



Alabama Jewelers Association

Summer 2021

Saltwater
2021



SEPTEMBER 30TH - OCTOBER 3RD, 2021

THE ISLAND HOUSE HOTEL | ORANGE BEACH, AL

ALABAMAJEWELERS.US



Alabama Jewelers Association

Executive Director: Nancy Dawkins

2802 Lurleen B Wallace Blvd.,
Northport, Alabama 35476
(205) 526-5710

alabamajewelers@icloud.com
Alabamajewelers.us

SAVE THE DATE
for the 2022 Convention!



Annual Convention

April 1-3, 2022

**Doubletree by Hilton Perimeter Park
Birmingham, Alabama**

**Watch for more information in the
AJA Winter Newsletter.**

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Birmingham, AL

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Beverly Goddard
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Booneville, MS

Renee Singer
Start to Finish
Birmingham, AL

President's Message

Dear Alabama Jewelers Association Members,

I want to thank you all who attended this year's convention! It was a great time seeing everyone in person. Our revamped capitol city of Montgomery was such a great host for 2021 Summer is rapidly here and before we know it, our Fall selling season will be upon us. I hope you will be able to take a weekend off to relax by joining our fellow jewelers September 30 – October 3 in Orange Beach, Alabama at the Island House Hotel for AJA's annual Saltwater Seminar. September/October is a great time to take a break and enjoy our own beautiful white sands in the Gulf. It will be a great time to relax and network with your fellow jewelers so you will be refreshed for the upcoming Holiday Season. This is a wonderful event you do not want to miss! Let me end by saying we had one of the best attendances we have had in years and in order to keep the momentum going we will be bringing it to Birmingham! Please mark your calendars now for 2022 AJA Convention April 1-3, 2022.

Looking forward to seeing you there!



President
M. Ryan Snuggs

Bromberg & Co.
Birmingham, AL



Warmest regards,
M. Ryan Snuggs
AJA President

Welcome to the AJA Board



Regional Vice President
Candace Wade
Levy's Fine Jewelry
Birmingham, AL



Regional Vice President
Anna Alexander
Hobbs Jewelers
Athens, AL

Save the Date!



Saltwater 2021



SEPTEMBER 30TH - OCTOBER 3RD, 2021

THE ISLAND HOUSE HOTEL | ORANGE BEACH, AL

ALABAMAJEWELERS.US

A Saltwater Registration Form is on Page 23 of this Newsletter.

AJA Saltwater 2021

SEPTEMBER 30TH - OCTOBER 3RD, 2021
THE ISLAND HOUSE HOTEL | ORANGE BEACH, AL

AGENDA

THURSDAY, SEPTEMBER 30th & FRIDAY, OCTOBER 1st

5:00–11:00pm **Hospitality Suite Opens**Room 1001
Check-In, Receive Badge and Welcome Bag. Enjoy Refreshments and Snacks
Dinner On Your Own

SATURDAY, OCTOBER 2nd

6:00-10:30am **Breakfast Buffet**The Beachside Bistro & Bar

9:00-10:30am **AJA Board Members and Past Presidents Meeting** Gulf Room
If You Presently Serve on The Board Attendance Is Required

11:30am **Golf Tournament**Location TBA

FREE DAY **Enjoy the Beach, Pools, Shopping, Zoo and Amusement Parks**

5:00–6:30pm **Hospitality Suite Opens**Room 1001

6:30–8:30pm **Enjoy A Fun-Filled Evening at The Island House Hotel**

6:30pm **Cocktail Reception (Casual Dress)**..... Beachside by the Gazebo/Gulf Room

7:00pm **Dinner (Casual Dress)** Beachside by the Gazebo/Gulf Room

8:30-11:00pm **Hospitality Suite Opens**Room 1001

SUNDAY, OCTOBER 3rd

6:00-10:30am **Breakfast Buffet**The Beachside Bistro & Bar

**If you have any questions or would like more information:
Contact Convention Coordinator - Nancy Dawkins (205) 526-5710**

How to Make a Disaster Plan for Your Jewelry Business



Jewelry trade shows and wedding season aren't the only signs of summer.

Severe storms and natural disasters become widespread once temperatures start rising. Every area in North America can be impacted by severe weather to one degree or another and the damages can be catastrophic.

Hurricanes are just the tip of the iceberg, for some. Floods, wildfires, tornadoes, and damage from wind, hail, and lightning because of thunderstorms can wreak havoc on homes and businesses.

According to the U.S. Small Business Administration, an estimated 25% of small businesses do not reopen after a major disaster. Preparation is critical and every jeweler needs to know how to make a disaster plan.

