

Alabama  
Jewelers  
Association

# Alabama Jewelers Association

Summer 2022



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2022

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## Alabama Jewelers Association

*Executive Director: Nancy Dawkins*

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

*AlabamaJewelers@icloud.com*  
*AlabamaJewelers.us*

## AGA Annual Convention



*We are excited to announce that the next annual convention dates will be:*

# *April 21-23, 2023*

*Renaissance Montgomery Hotel & Spa  
at the Convention Center  
in Montgomery, Alabama*

### AJA Executive Board of Directors

**President**  
**Ryan Snuggs**  
Bromberg & Co.  
Birmingham, AL

**Vice President/ Treasurer**  
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Lou's Jewelry  
Mobile, AL

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Birmingham, AL

**Executive Director**  
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**Anna Alexander**  
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**Leslie Rider**  
Dylan Rings  
Montgomery, AL

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Foley, AL

**Danny Clarke**  
Gold Art, Inc.  
Mobile, AL

**Jared Nadler**  
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**John Poole**  
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**Richard White**  
Ed White Jewelers  
Cullman, AL

**Marshall Sanford**  
Hayes Jewelers  
Mobile, AL

**Doug Doggett**  
Doug Doggett Jewelers  
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**Tim Sherrer**  
Lou's Jewelry  
Mobile, AL

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Birmingham, AL

**Renee Singer**  
Start to Finish  
Birmingham, AL

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Royal Chain Group /  
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**Steve Stricklin**  
Midwest Closeouts  
Birmingham, AL

**Arthur Back**  
Prime Mountings / Lab  
Diamonds / Dynamic Design  
Memphis, TN

**Eric Jones**  
Global Liquidators  
Birmingham, AL

# AJA President's Message

We want to thank everyone who attended the 2022 Alabama Jeweler's Convention at the Hilton Doubletree hotel in Birmingham! It was a phenomenal turn out. Our guest speakers, Konrad Darling and Tammy Lail brought hands on training that was truly valuable for today's retail environment. We want to thank them for their knowledge and expertise.

We want to encourage our members to utilize their membership with the Alabama Jewelers Association and apply for the \$500 scholarships that are given away at the annual spring convention. We believe in continual education and growth for all our members.

Lastly, thank you to our AJA Board members, past presidents, our Advertisers and Sponsors, and Nancy Dawkins - our wonderful Executive Director, for ALL they do to make AJA a success!



Warmest regards,  
M. Ryan Snuggs  
AJA President

*President*  
**Ryan Snuggs**  
Bromberg & Co.  
Birmingham, AL

## AJA Welcomes to the Board



**Regional Vice President**  
**Leslie Rider**  
Dylan Rings  
Montgomery, AL

An advertisement for Sterling Reputation jewelry. The background is a vibrant blue with bokeh light effects. Several pieces of jewelry are displayed, including necklaces, earrings, and a ring. The text reads: "The Look of Platinum... With a Silver Price Tag®". At the bottom, it says "STERLING REPUTATION." followed by contact information: "954.578.1880 • info@sterlingreputation.com • www.sterlingreputation.com". The main headline is "Alabama's #1 Sterling Silver Supplier!" and it ends with "Call Today for Our Latest Catalog." The Sterling Reputation logo, a stylized 'S', is also present.



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Offer valid through 12/31/22.

# 2022

## AGA Design Competition



### CATEGORY 1 WINNER

**Robert Whatley**  
Levy's Fine Jewelry  
Birmingham, AL

*Two tone pendant with 3D illusion using negative space. 14K with Cab Moonstone, Chrysoprase, Amethyst, Pink Tourmaline, & Blue Chalcedony*



o Category 1: Materials cost \$1,000 & Under

### CATEGORY 2 WINNER

**Marshall Sanford**  
Hayes Jewelers  
Mobile, AL

*14K white gold hand made frame with an Australian freedom cut opal and 1/2CTW diamonds.*



o Category 2: Materials cost between \$1,001 & \$3,000

### • BEST IN SHOW • 2022 PEOPLE'S CHOICE • CATEGORY 3 WINNER

**Steven Sherrer**  
Lou's Jewelry - Mobile, AL

*14K white gold ring with natural baguette diamonds and a halo of blue sapphires surrounding a Blue Topaz.*



o Category 3: Materials cost \$3,001 & Over

*Congratulations to the Winners!*

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# Alabama Jewelers Association Scholarship Program



*The 2022 Winners are...*



Natalya Douglas  
Hayes Jewelers  
Mobile, AL



Billie Paul  
Levy's Fine Jewelry  
Birmingham, 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 Natalya Douglas of Hayes Jewelers in Mobile, AL and Billie Paul of Levy's Fine Jewelry in Birmingham, AL.

*Congratulations!*



*Welcome to*  
**Our Newest Members!**

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Kenect

Russell Mefford  
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Emily Ponkratz  
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— Anna Alexander, Alexander's Jewelry


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# Thank You to Our Discovery Table Vendors

We had more than 25 vendors with displays at this year's annual convention in Birmingham, Alabama.



