

THE  
**INSTORE  
SHOW**



THESE BENCH  
JEWELERS ARE READY  
FOR THE CHALLENGE.  
CHEER THEM ON AT  
THE INSTORE SHOW!

## **BENCH PRESSURE CHALLENGE**

# OUR BENCH JEWELERS HAVE BEEN SELECTED...

## SEE THEM LIVE AT THE INSTORE SHOW!

The Bench Pressure Challenge features a two-part twist that kicks off with a pre-show Mystery Box mailing and follows with a live challenge on the show floor. Be sure to join us a day early – Aug. 10 – for an entire day of Cram-Day seminars geared to building your retail business!

### THE COMPETITION



**SUSAN EISEN**

Susan Eisen Fine Jewelry & Watches,  
El Paso, TX



**CHRIS PLOOF**

Chris Ploof Designs,  
Ipswich, UT



**DAVID THORP**

Marcus Jewelry,  
Oakland, CA



**JIMMY BUTTS**

Deysa Log Cabin,  
Pine Bluff, AR



**PATRICK DOBBS**

Jamin Turner Designs,  
Austin, TX



**KATIE MANAK**

Dragonfly Jewelry Studio,  
Saint Charles, IL