



LACY+LACY

Experience is a valuable plus.

# INSIGHT+EXPERTISE

Sometimes, experience truly is the best teacher. We have learned a great deal in the course of our years in the jewelry industry. We know what it means to start from scratch. We know the value of teamwork, commitment and dedication. We know how it feels to succeed.

Our experience stretches across six decades – and the entire state of Texas. From Del Rio, on the Mexican border, north to the oil fields of Abilene, all the way west to El Paso.

Along the way, we learned what it takes to survive – and thrive – in the business. Our stores were profitable every year. Our credit rating was always stellar. And when the time was right for the two of us, we were able to retire and enjoy the fruits of our labor.

But when you have a passion for what you do, you never really retire. Today, we work with independent jewelers who want to see their business expand, revenues grow and profits increase. Because we were involved in every aspect of our stores, every day, we know the right questions to ask. We are able to tell our clients what to look for and what to look out for. And we can help chart a course of action that will deliver results.

We have the insight and expertise that come from a lifetime of experience. And in this business, that is a definite plus.



# DISCOVERY+ANALYSIS

To chart a course for the future, we take an in-depth look at where you are and where you've been. We start by examining the same critical issues we dealt with when we were in business:

- + Financial Structure
- + Inventory Analysis
- + Designer vs. Private Label
- + Marketing and Advertising Strategy
- + Staffing
- + Training
- + Analytics
- + Short- and Long-Term Goals

Additional items that can be assessed in the discovery phase:

- + Store Environment
- + Displays and Showcases
- + Packaging
- + Collateral
- + Market Research and Analysis
- + Co-op Structure



# VISION + DIRECTION

Our mission is to help your business grow, secure your financial future and generate healthy, consistent cash flow. To do that, we offer our expertise in the following areas:

- + Market survey: competition, advertising and potential for growth
- + Inventory direction: omissions, balancing, possible eliminations or expansions, teaching skills to buyers and salespeople
- + Management techniques that can positively impact every aspect of the store
- + Compensation that awards the salesperson *and* the owner
- + Analysis of inventory: omissions that are needed to balance inventory, what could be eliminated and not affect business
- + Teaching our proven buying methods to buyers, and analyzing selling skills of salespeople
- + Employment techniques that benefit the employer
- + Employee benefit packages that benefit employees and the employer
- + Advertising skills and methods, including budget allocation and management of different media
- + Earning the trust and respect of suppliers
- + Managing staff effectively and fairly
- + Displaying jewelry for maximum impact
- + Optimization of inventory levels

# ELLEN + CHARLES

## ELLEN LACY

BA in Mathematics, The University of Texas at Austin  
President, American Gem Society®  
Certified Gemologist Appraiser Emeritus, AGS  
National Jeweler Retailer Hall of Fame  
Triple Zero Award recipient, AGS  
Robert M. Shipley Award® recipient, AGS



I was born in Del Rio, Texas, on April Fools' Day, 1945 – which happened to be Easter Sunday. My brother, who was 10, wanted to name me Easter. Fortunately, he was overridden. In 1946, my parents, both teachers, decided to buy a jewelry store.

I grew up in that Del Rio store, working there every summer and during Christmas, making boxes and bows for 10 cents an hour. I was a VERY good gift wrapper, and earned enough to buy all my sterling teaspoons and salad forks that way! Eventually, I took over for my parents and managed the store until closing it after 40 years in business.

I met and married Charles and moved to Abilene. It was the middle of the oil boom, and with great enthusiasm and energy, we opened a store there.

Ultimately, we moved to El Paso. The city was large enough. The people there and in nearby Mexico had a fine appreciation for beautiful jewelry. And more important, there was not a store in El Paso that would be like ours. We enjoyed 20 incredible years of continuous growth.

The people I learned the most from were my fellow jewelers. Most were from much larger stores, but they knew I was truly interested and eager to learn, so they generously passed along their knowledge.

## CHARLES LACY

Sewanee: The University of the South  
Hardin-Simmons University  
BBA in Accounting  
Chairman of the Board, AGS Laboratories  
Registered Jeweler Emeritus, AGS  
Robert M. Shipley Award® recipient, AGS

I grew up in Abilene, Texas. Being a red-blooded Texan, I played quarterback and defensive halfback on the “Team of the Century,” the Abilene High School football team that earned renown in the late 1950s. Between football and summers spent working at hard labor, I developed a resilience that served me well in business.

I worked with my parents in the commercial interiors and commercial printing business until I met and married Ellen. Together, we opened Lacy & Co. in Abilene and later in El Paso, where we enjoyed 20 years of growth and success.

I love to fly, and for many years I piloted my own plane with Ellen, also a licensed pilot, as my copilot. You could say that our partnership soared to new heights.

I am honored to have been a founding board member and past chairman of the AGS Laboratories.



**To learn more about how your business can profit from  
our experience, contact us at 915-329-5229.**