

Have a Little Heart

Every day, it seems that we are bombarded with more and more unpleasant news, whether on television, radio, the Internet, or in the newspapers. So, it is indeed refreshing when good news does make it through occasionally, and even more heartening when the good news concerns our jewelry community. The following are two specific examples that I thought you might like to hear about.

To help in the fundraising efforts conducted by the St. John Health hospital system to support its cardiovascular research and create awareness of its comprehensive cardiovascular services, Edmund T. AHEE Jewelers, located in Gross Pointe Woods, Michigan, donated 300 silver sterling heart necklaces for the occasion. They were an essential part of the hospital's "One Heart Can Make All the Difference" campaign.

Unfortunately, a fire in the cargo plane that was transporting the jewelry caught on fire, and the shipment of hearts was destroyed. Because of their importance to the campaign efforts, the jeweler quickly contacted the manufacturer, Breuning, to see what, if anything, could be done.

Because time was so limited, Breuning put out an SOS to other jewelers to see who had the heart necklace in stock and if they would be willing to send them for the event. The response was really "heartwarming," according to Ralph Brenk, managing director for Breuning who coordinated the effort. Realizing the urgency of the situation, jewelers from around the country reacted immediately. "They depleted their own stock, thus losing Valentine's Day sales, and came to the aid of AHEE and the charity event," added Brenk. Among the good Samaritans were Rummele's in Wisconsin and Knight's in Pennsylvania, both of which sent stock immediately, while Fortunoff in New York and Brinker's in Indiana volunteered to direct their incoming stock of the necklaces to AHEE. Having a little heart can indeed make all the difference.

The second example took place during the last Centurion show in Tucson. During the event's gala evening, a live auction was held to raise money for the Jewelers for Children charity. With a wonderful assortment of donated jewelry and watches up for bids, the announcer, Matthew Green, rhetorically asked if anyone would be interested in purchasing the whole lot for \$50,000. After a brief moment of silence, the words "I will" rang out from the back of the hall. Jim De Mattei, of ViewPoint Showrooms, said he would buy the entire lot. That in itself was impressive, but then he declared that he was re-donating his total purchase back to the JFC for re-sale. Jim certainly deserved the standing ovation he received. Thanks to his generosity, the event raised \$88,450 for this worthy cause.

A little heart and generosity can go a long way in our world, as these two examples so aptly show. But, even a smile or a small, kind or generous action in our everyday lives can help give the world a little heart.

Cynthia Unninayar
Editor-in-Chief
JQ International

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