To make a disaster plan successful when it's used, there needs to be some thoughtful and strategic thinking involved.

Not sure where to start? Here are four things that will help you build a solid foundation to your disaster plan.

How to Build a Disaster Plan

1. Identify equipment to have on-hand that will protect your property and inventory

There are big differences when it comes to preparing for a hurricane versus a tornado or wildfire. Some disasters allow you time to prepare, while others can leave you scrambling to take shelter.

Based on where your business is located, determine what types of disasters are likely to affect you and how you need to prepare for them. Here are some general items to always have on-hand that will increase your safety:

- Backup generator
- First aid kit
- Extra storage for items normally left out of a safe
- Space for signs, banners, and other displays that could cause damage to other parts of your property or surrounding properties during high winds
- Tools and accessories for minor repairs (there's a difference between fixing a leaky sink and rerouting your plumbing - a DIY project could end up becoming a major burden)

2. Determine how your financial records and data will be backed up

It could be argued that tax information, inventory records, and customer data are more important than the physical assets of your business during and after a disaster. After all, if you lose data that is not properly backed up, it is essentially gone forever.

While it seems that everything can be backed up digitally today, it's worth keeping physical copies of essential information on hand if you can't access information located on a hard drive or in the cloud.

However, your information is stored, remember to make sure that it's secure and not at risk of being compromised. You could be facing a whole other disaster if your data gets compromised.

Lastly, time is of the essence when your property and inventory have been damaged. A good way to make sure an insurance claim is processed quickly — and the recovery process begins immediately — is by having vital information at your fingertips.

3. Create a list of key stakeholders to communicate with before, during and after

First and foremost, make sure every employee is in the know. Regularly updating phone numbers and emails will help ensure this. Also, appointing one person to coordinate updates will help avoid message confusion and keep everyone on the same page.

Next, determine the key parties that will help you recover from the damage. In addition to your insurance agent and insurance company, this includes:

- contractors,
- vendors,
- and other business partners.

Again, assigning a point-

person to manage these relationships who reports back to your general communication manager can help messages be delivered accurately.

4. Have the right insurance coverage

Don't assume you'll be covered for any peril that threatens your business just because you have insurance. Some business owners find themselves paying extra out-of-pocket expenses after a claim is filed because they don't have well-rounded coverage or have improper limits.

Asking yourself questions like these can help make sure you're adequately covered if a disaster were to strike:

- Are my inventory figures up to date?
- Is my building and business personal property valued correctly?
- Could I be liable for damage to a neighbor's property, too?
- Will I be covered for any amount of lost earnings during the time when my business is closed due to the disaster?

The best way to make sure you're properly covered is to work with an agent that is an expert in jewelers block insurance. If you're not working with an agent representing Jewelers Mutual, it's time you consider it.

Brought to you by subject matter experts at Jewelers Mutual Insurance Group.

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Coming into **FOCUS**

The Jewelers of America National Convention will be held, virtually this July 19 & 20. Registration is free and open to all Jewelers of America members. Not a member? No problem. Just register for the convention and we will sign you up for a complimentary membership through the end of the year. You can access all the great member benefits as well.

The National Convention, aptly titled "Coming into Focus" will have presentations and discussions that look to the future of the jewelry marketplace.

Strategies for success, the retail experience, omni channel selling, the diamond supply chain, security, social media are just some of the topics that will be covered.

We have also expanded our member benefits with enhanced discounts on courses from GIA, Diamond Council of America, DeBeers, National Association of Jewelry Appraisers, and the American Society of Appraisers.

Most exciting is JA certification. Jewelers of America Professional Certification can advance your

career and distinguish your store from competition. Because our primary mission is to improve consumer confidence in the industry, effective July 1 we are making Level 1 Sales Professional Certification complimentary to you and all your store associates.

If you are traveling to the JCK show, please be sure to visit us in our new and expanded booth in the lower lobby, L25. In addition to the JA team, you can meet our benefit partners from Chosen Payments and Jewelers Health Care.

