simply too good to miss and she left Chicago and moved to California. The rest happened within a blink of an eye.

By 2003, Ruth's full-service jewelry store was doing better than she ever imagined. In just five years, she had developed a solid reputation for quality and honesty among her many customers. But as anticipated, the workload was a lot and eventually it became too much for her to handle alone. That's when Ruth was faced with yet another difficult decision: hire more people or go back to being a jewelry design studio with just four employees. After careful contemplation, Ruth decided that she'd had enough and that she would transition back to a custom design studio.

When Ruth began examining the details of her decision, she was overwhelmed with emotions. Aside from leaving behind the jewelry store she had worked so hard for, she



was also faced with the issue of money and, of course, maintaining her reputation for excellence. After all, she wasn't closing shop completely, she was re-inventing herself and it was crucial that she didn't lose credibility with her customers. In addition, she had a lot of very expensive inventory to consider. What would she do with it all? That's when she called Wilkerson and Associates, who created a comprehensive plan for a transitional event at Fitzgerald Jewelers. It was *more* than a success.

"We set a goal. We doubled it. How could you not be happy with that outcome?" noted Ruth Fitzgerald.

According to Bobby Wilkerson, president of Wilkerson and Associates, "We are so happy to be able to bring hard-working people to the next stage of their careers. It is extremely rewarding to see a company of such distinction transition so smoothly to its next phase. We wish Ruth the best of luck."

In the end, Ruth Fitzgerald looks back on a rewarding experience. As she said, "When I first opened Fitzgerald Jewelers, I had no idea where and how far it would lead me. It has

opened doors to information and growth beyond my expectations. Now, I have made a decision that will allow me to offer my clients the opportunity of exceptional value as I look forward to the next chapter of my life."

*"We set a goal. We doubled it.
How could you not be happy
with that outcome?"*

FITZGERALD
J E W E L E R S
& Gemologists

30100 Town Center Drive • Laguna Niguel, CA 92677

CONTACT WILKERSON AND ASSOCIATES TOLL FREE 1-800-631-1999 WEB SITE www.wilkersons.com E-MAIL bw@bwsibiz

As seen in National Jeweler