**Global Liquidators**  
Eric Jones

**MS Gems**  
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**Star Gems Inc. Atlanta**  
Anish Desai

**United Precious Metal Refining, Inc.**  
David Siminski

**Aiden Jewelry**  
Uzi Bahan

**Citizen Watch**  
Craft Maire

**DM Kordansky**  
Debra Kordansky McKinney & Benjamin McKinney

**Premium Wholesale**  
Mike Combs

**Southern Gates / Cargo Hold -**  
Doris Butler

**Dynamic Design, Prime Mountings, Lab Diamonds -**  
Arthur Back

**Equity Diamond Brokers**  
Fred Hoffman

**Royal Chain, Charles Garnier, Wilkerson**  
Beverly Goddard

**Start to Finish**  
Steve & Renee Singer

**Darling Gem Imports**  
Konrad Darling

**BitOfMe**  
Russell Mefford & Todd Thompson

**GN Diamond**  
Rosalie Fittery

**Aiya Designs**  
Sunny Aiya

**Roman & Jules**  
Daniel Dilman

**Samuel Spil Co.**  
Linda & Morris Spil

**Shefi Diamonds**  
Sammy Turner

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Arvind & Rajesh Zaveri

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Kitty Eigenfeld

**J Frank Golden**  
The Golden Girls - Dena, Ella & Kate

**Bertke Brothers**  
Carla Jaynes

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G R O U P



## 5 Reasons Why the Jewelry Appraisal Solution Stands Out

Are you looking for an easy way to earn additional revenue and grow your business? Want to keep customers coming back into your store? The Jewelry Appraisal Solution a free appraisal software, may be your best bet.

Here are five reasons why this appraisal tool stands out above its competitors. Features of the Jewelry Appraisal Solution:

### 1. Ease of use in the Zing® marketplace

The Zing marketplace, a one-stop shop for all your Jewelers Mutual Group product needs, conveniently houses the Jewelry Appraisal Solution for daily use. The marketplace is extremely easy to sign up for, free to use and simple to navigate. Not only can you complete appraisals in the Zing marketplace, but you can also submit claims, shop for diamonds, use JM™ Care Plan, JM Shipping Solution and more.

### 2. Demo mode

Interested in trying out the Jewelry Appraisal Solution with no strings attached? If you're in the

Zing marketplace, this is as easy as the click of a button. All you need to do is activate your demo trial in the appraisal module. Once activated, you're able to leverage the expertise of Gemworld International and try out a few test appraisals without going through the official enrollment process.

### 3. Multi-item appraisals

We're always improving the user experience. We want to make the appraisal process as seamless as possible. The multi-item appraisal feature—which was added into the solution after it was first launched—saves you a significant amount of time and headaches. Is one of your customers buying multiple pieces? You can add all the items into one appraisal instead of doing individual ones. Once all the items are added, your customer will be able to see the combined value of all their items.

### 4. Personalized branding

Looking for a way to make your appraisals stand out? Or maybe you want to make sure your customers are reminded where they got their appraisal from. No matter how you run your jewelry business, branding

is extremely important. All users of the Jewelry Appraisal Solution are able to upload their company logo. The logo is then added automatically to every appraisal you do, leaving a lasting impression with customers.

### 5. Quick quote ability

One of the best things for your customers is how quick the insurance quote process is after an appraisal is completed. Completed appraisals are automatically emailed to your customer with a link to an instant insurance quote directly from Jewelers Mutual Group. They can apply, pay and in many cases receive protection before they even leave the store.

The Jewelry Appraisal Solution truly makes appraisals easy. Now is the time to start using the standout features of this jewelry appraisal software and give your customers peace of mind.

*Sign up for Jewelers Mutual Group's Zing marketplace and request access. Our team will reach out to get you signed up! You can even test out appraisals using the solution's demo mode while you wait.*

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



## Join the new Alabama Jewelers Association Facebook Group.

- Keep up with what's going on with AJA.
- Ask questions about things going on in the jewelry industry.
- Post information and/or events going on in your store.
- Get advice from your fellow AJA members.



[www.facebook.com/groups/441638887276311](http://www.facebook.com/groups/441638887276311). This is a private group where only members can see who's in the group and what they post.

# Alabama Jewelers Association Lifetime Members 2022 Inductees



Congratulations to Doug Doggett and Richard White. They were each awarded the AJA Lifetime Memberships at this years AJA Annual Convention in Birmingham, AL. They have been so loyal to Alabama Jewelers Association for many many years!