If you have any questions or suggestions, contact Regina Ciarleglio, Director of Membership, at 646-658-5805 or email her at rciarleglio@jewelers.org

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2021

Design Competition Winners

CATEGORY 1 WINNER

Candace Wade
Levy's Fine Jewelry
Birmingham, AL

*Mixed Media Wood,
diamond and Yellow
Gold Earrings*



o **Category 1)** Materials may cost up to \$1,000

CATEGORY 2 WINNER & BEST IN SHOW

Chanse Pope
Gold Rush Jewelers
Cullman, AL

*"Infinite Sea"
Aquamarine &
diamond ring*



o **Category 2)** Materials may cost between
\$1,001 to \$3,000

CATEGORY 3 WINNER

Philip Flenniken
Bromberg Jewelers
Birmingham, AL

*Handcrafted Diamond
Ring*



o **Category 3)** Materials may cost over \$3,000

CATEGORY 4 WINNER

John Poole
Hudson-Poole Fine
Jewelers
Tuscaloosa, AL

*Fire Opal & Diamond
Pendant*



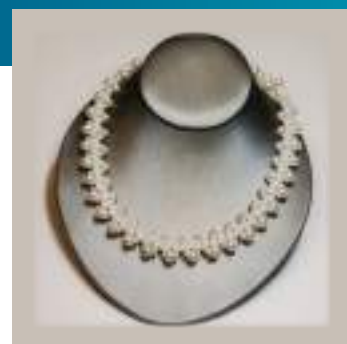
o **CAD/CDM:** Cost of materials may vary

PEOPLE'S CHOICE

Natalia Douglas
Hayes Jewelers - Mobile, AL

Pearl Necklace

Congratulations!



And the Winners are...

Alabama Jewelers Association Scholarship Program



Mark Wright
Bromberg & Co. Jewelers
Birmingham, AL



Becky Sampson
Hobbs Jewelers
Athens, AL

At this year's convention, the AJA awarded two (2) scholarships in the amount of \$500 each, to two AJA members for their continuing education in the jewelry industry.

The winners are Becky Sampson of Hobbs Jewelers in Athens, AL and Mark Wright of Bromberg & Co. Jewelers in Birmingham, AL.

Congratulations!



*Welcome to
Our Newest Members!*

Kirsten Eigenfeld
Ostbye

Debbie Kordansky
DM Kordansky

Allan Cagle
Color Merchants,
Brilliant Elements

Daniel Dilman
Roman & Jules

**Dylan Rings Custom
Jewelry**
Montgomery, AL

Davis Fine Jewelry
Montgomery, AL

Tommy Boone
A.J. Procurements
International

Cary Aldridge
Kovel Collection,
Frederic Duclos, Cirari

Membership Makes A Difference!

2021 Annual Convention



Alabama
Jewelers
Association

April 9-11, 2021



in Montgomery, Alabama



Anna Bensman

(606) 416-0330

Annacrswwl@yahoo.com

**Global Liquidators
Edgewater & Earth Grace**

Want To Be An Annual Convention Sponsor in 2022?

For more information on how to be a sponsor, please contact the AJA office at Alabamajewelers@icloud.com or 205-526-5710.

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Thank You...

to the more than 25 vendors displaying jewelry at this year's annual convention in Montgomery, Alabama.

A.J. Procurements International

Tommy Boone & Armando
Fundora

Aash, LLC

Adam Schaper

Aiya Designs

Sunny Aiya

AmerGem Imports, Inc.

Greg Bayer

Apollo Manufacturing

Gene Lambert

Artistry

Laura Lambert

American Ring Source

Trey Prichard

Carla, Veer Diamond & Samuel B

Steven Kretser

DM Kordansky

Debbie Kordansky

Brilliant Elements & Julerie Designs

Allan Cagle

Equity Diamond Brokers

Fred Hoffman

Geib Refining

Mike Gervais

Global Liquidators

Eric Jones

Judy Carter & Associates

Judy Upton

KR Diamonds, Ltd

William Frost

LUXURY/JCK/JIS

Sara McDonough

Midas Chain, Belair & Shah

Scott Schock

Midwest Closeout

Steve Stricklin

Oro International

Eric Weber

PMI & Dynamic Designs

Arthur Back

Premium Wholesale

Mike Combs

Royal Chain, Wilkerson & Charles Garnier

Beverly Goddard

Shefi Diamonds

Sammy Turner

Southern Gates/Cargo Hold

Doris Butler

Star Gems, Inc. Atlanta

Anish Desai

Start to Finish

Steve & Renee Singer

Virgo Star

Arvind & Rajesh Zaveri

Do you want to see more merchandise from a particular vendor?

Each vendors contact information and website can be found at Alabamajewelers.us

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Visit The AJA Website!

Alabama
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**We've said it before and we'll say it again...
MEMBERSHIP MAKES A DIFFERENCE!**

Alabamajewelers.us

EVERY Member is listed with a link to THEIR website!

You can register online for upcoming conventions, sign up to receive our digital newsletter, find info and pics from past conventions and stay up to date on any upcoming events!

Also Follow Us On  Instagram!



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AJA raised over
\$5,400
for Jewelers for Children
at this year's convention.



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- ◆ Namano Diamonds/ Southeastern Findings
- ◆ Atlanta Jewelry Show
- ◆ Star Gems, Inc. – Anish Desai
- ◆ Uneek Jewelry – John Rowlett
- ◆ Speedwire – Glenn Manning
- ◆ Midwest Closeouts – Steven Stricklin
- ◆ Global Liquidators – Eric Jones
- ◆ Overnight Mountings -
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- ◆ Izi Creations – David Kowalski
- ◆ Pink Diamond
- ◆ Roseco
- ◆ Shefi Diamonds – Sammy Turner
- ◆ Sterling Reputation
- ◆ MS Gems – Manoj Jain
- ◆ Oro International – Eric Weber
- ◆ Artistry – Gene & Laura Lambert
- ◆ D'Light Refinery – Dawn Light
- ◆ Kim International – Bill Harrison
- ◆ KR Diamond Limited LTD – William Frost
- ◆ Carpenter Diamond Distributors
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- ◆ Fana Jewelry/Genuine Gem
- ◆ IDD USA
- ◆ Premium Wholesale – Mike Combs
- ◆ Samuel Spil – Joseph Spil
- ◆ AmerGem Imports – Greg Bayer
- ◆ Jewel Craft – Nick Wesdorp
- ◆ Pickens, Inc
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- ◆ Aarush Diam & Prime Mountings – Arthur Back
- ◆ Southern Gates – Doris Butler
- ◆ Aash, LLC – Adam Schaper
- ◆ Carla, Veer Diamond & Samuel B – Steven Kretser
- ◆ Brilliant Elements & JulierieDesign – Allan Cagle
- ◆ D.M. Kordansky – Debra Kordansky
- ◆ Equity Diamond Brokers – Fred Hoffman
- ◆ Midas Chain, Belair & Shah – Scott Schock
- ◆ Citizen Watch – Craft Maier
- ◆ Ostbye – Kirsten Eigenfeld
- ◆ Anna Bensman



Kirsten "Kitty" Eigenfeld
Territory Manager

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Fax: (877) 553-1515
Email: kirsten.eigenfeld@ostbye.com
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In Memoriam

AJA is mourning the loss of members and close friends of the association. Our thoughts and prayers go out to their families.

David Ginn

AJS Past President - 1974-1975

Ginn Jewelry

Leah Ozment

Fincher & Ozment Jewelers

William "Bill" Rosenfeld

GJA Past President - 2014-2016

Rosenfeld Jewelry

Johnny Johnson

GJA Past President

Edward-Johns Jewelers

Nick Sanders

AJA Past President - 2010-2012

Nick Sanders Jewelers

Gene Callaway

Southeastern Findings / Namano



2021

Calendar of Events

RJO

July 17-19, 2021

Cincinnati, OH

IJO

Aug 13-17, 2021

Kansas City, MO

JCK LAS VEGAS

Aug 27-30, 2021

Venetian Resort & Sands Expo
Las Vegas, NV

Alabama
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ALABAMA JEWELERS
ASSOCIATION
SALTWATER CONVENTION

Sept 30 - Oct 3, 2021

Island House Hotel
Orange Beach, AL

ATLANTA JEWELRY SHOW

Oct 23-24, 2021

Cobb Galleria Center
Atlanta, GA

JIS OCTOBER

Oct 8-11, 2021

Miami Beach
Convention Center
Miami Beach, FL

2022

AJA ANNUAL CONVENTION

April 1-3, 2022

Doubletree By Hilton
Perimeter Park,
Birmingham, AL

MARK YOUR CALENDARS!

Summer Recipes To Try...



DIRECTIONS

1. Cut all the ingredients into bite size pieces, 1 to 1 1/2 inch pieces.
2. Put the chicken and sausage in one bowl and the veggies and pineapple in a different bowl.
3. Mix together the Moore's, Italian Dressing and pineapple juice.

Marinated Chicken Griddle

Great for Blackstone Griddles

INGREDIENTS

- 1/2 bottle Moore's marinade
- 1 bottle Italian Dressing
- 1 red or yellow onion
- 1 large bell pepper of each color, red, yellow and orange
- 2 large cans pineapple chunks, you will use the juice.
- 1 pkg. Hillshire Farm smoked sausage
- 6 skinless, boneless chicken breasts

4. Pour 1/2 of the Moore's mixture over each bowl. Stir and let marinate for 24 hours.
5. Cook on your Blackstone griddle at medium high heat until done. Or you can put everything on skewers then cook on the grill.