Awards were presented by Tim Sherrer to:

Richard White  
Ed White Jewelers  
Cullman, AL

Doug Doggett  
Doug Doggett Jewelers  
Cullman, AL

*Congratulations!*

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# Our Annual Convention

Alabama  
Jewelers  
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April 1-3, 2022



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# AJA Saltwater 2022

SEPTEMBER 29 - OCTOBER 2, 2022

THE ISLAND HOUSE HOTEL | ORANGE BEACH, AL

## AGENDA

### THURSDAY, SEPTEMBER 29 & FRIDAY, SEPTEMBER 30

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 1

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 2

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**

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

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Alabama Jewelers Association

# 2022 Saltwater

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- ◆ United Precious Metal Refining, Inc. - David Siminski

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**VISIT THE AJA WEBSITE!**



**Alabama Jewelers Association**

*We've said it before and we'll say it again...  
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**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 information and photos from past conventions, and stay up-to-date on our upcoming events!



alabamajewelers



# 2022 Calendar of Events

**IJO**  
Washington DC /  
National Harbor, MD  
Saturday, July 23 –  
Tuesday, July 26

**RJO**  
Minneapolis, MN  
Saturday, July 30 –  
Monday, August 1

**Atlanta Jewelry Show**  
Atlanta, GA  
Saturday, August 27  
& Sunday, August 28

**Room Block Deadline**  
at the Island House Hotel  
for Saltwater Convention  
Tuesday, August 30

**AJA Saltwater 2022**

Orange Beach, AL  
Thursday, September 29 –  
Sunday, October 2

**JIS Fall**  
Miami, FL  
Friday, September 30 –  
Monday, October 3

**2023**  
AJA Annual Convention  
Renaissance Montgomery  
Montgomery, AL  
Friday, April 21 –  
Sunday, April 23

Visit us at the  
Atlanta Jewelry Show  
August 27th & 28th  
Booth #1116

# J. FRANK GOLDEN & ASSOCIATES



known for colored stones

at the  
Atlanta Jewelry Show 



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 Ametrine 19.32 ct	<b>LAB REPORT</b>  Alexandrite 1.46 ct	 Yellow Sapphire 1.08 ct	 Swiss Blue Topaz 12.07 ct	 Green Tourmaline 1.24 ct
<b>LAB REPORT</b>  Emerald 5.40 ct	 Gold Rutilated Quartz 8.55 ct	 Sapphire 3.04 ct	<b>MATCHED PAIR</b>  Citrine 3.91 cttw	 Raspberry Sapphire .71 ct

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# ALABAMA JEWELERS ASSOCIATION 2022 SALTWATER REGISTRATION FORM

# Saltwater 2022

Island House Hotel – Orange Beach, AL  
Thursday, September 29th – Sunday, October 2nd, 2022  
For Room Reservations: Go To [www.AlabamaJewelers.us](http://www.AlabamaJewelers.us) or Call 251-981-6100.  
Special Convention Room Rate starting at \$175. Group Code: AJA.  
**\*Room Block Deadline August 30th, 2022\***

Name: \_\_\_\_\_ Spouse/Guest Name: \_\_\_\_\_  
(Please Fill-In ALL Information For Our Files)

Employer Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

**FULL CONVENTION REGISTRATION** ..... # \_\_\_\_\_ @ \$120.00 Each = \$ \_\_\_\_\_  
Includes: Hospitality Suite Thursday, Friday & Saturday Nights, Breakfast Buffet Saturday & Sunday, and Dinner Saturday Night.

**FULL REGISTRATION FOR CHILDREN (5-12 Years)** ..... # \_\_\_\_\_ @ \$30.00 Each = \$ \_\_\_\_\_

**FRIDAY NIGHT ONLY** ..... # \_\_\_\_\_ @ \$40.00 Each = \$ \_\_\_\_\_  
Hospitality Suite Only.

**SATURDAY NIGHT ONLY** ..... # \_\_\_\_\_ @ \$75.00 Each = \$ \_\_\_\_\_  
Includes Hospitality Suite and Dinner.

**Total Registration Amount = \$ \_\_\_\_\_**

Additional Name Badges Needed; Please List: \_\_\_\_\_  
(If More Space Is Needed, Please List Additional Names On A Separate Sheet)

**GOLF TOURNAMENT** ..... Indicate # of Players Expected \_\_\_\_\_  
Location & Time TBA - We Will Contact You At The Beginning of September With The Details.

### 3 PAYMENT OPTIONS: Check Your Payment Type Below.

1. **BILL ME:** Send In This Registration Form And We Will Send You An Invoice That You Can Pay Directly. \_\_\_\_\_

2. **Check Enclosed:** \_\_\_\_\_

3. **Credit Card:** Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ AMEX \_\_\_\_\_ Discover \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Name On Credit Card: \_\_\_\_\_  
(Please Print Clearly) (Please Print Clearly)

Expiration Date: \_\_\_\_\_ 3 Digit Security Code On Back: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

**ALABAMA JEWELERS ASSOCIATION**  
Attention: Nancy Dawkins  
Address: 2802 Lurleen B Wallace Blvd., Northport, AL 35476  
Phone: 205-526-5710 • Email: [AlabamaJewelers@icloud.com](mailto:AlabamaJewelers@icloud.com) • Website: [www.AlabamaJewelers.us](http://www.AlabamaJewelers.us)





2802 Lurleen B Wallace Blvd.  
Northport, AL 35476

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The advertisement features a background of faint, handwritten-style text. On the right side, a diamond-shaped jewelry box with a yellow interior is open, displaying a large, ornate diamond necklace with multiple round-cut diamonds. At the bottom of the ad, there are four social media icons: Facebook, Pinterest, Instagram, and TikTok, each set within a diamond shape.