Coconut Cream Mini Pies

(Very Easy)

INGREDIENTS

- 2 boxes of Dutch Ann 8 Frozen Tart Shells (I can only find these at Walmart) or you can use 2 frozen pie shells.
- 13.5 oz can coconut milk
- 1 1/2 cups half & half
- 2 eggs beaten
- 1 egg yolk (yellow)
- 3/4 cups sugar
- 1/2 cup corn starch
- 1/4 tsp salt
- 2 1/2 cups sweetened flaked coconut (a 1/4 cup for toasting)
- 1 tsp coconut extract



INGREDIENTS FOR WHIPPED CREAM TOPPING:

- 16 oz heavy whipping cream
- 1/3 cup sugar
- 1 1/2 tsp vanilla extract

You can skip this and top with Reddi-wip & toasted coconut

DIRECTIONS - FILLING

1. Combine coconut milk, half & half, eggs, egg yolk, sugar, corn starch and salt in a large, microwave safe bowl. (I use my large, 8 cup, Pyrex measuring cup) Stir.
2. Microwave on high for one minute, stir. Repeat until thick custard has developed, 5-7 minutes.
3. Stir in 2 1/4 cup coconut and coconut extract.
4. Spoon coconut custard into cooled mini pie shells.
5. Refrigerate for at least 2 hours

DIRECTIONS - TOPPING

1. Beat whipped cream at high speed with an electric mixer until foamy; gradually add sugar and vanilla, beating until soft peaks form.
2. Toast 1/4 cup coconut until it has a golden look. It cooks fast so watch closely.
3. Cut a hole on the corner of a zip bag or use a decorating tip to top the mini pies with the topping. Then sprinkle with toasted coconut.

2021 AJA SALTWATER REGISTRATION FORM
Island House Hotel – Orange Beach, AL
Thursday – Sunday, September 30th - October 3rd, 2021

Room Reservations: www.alabamajewelers.us or 251-981-6100
Special Convention Room Rates Starting at \$170 (Room Block Ends August 30, 2021)

Name _____ Spouse or Guest(s) _____

Company _____

Phone _____ Mobile _____

Address _____ City _____

State _____ Zip _____ Email _____

(Please Fill-In **ALL** Information For Our Files)

FULL CONVENTION REGISTRATION

Includes: Hospitality Suite Thursday, Friday & Saturday Nights,
Saturday & Sunday Breakfast Buffet, and Saturday Night Dinner

_____ @ \$99.00 Each = \$ _____

FULL REGISTRATION FOR CHILDREN (5-12 Years)

_____ @ \$30.00 Each = \$ _____

FRIDAY NIGHT ONLY - Hospitality Only

_____ @ \$40.00 Each = \$ _____

SATURDAY NIGHT ONLY - Hospitality & Dinner

_____ @ \$ 75.00 Each = \$ _____

Total Registration \$ _____

Please list names for additional badges: _____

GOLF TOURNAMENT - Location & Time TBA - Please indicate # of Players _____

(We will contact you the first of September with the details.)

3 PAYMENT OPTIONS:

1. Send in registration form and We will send you an invoice that you can pay from directly.

2. Check Enclosed: _____

3. Credit Card: Visa _____ MC _____ AMEX _____ Discover _____ Card # _____

(PLEASE PRINT CLEARLY)

Please Print Name As It Appears On Credit Card _____

Exp. Date _____ Security Code _____ Billing Zip Code _____

DEADLINE IS AUGUST 30, 2021

ALABAMA JEWELERS ASSOCIATION

Attention: Nancy Dawkins

2802 Lurleen B Wallace Blvd., Northport, AL 35476

(205) 526-5710 • Alabamajewelers@icloud.com • www.alabamajewelers.us



2802 Lurleen B Wallace Blvd.
Northport, AL 35476

Prsrt Std
US Postage
PAID
Montgomery, AL
Permit No. 432

An advertisement for Levys Fine Jewelry. The background is a light grey with a pattern of faint, white, handwritten-style letters. In the upper left, the word "LEVYS" is written in a large, bold, black serif font. Below it, "FINE JEWELRY" is in a smaller, bold, black sans-serif font, and "SINCE 1922" is in an even smaller, black sans-serif font. In the center-left, the text "Buying estates daily" and "Memo Available to rated accounts" is written in a black, italicized serif font. On the right side, there is a photograph of an open, dark brown jewelry box with a yellow interior. Inside the box, a large, ornate diamond necklace is displayed. The necklace features a central diamond pendant with several smaller diamonds and intricate metalwork. At the bottom of the advertisement, there is a row of four social media icons: Facebook, Pinterest, Instagram, and TikTok. Below the icons, the text "DOWNTOWN BIRMINGHAM • 205-251-3381" and "WWW.LEVYSFINEJEWELRY.COM" is written in a black, sans-serif font.